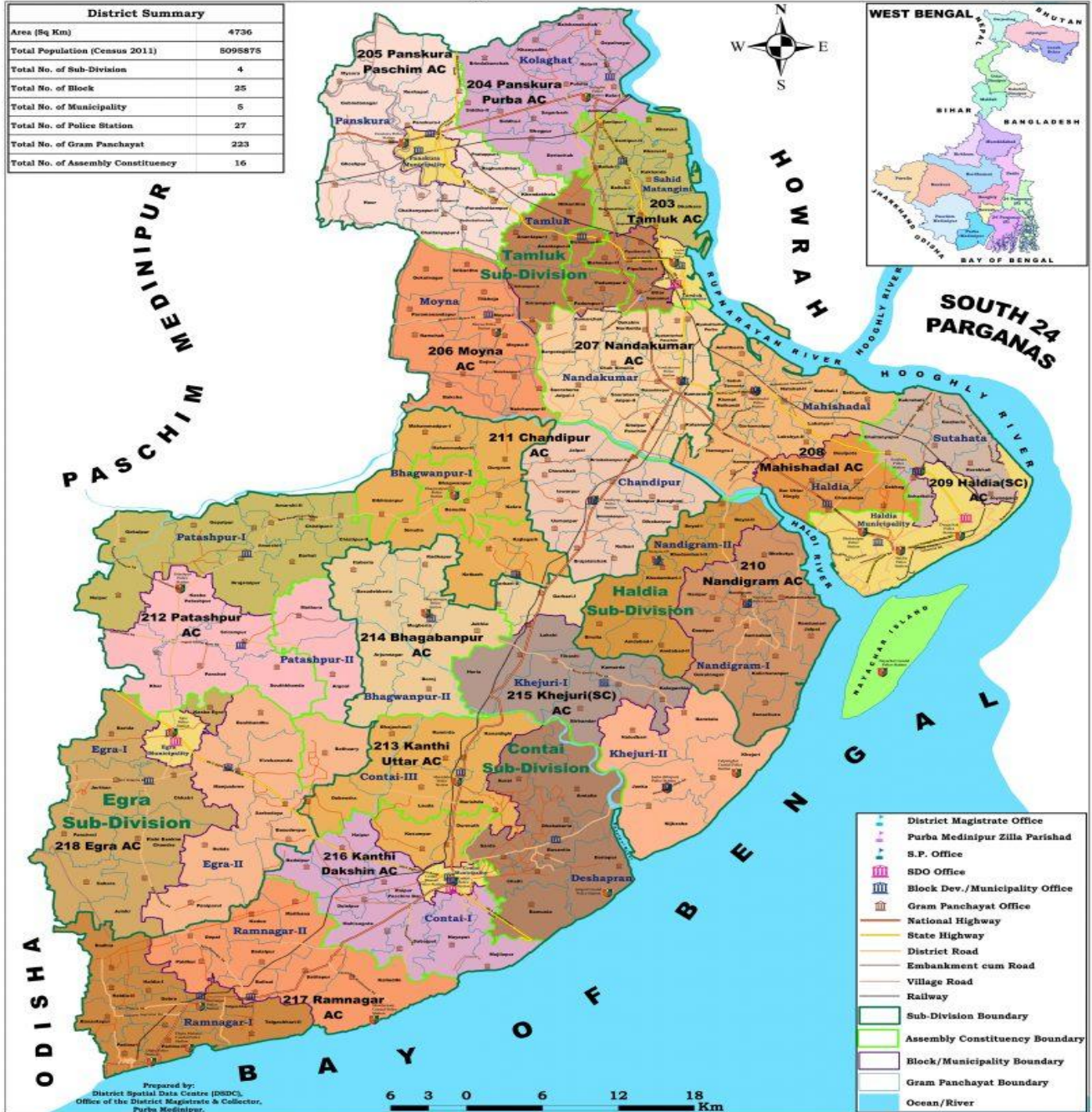


DISTRICT PROFILE

PURBA MEDINIPUR

ADMINISTRATIVE MAP (PURBA MEDINIPUR DISTRICT)

District Summary	
Area (Sq Km)	4736
Total Population (Census 2011)	8095875
Total No. of Sub-Division	4
Total No. of Block	25
Total No. of Municipality	5
Total No. of Police Station	27
Total No. of Gram Panchayat	223
Total No. of Assembly Constituency	16



Content

1. Introduction

Purba Medinipur is the southernmost district of Midnapore division – one of the five administrative divisions of West Bengal. The headquarters is in Tamluk. Purba Medinipur is bounded by Paschim Medinipur which lies at the northern and western border of it. The state of Odisha is at the southwest border; the Bay of Bengal lies in the south; the Hooghly river and South 24 Parganas district to the east; and Howrah district to the northeast.

The District Headquarter, Tamluk, derives its name from the Sanskrit word “Tamra Lipta” meaning “Full of Copper”. This ancient port city was bounded by the Bay of Bengal in the south, river Rupnarayan in the east and Subarnarekha in the west.

2. Climatic Conditions

In East Midnapore, the wet season is hot, oppressive, and overcast and the dry season is warm, humid, and mostly clear. Over the course of the year, the temperature typically varies from 54°F to 98°F and is rarely below 49°F or above 104°F.¹

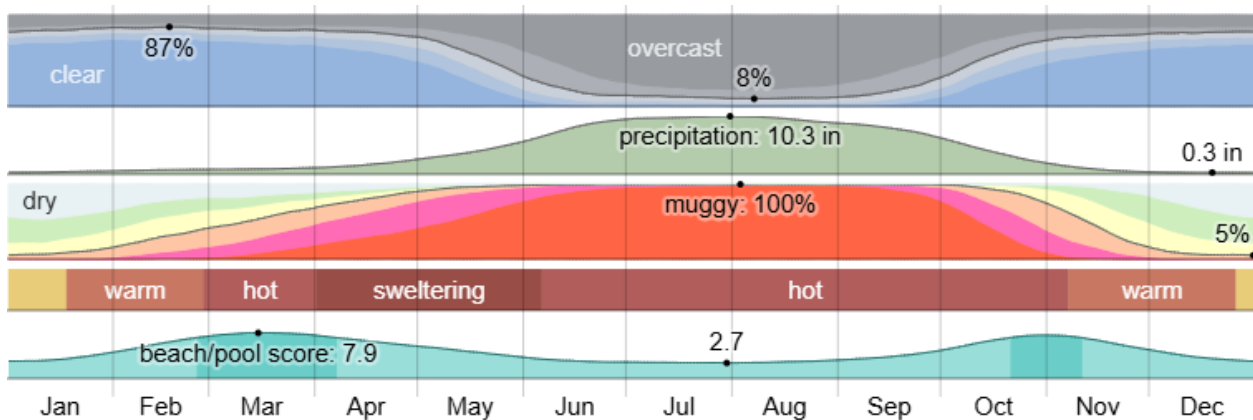


Fig 1 : Climatic Mapping of Purba Medinipur
Source : Weather Spark

¹Taken from Weather Spark

3. Administrative Profile

The administrative setup of the district is led by the **District Magistrate cum Collector**. Under the District Magistrate, there are 4 Additional District Magistrates.

Purba Medinipur has **4 Sub-divisions**: Tamluk, Haldia, Egra and Contai. Within these sub-divisions, there are **21 Police Stations** in total. Further, there are **5 Municipality and 25 Blocks** under Purba Medinipur District.

The distribution of the administrative order has been detailed below in Fig 2. The details of the same are given in the annexure(Ref : Table A1, A2 and A3, in the **Annexure** section).

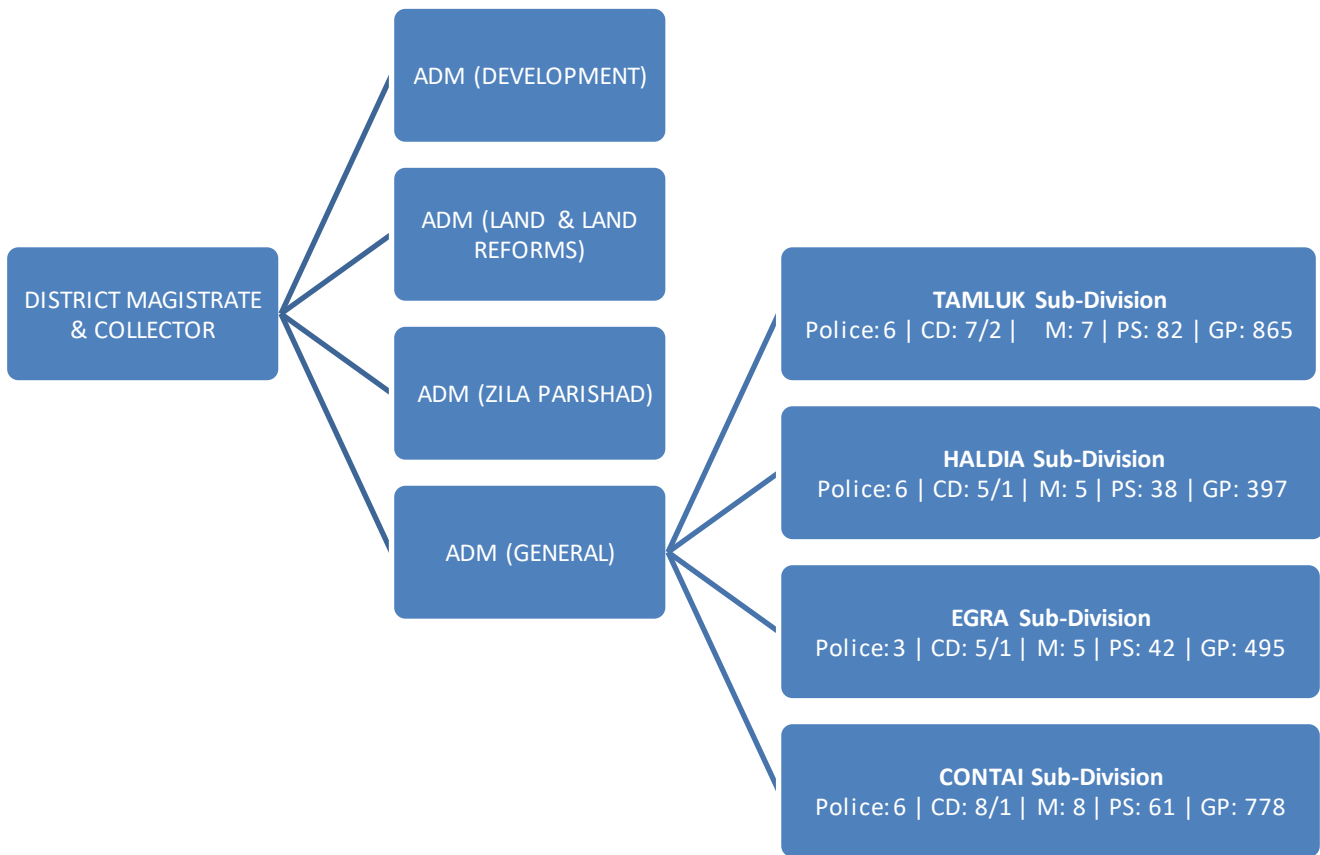


Fig 2 : Administrative Flow of Purba Medinipur
Source : Compiled from official website of Purba Medinipur, Govt of West Bengal

4. Location and Geography:

The district of Purba Medinipur is situated **between 22°057'10"N and 21°36'35"N latitude and 88°12'40" E and 86°33'50"Elongitude** .The district is part of the lower Indo-Gangetic Plain and Eastern coastal plains. Topographically, the district can be divided into two parts – (a) almost entirely flat plains on the west, east and north, (b) the coastal plains on the south. The vast expanse of land is formed of alluvium and is composed of younger and coastal alluvial. The elevation of the district is within 10 meters above the mean sea level. The district has a **long coastline of 65.5 km** along its southern and southeastern boundary. Five coastal CD Blocks, namely,

- A. Khejuri II,
- B. Contai I,
- C. Contai II (Deshapran),
- D. Ramnagar I
- E. RamnagarII,

- are occasionally affected by cyclones and tornadoes. Tidal floods are quite regular in these five CD Blocks. Normally floods occur in 21 of the 25 CD Blocks in the district.

The major rivers are

- i. Haldi,
- ii. Rupnarayan,
- iii. Rasulpur,
- iv. Bagui
- v. Keleghai,

- flowing in north to south or south-east direction. River water is an important source of irrigation.

The district has a **low 899 hectare forest cover**, which is 0.02% of its geographical area. The soil structure of the district is mostly heavy although in some places light and medium soils are also found. Soils group consists of 2 major groups – Vind Alluvium and Coastal. River water is an important source of irrigation for agricultural activities in the district. The rivers flow from North to South or South-East direction. The **major rivers are Haldi, Rupnarayan, Rasulpur, Bagui and Keleghai**. They provide a big relief to the large number of agriculture-based populations of the district.

