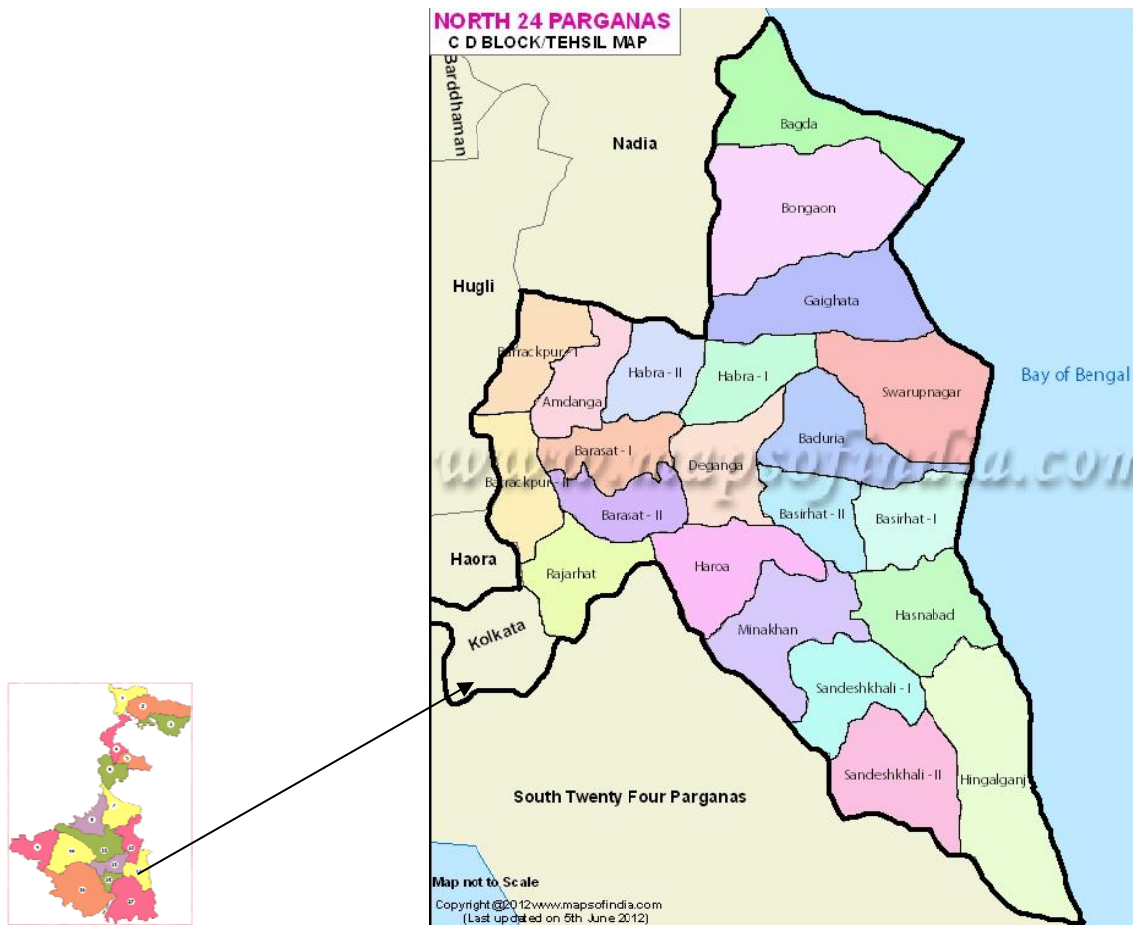


NORTH 24 PARGANAS

Overall scenario of the district

North 24 Parganas district is one of the prominent business districts of West Bengal. It is the tenth largest district of West Bengal in terms of area. It is surrounded by five important districts like Kolkata, South 24 Parganas, Hooghly, Howrah and Nadia.



North 24 Parganas is West Bengal's most populous district. It is also the second-most populated district in the country, after Thane district of Maharashtra.

The district constitutes of

- ✓ Municipalities -27
- ✓ Blocks - 22

The district ranks 3rd in terms of literacy rate and 3rd in terms of population density among all other districts of West Bengal.

