



सत्यमेव जयते

Government of West Bengal

**DISTRICT EXPORT
ACTION PLAN
PURULIA
WEST BENGAL**



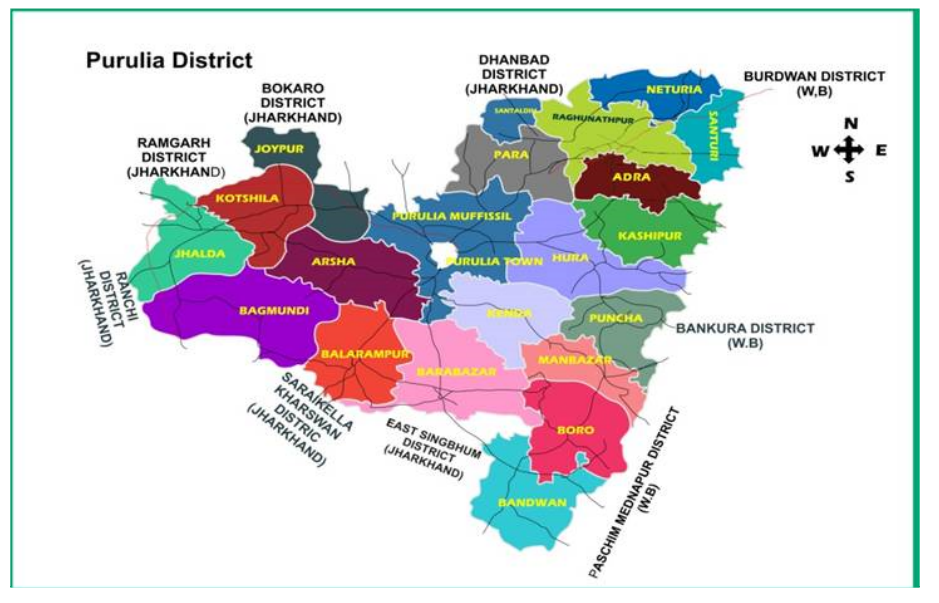


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1. District Profile- Purulia

Jaina Bhagavati-Sutra of circa 5th century A.D. mentions that Purulia was one of the 16 Mahajanapadas and was a part of the country known as Vajra-bhumi in ancient times. However, little is known about Purulia before the East-India Company obtained the 'Diwani' of Bengal, Bihar, Orissa in 1765. By Regulation XVIII of 1805, a Jungle Mahals district composed of 23 parganas and mahals including the present Purulia (known as 'Purulia' those days) was formed. By Regulation XIII of 1833 the Jungle Mahals district was broken up and a new district called Manbhum was constituted with headquarters at Manbazar. The district was very large in size and included parts of Bankura, Burdwan of present West Bengal and Dhanbad, Dhalbhum, Saraikela and Kharswan of present states of Jharkhand and Orissa. In 1838 the district headquarters was transferred to Purulia of today. Since the formation of the district it was withdrawn from regular administration and placed under an officer called Principal Assistant to the agent to the Governor-



General for South-Western Frontier. The title of the officer Principal Agent was later changed to Deputy Commissioner by Act XX of 1854. Finally in 1956 Manbhum district was partitioned between Bihar and West Bengal under the States Reorganization Act and the Bihar and West Bengal (Transfer of Territories) Act 1956 and the present district Purulia was born on 1st November, 1956. Purulia is the westernmost district of West Bengal with all-India significance because of its tropical location, its shape as well as function like a funnel. It funnels not only the tropical monsoon current from the Bay to the subtropical parts of north-west India, but also acts as a gateway between the developed industrial belts of West Bengal and the hinterlands in Orissa, Jharkhand, Madhya Pradesh and Uttar Pradesh. For its convenient location, this place has acquired an important place in the tourist map in India.