5. Demography

According to the 2011 census Purba Medinipur district has a **population of 5,095,875**. The district has a **population density of 1,081 inhabitants per square kilometer** (2,790/sq mi). Its population growth rate over the decade 2001-2011 was 15.35%.

Purba Medinipur has a **sex ratio of 938 females for every 1000 males**, and a **literacy rate of 87.66%**. 11.63% of the population lives in urban areas.

The 2011 census states that the district has a literacy rate of 87.66% up from 80.20% of 2001 census. However as per the 2001 census, this district had a male literacy rate of 89.1% and female literacy rate was 70.7%.

Education Index of this district is 0.74 and the **district is ranked 1st position in literacy rate** in comparison to other districts of West Bengal. Scheduled Castes and Scheduled Tribes make up 14.63% and 0.55% of the population respectively.

Bengali is the predominant language, spoken by 98.31% of the population. The dialect around Kanthi is heavily influenced by nearby dialect of Oriya and along the Odisha border, the two languages cannot be distinguished.

The demographic distribution of Purba Medinipur is given by the following data:

Table: 1 Major Demographic Distribution of Purba Medinipur

Unit: Population in Lakhs

PARAMETERS	TOTAL	RURAL	URBAN
Number of Households	11.14	9.89	1.25
Total Population (Persons)	50.96	45.03	5.93
Total Population (Males)	26.30	23.23	3.07
Total Population (Females)	24.66	21.81	2.85
Literates (Persons)	39.23	34.54	4.69
Literates (Males)	21.49	18.94	2.55
Literates (Females)	17.74	15.61	2.14
Total Workers (Persons)	19.10	17.16	1.95
Total Workers (Males)	15.16	13.51	1.65
Total Workers (Females)	3.94	3.65	0.29
Agricultural Labourers	7.02	6.83	0.19
Workers in Household Industries	1.19	1.11	0.08

Source : Data Compiled from Census, 2011

6. Logistic Infrastructure Profile:

The Major cities and towns of Purba Medinipur district includes Panskura, Tamluk, Nandakumar, Contai, Egra, Haldia, Mecheda, Mahisadal, Kajlagarh, Digha, Mandarmani, Khejuri, Ramnagar, Patashpur, Bhagabanpur, Manglamarro, Chandipur, Kolaghat, DeshopranPaniparul and Deulihat.

Purba Medinipur district has an excellent transport and communication network of national highways and railways.

6.1 Road Transport

There are two divisions in the Roadways:

- Tamluk Division, PWD (223.55 KM)
- Tamluk Highway Division, P.W (Roads) Dtte. (429.43 KM)²

6.2 Rail Transport

Purba Medinipur in West Bengal is well-connected to other states via the Indian Railways network, primarily through the South Eastern Railway zone. Key railway lines passing through or originating from Purba Medinipur include the [Howrah-Kharagpur line](#) and the [Panskura-Haldia line](#). This allows for direct rail travel to states like Odisha and Jharkhand, as well as connections to other parts of India through major hubs like Howrah.

Here's a more detailed breakdown:

- **Major Lines and Stations:**

The South Eastern Railway line, which includes the Howrah-Kharagpur line, passes through Purba Medinipur, with stations like Panskura, Tamluk, and Kharagpur acting as important junctions. The Panskura-Haldia line further connects to Haldia, a major port city in the district.

- **Connectivity to Other States:**

- **Odisha:** The Howrah-Kharagpur line continues into Odisha, providing direct connectivity to cities like Bhubaneswar and Puri. Kharagpur, a major railway junction, serves as a transfer point for trains heading further south and east.

² Data taken from PWD department

- **Jharkhand:** The Howrah-Kharagpur line also connects to Jharkhand, with connections to cities like Tatanagar (Jamshedpur).
- **Other States:** Through connections at Howrah and Kharagpur, Purba Medinipur has access to the wider Indian Railways network, enabling travel to most other states in India³.

6.3 Water Transport

Purba Medinipur's strategic location along the Hooghly River and its access to inland waterways and the Bay of Bengal offer significant potential for business development through water transport. The major waterways in East Midnapore (Purba Medinipur) district of West Bengal are the Haldi, Rupnarayan, Rasulpur, Bagui, and Keleghai rivers. These rivers generally flow from north to south or southeast. The Haldi River is formed by the confluence of the Keleghai and Kansabati rivers. The Rupnarayan River forms the northeastern border of the district, separating it from Howrah and Hooghly districts. The Hooghly River, also known as the Ganga, is a significant river in the region, and the Haldi River joins it at Haldia.

Haldia Dock Complex (HDC), popularly known as Haldia Dock Complex, is a docking facility on the Hoogly river in Haldia; under the Shyama Prasad Mookerjee Port, Kolkata. The facility specializes in Dry & Liquid Bulk Cargo. Purba Medinipur's inland waterways and access to the [Haldia Dock Complex](#) connect businesses to the broader National Waterway system, opening up markets across India and potentially to neighboring countries like Bangladesh through the Indo-Bangladesh Protocol Route.

- Infrastructure development: The Sagarmala project and initiatives like the Jal Marg Vikas Project (JMVP) focus on modernizing and expanding port and waterway infrastructure, creating a more robust and efficient water transport network.
- Except for these A *new port* in **Tajpur** is in order of construction. This port shall handle three types of cargo– Dry Bulk (Coal) with fully mechanised coal import terminal, Other Dry Bulk (Iron Ore), General Cargo, Break-bulk with manual handling at Multi cargo

³ Information cumulated from Indian Rail Info

terminal and Container with dedicated container terminal with RMQC at Berth. However, the Tajpur Port Project is yet to commence.

Government initiatives

- The Government of India is actively promoting water transport through initiatives like Sagarmala and JMVP, aiming to increase the share of Inland Water Transport to 5% by 2030.
- Projects under these initiatives include fairway development, construction of terminals, development of new National Waterways, and promotion of Ro-Ro/Ro-Pax services.
- The Inland Waterways Authority of India (IWAI) is the nodal agency for developing and regulating National Waterways.

By addressing the challenges and leveraging the advantages, water transport can play a crucial role in accelerating economic growth and business development in Purba Medinipur⁴.

6.4 Air Transport

Air connectivity for business development in Purba Medinipur. While Purba Medinipur currently lacks a commercial airport within the district itself, its proximity to Kolkata offers significant advantages for air-based business development.

Nearby airports

- [Netaji Subhash Chandra Bose International Airport \(CCU\), Kolkata](#)

: This is the primary airport serving Purba Medinipur, located around 130–140 km away. It provides excellent connectivity for both domestic and international travel and cargo.

- [Kazi Nazrul Islam Airport \(Durgapur\)](#)

: Located approximately 200 km from Purba Medinipur, this regional airport offers limited flights but can be an option for certain businesses

Export infrastructure at Netaji Subhash Chandra Bose International Airport (CCU), Kolkata

⁴ Haldia Dock Complex and Haldia Dock Authority

Netaji Subhas Chandra Bose International Airport (CCU), Kolkata, boasts a well-developed International Air Cargo Terminal, essential for facilitating exports from the region and connecting businesses to global markets.

Here's a breakdown of its key features: International air cargo terminal

- Established Expertise:

Kolkata's International Air Cargo Terminal

holds the distinction of being the first of its kind in India, commissioned in 1975.

- Strategic Location: It's situated conveniently, just half a kilometer north of the international terminal building, with robust road infrastructure for seamless cargo movement.
- Extensive Facilities:
 - Covered Area: The terminal encompasses a vast 21,906 square meters of covered space, [according to www.nscbiairport.com](http://www.nscbiairport.com).
 - Capacity: It has an impressive annual holding capacity of 120,000 metric tons, including transshipment cargo.
 - Aircraft Accommodation: Four dedicated parking bays cater to freighter aircraft, accommodating large models like the Boeing 747.
- Integrated Services: The Airports Authority of India (AAI) has meticulously designed the terminal to offer a comprehensive range of facilities for efficient cargo processing, comparable to international standards.
- One-Stop Shop: All major airlines and regulatory agencies involved in pre-shipment formalities and clearance are conveniently housed under one roof, streamlining the export process.
- Export Wing: A dedicated export wing within the cargo terminal provides a covered area of 8,516 square meters, including an Elevated Transfer Vehicle (ETV) area of 1,333 square meters.
- Special Cargo Handling:
 - Cold Storage: Dedicated facilities with three chambers and controlled temperatures cater to temperature-sensitive cargo like pharmaceuticals, vegetables, fruits, and meat.
 - Strong Room: A secure strong room handles valuable cargo.

- Hazardous Cargo Shed: A designated shed safely stores and manages hazardous cargo.
- Transshipment Shed: Facilitates efficient transfer of goods between flights.

General facilities

- Integrated Cargo Management System (ICMS): An online system streamlines data processing and ensures efficient cargo management.
- Equipment: Forklifts, high reach takers, electronic and mechanical weighing machines, cargo trolleys, and power pallet trucks enhance operational efficiency.
- Parking & Docking: Dedicated idle Unit Load Device (ULD) parking areas and 16 truck docks ensure smooth flow of vehicles and cargo handling.
- Disposal Unit: Facilitates the disposal of unclaimed or uncleared cargo.

Connectivity and reach

- Kolkata International Air Cargo Terminal serves as a critical hub for air cargo services across the entire Eastern and Northeastern regions of India.
- It facilitates international freight transactions with six major global market regions, including South-Asian, South-East Asian Countries, Western Countries, Middle-East Countries, and Central Asia.

In summary, Kolkata Airport's robust export infrastructure, including a well-equipped and strategically located cargo terminal, efficient processing systems, and dedicated facilities for various types of cargo, positions it as a vital gateway for businesses looking to export goods from Eastern India to the global marketplace⁵.

7. Export Infrastructure

Purba Medinipur's export infrastructure is centered around the Haldia Dock Complex, a major port for bulk and container cargo, and is set to expand with the upcoming deep-sea port at Tajpur. The district is also supported by a strong network of road, rail, and inland waterways.

Marine infrastructure

⁵ Data Compiled from Airport Authority of India

❖ **Haldia Dock Complex**

: As part of the Syama Prasad Mookerjee Port, Kolkata, the Haldia Dock is a vital hub for imports and exports, providing access to countries in Southeast Asia and the Middle East.

- Cargo handling: The complex specializes in handling dry bulk (like coal and minerals), liquid bulk (including crude oil and petroleum products), and containerized goods.
- Offshore facilities: Floating cranes are used at anchorages in Sandheads and Sagar for "transloading"—transferring cargo between larger ships and smaller vessels. This allows for handling bulk cargo and conducting ship-to-ship liquid transfers, which helps to mitigate issues with the Hooghly River's draft.
- Inner facilities: The dock includes 17 berths with multi-purpose, liquid bulk, and dry bulk terminals⁶.

With a lock entrance, length 330 metres and width 39 metres, at Haldia Dock Complex, fleet of vessels docked at 17 berths [14 berths within impound dock and 3 Oil jetties on the river outside the lock] In addition to that 2 Barge Jetties for handling POL products and 2 Barge Jetties for loading Fly Ash are also available. Four types of Cargo are handled in Haldia Dock Complex namely

- Liquid bulk cargo Terminal (Jetty 1,2, 3 and Berth no. 2,3,4,5,6 & 7)
- Container Terminal (Berth no. 10 and 11)
- Multipurpose Terminal (Berth no. 3,9,12 and 13)
- Dry bulk cargo Terminal (Berth no. 2,4,4A,4B and 8)

Details of the terminals are given below

Details of Cargo Terminals in HDC

- **Liquid Bulk Cargo Terminal**

JETTY	ANNUAL CAPACITY (MILLION TONS)	CARGO HANDLED
HOJ – I	2.6	POL (products), Para xylene, Liquid Ammonia, LPG, FO, Naphtha, various types of Chemicals
HOJ – II	3.7	Crude and POL (products), Naphtha, LPG.

