



सत्यमेव जयते

Government of West Bengal



**District as Export Hub**

# DISTRICT ACTION PLAN

**UTTAR DINAJPUR**

# District Export Action Plan (DEAP) for Uttar Dinajpur District

## 1. Introduction

The District Export Action Plan (DEAP) for Uttar Dinajpur district aims to create an export-centric economic development through sustainable interventions at the district level. The plan focuses on identifying key products with export potential, improving supply chains, and providing support to local industries and exporters.

In this document, the DEP of Uttar Dinajpur district for the export of various products is explained. The chosen products have huge production in the district and can be made into niche items of export for the future. Currently chosen products can become potential items exported from Uttar Dinajpur. The objective of this document is to streamline the production, plug the loopholes in the supply chain, and provide district and state level administrative handholding by **District Export Promotion Committee (DEPC)** and **State Level Export Promotion committee (SLEPC)**.

This document also explains the existing level and process of production and enlists the present industries and exporters involved in the export of various products from the district. The present trends in trade and commerce for such products have also been analyzed in the subsequent chapters.

**Objective** - The objective of this DEP is to become the basis for the formation of DEPC at the district level. It also targets export as an important activity for the local people. The benefits of production and price realization reaching to the ground level will have a much larger impact in increasing the annual incomes of the trader community. This DEP will make sure to guide DEPC to involve all stakeholders such as producers, collection and logistics, primary processing industries, wholesale marketing business houses, government, research labs, banking and financial institutions, etc. to streamline the production from source to consumers at global scale.

## 2. General Characteristics of the District

### Location and Geographical Area:

The District of Uttar Dinajpur came into existence on 1<sup>ST</sup> April, 1992 after the bifurcation of erstwhile West Dinajpur District. The District occupies an area of 3142 Sq. Km enclosed by Bangladesh, Bihar on the West, Darjeeling district on the North and Dakshin Dinajpur district and Malda District on the South.

The administrative set-up of the district comprises of nine blocks and two sub-divisions, namely, Islampur and Raiganj. Islampur subdivision was merged with the erstwhile West Dinajpur in 1959 after carving it out from Bihar.

### Climate Conditions:

Uttar Dinajpur has a tropical wet-and-dry climate (Koppen climate classification). The annual mean temperature is approximately 27 °C; monthly mean temperatures range from 17 °C to 35 °C (approximate figures). Summers are hot and humid with temperatures in the low 30s and during dry spells the maximum temperatures often exceed 40 °C during May and June. Winter tends to last for only about two and a half months, with seasonal lows dipping to 9 °C – 11 °C between December and January. On an average, May is the hottest month with daily average temperatures ranging from a low of 27 °C to a maximum of 40 °C, while January the coldest month has temperatures varying from a low of 12 °C to a maximum of 23 °C. Often during early summer, dusty squalls followed by spells of thunderstorm or hailstorms and heavy rains cum ice sleet lash the district, bringing relief from the humid heat. This thunderstorm is convective in nature, and is locally known as Kal baisakhi. Rains brought by the Bay of Bengal branch of South-West monsoon lash the district between June and September and supplies the district with most of its annual rainfall of approx 1,600 mm (62 in). The highest rainfall occurs during the monsoon in August approx 300 mm (12 in). Floods are common during Monsoon, causing loss of life, destruction of property, and loss of crops.

**Major Agricultural Crops:**

The economy of Uttar Dinajpur district is primarily based on agriculture. Cultivation constitutes the main source of livelihood for the people in the district. Paddy, jute, maize, pineapple, and vegetables are major agricultural produce of the district. In recent years tea has come up as a major plantation crop.

**Income Levels:** Average per capita income is INR 50,000.

**Sex Ratio:** 950 females per 1,000 males.

**Fertility Rate:** 2.1 children per woman.

**Life Expectancy:** 72 years.

**Reproduction Rate:** 2.2.

**Topography:** Alluvial plains.

**Demography:** Population of around 3.08 million as per the 2011 Census.

**Connectivity & Logistics:**

There is one major rail route in this district which run in the North–South direction and connects the district to Kolkata, Siliguri, North Bengal and North-East India. The route connects the district to neighbouring Bangladesh which is vital for export promotion.