District Profile:**Population:**

According to Census Data (2011), total Population of the district is 1,00,82,852 out of which there are 51,72,138 males (51.30%) & 49,10,714 females (48.70%). The population density in the district is 2463 persons per sq km.

Some of the major areas in terms of density of population (according to 2001 census) is:

- Titagarh(M) (38337 persons per sq. km),
- Baranagar(M.C) (35220 persons per sq. km),
- Dum Dum(M) (28984 persons per sq. km),
- Kamarhati (28696 persons per sq. km),
- Naihati (18641 persons per sq. km)

Other major settlements in the district (in terms of total number of population) are Bhatpara, Panihati, Rajarhat-Gopalpur, Barasat, Madhyamgram.

Distribution of population over different age group (Census, 2001):

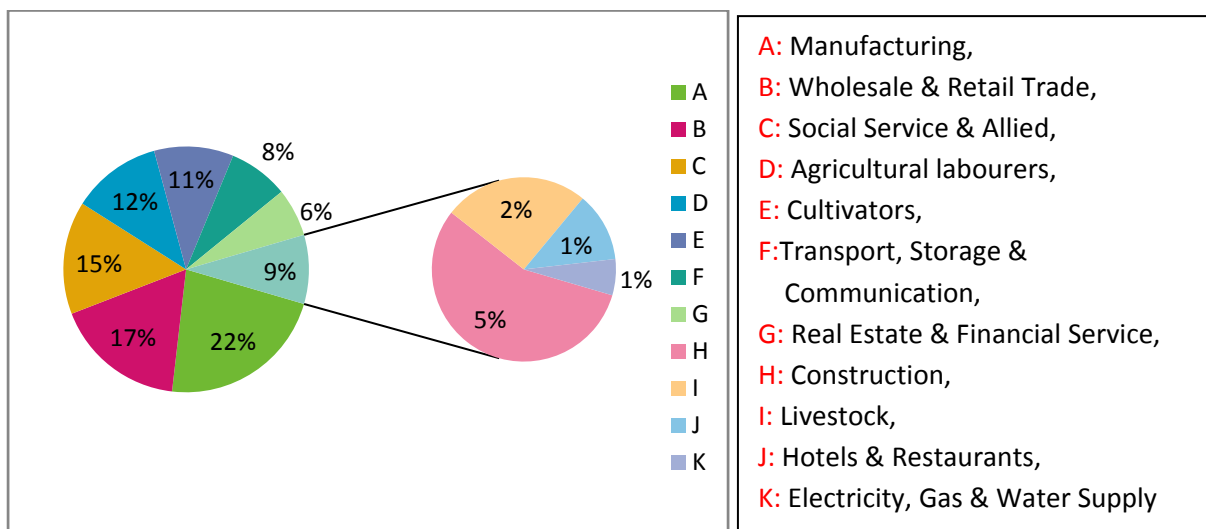
Age group	% of total population
0-4	7.85
05-24	39.87
25-59	43.96
60 and above	8.22

Source: District Statistical Handbook, 2009

Around 3.98% total population, 50,41,976 (2001) living in the district are from outside of West Bengal, among them, notable states are:

- ✓ Bihar,
- ✓ Uttar Pradesh,
- ✓ Jharkhand
- ✓ Orissa
- ✓ Assam

Work force constitutes 29.41% of total population and the distribution of the same is as follows:



Source: Census Data, 2001

The per capita income in the district was found out to be Rs 16502/- during the year 2003-04.