⁶ Facilities in Haldia Dock Complex, Official website of SMPK

HOJ- III	4.4	Crude, POL products, Naphtha, LPG and edible oil.
Berth Nos. 5, 6 &7	4.2	Edible Oil, CBFS, Phosphoric Acid, various types non- hazardous and non- dangerous liquid cargo.
POL Barge Jetty	0.4	POL products

Floating Pipeline Facility

The facility is available for handling edible oil tankers in double banking position at Berth 5 & 6 within the impounded dock system with an annual Capacity- 0.5 MMTPA

- **Container Terminal**

BERTH NO.	FACILITY AVAILABLE	TYPES OF CARGO /ANNUAL CAPACITY
10 & 11	HDC has a state of the art Container Terminal. The terminal has a quay face length of 432 meters and is equipped with 2RMQC, 4RTYGC, Tractor Trailers and Reach Stackers. The terminal has available ground slots of 1,436 TEUs with 3 / 4 high stacking facility.	0.2 Million TEUS

Licensed Cargo Handling Agents

The port has given license to many cargo-handling agents for providing Shore Handling Services, at the several Multipurpose Berths the notable among them are:

1. Dry Bulk

- a) Ripley & Co. Ltd.
- b) A.M. Enterprises
- c) Orissa Stevedores Ltd.
- d) Netincon Marketing Pvt. Ltd.

2. Break Bulk

- a) TP Roychoudhury & Co Pvt. Ltd.
- b) JM Baxi & Co
- c) Ganges Trading Corporation

d) Lee & Muirhead Pvt. Ltd

• **Multi-Purpose Terminal**

BERTH NO.	FACILITY AVAILABLE	TYPES OF CARGO	ANNUAL CAPACITY
3	Loading/unloading of dry bulk as well as break bulk cargo using Ship's gears. The shore handling operation is undertaken by licensed Handling Agents appointed by Haldia Dock Complex	Dry Bulk Cargo	2.3
9	Loading/unloading of dry bulk cargo using Ship's gears. Shore handling operation is done by Licensed shore handling agent appointed by HDC.	Clean Dry bulk and break bulk cargo	0.9
12 (BOT berth operated by TM International Logistics Ltd.)	Semi mechanised berth equipped with 2 Mobile Harbour Crane, hoppers, etc. for loading/unloading of cargo.Operation on shore is carried out by TMILL with dumpers, pay loaders etc.	Various Dry Bulk and Break Bulk Cargo	1.9

• **Dry Bulk Cargo Terminal**

BERTH NO.	FACILITY AVAILABLE	TYPES OF CARGO	ANNUAL CAPACITY (MILLION TONS)
2	Two Mobile Harbour Cranes (MHC) and adequate shore handling equipment like dumpers, pay loaders, bulldozers etc. for servicing panamax & handimax vessels. The berth is capable of handling Dry bulk cargo at 20,000 MT per ship day. Haldia Dock Complex undertakes both on-board as well as shore handling operation at both the berths through contractors.	Coking Coal, Limestone, coke, manganese ore, gypsum and other Dry bulk Cargo(except edible commodities)	4.2

4	Fully mechanised facilities comprising with 2 Wagon Tippers and 2 yard conveyors each having 1 Stacker Cum Raclaimer linked to 2 Shuttle Boom Ship Loaders capable of loading cargo @ 18,000 MT per ship-day.	Thermal Coal for coastal export, Edible oil vessels can be handled through pipelines.	4.0
4A (BOT Berth operated by International Seaports Haldia Pvt. Ltd.)	Fully mechanised facility comprising 2 Unloaders connected to conveyor system for unloading coking coal @14,000 tonnes/day and transfer of cargo from ship to storage yards. Mechanized facilities are available for loading of railway wagons.	Dry Bulk Cargo like coking coal, FRM, soda ash etc.	4.1
4B	2 Mobile Harbour Cranes (MHC) and adequate shore handling equipment like dumpers, payloaders, bulldozers etc for servicing panamax & handimax vessels. The productivity of the berth is minimum 20,000 MT per ship day. The shore handling operation is undertaken by licensed Handling Agents appointed by Haldia Dock Complex	Dry bulk cargo except edible commodities	4.2

• **Other Common Infrastructures in HDC**

Berth No.	Equipment with capacity
2	2 Mobile Harbour Cranes of 100 TPH
4	(i) 2 Ship loader – 1500 TPH (ii) 2 Stacker – cum – Reclaimer – 1500 TPH(both Stacking and Reclaiming) (iii) 2 Wagon Tippler – 12 wagons /hr.
4B	2 Mobile Harbour Cranes of 100 TPH
4A	(i) 2 Grinding Unloader – 1700 TPH (ii) 2 Stacker cum Reclaimer – Stacking 1700 TPH Reclaiming 1400 TPH. (iii) 1 Wagon loader – 1000 TPH
8	2 Mobile Harbour Cranes of 100 TPH
10 & 11	(i) 2RMQC – 40 TPH (ii) 4RTYGC – 40 TPH (iii) 3 Reach Stacker – 45 TPH (iv) 16 Tractor Trailers

12	1 Mobile Harbour Crane
13	2 Mobile Harbour Cranes of 100 TPH

The complex also has storage area in Transit Shed (20000 sqm) , Open storage ((Hard stand – 4.29 lac sqm available and 1.78 lac sqm proposed) and Bare land - 4.04 lac sqm)) and Outside Custom bounded area of Covered storage 40468.550 sq. metres⁷.

❖ Container Freight Station

There are no Inland Container Depots (ICDs), Land Customs Stations (LCS), or Integrated Check Posts (ICPs) located directly within Purba Medinipur district. However, the district's export infrastructure is supported by a Container Freight Stations (CFSs) and their proximity to the Haldia Port.

The key CFS serving Haldia port includes A.L.Logistics Private Limited (27.5 Acres), Apeejay Infralogistics Pvt. Ltd (90 Acres) and Balmer Lawrie Logistics Infrastructure. These CFS have been providing seamless and cost effective Cargo handling, storage and transportation to the export and import fraternity of North Eastern India.

❖ Inland Container Depots:

There are two ICDs that are operating from Durgapur. ICD DURGAPUR (Code-INDUR6) in Rajbandh, Banskopa, Durgapur- 713 212, and ICD DABGRAM (Code-INNJ6) in Ghora More, Siliguri-735135, West Bengal offer ICD services to the international traders.

❖ Integrated Check Post (ICP)

The operational ICP is at Petrapole and seven new ICPs are approved for other border locations in West Bengal. For exporters in Purba Medinipur, the cargo would move from the CFS in Haldia to the Haldia Port and through the Kolkata customs zone for clearance⁸.

❖ Cold Storage & Warehouse

Cold Storage

⁷ Facilities in Haldia Dock Complex, Official website of SMPK

⁸ Data compiled from Customs, Kolkata

Purba Medinipur's cold storage infrastructure serves its agricultural and marine industries, but it is limited and faces several challenges. The infrastructure includes private cold stores for vegetables like potatoes, facilities for fish and other marine products, and government schemes to encourage investment in the sector.

The district, dominating majorly in marine production, have 10 cold storages for frozen marine products in the district with a capacity of 15720 MT, registered under MPEDA. The two major dominant cold storage among these ten are K.N.C Agro Limited and Pasupati Aquatic Private Ltd., which accounts for 28.91% and 43.05% of the total cold storage capacity of the district⁹. According to National Horticulture Board, there is only one Cold Storage for agricultural products having the capacity of 2248 MT¹⁰. (Refer Table A4 : Cold storage in the district)

Challenges and constraints

- **Fragmented supply chain:** The cold chain system is fragmented, with many small operators and poor linkages between farmers, cold stores, and markets. This can lead to delays and product spoilage.
- **Dominance of potato storage:** While overall capacity is high, it is heavily skewed toward storing potatoes. There is a need for more multi-commodity cold storage to support crop diversification and reduce reliance on a single vegetable.
- **High operational costs:** The significant energy consumption for refrigeration and fuel for transport leads to high operational costs for facility operators.
- **Maintenance issues:** Power outages and fluctuations in electricity can cause equipment failure and disruptions in cooling, leading to product waste.
- **Outdated technology:** Some facilities use outdated refrigeration technology and manual inventory management, which contributes to inefficiency and reduced product quality¹¹

Warehouse

The warehouse infrastructure in Purba Medinipur is centered around key locations like Haldia and Tamluk, with a mix of industrial-scale and smaller, commercial-grade facilities. Under Rural Infrastructure Development Fund, West Bengal Government has developed five Rice godowns of

⁹ Data compiled from Cold Storage database of MPEDA

¹⁰ Data taken from National Horticulture Board

¹¹ "Opportunities of Cold Chain Sectors in India", Report by Ministry of Food Processing Industry, Govt of India

total 25000 MT capacity. Also, there are two private hired godowns with the capacity of 4496 MT and 28663 square feet hired space¹². (Refer Table A5 : Warehouse in the district)

8. Agricultural Profile

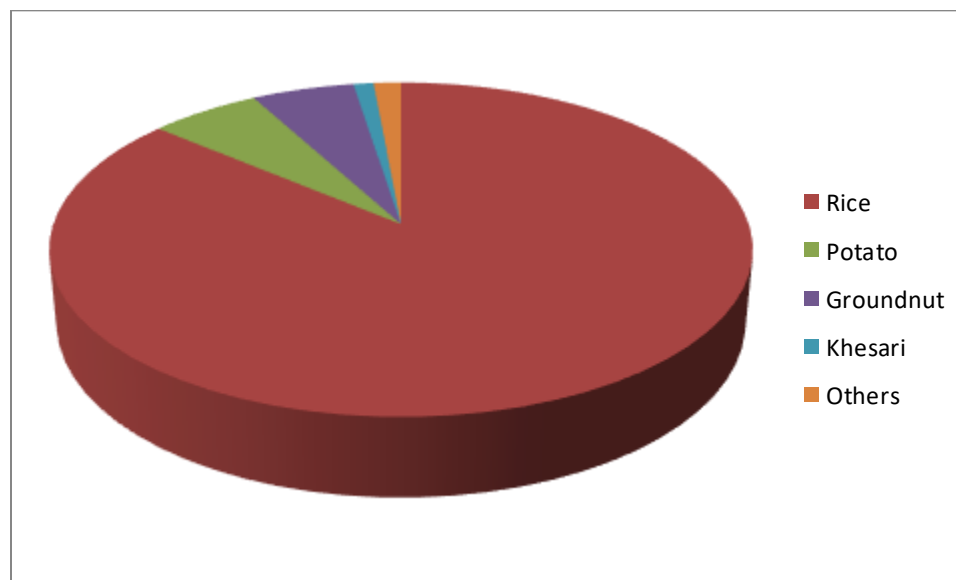
The total Geographical area of Purba Medinipur is 395954.85 hectares of land. The Net cultivated area of land is 285382.5 hectares & the Area under Fruit Crops, Misc. Tree crops and others is 8965.48 hectares. The cropping intensity has increased from 170% in 2010-11 to 178% in 2020-21 as shown in the Land Utilization Table A6 in Annexure.

The **economy of the district is based on its agricultural strength**. A majority of the population is residing in the villages and the rural economy is based on agriculture to earn their bread and butter.

The core agricultural crops of the district are **Rice, Potato, Groundnut & Khesari**.

Other Crops include Gram, Jute, Maize, Masoor, Moong (Green Gram), Rapeseed, Mustard, Sesame, Sugarcane, Urad etc.

Rice accounts to 86.10% of the agricultural produce from the district, Potato being 5.92%, followed by Groundnut 5.45%, Khesari being 1.08% & Other Crops being 1.45% as shown in the graph below. The detailed production details & yield details is given in Table A7 in the Annexure.



¹² Data compiled from West Bengal State Warehousing Corporation

Fig 3: Agricultural Production Share in Purba Medinipur

The **production technology is gradually strengthening its capital composition** in terms of greater use of fertilizer, improved seeds & pesticides. Farmers are now habituated to use modern Farm machinery&implements like Tractor, Power Tiller, Power Thresher, Solar Pump set, Power Sprayer, Combined Harvester, and Paddy Transplanter etc.

River water is an important source of irrigation for agricultural activities in the district. They provide great scale of convenience to the large number of agriculture-dependent population of the district.

To maintain ecological balance, the Agriculture Department is emphasizing organic farming / sustainable farming and use of bio-fertilizers / organic manures and bio-pesticides in crop production are being given top most priority.

Horticulture Profile of the District

The district also has a good production of horticultural and flowers.

Betel Leaves: The district is the largest producer of betel leaves known as Paan. Popular varieties cultivated in Purba Medinipur and surrounding areas include:

- Bangla
- Mitha
- Sanchi
- Kali Bangla
- Simurali Bangla

Economic importance

- **Export and market:** Betel leaves from Purba Medinipur are sold to other Indian states and exported to countries in the Middle East and Europe. Tamluk serves as a key market for these products.
- **Economic viability:** Betel leaf cultivation is a highly profitable cash crop, especially for small and marginal farmers, with the *mitha* variety being particularly lucrative. It is also a labor-intensive activity that creates numerous jobs in cultivation, processing, and trading.

- As per the estimated data of 2023-24 by Directorate of Horticulture, Government of West Bengal, the district has around 6.3 hectares of land engaged in Paan Cultivation with a estimated production of 48.218 lakh metric tonnes.