Purulia lies between 22.60 degrees and 23.50 degrees north latitudes and 85.75 degrees and 86.65 degrees east longitudes. Compass Declination 0°22'W. The geographical area of the district is 6,259 km² (2,417 sq mi). This district is bordered on the east by Bankura, Paschim

Medinipur districts, on the north by Bardhaman district of West Bengal state and Dhanbad district of Jharkhand state, on the west by Bokaro and Ranchi districts of Jharkhand state and on the south by West Singhbhum and East Singhbhum districts of Jharkhand state. Purulia is the westernmost district of West Bengal with an all-India significance because of its tropical location, its shape as well as function like a funnel. It funnels not only the tropical monsoon current from the Bay to the subtropical parts of north-west India, but also acts as a gateway between the developed industrial belts of West Bengal and the hinterlands in Odisha, Jharkhand, Madhya Pradesh and Uttar Pradesh.

DISTRICT AT A GLANCE:

- **Area: 6,259 Sq. Km.**
- **Population: 29,30,115 (2011 Census Data)**
- **Language: Bengali, Kurmali, Santali**
- **Literacy Rate : 64.48 (2011 Census Data)**
- **Sex Ratio : 957 (2011 Census Data)**
- **Population Density (per sq. km.) : 468 (2011 Census Data)**

1. 1 Geographic Profile

Maximum Rainfall in the district is received from the south-west monsoon. The average annual rainfall of the district is between 1100 mm and 1500 mm. The relative humidity of the region is as high as 75 percent to 85 percent but during hot summers the humidity level declines. Temperatures become as low as 7 degrees centigrade in winter and 46 degrees in summer. The prominent rivers of Purulia District are Kangsabati, Kumari, Dwarakeswar, Subarnarekha River and Damodar River. The soil that is found in the district is mostly residual soil.

As per 2011 census total population of the district is 2930115, out of which 87.26 % are residing in rural areas and 12.74% are in urban areas. About 51.09 % of the populations are males and 48.91% are female. The percentage of Scheduled Caste and Scheduled Tribes are 19.38% and 18.45%.

Total forest coverage in this district including social forestry and degraded forest as per Satellite Imagery data is 185726 ha which is 29.69 % of the total land of the district. As per report of the forest dept. total area under forest Dept. is 115226 ha.

The management and maintenance of Forest is being done by Joint Forest Protection Committees under active control of different divisions of Forest Department. At present 702 nos. of Forest Protection Committees (Purulia Divn.-171, KSC-I Divn.-235) are working in this district. These committees have not only helped to protect the plantation areas but have also guarded against illegal felling of trees.

The natural forests of the district are mostly of mixed nature and restricted to northwest part of the district covering Ajodhya Hills and Panchet hills of northeast. As per Remote sensing data the forest cover of this district is increasing compare to its past status. The extensive farm and social forestry plantation programs might have contributed in a big way to the increase in the forest cover.

1.2 Logistics & Connectivity

o Rail

The District is served by three Rail connections provided by the South Eastern Railways. One line runs from Jharkhand in the South through the district up to Asansol passing through Adra division. Another line runs between Bankura and Dhanbad also via the Adra Division. The third line connects purulia with Jharkhand. Major cities and towns like Ranchi, Tatanagar, Patna, Howrah, Bokaro, Dhanbad, Lucknow, Asansol, Bhubaneswar, Puri, Durgapur, Mumbai, Chennai and Delhi are now well connected with this district by railways. The Railway Divisional Headquarter Adra railway division, which is one of the major rail division of South Eastern Railway, is situated on the north-eastern part of Purulia district.

o Road

The road transport is another important transportation medium of Purulia. The road transport is adequate in terms of bus availability and goods flow. NH 18 (NH 32) connects this district with Jamshedpur, Bokaro, Chas and Dhanbad. National Highway 60A (now NH 314) connects Purulia with State Highway 9 at Bankura and subsequently to NH2 at Durgapur. State Highway 5 also plays an important role in district's transport network as it connects the towns like Raghunathpur, Adra, Santaldih and Neturia to NH2 at Neamatpur and Asansol. Purulia has excellent road connectivity with Raniganj-Asansol industrial belt. South Bengal State Transport Corporation runs 4 buses from Purulia to Kolkata via State Highway 5 thus connecting towns and cities like Raghunathpur, Adra, Neturia to the industrial belt of Asansol, Raniganj, Durgapur and Burdwan. There are also many private bus operators on this route.