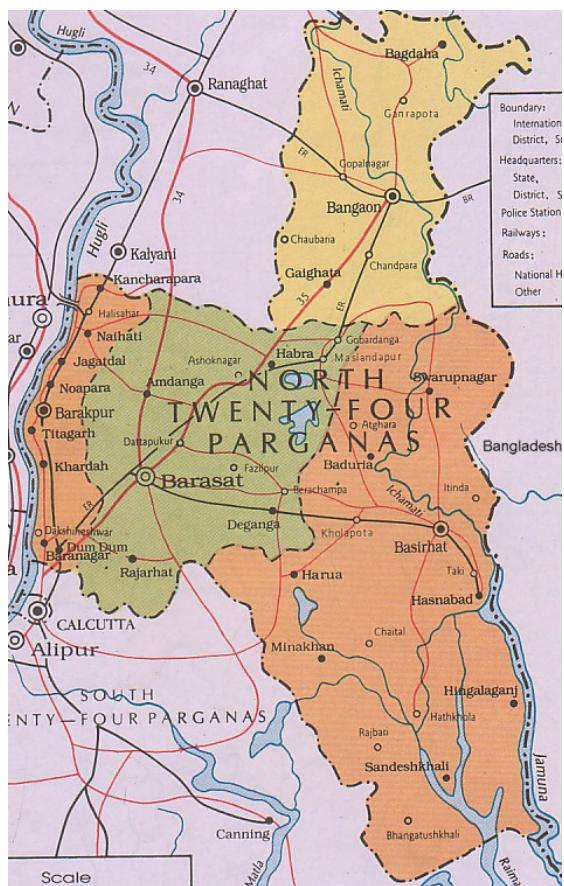
Infrastructure:

The district is well networked with other parts of the states through:

Road ways:

- National Highway: NH 34 & NH 35
 - ❖ NH 34
 - Main link of the district with state capital as well as North Bengal and North East.
 - Length of NH within the district: 34 KM
 - Connected other districts: Nadia, Murshidabad, Malda, Uttar Dinajpur.
 - Major blocks on the NH: Dum Dum, Barasat, Madhyamgram.
 - ❖ NH 35
 - Length of NH within district: 60 KM
 - Runs from Barasat to Petrapole on the India-Bangladesh border.
 - Major places of the district on the NH: Habra, Gaighata, Bongaon.
- State Highway (SH):
 - 3 SHs
 - SH-1 connects Bongaon, Chakdah, Kalyani, Barrackpore, Kolkata
 - SH-2 connects Baidyabati, Uttarpara, Barrackpore, Barasat, Hasnabad
 - SH-3 connects Dattafulia, Bongaon, Gaighata, Kholapota, Sikra, Haroa, Kaikhali.

Source: West Bengal Public Works' Department



Railways:

Following two rail routes, connects various railway stations of the district

- Eastern Railway Sealdah line

Local railway network is one of the major means of transportation for vegetables, fruits, fresh milk, chana.

Airways:

Nataji Subhas International Airport is situated in this district.

- ✓ Have direct flight to all other major airports of India
- ✓ No. of domestic airways companies operating from the port: 6
- ✓ International connectivity:

Destination	Airlines
Doha	Qatar Airways
Dubai	Emirates
Bangkok	Royal Thai Airways, Jet Airways, Thai Airways
Singapore	Singapore Airlines, Silk Air
Kathmandu	Air India
Yangon	Air India

Destination	Airlines
Kuala Lumpur	Air Asia
Dhaka	Biman Bangladesh, Jet Airways, United Airways, GMG airlines
Kunming	China Eastern Airlines
London	Air India
New York	Air India
Paro, Bhutan	Druk Air

Other social infrastructure:

- Technical Education:
 - Engineering College: 07
 - Polytechnics: 03
 - ITI: 03
- Health:
 - Standard health network like district hospital, block hospitals and Private nursing home/clinics are observed
- Entertainment:
 - Standard cinema halls and parks are observed.
- Banking Infrastructure:
 - Lead Bank - Allahabad Bank and following are the other banks found in the district

Name of Branches	No. of Branches
State Bank Of India	64
United Bank Of India	77
Uco Bank	17
Bank Of Baroda	11
Allahabad Bank	59
Central Bank Of India	23
Punjab National Bank	18
Hdfc Bank Ltd	2
Bank Of India	33
Indian Bank	4
Axis Bank	12
Union Bank Of India	4
Canara Bank	5
Oriental Bank Of Commerce	5
Bank of Maharashtra	4
Syndicate Bank	10
Idbi Bank Ltd	2
ICICI Bank	12
Indian Overseas Bank	10
Andhra Bank	3

Name of Branches	No. of Branches
Vijaya Bank	2

Power Infrastructure:

The biggest thermal power generation plant, having capacity of 500 MW under Calcutta Electric Supply Corporation is in Titagarh, North 24 Parganas.