Flowers: Purba Medinipur is a major hub for floriculture in West Bengal, renowned for its large-scale flower production and as a key supplier for markets across the state and country. The district is particularly noted for its diverse range of flowers, with the Panskura and Kolaghat blocks emerging as significant flower-growing regions.

Table 2: Flower Production of Purba Medinipur

Name	Area in ha	Production (2023-24)	Unit
Rose	1.091	58.889	Crore Sticks
Chrysanthemum	0.802	24.306	
Gladiolus	0.458	5.942	
Tuberose	0.678	15.880	
Marigold	1.512	13.124	000 MT

Vegetable production in the district

Purba Medinipur has around 47000 hectares of land cultivating around 580 thousand metric tonnes of vegetables in 2023-24 which is around 3.5% of total production of vegetables in the state. The vegetable production of purba Medinipur is mainly dominated by brinjal which solely accounts for 28% of the total production(163 thousand metric tonnes). The other most grown vegetables are cucurbits including pumpkin, cucumber, watermelon, squash etc (105 thousand metric tonnes), lady finger (46.62 thousand metric tonnes), cabbage (34.38 thousand metric tonnes) and cauli flower (34.46 thousand metric tonnes). (Refer Table A8 in Annexure)

National Agricultural Mandi in Purba Medinipur

Contact Details	
Mandi Name	Panskura I Krishak Bazar
State	West Bengal

Contact Details	
Address	Panskura-I, Block Seed Farm, At-Kanakpur, J.L.No-2, Purba Medinipur
Contact Details	purbamedinipurzillarmc@gmail.com8670411910
Commodities Traded	Green Chilli Tomato Bitter Gourd Cabbage Carrot Cauliflower Banana Mango Coconut Cucumber Lady Finger Potato Sweet Mango Raw Ridge Gourd (Turai), Betel Leaves

Recent Trading Details in Panskura Krishak Bazar (06-08-2025 to 12-08-2025)

Commodity	Price in Rs.			Commodity Arrivals	Commodity Traded	Unit	Date
	Min Price	Modal Price	Max Price				
BETEL LEAVES-LOCAL	1	1	1	2,18,000	2,17,000	Nos	06-08-2025

Purba Medinipur also accounts for a **significant amount of fresh water fish**; and is the **largest producer of shrimps**. Aquaculture and shrimp farming has been taken up in a big way in the coastal belt of this district and floriculture and horticultural activities are concentrated in a major portion of Tamluk Sub-division

9. INDUSTRIAL SCENARIO OF PURBA MEDINIPUR DISTRICT:

Purba Medinipur district in West Bengal boasts a diverse industrial landscape, heavily influenced by the presence of the Haldia Industrial Belt.

Key industries and clusters

- Haldia Industrial Belt:

This region serves as a major hub for Petrochemicals, Chemical Industry, Oil Refinery, and Fertilizers. It hosts a significant number of large and small-scale industries. Key

companies operating here include Indian Oil Corporation Ltd., Tata Chemicals Ltd., Exide Industries Ltd., Haldia Petrochemicals Ltd., and many others involved in areas like oil refining, chemicals production, petrochemicals, and fertilizers. Haldia's location near a major river port and well-developed road and railway networks make it an attractive location for industries.

➤ Haldia Industrial Park

There are around 24 Industrial Unit as per the data of Haldia Development Authority. The industrial park is spread over 334 acres of land at Haldia, under District Purba Medinipur. The park is well connected through roads. The National Highway 41 connects the port city with National Highway 6 (part of Golden Quadrilateral) at Kolaghat. From Kolaghat NH-6 connects Orissa, Jharkhand, Kharagpur, Bankura and Purulia and also Durgapur, through NH-34 to North Bengal, Bangladesh via Petrapole and Bhojadanga. A State Highway also connects Haldia with Kolaghat via Tamluk town which is the district headquarters as an alternate connectivity. Haldia port is connected with the broad-gauge line of the South-Eastern Railways. The park is within the Haldia Industrial Belt.

• Haldia Dock Complex:

This is a vital part of the district's industrial ecosystem, facilitating trade and providing port services, attracting various industries including those related to shipping and logistics. The industrial landscape surrounding the Haldia Dock Complex (HDC) is a thriving hub, attracting diverse industries due to its strategic location and well-developed infrastructure.

Here's a breakdown of the industrial scenario in Haldia Complex:

- **Predominant Industries:** The core industrial activities revolve around petrochemicals, followed by the chemical industry, oil refining, and fertilizers. Haldia boasts a significant petrochemical complex, including companies like Haldia Petrochemicals Ltd. and Indian Oil Corporation Ltd. (IOCL) which play a major role in its industrial base. Foreign companies like Mitsubishi Chemical Company (MCC) have also been drawn to the region, highlighting its international significance.

- Industrial Growth and Investment: Haldia is considered one of the fastest-growing industrial centers in eastern India. It houses approximately 400 industrial units, including both large- and small-scale operations. Around 64 are large industries, with 46 considered heavy industries, [according to CGWB](#). Substantial investments have flowed into the region, with over Rs. 10,000 crore invested between 1991 and 2004, representing a significant portion of West Bengal's total industrial investment during that period.

List of industrial units in Haldia Dock complex given in Annexure (Ref Table A9)

- MSME Clusters:

The district promotes the growth of Micro, Small, and Medium Enterprises (MSMEs) through various clusters. Notable examples include a cashew nut cluster, steel utensil clusters, and a readymade garment cluster. There are 35 (24 under MSME Department, 9 under Handloom and 2 under Khadi) Clusters in Purba Medinipur registered under MSME, Handloom & Khadi Department. The clusters mainly belong to sectors of Basic Metal & Alloy Industries, Chemical Product Other than Plastic, Clay & Ceramic, Food Products & Processing, Jute & Other Fibre Based Products, Metal Fabrication & Furniture, Printing, Textile & Readymade Garments, and Transport Equipment & Parts. There are 4600 units registered in these 35 clusters). Though only 9 out of 35 clusters are under Handloom, 75% of the total units are engaged in the Handloom Sectors which depicts the size of the handloom sector in the district.

- Major Cluster in Food Sector

Cashew Nut Processing Unit, Contai is one of the largest Cluster under MSME Department having 448 Units & generating 35840 nos. of employment. The other food product clusters include Salt, Goynabari and Marine Product Cluster

- Handloom Sector

Out of Nine handloom cluster covering 3455 units, the three major handloom cluster clusters are Radhamani Handloom Cluster Development Society, Srirampur-II Handloom Cluster & Sahid Matangini Carpet Craft Development Centre are the 3 largest clusters under Handloom Department covering 43% of the total number of the handloom units.

- Metal Fabrication Sector

Another important sector of the district is Metal fabrication especially Steel Fabrication which includes structured steel, metal roofing, steel railings, gates, collapsible gates, furnitures, etc. The other metal fabrication clusters in the district includes Brass & Bell Metal Cluster, Automobile Body building clusters, etc. There are around 11 clusters out of which 9 are steel fabrication clusters. Around 255 units are there in metal fabrication sector which gives engages 1174 labour force.

➤ Human Hair Cluster

One of the most dominated and export-oriented clusters of Purba Medinipur is Human Hair. The district works in processing of Human Hair. Processed Human Hair accounts for 80% of district export. 122 units engaging 400 people are contributing to the Human Hair processing.

➤ Handicraft Cluster

Brass & Bell Metal, Patachitra, Conch Shell & Horn products are few important product clusters under Handicraft Sector of the state.

The details of the Clusters are given in the table A10 in the Annexure. The district has an equal distribution in the manufacturing and service sectors predominated by the micro units. (Refer Table A11 and A12 in Annexure)

10. Banking Sector

The district has good network of bank branches having **272 branches of commercial banks, 49 branches of RRB, 54 branches of District Cooperative Banks, 11 branches of Urban Cooperative Banks, 14 branches of PCARDBs and 763 Primary Agriculture Societies (PACS) affiliated to CCBs.**

Punjab National Bank is the Lead Bank of the district. CD Ratio of Commercial Banks was low at 37%. RRB and Cooperative banks had high CD Ratio at 64%. The overall CD Ratio of the district had increased from 43% as on 31 March 2021 to 46% as on 31 March 2022. This is below the State's average.

The details about the Banks present in Purba Medinipur & their performance in terms of Loans, Credit Deposit Ratio, recovery Ratio, e.t.c. is shown in Table A13 in the Annexure.

11.ODOP Sector of the District

From the above-mentioned industries and sector, the following has been approved by the Government as the ODOP products of the district. Out of these five, Madurkathi also holds a GI status from this district. A brief has been given in the figure below

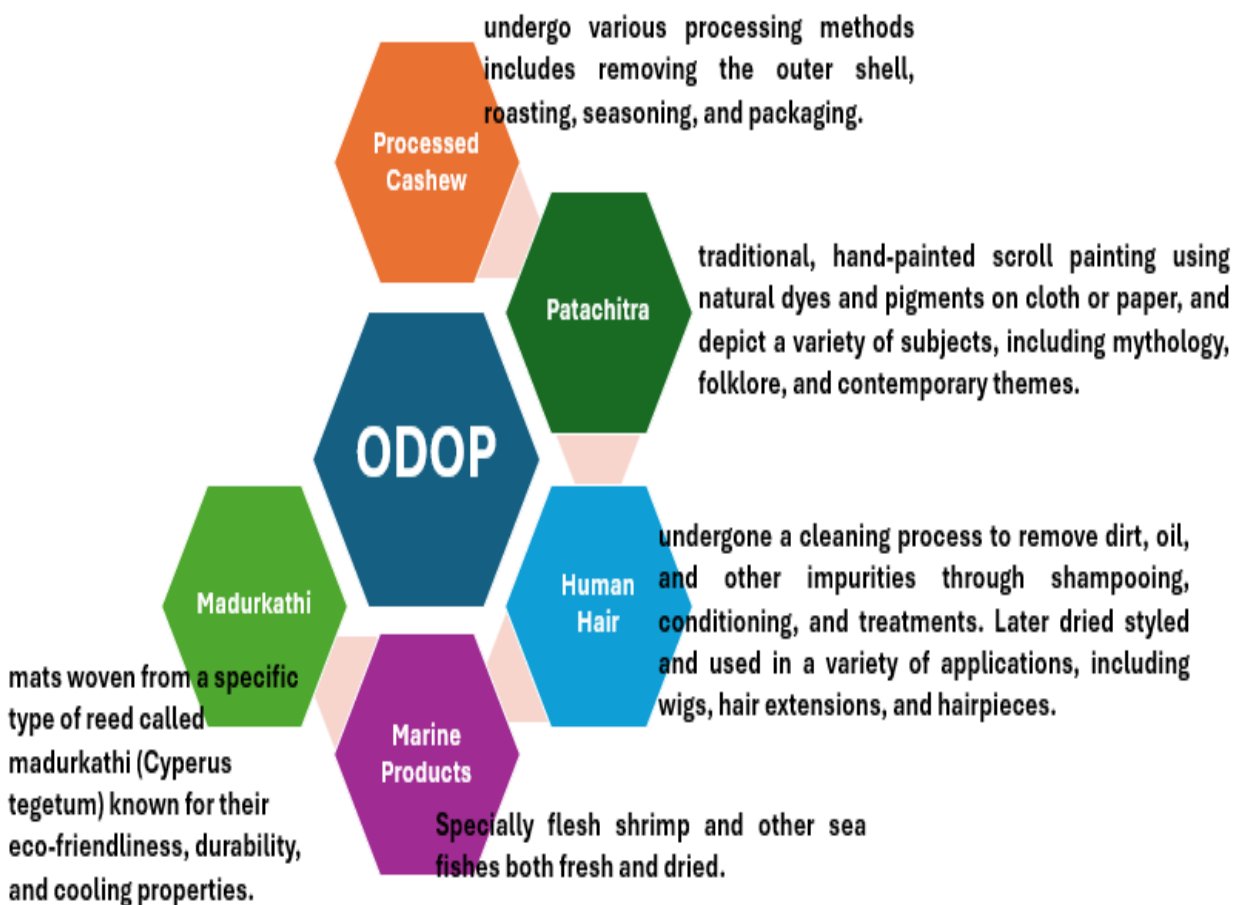


Fig 4: ODOP details of the district

12.Export Prospects and Potentiality of the District

Purba Medinipur in the last three years from 2022-23 to 2024-25 has shown a growth of 24% in its export. The total export of Purba Medinipur of Rs. 11633.08 crore in 2024-25 is mainly comprised

of Marine Products – Shrimp, Dressed Human Hair, Petroleum products, Organic Chemicals, Refines Sugar and Electric Accumulators. The district export is majorly dominated by the Dressed and worked Human Hair (HS Code 67030010) and the Organic Chemicals like Buta-1,3-diene and isoprene (HS Code 29012400), Benzene (HS Code – 29022000) and Methyl tertiary butyl ether (HS Code : 29091920) which has contributed around 28% and 24% of total export from the district.