National highways NH 10 & NH 12 run across the district connecting the district to cities of Kolkata and Siliguri, Kolkata and Bagdogra Airports and Kolkata Seaport.

### 3. Concerned Authorities

**Line Ministry:** Ministry of Agriculture, Ministry of Textiles, Ministry of Commerce and Industry

**State Departments and Boards:**

- ✓ District Industries Centre, Uttar Dinajpur under the Department of MS&ME and T, WB
- ✓ West Bengal Export Promotion Cell
- ✓ Export promotion Cell & Export Facilitation Centre under WBIDC

**Industry Associations:**

- ✓ West Dinajpur Chamber of Commerce
- ✓ FICCI North Bengal Chapter
- ✓ CII North Bengal Chapter

### 4. Production-Related Details

**Status of Industries and Products/Services:**

Category	Nos. of Units	Investment (Rs. In Cr.)	Employment
Micro	36108	1805.40	150904
Small	117	1122.85	1425
Medium	6	270	175

### Some General Characteristics of the Exportable Products:

- Pineapple is known for its high quality fibre and sweet taste.
- Diversified Jute Products and Woollen carpets are strong, durable and aesthetic in look.
- The district is renowned for Pottery & Terracotta, woollen carpet, carved wooden furniture.
- Tulai panji rice is famous for its texture and aroma.

## 5. Existing Micro and Small Enterprises and Artisan Units

Large Scale	Proposed Industrial Ethanol Plant at Malon, Hemtabad	
Micro, & Medium	<i>Agro &amp; Forest based</i>	Rice Mill and Flour Mill, Fortified Rice, Edible Oil, Papad & Snacks, Soya Nuggets, Ice Candy & Ice Cream, Vermicelli, Modern Mechanised Bakery, Pasteurised Milk & Dairy Products, Packaged Drinking Water, Jute Yarn & Twine, Poultry & Cattle Feed, Tea processing.
	<i>Plastic &amp; Chemical based</i>	PVC Pipe & HDPE Pipe, Plastic Moulded Household Goods, Tarpaulin, HDPE Mono Filament Net, Washing Soap & Detergent, Organic Fertilizer
	<i>Engineering &amp; Fabrication</i>	Automobile Body Building & Servicing, Steel Furniture & Grill & Gate, Lathe Works, Nut & Bolt, Wire Nails, Agricultural Implements, Bi-Cycle & bi-cycle parts
	<i>Textile &amp; Leather</i>	Readymade Garments, Hosiery, Leather Shoes & Bags
	<i>Forest &amp; Wood based</i>	Wooden & Cane Furniture, Particle Board Furniture, Veneer and Ply Wood & Block Board, Paper Cup & Saucers, Corrugated Paper Box
	<i>Pharmaceutical</i>	Intra-venous fluid, Hand Sanitizer
	<i>Miscellaneous based</i>	Offset Printing, Flex and Vinyl Printing,
MSME Clusters	<i>Handicrafts based</i>	Jute Diversified products, Wooden Furniture & Wood carvings, Terracotta & Pottery, Woollen Carpet

## 6. Major Exportable Products with HS Code

### Agro based

- ❖ **Pineapple:** Fresh pineapple, pineapple juice, pineapple leather.
- ❖ **Wholly-milled Rice (10063090)**
- ❖ **Turmeric Powder (09103000)**
- ❖ **Maize (100590)**

### Handicrafts

- ❖ Jute diversified products: Raw jute, jute bags, jute mats (630510).
- ❖ Woollen Carpet (57011010),
- ❖ Pottery & terracotta (69149000),
- ❖ Wooden furniture & wood carvings (0409000)

### Chemical based

- ❖ Petro products like xylene, toluene (27092000).

## 7. GI cum One District One Product: Tulai Panji Rice

*Tulai Panji Rice* is an indigenous rice cultivar from West Bengal, India. It is an aromatic rice grown mainly in the Raiganj subdivision of Uttar Dinajpur district and some adjoining pockets of Dakshin Dinajpur district. The aroma and quality of this rice variety are strongly associated with its agro-climatic conditions of native places of origin particularly the Raiganj Sub-division of the district. Tulaipanji is categorized as 'non-Basmati aromatic rice' and contains moderate level of aroma with excellent grain quality palatability.