Supply Stations (SS) are:

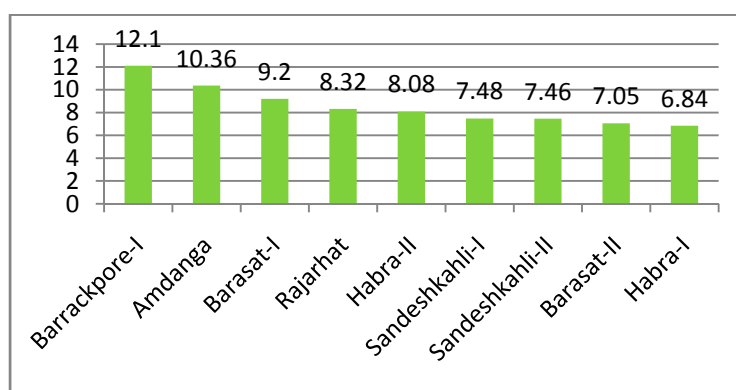
Sl. No	SS name	Capacity (KVA)
1	Jeerat	400
2	New Town AA3	220
3	Ashoknagar	132
4	Basirhat	132
5	Mahishpota	132
6	Barasat	132
7	Titagarh	132
8	Salt Lake	132
9	Rajarhat AA1	132

Source: West Bengal State Electricity Transmission Company Limited

Ground water:

It has been observed that one of the major sources of water for food processing units in West Bengal is ground water.

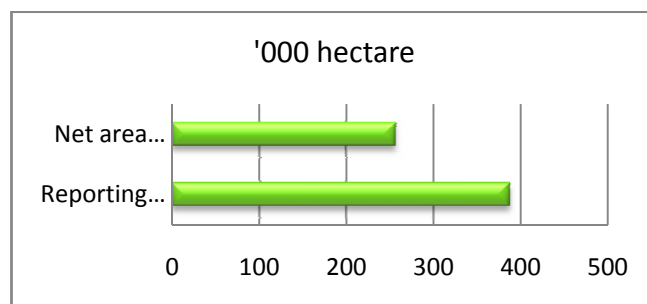
Blocks with average depth of ground water more than 6.4 meters during April, 2011 are:



Source: State Water Investigation Directorate

Agriculture & Horticulture:

Reporting area in the district is 313380 hectare. Net sown area is 68.5% of total reporting area. Hence the district is rich in agricultural production. All the blocks of the district are linked with major irrigation facilities.



Source: District Statistical Handbook, 2009

Agriculture, Horticulture and Livestock production:

Position of the district in terms of State's production:

North Parganas 24	Crops/ Veg/ Fruits/ livestock	Rank in the state	Production, 000' MT	% to states' production
Agricultural produce	Sunflower	2nd	1.849	14.02
	Mustard	3rd	52.327	11.81
Vegetables	Elephant's Foot(Yam)	1st	33.95	18.89
	Beans	2nd	5.534	4.81
	Tomato	4th	84.02	7.9
	Peas	4th	10.84	8.38
	Aurum	5th	24.94	8.39
	Cauliflower	5th	121.48	6.84
Fruits	Papaya	1st	67.12	20.70
	Banana	2nd	136.96	13.56
	Mango	3rd	81.59	13.16
	Guava	4th	13.75	7.69
	Jackfruit	4th	18.095	9.43
	Litchi	4th	6.97	8.19
Live stock product	Poultry (Fowl & Duck)	1st	7929340 No.	12.39

North 24 Parganas	Crops/ Veg/ Fruits/ livestock	Rank in the state	Production, 000' MT	% to states' production
	Meat	2nd	54.465	9.44
	Fish	3rd	227.70	13.16
	Bovine milk	4th	443.886	10.25
	Egg (Fowl & Duck)	5th	3079.57 lakh	8.00