Petroleum products like Light oils and preparations, of petroleum or bituminous minerals which $\geq 90\%$ by volume "incl. losses" distil at 210°C "ASTM D 86 method" (excluding containing biodiesel): Other (HS Code : 27101290) and Medium oils and preparations, of petroleum or bituminous minerals, not containing biodiesel, n.e.s.: Grade IV (HS Code : 27101951) also contributes to export by around 16%. The contribution of the sectors currently exporting from the district is shown below

Sector Contribution in Purba Medinipur export (24-25)

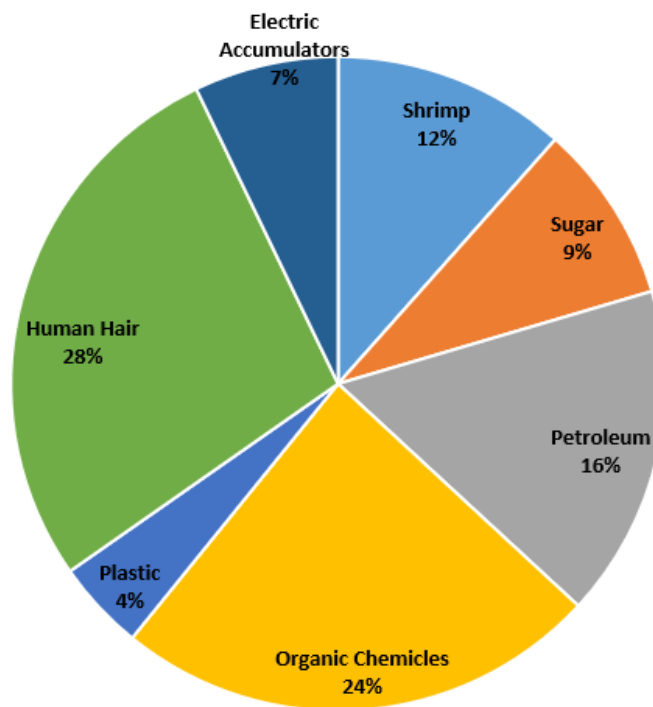


Fig 5 : Sector Contribution in Purba Medinipur exports

Source : Data compiled from the Dashboard of Ministry of Commerce & Industry, Govt of India

On analyzing the current export profile of the district and comparing it has been found that though Purba Medinipur has a varied product basket, only selected sectors are contributing towards the

district export. (Ref Table A14 : District Export Data). Apart from Processed Cashew, the other non-exporting products like conch shell, brass & bell metal, Patachitra, Madurkathi are specially handcraft products of the district whose market has not been developed yet in the international market. The Handloom and the textile products from the district are not competitive with respect to the similar products from the other districts of the state.

The current exporting products has been analyzed with respect to its position in Indian Exports and International demand. It been found that for most of the product of interest of the district, India has experienced a rapid export growth from 2020 to 2024 except for Sugar, Polyethylene Terephthate i.e. the plastic products and Cashew. Products like Petroleum products, organic chemicals & Human Hair are getting highly exported from India whose export growth has risen by around 100% in last five years. Even for all the products, the world imports have shown a positive growth in last five years. However, it has been seen that there are many markets which should be more tapped by India as they are having a higher import growth than India's export to those countries.

As analyzed from the analysis below, it is clear that petroleum products like HS Code 27100951 and HS Code 27101290, Organic Chemicles like HS Codes 29012400,29022000 and 29091920 and Processed Human Hair i.e. HS Code 67030010 have a huge potential in the international market as both India's export growth and World Import growth are rapidly increasing in last five years (Ref : Table 3 given below)

Table 3 : Export Potentiality Analysis of Purba Medinipur

Export Status	HS Code	Product Details	Exported value in 2020	Exported value in 2021	Exported value in 2022	Exported value in 2023	Exported value in 2024	Export growth of India in five years (in %)	World Import Growth of the sector @ 6 digit in five years (in %)	Top five importers of India	Top ten impoter of the sector @ 6 digit in world market	India's rank in world exporter list of the sector
Currently exporting from the district	03061720	Frozen shrimps and prawns, even smoked, whether in shell or not, incl. shrimps and prawns in shell, cooked by steaming or by boiling in water (excluding cold-water shrimps and prawns): Vannamei shrimp (<i>litopenaeus vannamei</i>)	26,05,866	45,20,629	40,81,638	36,29,839	36,24,497	39.09	2	USA, China, Vietnam, Japan, Belgium	USA, China, Japan, Spain, France, Italy, Korea, Netherlands, United Kingdom, Belgium	2
	17019990	Othrrrefnd Sugar Includng Centrifugal Suger	18,15,249	22,88,517	27,70,974	26,20,386	17,14,993	-5.52	15	Libya, Suda, Somanla, Sri Lanka, Yemen	Italy, Belgium, USA, Spain, Sudan, Mexico, Germany, Libya, Sri Lanka, Somalia	2
	27101290	Light Oils And Preparations, Of Petroleum Or Bituminous Minerals Which >= 90% By Volume "Incl. Losses" Distil At 210°C "Astm D 86 Method" (Excl. Containing Biodiesel)	25,91,014	43,16,635	73,25,103	68,65,163	48,21,920	86.10	19	USA, UAE, Oman, Saudi Arabia, Singapore	USA, Singapore, Korea, Japan, Indonesia, Netherlands, Malaysia, Belgium, Saudi Arabia, South Africa	6
	27101951	Grade Lv	1,76,26,804	3,48,67,787	6,57,79,003	5,94,32,503	5,02,01,230	184.80	18	Netherland, Singapore, Areanes, UAE, Australia	Singapore, USA, Australia, United Kingdom, France, China, Turkiye, Germany, Netherlands, Belgium	2

	29012400	Unstrd Buts-1 3-Diene And Isoprene	1,00,559	1,28,924	1,08,148	1,12,438	2,01,216	100.10	5	Korea, Malaysia, Indonesia, China, Thailand	China, Korea, France, Taipei, Malaysia, USA, Indonesia, Germany, Poland, Japan	4
	29022000	Benzene	7,36,411	16,72,192	16,63,439	12,67,362	14,57,445	97.91	18	Saudi, Taipei, China, Kuwait, USA	China, USA, Belgium, Taipei, Saudi, Netherlands, Germany, Portugal, Italy, Kuwait	2
	29091920	Methyl Tertiary Butyl Ether (Mtbe)	27,843	60,711	90,282	1,27,206	73,897	165.41	25	Singapore, UAE, Malaysia, Bangladesh, USA	Singapore, Mexico, Japan, Netherlands, Malaysia, UAE, Italy, Chile, Turkey, Belgium	7
	39076190	Poly"Ethylene Terephthalate", In Primary Forms, Having A Viscosity Number Of >= 78 Ml/G	5,41,167	6,99,761	6,66,196	3,27,676	3,34,049	-38.27	9	Saudi, UAE, Israel, Nepal, Iraq	USA, Japan, Italy, France, Algeria, Germany, Poland, Vietnam, Russian Federation, UAE	12
	67030010	Human Hair Dressed Or Otherwise Worked	3,00,665	6,04,352	4,79,747	5,51,881	5,83,386	94.03	26	China, Vietnam, USA, Paraguay, Tunisia	China, Korea, Vietnam, USA, Israel, United Kingdom, Indonesia, Germany, Italy, Bangladesh	1
	85072000	Lead Acid Accumulators (Excl. Spent And Starter Batteries)	1,54,105	3,07,461	4,36,512	3,34,067	4,26,767	176.93	5	UAE, Nigeria, Turkiye, Iraq, Germany	USA, Germany, Italy, Canada, Netherlnd, France, United Kingdom, Australia, Mexico, Belgium	5
High production in the district, not getting exported currently	08013220	Fresh or dried cashew nuts, shelled	4,04,228	4,32,499	3,50,579	3,33,144	3,00,336	-25.70	2	UAE, Netherland, Japan, Saudi, Spain	USA, Germany, Netherlnds, China, Turkiye, United Kingdom, France, Spain	4

13.SWOT ANALYSIS OF THE DISTRICT

Studying and examining the different aspects of the district and also collecting data from the primary and secondary sources and the focus group discussions conducted in the district on 15.07.25, the SWOT Analysis of the district in terms of export development has been depicted below

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Strong product profile of Human Hair, Organic Chemicals, Petroleum products, Marine, Cashew and other handicraft items • Air & Road Connectivity • Industrial Park and existence of Haldia dock Complex • Existence of organized clusters • Availability of skilled workforce • Production of Agricultural and Horticultural products suitable for exports • Madur Kathi – Grass Mats of Medinipur has a GI • Production of Beetle leaves and Dragon fruit • Production of Rose, Tube rose, marigold and other exotic flowers 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Lack of export infrastructure and effective CFCs in the clusters • Requirement of Export Facilitation and International Marketing Assistance • Policy interventions on Export Development of Human Hair • Lack of support for R&D, Quality Certifications • Lack of Warehouse & cold storage infrastructure • Over dependence of MSMEs on traders in Kolkata/outside the state for markets. • Lack of modern methods in agricultural and horticultural operations.
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Growing International market for organic chemicals and petroleum products • Growing fashion trends and acceptability of dresses human hair in both domestic and international markets. • Growing markets for agro and food products 	<p>THREATS</p> <ul style="list-style-type: none"> • Over-congestion of the cluster due to horizontal expansion • Draft issues of riverine port hampering logistics • Poor availability of vessels for smooth movement of goods

- E-commerce exports are gaining momentum
- Supportive schemes of both the Central and State Governments for exports

- Lack of facilities in the clusters leading to migration of value addition to other districts/states

14. EXPORT CHALLENGES IN PURBA MEDINIPUR DISTRICT

Purba Medinipur, which is predominantly based on agriculture and fisheries faces multiple challenges in exporting these products. Though the export as captured in the trade data indicates more exports of human hair, chemicals and allied products, the agricultural, horticultural, marine and handicrafts products are either not exported or exported through traders from outside the district or state. The broad issues for these products include insufficient infrastructure, climate-related risks, limited market access, and lack of awareness about modern and effective production practices.

Infrastructure and logistics

- Ware House and cold storage facilities: A major problem, especially for perishable items like fish, flowers, fruits, and vegetables produced from the district, is the lack of suitable warehousing and cold storage facilities. This leads to product spoilage and poor price realization for farmers and exporters.
- Insufficient transport: The district suffers from a lack of fast and reliable transportation systems to get products to major ports in a timely manner. Transportation issues, along with administrative delays and congested customs points, are broader problems for West Bengal exporters.
- Dependency on SMPK, Kolkata Port: As most of the agricultural, horticultural and marine products go through refrigerated containers, these exports are dependent on SMPK, Kolkata rather than the Haldia port. Such exporters are affected by soaring freight rates and other issues facing the SMPK port.

Market access and finance

- Difficulty reaching export markets: Exporters, particularly small farmers and producers, have trouble accessing international markets due to lack of awareness and hence depend on the traders from different states and Kolkata which not only denies direct export but also fetches low price.
- Limited access to formal credit: Financing challenges, such as high initial investment costs for upgrades to infrastructure or technology, are significant barriers for many small producers which requires creation of common facilitation centres.
- Weak export strategy: Though government initiatives exist to boost exports, there are gaps in the district-level execution of a robust strategy for products with high export potential, such as fisheries, cashew, and handicrafts. The SEFC should make specific interventions to implement the district level initiatives.

Operational and Environmental challenges

- Climate change impacts: Irregular rainfall, frequent floods, and coastal erosion pose significant risks to both agriculture and fishing. Unpredictable weather directly disrupts fishing cycles and crop yields.
- Unsustainable fishing practices: Overfishing by large trawlers and pollution from coastal developments have led to a severe depletion of fish stocks, harming small-scale, traditional fishers.
- Unsustainable aquaculture: The illegal and unplanned conversion of fertile agricultural land to brackish water aquaculture for quick profit is a growing ecological threat in parts of the district.
- Lack of modern technology: Many producers face a lack of modern farming machinery and technological knowledge, which hinders productivity and the adoption of scientific farming methods.
- Dependence on traditional methods: Many fishers still rely on less efficient traditional methods and lack modern navigational or fish detection equipment, limiting their catch and profitability.