o Air

The nearest Airport to Purulia Kazi Nazrul Islam Airport 3 hr 32 min (112 km) via Purulia - Chharrah - Raghunathpur - Raniganj - Andal and Netaji Subhas Chandra Bose International Airport, Kolkata which is about 250 km to Purulia. From there, you can take a cab, bus or train to Purulia.

1.3 Economy Of The District

The economy of Purulia district to a large extent depends on industrial sector. It is the geographical location of Purulia that is helping it economically; it is well-connected with resourceful districts. Purulia is famous for tourism namely archeological and eco-tourism, this to a certain extent adds to the coffers of the exchequer.

The natives of the district depend on small, middle and large scale industries for their income. In the year 2001 the government of West Bengal brought in new industrial policies to the region and this benefited the district in attracting a number of large scale industries.

• **Industry:**

District Industries Centre, Purulia is acting as nodal agency under MSME&T Department, W.B.with a view to implement all Government policies for development of MSMEs. At present major 2548 nos. of registered MSME units exists in Purulia& unregistered micro units are approximate 2,000 Total investment in this sector in Purulia (both in registered &unregistered units) is approx. Rs. 30,000 crores and present direct and indirect employment is approx. 02 lakhs There is a huge scope of investment in agro based industries, forest based industries like Lac, mineral based industries like Granite, Quartz, etc.

Presently more than 30 nos. of upcoming proposals are in pipeline with proposed investment of Rs. 160 crores and proposed direct employment is 5000.

Upcoming Industries under Micro, Small & Medium Sector in Purulia

- *Aluminium Utensil*
- *Atta Chaki & Besan*
- *Bakery & Confectioneries*
- *Bio Briquette*
- *CNG Bio Gas*
- *Coke processing*
- *Flour Mill*
- *Fly Ash Bricks and Tiles*
- *Granite Cutting & Polishing*
- *IMFL Bottling*
- *Layer Farm*
- *Lime Powder*
- *M Oil*
- *Packaged Drinking Water*
- *Potato Chips, Puffed Rice & Rice Falkes*
- *Potato Powder*
- *Poultry Feed*
- *PVC Pipe*
- *Quartz Dust / Powder*
- *Refractory Items*
- *Rice Mill*
- *Spice Grinding*
- *Stone Crusher*

- *PVC Pipe*
- *Wire Nail*

- **Large Scale Industries / Public Sector undertakings:**

The industries thriving in this sector are steel, cement and power. The major companies that currently function in Purulia are: Santalshih Thermal power plant this is located at Santaldih, Pumped storage project at Baghmundi, ACC Damodar Cement Factory at Madhukunda. Apart from these large scale projects the manufacturing sector got a boost especially in the.

Sponge iron sector and it got an investment of 306.17 .The power station helps in supplying power to the whole of the district and also to many of the adjacent parts of the district.

- Total number of registered industrial units - 96
- People employed in large and medium units - 6475
- Industrial areas in the district – 2

- **Medium Scale Industries in Purulia**

- Purulia Cement Private limited
- Mark Steels Limited
- Vision Spong Iron Ltd
- Castrol Goods Ltd
- Kushal Poly Sacks Ltd
- Anjan Trade Corporation Ltd

- **Small Scale Industries in Purulia**

The small scale industry comprises of lac and sericulture. Purulia district produces 90% of the lac that is produced in the whole of West Bengal state. About 70,000 workers are employed in the lac industry. Both small and large scale lac entities have been set up, it is estimated that there are around 23 large lac producing units