Traditionally, Tulaipanji is grown without using any chemical fertilizers in mid-land to high-land situations and preferably in jute harvested fields, during rainy and post rainy seasons in the months of August to December. Low soil fertility and moisture stress generally prevails in the growing fields and are believed to be the key factor behind development of the aroma. Inorganic fertilizers are generally not used due to the reduction in aroma and other qualitative parameters. Tulaipanji Rice has received GI Tag (Geographical Tag) from Govt. of India in 2015. Govt. of West Bengal has taken initiatives for preservation and promotion of this rice cultivation in the district and also marketing of the produce.

As this rice variety has been originally evolved in this geographical locations and quality and price is quite high compared to other aromatic and non-aromatic rice varieties, Government has felt that it is necessary to protect the rice variety from going extinct/ contaminated. Due to the initiatives taken under the programme the area under Tulaipanji cultivation has been substantially increased and the same is sustained benefitting farmers, traders and consumers as well.

## 8. SWOT Analysis

### Strengths:

- ❖ Abundant natural resources
- ❖ Skilled labour
- ❖ Favourable climate for agriculture
- ❖ Connectivity to Kolkata & Bagdogra Airport

### Weaknesses:

- ❖ **Infrastructure:** Lack of cold storage and transportation facilities.
- ❖ **Market Access:** Limited awareness of international markets and standards.
- ❖ **Financial Support:** Insufficient credit facilities, lack of access to government incentives.
- ❖ **Skill Development:** Lacking in knowledge modern processing and packaging techniques.

### Opportunities:

- ❖ Growing international demand for organic and sustainable products,
- ❖ Government schemes for export promotion,
- ❖ Potential for value addition through processing and packaging.

### Threats:

- ❖ Competition from other regions and countries,
- ❖ Fluctuations in international prices and potential trade barriers.

## 9. Institutional Responsibilities and Policy Reforms

- **District Export Promotion Committee (DEPC):** Oversee implementation of the DEAP.
- **Government Departments:** Provide necessary support and resources.
- **Industry Associations:** Facilitate communication between stakeholders.

## 10. Action Plan

Intervention	Strategy	Action	Responsibility
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 and 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
Market Intelligence Cell	Identify target markets and develop export intelligence trends	West Bengal State Export Promotion Society (WBSEPS) will identify target markets, export trends	WBSEPS
	Identification and development new products with export potential or value-added exports	<ul style="list-style-type: none"> <li>✓ Invite Investors to harness the potential of value addition.</li> <li>✓ Support MSME's to setup units</li> <li>✓ Continuous engagement with exporters, associations, trade bodies etc to identify new avenues for exports</li> <li>✓ Engaging with Missions abroad to identify the potential buyers.</li> </ul>	DLEPC
Infrastructure Augmentation	Conduct an infrastructure assessment study	To undertake an infrastructure assessment study for identified products: <ul style="list-style-type: none"> <li>✓ Construction of cold storages and cold chain management</li> <li>✓ Improvement of transportation links</li> </ul>	DLEPC
	Development of Agri Export Zone	Identification of and propose Agri-Export Zones in consultation with the State Agriculture/ Horticulture Department	DLEPC
	Good Practices	The State Agriculture/ Horticulture Departments should engage the FPO's for adopting the best agriculture and health practices	DLEPC
	Provide skill development training for Manufacturing/ processing	<ul style="list-style-type: none"> <li>✓ Conduct Exposure tours across the country</li> <li>✓ Training in organic farming and sustainable practices.</li> <li>✓ Training in international standard and certification.</li> <li>✓ Training in modern processing and packaging techniques.</li> </ul>	DLEPC

## 11. Current Incentives/Support from State and Central Government

- **Government of India:** Export Promotion Capital Goods Scheme, Market Access Initiative (MAI).
- **State Government:** Subsidies for cold storage construction, training programs for farmers.

By following this comprehensive District Export Action Plan, Uttar Dinajpur district can leverage its strengths and opportunities to increase exports, boost the local economy, and improve the livelihoods of its people.

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**Department of Industry, Commerce & Enterprises**  
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**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-

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