15. GIST OF THE ANALYSIS

The following are the salient points which emerge from the above discussions:

- Though the agricultural intensity of the district is high, no major exports are accounted by agricultural products from the district.
- Opportunities for non-traditional agricultural produces like betel leaves and dragon fruits.
- The highest exports from a single product from the district is attributed to Dressed Human Hair.
- Around 52% of exports from the district are accounted by chemical and allied products.
- The exports of chemical and allied products are accounted by medium and big industrial units.
- Most of the cluster items produced from the district are suitable for e-commerce exports.
- Though there is no production of Cashew in the district, value additions are done on procured cashews and exported from outside the district/state.
- Exports of MSME products of the district are mostly routed through traders in Kolkata/outside the state.

16. EXPORT ACTION PLAN SUGGESTED

Category	Strategic Action	Output Desired	Suggested Agency	Instrument/Intervention
	Upgrading the CFC of Kalyanpur Brass Metal Cluster	Doubling the utility of CFC	State Government	Funding through Cluster Association with suitable revenue model for sustainability
	Foreign Post office facility in for E com Exports	Ease of E-Com exports through Dak Niryat Kendra	Postal Dept. + Customs	Mobile foreign post office visiting the district on designated days

	Warehouse and Cold Storage facility for Agriculture, Horticulture and Marine products	Utilization by Agro, Horticulture and Shrimp exporters, flowers, beetle leaves and dragon fruit producers	State Govt + GoI	Integrated Ware House and Cold Storage on BoT mode (DPR)
	Handholding for direct exports of MSMEs	Increased direct exports from the state	State Govt + GoI	Use acceleration services by institutions like IIFT under suitable schemes. The State Govt. may also launch export incubation fund for supporting the Direct Exports.
	Testing and Certification Services	Increased quality of products	State Govt.	May enlist Testing and Certification agencies to provide door-step services at subsidized rates.
	Training on effective farming practices and packaging	Improved productivity and market reach	State Govt.	The agriculture ministry may take up suitable training facilities for the agri, Horti and marine farmers with expert agencies. Similarly a suitable facilitation for packing and packaging practices may be arranged by the Dept. of MSME. The products identified for the same includes flowers, beetle leaves and dragon fruits.

	Product and district specific capacity building on exports of MSMEs	Direct exports from MSMEs to diverse markets	State Government	The existing SEFC should undertake time bound product and district specific capacity building of MSMEs in Cashew, Shrimp, brass metal and human hair products.
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17. Annexures

TABLE A1: DETAILS OF THE DISTRICT ADMINISTRATOR¹³

District Administrator			
Name	Designation	Email	Phone
Shri Purnendu Kumar Maji, W.B.C.S. (Exe.)	District Magistrate & Collector	dmpurb- wb[at]nic[dot]in	03228-262098

TABLE A2: DETAILS OF THE ADDITIONAL DISTRICT MAGISTRATE¹⁴

Additional District Magistrate			
Name	Designation	Email	Phone
Ms. Neha Banerjee, IAS	Additional District Magistrate (Development)	admd-purb-wb[at]nic[dot]in	8373063003
Shri Vaibhab Chaudhury, IAS	Additional District Magistrate (District Land & Land Reforms Officer)	admlr-purb-wb[at]nic[dot]in	8373063002
Shri Anirban Koley, WBCS (Exe)	Additional District Magistrate (Zila Parishad)	admaezppm[at]gmail[dot]com	8373063004
Shri Shouvik Chattopadhyay, WBCS (Exe)	Additional District Magistrate (General)	admng-purb-wb[at]nic[dot]in	8373063001

¹³Data taken from official district website of Purba Medinipur

¹⁴Data taken from official district website of [Purba Medinipur](#)

TABLE A3: DETAILS AT THE SUB-DIVISION LEVEL¹⁵

Sub-Division	Police Station	C.D.Block/ M	Panchayat		
			Samity	Gram	GramSansad
TamlukSub-Div.	6	7/2	7	82	865
	Tamluk	Tamluk	1	12	116
		Tamluk(M)	-	-	-
	Kolaghat	Sahid Matangini	1	10	103
		Kolaghat	1	13	144
		Panskura-I	1	14	153
	Panskura	Panskura(M)	-	-	-
	Moyna	Moyna	1	11	111
	Nandakumar	Nandakumar	1	12	147
HaldiaSub-Div.	Chandipur	Chandipur	1	10	91
Div.	6	5/1	5	38	397
	Mahishadal	Mahishadal	1	11	114
	Nandigram	Nandigram-I	1	10	108
		Nandigram-II	1	7	63
	Sutahata	Sutahata	1	6	68
	Durgachak	Haldia	1	4	44
EgraSub-Div.	Haldia Bhawanipur	Haldia(M)	-	-	-
Div.	3	5/1	5	42	495
	Patashpur	Patashpur-I	1	9	84
		Patashpur-II	1	7	93

¹⁵Taken from [Brief Industrial Profile](#) of PURBA MIDNAPUR DISTRICT WEST BENGAL, by MSME-Development Institute Kolkata.

	Bhagawanpur	Bhagawanpur-I	1	10	131
		Egra-I	1	8	87
	Egra	Egra-II	1	8	100
		Egra(M)	-	-	-
ContaiSub-Div.	6	8/1	8	61	778
	Khejuri	Khejuri-I	1	6	79
		Khejuri-II	1	5	76
	Bhupatinagar	Bhagawanpur-II	1	9	119
	Ramnagar	Ramnagar-I	1	9	106
	Digha	Ramnagar-II	1	8	99
		Contai-I	1	8	107
	Contai	Deshapran	1	8	101
		Contai(M)	-	-	-
	Marishda	Contai-III	1	8	91
District Total-4	21	25/5	25	223	2535

Table A4: COLD STORAGE FACILITIES IN THE DISTRICT¹⁶

Sr. No	Name & Address	Capacity (MT)	Products
1	A. S. Enterprise Vill: Gobindabashan Plot No.195 & 197, P.O & P.S: Digha, Purba Medinipur, Pin -, West Bengal	100	Marine -Frozen
2	Basu International (Unit V) Jagaibasan, P.O. Digha, Purba Medinipur, Pin -, West Bengal	930	

¹⁶ Data compiled from MPEADA & National Horticulture Board

3	Contai Marine Fish Export Private Limited Ghole, Chaulkhola Ramnagar, Purba Medinipur -, West Bengal	581	Marine -Frozen	
4	Essex Marine Limited Vill- Kuliatta P.O + P.S- Ramnagar, Dist- Purba Medinipur, Pin -, West Bengal	669		
5	Jana Brothers Sea Food Llp Jagaibasan Digha Mohana Coastal, Purba Medinipur, Pin-, West Bengal	600		
6	K.N.C. Agro Limited Vill: Uttar Sitala P.O: Pichaboni, P.S: Ramnagar, Purba Medinipur, Pin -, West Bengal	4545		
7	M/S Seafoods Pvt. Ltd. Sankarpur Purba Midnapore, Pin-, West Bengal	438		
8	Matara Aquaculture West Bengal Private Limited Vill- Girirchak P.O- Narghat, P.S- Nandakumar, Purba Medinipur, Pin -, West Bengal	780		
9	Pasupati Aquatics Private Limited Haria, Atmaramchak, J.L. No.-131 P.O.- Haria, P.S.-Khejuri, Purba Medinipur, Pin-, West Bengal	6768		
10	S.S. Sea Food Jagaibasan Digha Mohana Coastal, Digha, East Medinipur, Pin -, West Bengal	308.5		
11	Triloki Greenfields (P) Ltd. At : Purba Magurmari, Ps : Dhupguri	2248		Agricultural Products

Table A5: WAREHOUSE IN THE DISTRICT¹⁷

Sr. No	Warehouse details	Capacity (MT)	Products	Remarks
1	RIDF Govt. Food Godown, Egra, Vill. Aklabad (Egra Bajkul Road), PO & PS Egra, Near S.D.O. Office, PIN – 721429	5000		

¹⁷ Data taken from State Warehouse Corporation, West Bengal

2	RIDF Govt. Food Godown, PO – Naranda beside Kishan Mandi PS – Panskura, Pin – 721129	5000	Rice	Govt under RIDF
3	RIDF Govt. Food Godown, Vill – Saktia, PO –Udbadal, PS – Bhupatinagar, Pin – 721425	5000		
4	RIDF Govt. Food Godown, Contai, PO + Vill – Sarada , PS – Contai, Dist – Purba Midnapur, Pin – 721427	5000	Rice	Govt under RIDF
5	RIDF Godown – Haripur, beside Krishak Bazar, Nandigram, PO – Haripur, Dist. Purba Medinipur. Pin- 72163	5000		
6	Benfed Morza- Uttar Mechogram, J.L. No. 67, P.S.-Panskura, P.O. Dehati	2500	Agricultural products	Private Hired Godown
7	Ramnagar Block –I & II Co-operative Agriculture Marketing Society Ltd.	1996		

Table A6: LAND UTILIZATION STATISTICS¹⁸

(Area in Hectare)

<i>Sl No.</i>	<i>Items</i>	<i>2010-2011</i>	<i>2020-2021</i>
1	Geographical Area	395954.85	395954.85
2	Forest	3326.26	3372.21
3	Area under Non Agricultural use	90107	92342
4	Barren and Unculturable Land	11785.67	10538.24
5	Permanent Pasture	334	212.6
6	Area under Fruit Crops, Misc. Tree crops and others.	8833.5	8965.48
7	Culturable Waste Land	3006	2803
8	Current Fallow	10333.5	8952.5
9	Net Area Cultivated	296951.17	285382.5
10	Area Cultivated more than once	221124.83	212836.3

¹⁸ Data taken from district website of Purba Medinipur

11	Gross cropped area	518076	509624
12	Cropping intensity	170%	178%

TABLE A7: CROP-WISE YIELD AND PRODUCTION DATA ¹⁹

SR. NO.	CROP	2022 - 2023		
		Production (Tonnes)	Area (Hectare)	Yield (Ton / Ha)
1	Rice	12,44,062	3,94,278	3
2	Potato	85,561	3,580	24
3	Groundnut	78,778	15,306	5
4	Khesari	15,565	13,795	1
5	Sugarcane	6,601	92	72
6	Rapeseed & Mustard	4,206	4,242	1
7	Masoor	2,718	2,007	1
8	Moong(Green Gram)	2,674	1,857	1
9	Jute	2,327	131	18
10	Maize	763	161	5
11	Gram	762	519	1
12	Urad	473	984	0
13	Sesamum	352	317	1

TABLE A8 : VEGETABLE PRODUCTION IN THE DITSRICT

Name	Production in 000 MT(2023-24)	Area in 000 Hectare
Cabbage	1.49	34.38
Tomato	1.19	20.72
Cauliflwer	1.6	34.46
Brinjal	9.57	163.8
Onion	0.95	14.72
Carrot	0.7	10.19
others	7.29	29.81
Lady Finger	4.91	46.62
Yam	1.34	28.45
Beans	1.11	4.82

¹⁹ Data compiled from Directorate of Economics and Statistics

Bottle Gourd	1.32	9.11
Other cucrbiuts	4.62	49.17
Aram (Kachu)	0.43	7.97
Capsicum	0.09	12.61
Pointed Gourd	2.24	22.31
Radish	1.34	19.32
Green Chilli	1.9	4.87
Pumpkin	1.67	22.01
Cucumber	1.57	18.58

TABLE A9 : INDUSTRIAL UNITS IN HALDIA INDUSTRIAL PARK AS PER HALDIA DEVELOPMENT AUTHORITY

Sl. No.	Name of Industry	Address	Phone	Product
1.	Indian Oil Corporation Ltd., Haldia	P.O. – Haldia Oil Refinery, Dt. – Purba Medinipur. --Do--	(03224) 252151(O), FAX – 252141 / 252353	L.P.G., Motor Gasoline, Naptha, ATF, MTO, HSD, JBO, Kerosene, Furnace Oil, Lubes, Bitumen.
2.	KoPT/Haldia Dock Complex	Jawahar Tower Annexe Building, P.O. Haldia Township, Haldia.	(03224) 263209, 263114, FAX – 264877	Port Services
3.	Tata Chemicals Ltd., Haldia	P.O. –Durgachak, Haldia, Dist. Purba Medinipur	(03224) 253178 253194/95 Fax- 252401	Industrial Phosphate & Acids.
4.	Exide Industries Ltd., Haldia	P.O. –Durgachak, Haldia, Dist. – Purba Medinipur	(03224) 252256, 252140, FAX - 252145	Automotive Batteries, Heavy Duty Batteries, Containers, Special Types of Separators, etc.
5.	Swal Corporation Ltd., Haldia	P.O. –Durgachak, Haldia, Dist. – Purba Medinipur	(03224) 252143	Dimethanate Fenithrothion, Ethion, Malathion.
6.	MCC PTA India Corpn. Pvt. Ltd., Haldia	P.O. – Bhuniaraichak, Haldia, Dist. – Purba Medinipur.	(03224)275572-573, FAX - 275574	P.T.A
7.	Haldia Petrochemicals Ltd., Haldia	1, Auckland Place, Kolkata – 700 017. P.O. Box No. – 12, Durgachak Post Office, Dist. – Purba Medinipur	(033) 2247-1024/1167 /1294, 2240-8438 (Direct) Fax- 033-2247-1361. (03224)274874, FAX – 274861 / 274420, PBX – 274400, 274007, 274818, Emergency - 278113	LLDPE, HDPE, Naptha Cracker etc.
8.	IOCL, Paradip-Haldia Oil Pipeline	IOCL, Paradip-Haldia Oil Pipeline, Kashbere, P.O.	(03224) 274999, 275361, 275010,	Petroleum Storage & Transportation