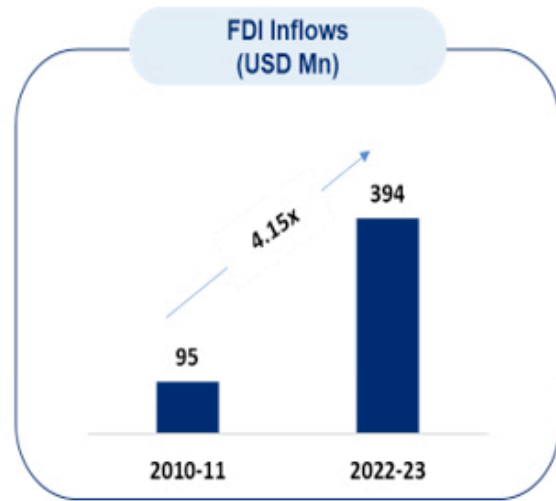
Silk industry has contributed a small percentage to the economy of the district. The main variety of silk,



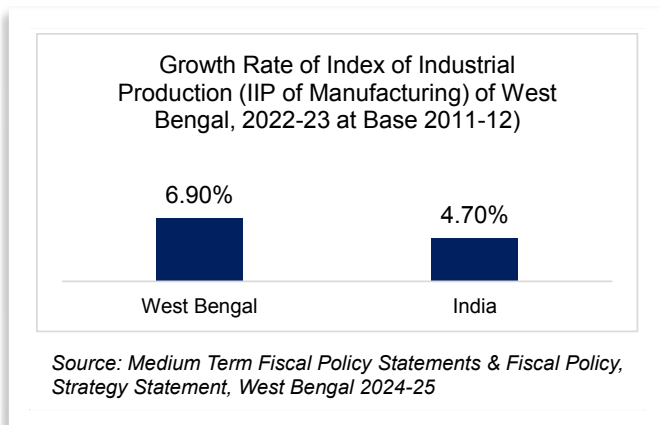
which the region is famous for is the Tasar silk and sericulture is mainly cultivated in the rural areas of Purulia district. Raghunathpur is a location that stands out for Tasar silk. There are about 2018 small scale industries, functioning in the district which provides income to the inhabitants of the district. The other industries that to a certain extent contribute to the economy are rice milling, wheat flour, manufacturing of mustard oil and units producing grills and small toys. With the initiative of the government, an organization for women was established and this is called the Self-employed women’s association. The alliance aims at

providing employment, to women folk in rural areas and making them self-reliant. Purulia does not have conducive soil and weather for growth of a number of agricultural produce. Purulia district is among 250 most backward districts, named by the Ministry of Panchayat Raj and hence it receives grants from Backward Regions Grant Fund Programme. Famous areas such as Ajodhya Hills, Matha, Kuilapal Forests, Jaychandi Pahar, and Duarsini Hills attract tourists to Purulia district all through the year. This enables the natives of the district, to engage in various tourism activities and few of the tribal dances are kept alive. Globalization being the mantra of current times, a number of private investors are coming forward to invest in Purulia and this has given a facelift to the economy of Purulia. The government agencies have also been instrumental in bringing a number of policies to improve the economy and this also includes using of modern technology in the field of agriculture.

2. Export Scenario- West Bengal



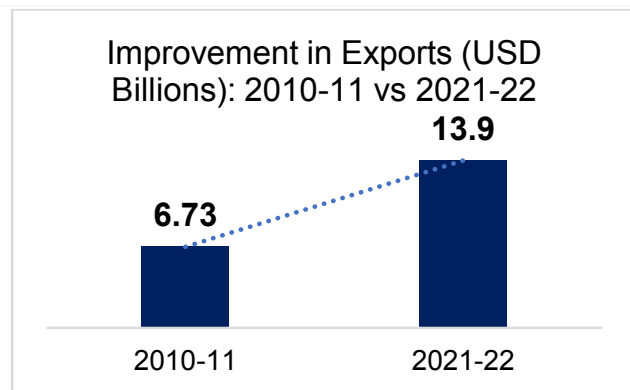
In 2023-24, approximately 81% of West Bengal's GSDP came from industry and services. The State's growth in the Index of Industrial Production (IIP) for manufacturing is notably higher than the national average.