		Khanjanchak, Haldia, Dist. Purba Medinipur.	FAX – 275361, 274025	
9.	IOC Petronas Ltd., Haldia	Opposite to HPL, Kasbere, Haldia, Dist. – Purba Medinipur.	(03224) 275797, 275794, FAX - 274949	L.P.G
10.	Shamon Ispat Ltd.	227/A, Rashbehari Avenue, Kolkata – 700 019. Site office - CRM Complex, HPL Link Road, Debhog, Haldia.	(03224)-252890 (Haldia), (033) 2440-8641 (Kolkata)	Steel Rolling
11.	Dhunseri Petrochem & Tea Ltd.	Dhunseri House, 4A, Woodburn Park, Kolkata – 700 020.	(033) 2240-1702, Fax- 2240-8995	PET Resin
		HPL Link Road, P.O. Khanjanchak, Dist. – Purba Medinipur.	(03224) 275948, 273741, 275947 FAX – 273740	
12.	Greenways Shipping Agencies Pvt. Ltd.,	Vill + P.O. – Debhog, P. S. – Bhowanipore, Haldia, Purba Medinipur.	(03224) 252269, FAX – 253054	Containers Freight Station (CFS)
13.	IOC Ltd., Haldia	Radhamadhachak, P.O. Khanjanchak, Dt. – Purba Medinipur.	(03224) 273413 , 274545, 274544, Fax - 273413	Petroleum Storage
14.	Hindustan Petroleum Corporation Ltd.	P.O. Durgachak : Haldia .	(03224) 252933, 252934, Tele/ Fax - 252239	Petroleum and allied products
15.	Bharat Petroleum Corporation Ltd., Haldia	P.O. Durgachak : Haldia .	(03224) 252984, 252983 / Fax - 253119	Petroleum and allied products.
16.	Hindustan Unilever Limited.	P.O. Durgachak : Haldia	(03224) 253194, 253195, Fax - 252401	Detergents
17.	Marcus Oils & Chemical Pvt. Ltd.	Kashbere, HPL Link Road, Haldia, Khanjanchak, Purba Medinipur.	(03224) 276542, 276698, 277339, FAX -276696	Polyethylene Waxes
13.	IOC Ltd., Haldia	Radhamadhachak, P.O. Khanjanchak, Dt. – Purba Medinipur.	(03224) 273413 , 274545, 274544, Fax - 273413	Petroleum Storage
18.	Ruchi Soya Industries Ltd.	Bijoyramchak, Ward No. – 9, Durgachak Post, Haldia – 721 602.	(03224) 253590, 253591, Fax - (03224) 253592	Edible Oil
19.	Manaksia Ltd.	8/1, Lalbazar Street, Bikaner Bldg. (3rd Floor), Kolkata – 700 001	(033) 2221 0050, 2243 5053/ 5054/ 5055/ 5056, Fax – (033) 2220 0336, 2242 8470	Aluminum and Steel
20.	Sanjana Cryogenic Storages Ltd	Behind Hind Lever Chemicals Ltd., Riverside Ring Road, Durgachak, Haldia – 721 602 (W.B.)	Mobile – 98321 89028., 03224-310242, 252760-761	Ammonia Storage and handling terminal

21.	R. D. B. Rasayans Ltd.,	8/1, Lalbazar Street KOLKATA-700 001. HPL Link Road, Khanjanchak, Haldia.	Phone-033 2248 5146 , FAX – 2242 – 0588277088 / 277340	PP Jumbo Bag and Small bag.
22.	Reliance Industries Limited	HPL Link Road, Khanjanchak, Haldia.	03224-647957 / 9933354543(Terminal Manager)	Storage & handling Petroleum Product
23.	Adani Wilmar Ltd.	Debhog, HPL Link Road, Haldia, Purba Medinipur. “Fortune House”, Near Navarangpura Railway Crossing, Ahmedabad 380009.	Phone – 2636 3600, 2636 3606, Mobile – 098300-51731	PEdible Oil Refinery
24.	Electrosteel Castings Ltd.	Kashberia, HPL Link Road, Khanjanchak, Haldia, Purba Medinipur. 19, Camac Street, Kol – 17	Phone – 033 22839990, 03224 277394 / 277391	Coke Oven

Table A10: LIST OF MSME CLUSTERS²⁰

CLUSTERS IN PURBA MEDINIPUR DISTRICT						
Sr. No.	Name of Cluster	Sector	Under Dept.	Name & Location of Cluster	No of Unit	No of Employment
1	Cashew Nut Processing, Contai	FOOD PRODUCTS & PROCESSING	MSME	Cashew Nut Processing, Contai	448	35840
2	Brick Field ,Deshpran	CLAY & CERAMIC	MSME	DESHPRAN	20	1000
3	Patashpur-II Handloom Cluster Development Society	TEXTILES & READYMADE GARMENTS	Handloom	Vill.-Mangalpur, P.O.- Prataidighi, Pin-721440	312	1
4	Steel Fabrication, Halidia	METAL FABRICATION & FURNITURE	MSME	Steel Fabrication, Halidia	20	80
5	Steel Febrication, Daisai	METAL FABRICATION & FURNITURE	MSME	Steel Febrication, Daisai	11	70
6	Steel Fabrication, Panskura	METAL FABRICATION & FURNITURE	MSME	Steel Fabrication, Panskura	18	82
7	Steel Fabrication, Moina	METAL FABRICATION & FURNITURE	MSME	Steel Fabrication, Moina	14	65
8	Embroidary Garments, Basulia	TEXTILES & READYMADE GARMENTS	MSME	Embroidary Garments, Basulia	33	180

²⁰Data taken from Department of MSME

9	Horn Product ,Baishnavchak	CHEMICAL PRODUCT OTHER THAN PLASTIC	MSME	Horn Product ,Baishnavchak	38	66
10	MahishadalGoyna Bori Cluster	FOOD PRODUCTS & PROCESSING	MSME	MahishadalGoyna Bori Cluster	69	290
11	Steel Fabricaton, Egra	METAL FABRICATION & FURNITURE	MSME	Steel Fabricaton, Egra	22	62
12	AmarshiConchshellproducts Cluster	CLAY & CERAMIC	MSME	AmarshiConchshellproducts Cluster	22	80
13	HAND GLOVES	TEXTILES & READYMADE GARMENTS	Khadi	BHUNIAKHALI, BARA BHUNIAKHALI, PIN - 721652	1	80
14	KATNADIGHI HANDLOOM CLUSTER DEVELOPMENT SOCIETY	TEXTILES & READYMADE GARMENTS	Handloom	KATNADIGHI	214	1
15	Ramnagar-I Sea Shell Cluster, Ramnagar-I	CLAY & CERAMIC	MSME	Ramnagar-I	33	200
16	Egra-II Block Handloom Cluster	TEXTILES & READYMADE GARMENTS	Handloom	Egra-II	331	2
17	Ramnagar II Salt Cluster	CHEMICAL PRODUCT OTHER THAN PLASTIC	MSME	Ramnagar II	17	300
18	Patashpur-I Block Handloom Cluster	TEXTILES & READYMADE GARMENTS	Handloom	Vill.-Uttar Roy Bandh, P.O.- Katranka, Pin-721454	357	2
19	Sahid Matangini Carpet Craft Development Centre	TEXTILES & READYMADE GARMENTS	Handloom	Vill- Mathurichak, P.O- Tilkhoja	484	1
20	Brajaballavpur Handloom Cluster Development Societry	TEXTILES & READYMADE GARMENTS	Handloom	Brajaballavpur, Baragokulnagar	340	1
21	Bus Body Buildings, Tamluk	TRANSPORT EQUIPMENT& PARTS	MSME	Bus Body Buildings, Tamluk	30	150
22	Steel Fabrication,Haldia	METAL FABRICATION & FURNITURE	MSME	Haldia	20	85
23	Steel Fabrication, Mecheda	METAL FABRICATION & FURNITURE	MSME	Sahid Matangini	9	55
24	STEEL FABRICATION,TAMLUK	METAL FABRICATION & FURNITURE	MSME	TAMLUK	17	120
25	BlacksmithyContai-III	BASIC METAL & ALLOY INDUSTRIES	MSME	Contai-III	15	120

26	Processing of Human Hair, Chandipur	JUTE & OTHER FIBRE BASED PRODUCTS	MSME	Processing of Human Hair, Chandipur	51	580
27	STEEL FABRICATION ,MECHEDA	METAL FABRICATION & FURNITURE	MSME	MECHEDA	20	85
28	Processing of Human Hair, Bhagabanpur	JUTE & OTHER FIBRE BASED PRODUCTS	MSME	Processing of Human Hair, Bhagabanpur	122	400
29	Egra I and II Handloom Cluster	TEXTILES & READYMADE GARMENTS	Handloom	Vill.-Jinandapur, P.O.- Balageria, PIN-721422	384	1
30	Brass and Bell Metal, Pataspur	METAL FABRICATION & FURNITURE	MSME	Brass and Bell Metal, Pataspur	74	320
31	Radhamani Handloom Cluster Development Society	TEXTILES & READYMADE GARMENTS	Handloom	Near RadhamoniHaat	500	1
32	Srirampur-II Handloom Cluster	TEXTILES & READYMADE GARMENTS	Handloom	Madanmohanchak	533	1
33	PATACHITRA	PRINTING	Khadi	HABICHAKNANKARCHAK, HA	1	100
34	Salt Making,Ramnagar I	CHEMICAL PRODUCT OTHER THAN PLASTIC	MSME	Salt Making,Ramnagar I	17	180
35	Steel Fabrication, Contai	METAL FABRICATION & FURNITURE	MSME	Steel Fabrication, Contai	3	18

A11: DISTRICT WISE TOTAL MSME REGISTERED MANUFACTURING AND SERVICE ENTERPRISES TILL LAST DATE 2022-02-11T08:38:07.867²¹

DISTRICT ID	TOTALMANUFACTURING UNIT	TOTALSERVICE UNIT
344	3537	3332

A12: DISTRICT WISE TOTAL MSME REGISTERED BY CATEGORY TILL 2022-02-11T08:08:34.840²²

DISTRICT ID	TOTAL NO OF APPLICATION	TOTAL NO OF MICRO	TOTAL NO OF SMALL	TOTAL NO OF MEDIUM
344	6869	5733	1090	46

²¹ Data taken from data.gov.in website

²²Data taken from data.gov.in website

A13: DETAILS OF BANKING PROFILES²³

Banking Profile

District-	PurbaMedinipur	State	WestBengal	LeadBank-	PunjabNationalBank
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1.NETWORK&OUTREACH (Ason31/03/2022)

Agency	No.of Banks/Soc.	No.ofBranches				No.ofnon-formalagenciesassociated			PerBranchOutreach	
		Total	Rural	Semi-urban	Urban	mFIs/mFOs	SHGs/JLGs	BCs/BFs	Villages	Households
CommercialBanks	26	272	196	53	23	7	21103	898	11	3007
RegionalRuralBank	1	49	48		1	NIL	9696	NIL	60	16690
DistrictCentralCoop. Bank	4	54	47	5	2	NIL	19815	NIL	55	15145
Dev. Agr. & Rural	2	14	12		2	1	NIL	NIL	212	58416
Primary Agr. Coop. Society	763	763	763		NIL	NIL	80	NIL	4	1072
Others(UrbanCoop. Bank)	1	11	NIL	7	4	NIL			269	74348
AllAgencies	797	1163	1066	65	32	8			3	81