West Bengal's exports grew from USD 6.73 billion in 2010-11 to USD 13.9 billion in 2021-22. The reduction in bandhs has boosted productivity, while policies like the Industrial and Economic Corridor, Logistics, and Export Promotion policies have opened new export markets.

The State is home to nearly 90 lakh MSMEs, the second highest in the country, employing 1.35 crore people, with 43.51 lakh women in

the sector. The State has prioritized cluster development, expanding from 48 to 520 clusters in the past 7.5 years. Additionally, proactive efforts have driven a remarkable rise in bank lending to MSMEs, from ₹ 8,237 Cr. in 2011 to ₹1,48,132 Cr. in 2023-24, more than 17-fold increase



Source: West Bengal Industrial Development Corporation

2.1 Analysis Of West Bengal's Exports:

The Top 15 Exportable products of West Bengal along with the quantity & % of share in Total Exports of the State since 2022 are shown in the table below:

COMMODITY GROUP	FY 22-23		FY 23-24		APR'24 to NOV'24	
	Total Exports (\$Mn)	% Share in total export	Total Exports (\$Mn)	% Share in total export	Total Exports (\$Mn)	% Share in total exports
Engineering Goods	3,494.6	27.35%	3,134.8	26.83%	2,251.3	28.25%
Gems And Jewellery	1,369.8	10.72%	1,485.2	12.71%	1,114.19	13.98%
Others	1,284.5	10.05%	1,344.7	11.51%	892.24	11.20%
Leather And Leather Manufactures	725.99	5.68%	696.33	5.96%	472.23	5.93%
Organic and Inorganic Chemicals	644.06	5.04%	577.6	4.94%	455.86	5.72%
Petroleum Products	663.67	5.19%	560.61	4.80%	416.21	5.22%
Marine Products	666.82	5.22%	513.12	4.39%	385	4.83%
Electronic Goods	344.59	2.70%	470.84	4.03%	225.76	2.83%
Rice	557.18	4.36%	432.59	3.70%	309.25	3.88%
Plastic And Linoleum	391.58	3.06%	357.05	3.06%	222.04	2.79%
Ready-made garments of all textiles	354.65	2.78%	321.05	2.75%	195.75	2.46%
Cereal Preparations & Processed Items	240.48	1.88%	262.78	2.25%	127.79	1.60%
Jute Mfg. Including Floor Covering	323.34	2.53%	229.45	1.96%	168.68	2.12%
Tea	234.37	1.83%	198.99	1.70%	157.01	1.97%
Cotton Yarn/Fabs/Madeups, Handlooms Etc.	179.27	1.40%	174.02	1.49%	125.35	1.57%
TOTAL	12,779.11		11,684.64		7,969.18	

3. Target Export Products-Purulia:

3.1 Handicraft Sector:

o Masks

According to its mysterious history, witches started the practice of wearing masks. Since then masks of West Bengal are popular. The masks of West Bengal are popularly known as Mukhosh. Traditionally associated with the age-old dance from “Chhau Dance”. An acrobatic martial dance of Purulia Region, West Bengal. The performers wear large stylized masks of various mythological characters & also of different animals. The Government of West Bengal has adopted special measures to protect this art form and has developed Rural Craft hub at Kushmandi. They are continuously putting in efforts to promote this art form. Masks based on mythological characters of the religious books are very common. However, you can also find masks of demons, chhau mask, bamboo masks and wooden masks. These masks are known for their exquisite craftsmanship and detailed facial intricacy. Wooden masks of West Bengal are considered very important in the social and cultural activities of the state. Purulia has artisans who make amazing wooden masks for Chhau dancers. In Purulia, Charida and Bagmundi districts are famous for Chhau masks. The artisans in Malda make masks for Gambhira dancers. Chhau masks have a distinctive feel to them as they have a mythological connection and they represent the gods, goddess and other. Mask handicrafts are very popular and are demanded a lot because of their use in religious functions, theatre, and folk dances. The most popular mythological characters in these masks are Moshan, Hanuman, Narorakshas, Chamkali, Chamunda etc.



o Potensial Areas:

1. Raghunathpur
2. Kashipur
3. Manbazar
4. Pancha

3.2 Clusters in district:

There are 17 clusters in Purulia District which are discussed below:

CLUSTER SECTOR	CLUSTER NAME	ACTIVITY
Leather & Allied Products	Purulia Shoe Making Cluster	Shoe Making
Textile & Readymade Garments	Jhalda Readymade Garments Product Cluster	Manufacturing Of readymade Garments
Chemical Product Other Than Plastic	Jhalda Lac Growers and Processors Industrial Cooperative Society ltd	Shellac Processing
Textiles & Readymade Garments	Puruliam Readymade Garments Manufacturing cluster And REH Industrial	Readymade Garments Manufacturing
Chemical Product Other Than Plastic	Purulia Jangal Mahal Dhupbati Cluster and REH Industrial Cooperative Society ltd	Manufacturing Of Insence Stick
Basic Metal & Alloy Industries	Kashipur Brass & Bell Metal Cluster	Manufacturing Of Brass & Bell Metal Utensils
Textile & Readymade Garments	Balarampur Woollen Garments Clusters	Manufacturing Of Woollen Garments
Textiles & Readymade Garments	Raghunathpur Handloom Cluster	Production & Sale Of Tassar Than Tassar Saree Dress Materials
Textiles & Readymade Garments	Kashipur Handloom Cluster	Production & Sale Of Gamcha Saree Lungi Bed Sheet
Jute & Other Fibre Based Products	Sal Leave Plate and Bowl	Sal Leave Plate And Bowl Making
Textiles & Readymade Garments	Mohandih Khadi Society	Spinning & Weaving
Textiles & Readymade Garments	Bari Gramin Khadi Milani Trust	Spinning & Weaving

Jute & Other Fibre Based Products	Sal Leave Plate And Bowl Making	Sal Leave Plate And Bowl Making
Jute & Other Fibre Based Products	Sal Leave Plate And Bowl Making	Sal Leave Plate And Bowl Making
Jute & Other Fibre Based Products	Project Sabai Craft	Handicraft Product Making From Sabai Grass
Jute & Other Fibre Based Products	Sal Leave Plate And Bowl Making	Sal Leave Plate And Bowl Making
Clay & Ceramic	Chaaу Mask Making	Chaaу Mask Making

3.3 Performance of the Products In International Markets:

- **Chhau Mask, Wooden Mask, Handicraft Products:** The Purulia Chhau mask is a Geographical India (GI) tagged product from Purulia, West Bengal. The masks are made clay and pulped paper and are hand painted with vibrant colours. Wooden mask, Chhau mask, sal leaf plate and bowl and sabai crafts all are handicraft products. Harmonized System (HS) code of handicrafts wooden product 442090.

YEAR	2017	2018	2019	2020	2021
EXPORT VALUE (\$)	26611	39274	38559	34317	51437

- **Major Export Destinations:**

1. United State of America
2. Australia
3. Canada
4. China
5. United Kingdom

- **NATURAL LAC, RAISIN, GUM RAISIN:** The products Natural lac, raisin, gum raisin, blasms and other natural oleo raisins (Excl. Gum Arabic) Harmonized System (HS) code 130190.