2.DEPOSITSOUTSTANDING

Agency	No.ofaccounts					AmountofDeposit[RS.in Lakhs]				
	31-Mar-20	31-Mar-21	31-Mar-22	Growth(%)	Share(%)	31-Mar-20	31-Mar-21	31-Mar-22	Growth(%)	Share(%)
CommercialBanks	2561213	2573128	2591223	0.7	47.55	18363.35	20981.49	23557.98	12.3	76.8
RegionalRuralBank	510412	516441	521342	0.9	9.57	1334.14	1360.11	1396.84	2.7	4.6
CooperativeBanks	2321278	2325789	2337145	0.5	42.89	6113	5386	5704	5.9	18.6
Others										
AllAgencies	5392903	5415358	5449710	0.6	100.00	25810.08	27727.39	30659.01	10.6	100.0

3.LOANS & ADVANCESOUTSTANDING

Agency	No.ofaccounts					AmountofLoanOutstanding[RS.in Lakhs]				
	31-Mar-20	31-Mar-21	31-Mar-22	Growth(%)	Share(%)	31-Mar-20	31-Mar-21	31-Mar-22	Growth(%)	Share(%)
CommercialBanks	7479	7842	9502	21.2	67.6	548583	667345	747853	12.1	66.4
RegionalRuralBank	683	795	882	10.9	6.3	62046	67477	68310	1.2	6.1
CooperativeBanks	3097	3157	3666	16.1	26.1	245212	253676	309664	22.1	27.5

²³Data taken from PLP report Nabard 2023-24

Others										
All Agencies	11258.27	11794	14050	19.1	100.0	855841	988498	1125827	13.9	100.0

4. CD-RATIO of A/cs)

5. PERFORMANCE UNDER FINANCIAL INCLUSION (No.

Agency	CD Ratio			Agency	During 2021-22		Cumulative	
	30-Mar-20	31-Mar-21	31-Mar-22		Deposit	Credit	Deposit	Credit
Commercial Banks	41	37	40	Commercial Banks	23761	NA	582525	NA
Regional Rural Bank	51	58	63	Regional Rural Bank	2104	NA	97840	NA
Cooperative Banks	50	59	64	Cooperative Banks	668	NA	259925	NA
Others				Others				
All Agencies	44	43	40	All Agencies	20333		940290	

6. PERFORMANCE TO FULFILL NATIONAL GOALS (As on 31/03/2022)- Outstanding [Rs. In Lakhs]

Agency	Priority Sector Loans	Loan to Agr. Sector	Loan to Weaker Sections	Loans under DRIScheme	Loan to Women	
	Amount	% of Total Loans	Amount	% of Total Loans	Amount	% of Total Loans
Commercial Banks	707722	69.49	271281	66.90	NA	NA
Regional Rural Bank	62204	6.11	33873	8.35	NA	NA
Cooperative Banks	204609	20.09	57007	14.06	NA	NA
Others	43916	4.31	43327	10.69	NA	NA
All Agencies	1018451	100.00	405488	100.00	NA	NA

7. AGENCY-WISE PERFORMANCE UNDER ANNUAL CREDIT PLANS [Rs. In Lakhs]

Agency	2019-20			2020-21			2021-22			Average Ach[%] in last 3 years
	Target	Ach'ment	Ach'ment [%]	Target	Ach'ment	Ach'ment [%]	Target	Ach'ment	Ach'ment [%]	
Commercial Banks	408453.88	245404.64	60.08	541158.18	329096.49	60.82	836902.00	404519.00	63.51	61.71
Regional Rural Bank	59035.83	28747.49	48.69	58019.46	33474.21	57.69	65668.00	19960.00	30.40	44.98
Cooperative Banks	191533.79	150490.69	78.57	146542.75	150059.09	102.40	179044.00	161022.00	89.93	89.26
Others	771.2	137.3	17.80	27141.64	17010.80	62.67	33402.00	15169.00	45.41	52.71
All Agencies	659794.70	424780.12	64.38	772842.03	529640.59	68.53	915016.00	600670.00	65.65	66.24

8. SECTOR-WISE PERFORMANCE UNDER ANNUAL CREDIT PLANS [Rs. In Lakhs]

Broad Sector	2019-20			2020-21			2021-22			Average Ach[%] in last 3 years
	Target	Ach'ment	Ach'ment [%]	Target	Ach'ment	Ach'ment [%]	Target	Ach'ment	Ach'ment [%]	
Crop Loan	449078.00	265422.00	59.10	471025.00	306160.00	65.00	556784.00	369426.00	66.35	63.72
Term Loan (Agr)										
Total Agri. Credit	449078.00	265422.00	59.10	471025.00	306160.00	65.00	556784.00	369426.00	66.35	63.72

MSE	310776.00	241187.00	77.61	470284.00	305690.00	65.00	510998.00	273023.00	53.43	63.46
OtherPrioritySector	36700.00	26152.00	71.26	285899.00	185830.00	65.00	371669.00	260169.00	70.00	68.01
TotalPrioritySector	#####	798183.00	64.08	1698233.00	1103840.00	65.00	1996235.00	1272044.00	63.72	64.25

9.RECOVERY POSITION [Rs.inLakhs]

Agency	2019-20			2020-21			2021-22			AverageRec. [%]in last3years
	Demand	Recovery	Recovery [%]	Demand	Recovery	Recovery [%]	Demand	Recovery	Recovery [%]	
CommercialBanks	155051.34	81780.08	52.74	171128.05	96172.04	56.20	295910.00	60020.00	20.28	38.25
RegionalRuralBank	17405.68	8964.07	51.50	19204.45	10223.88	53.24	58315.00	46631.00	79.96	69.34
CooperativeBanks	160778.36	129765.72	80.71	172393.87	145353.99	84.32	720120.00	661470.00	91.86	88.92
Others										
AllAgencies	333235.38	220509.87	66.17	362726.37	251749.91	69.40	1074345.00	768121.00	71.50	70.07

Sources: LeadBank & DCC

A 14: PRODUCTS EXPORTED FROM PURBA MEDINIPUR²⁴

ITCHS Code	Item_Desc	Sum of Value (INR in Billions)
03061720	Vannamei Shrimp (Litopenaeusvannamei)	11.22
17019990	Othrefnd Sugar Includng Centrifugal Suger	8.60
27101290	Light Oils And Preparations, Of Petroleum Or Bituminous Minerals Which >= 90% By Volume "Incl. Losses" Distil At 210°C "Astm D 86 Method" (Excl. Containing Biodiesel)	9.36
27101951	Grade Lv	6.58
29012400	Unstrd Buts-1 3-Diene And Isoprene	8.90
29022000	Benzene	10.36
29091920	Methyl Tertiary Butyl Ether (Mtbe)	3.98
39076190	Poly"Ethylene Terephthalate", In Primary Forms, Having A Viscosity Number Of >= 78 Ml/G	4.32
67030010	Human Hair Dressed Or Otherwise Worked	26.74
85072000	Lead Acid Accumulators (Excl. Spent And Starter Batteries)	6.92

²⁴ Data compiled from Ministry of Commerce and Industry

A15: EXPORT MARKET POTENTIALITY MAPPING OF CURRENT EXPORTING PRODUCTS

VANNAMEI SHRIMP (LITOPENAEUSVANNAMEI) [03061720]

{The period of 2020 – 2024 is henceforth referred to as the long term and 2023 – 2024 as the short term}

<i>Country</i>	<i>Potential</i>
<i>Romania</i>	The Indian export for the concerned product has grown by 80% in the long term and 12% in the short term. The tariff is low at 4.8% and the concentration in the supplying market is 14%, lower than moderate.
<i>Cyprus</i>	The Indian export for the concerned product has grown by 23% in the long term and 15% in the short term. The tariff is low at 4.8% and the concentration in the supplying market is 14%, lower than moderate.
<i>Singapore</i>	The Indian export for the concerned product has grown by 30% in the long term and 20% in the short term. There is no tariff and the concentration in the supplying market is 16%, lower than moderate.

OTHRREFND SUGAR INCLUDNG CENTRIFUGAL SUGR

<i>Country</i>	<i>Potential</i>
<i>Lebanon</i>	The Indian export for the concerned product has grown by 102% in the long term and 17% in the short term. The tariff is low at 2.5% and the concentration in the supplying market is 17%, lower than moderate.

LIGHT OILS AND PREPARATIONS, OF PETROLEUM OR BITUMINOUS MINERALS WHICH >= 90% BY VOLUME "INCL. LOSSES" DISTIL AT 210°C "ASTM D 86 METHOD" (EXCL. CONTAINING BIODIESEL)

<i>Country</i>	<i>Potential</i>
<i>Singapore</i>	The Indian export for the concerned product has grown by 31% in the long term. There is no tariff and the concentration in the supplying market is 10%, lower than moderate.

GRADE LV

<i>Country</i>	<i>Potential</i>
<i>Algeria</i>	The Indian export for the concerned product has grown by 15% in the long term and a huge 351% in the short term. The tariff is 14.5% and the concentration in the supplying market is 11%, lower than moderate.
<i>Denmark</i>	The long term growth is 11% and the short term growth is 306% p.a. with 10% concentration and 1.6% tariff.

UNSTRD BUTS-1 3-DIENE AND ISOPRENE

<i>Country</i>	<i>Potential</i>
<i>Republic of Korea</i>	The Indian export for the concerned product has grown by 32% in the long term and 59% in the short term. The concentration in the supplying market is 14%, lower than moderate, with no tariff.

BENZENE

<i>Country</i>	<i>Potential</i>
<i>Taipei</i>	The Indian export for the concerned product has grown by 153% in the long term and 196% in the short term. Although the concentration parameter is a bit high, 26%, the high growth rates of recent export, coupled with no tariff makes it worth the risk.

METHYL TERTIARY BUTYL ETHER (MTBE)

<i>Country</i>	<i>Potential</i>
<i>Taipei</i>	The Indian export for the concerned product has grown by 20% in the long term and 546% in the short term. Although the concentration parameter is a bit high, 35%, the high growth rates of recent export, coupled with a low tariff of 4.7% only, makes it worth the risk.

POLY"ETHYLENE TEREPHTHALATE", IN PRIMARY FORMS, HAVING A VISCOSITY NUMBER OF >= 78 ML/G

<i>Country</i>	<i>Potential</i>
<i>Argentina</i>	The Indian export for the concerned product has grown by 58% in the long term and 4308% in the short term. Although the concentration parameter is a bit high, 29%, the high growth rates of recent export, coupled with a low tariff of 14% only, makes it worth the risk.

HUMAN HAIR DRESSED OR OTHERWISE WORKED

<i>Country</i>	<i>Potential</i>
<i>Norway</i>	The Indian export for the concerned product has grown by 48% in the long term and 74% in the short term. Although the concentration parameter is moderate, 18%, the high growth rates of recent export, coupled with no tariff makes it worth the risk.

LEAD ACID ACCUMULATORS (EXCL. SPENT AND STARTER BATTERIES)

<i>Country</i>	<i>Potential</i>
<i>France</i>	There has been a 120% growth in exports, in the short term. The concentration is low at 9%, with no tariff.
<i>Saudi Arabia</i>	The long term growth of exports has been 68% while that at the short term has been 22%. The supply market concentration is low at 7% with only a 5% tariff.

(Data compiled from [TRADEMAP](#))

TABLE A16 : FGD INPUTS

Post FGD Report					
Section A					
Districts Covered		Date		Duration	
Purba Medinipur		15.07.25		2.30 - 5.00 PM	
No. of participants					
Total	70				
Entrepreneurs / Association/Cooperation/Chamber of commerce	54				
Trade Facilitation Institution	8				
Government Stakeholders	3				
	5				
IIFT Team Participant	5				
Mr. Raktim Mitra	Mr. Kaustav Bhattacharyya				
Section B					
Products					
Human Hair	Cashew	Fish (Salt Water - Marine)	Brass & Bell Metal	Handicrafts	
Salient Inputs from the FGD					
Products	Physical Infra Core	Physical Infa Support	Soft Infrastructure	Others	Activities

Human Hair			Requirement of Handholding	Govt. Export Policy on human hair needs to be revamped and to withdraw the ban on Export of Human Hair.	Policy Intervention Required
Human Hair			Marketing Assistance to Human Hair		Marketing expert to be assigned - to be included in ZEHAP
Brass & Bell Metal		Good Quality of Machines required for Brass & Bell Metal CFC	Requirement of Handholding & Marketing Assistance to get Foreign Buyers		Standalone for SEFC - Morehandholding and reach
Cashew Nuts			Marketing Assistance to Cashew		Marketing expert to be assigned - to be included in ZEHAP

Facilities Available

Purba Medinipur	Clusters in Working Mode	Kalyanpur Brass & Bell Metal Cluster			
		Contai Cashew Cluster			
		Stone Carving			
	CFC	Kalyanpur Brass & Bell Metal Cluster			

	Upcoming CFC	Contai Cashew Cluster			
	Industrial Society	32 Cashew Producers			