YEAR	2019	2020	2021	2022	2023
EXPORT VALUE (\$)	83011	103026	124141	127980	89433

- **Major Export Destination:**

1. United State of America
2. GERMANY
3. BANGLADESH

- 4. FRANCE
- 5. UNITED ARAB EMIRATES



5. Export Action Plan-Purulia

Sl. No	Intervention	Strategy	Action	Responsibility
1	Trade Promotion	Promote local product through various mediums - digital/ physical	Promote local products through various mediums - digital/ physical/ events/ B2B/ buyer seller events etc	DLEPC and Export Promotion Cell.
			Tie up with various e-commerce players to market products on their online platforms	DLEPC & Export Promotion Cell
		Enhance international access for exporters	Facilitate tie ups with international buyers of products through participation in trade fairs, global events, engagement with trade bodies for identified markets	Export Promotion Cell
2	Market Intelligence Cell	Identify target markets and develop export intelligence trends	West Bengal State Export Promotion Society (WBSEPS) identify target markets, export trends	WBSEPS
		Identify and develop new products with export potential or value-added exports	<ul style="list-style-type: none"> • Invite Investors to harness the potential of value addition. • Support MSME's to setup units • Continuous engagement with exporters, associations, Trade Bodies etc to identify new avenues for exports • Engaging with Missions abroad to identify the potential buyers. 	DLEPC

3	Infrastructure Augmentation	Conduct an infrastructure assessment study	To undertake an infrastructure assessment study for identified products	DLEPC
			Demand Assessment Study for setting up of Cold Chain infrastructure in the district	DLEPC
			Capitalize on the existing TIES scheme to develop export Infrastructure (comprising of cold storages, testing labs, R&D facilities)	DLEPC
		Develop processing infrastructure (cluster/parks)	Set up of near farm processing clusters with integrated facilities such as cold storage, pack house, etc	DLEPC
		Develop Agri Export Zone	Identify and propose Agri Export Zones in consultation with the State Agriculture/ Horticulture Department	DLEPC
		Good Agri practices	The State Agriculture/ Horticulture Departments should engage the FPO's for adopting the best agriculture and health practices	DLEPC
4	Skill Development	Provide skill development training for Manufacturing/ processing	Tie up with skill development organisations	DLEPC
	Draw the calendar of events for training			
	Conduct Exposure tours across the country			

6. Annexure

6.1 District Level Export Promotion Committee

Government of West Bengal
Department of Industry, Commerce & Enterprises
Commerce Branch
4, Abanindranath Tagore Sarani, Kolkata – 700 016

No.29- CI/O/COM/GEN-XPT/03/2017

Dated: 24th December, 2020

NOTIFICATION

In addition to the earlier steps and initiatives already been taken by the Government of West Bengal in regard to promotion of exports from the state, the State Government is now pleased to decide to constitute a District Export Promotion Committee (DEPC) for every district comprising of the following officials as mentioned below:

Sl. No.	Official / Department	Role
1.	District Magistrate	Chairperson
2.	Representative of DGFT	Invitee Member
3.	GM- District Industries Centre (DIC)	Convenor
4.	DI, West Bengal	Member
5.	Lead Bank Manager	Member
6.	Representative - Sector Specific Export Promotion Council as decided for individual district depending on export products	Member
7.	Representative from District level Trade/ Commerce Associations	Member
8.	Representative of Technical Education and Training Department	Member
9.	Representative of BIS and Legal Metrology	Member
10.	Representative of Agriculture, Fisheries, Horticulture Department in each district as required for products chosen for export promotion	Invitee Member
11.	Other State Government Representatives (as per requirement)	Member

N.B.: Invitee members will be requested to be present as and when needed.

The District Export Promotion Committee (DEPC) will function on the basis of following terms of reference:

Sl. No.	Terms of Reference
1.	Benchmarking baseline export performance of district – Present Export Performance
2.	Identification of potential export products from the district
3.	Creation of district export action plan
4.	Resolution, escalation and monitoring of issues in exports from the district for identified potential products through regular meetings
5.	Identifying training and development needs of district industries and coordination for training with other departments
6.	Dissemination of Information through trainings, seminars, guest lectures, practical training, exchange visits with other districts of excellence
7.	Act as one point facilitator for export promotion at district level

Besides, the following will be implemented in this regard-

- The MSME Facilitation Centres (MFCs) as Nodal Body for export promotion will function at district level.
- The nodal body would act as secretariat for the DEPC under the District Magistrate.
- The MFCs headed by GM DICs, will provide the necessary secretariat support for the DEPC.
- The GM, DIC will be the Nodal Officer for all district level export related work.