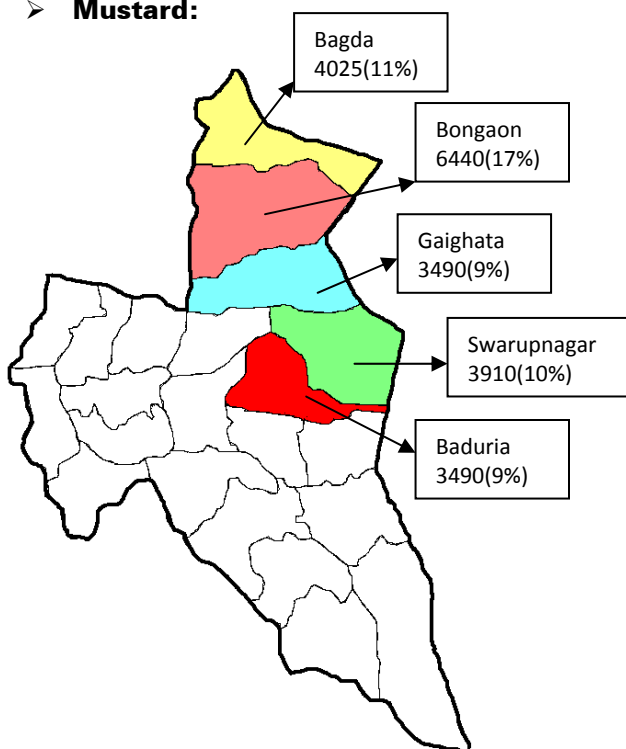
Source: Evaluation Wing, Directorate of Agriculture GoWB 2009-10, Bureau of Applied Economics & Statistics, Livestock Population Handbook 2009

Other major producer of:

- Agriculture produce: Paddy, Potato
- Vegetable produce: Cabbage, Brinjal, Onion, Ladies finger,

Agricultural produce:

➤ **Mustard:**

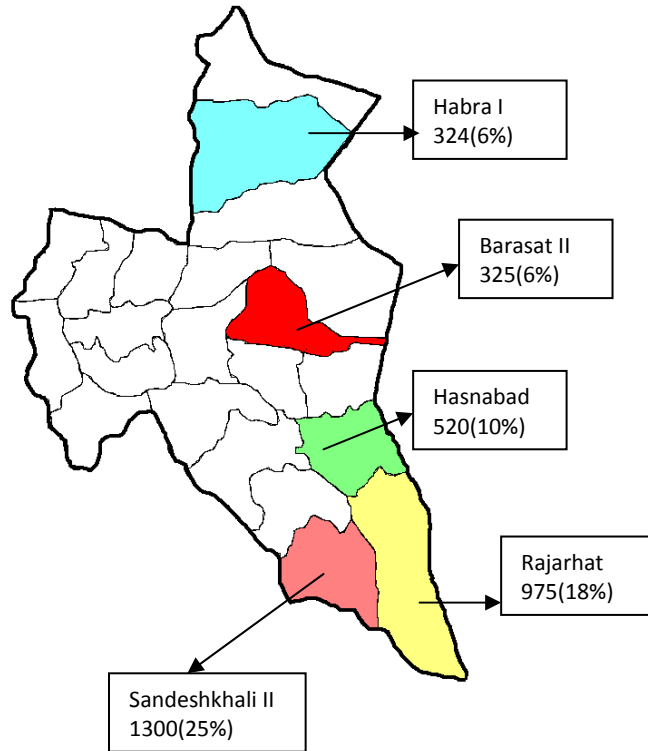


North 24 Parganas accords the 3rd position in the state in terms of production of Mustard

■	Highest producing block
■	2nd Highest producing block
■	3rd Highest producing block
■	4th Highest producing block
■	5th Highest producing block

All production figures are in MT. % indicated are block production vis-à-vis district production

➤ **Sunflower:**



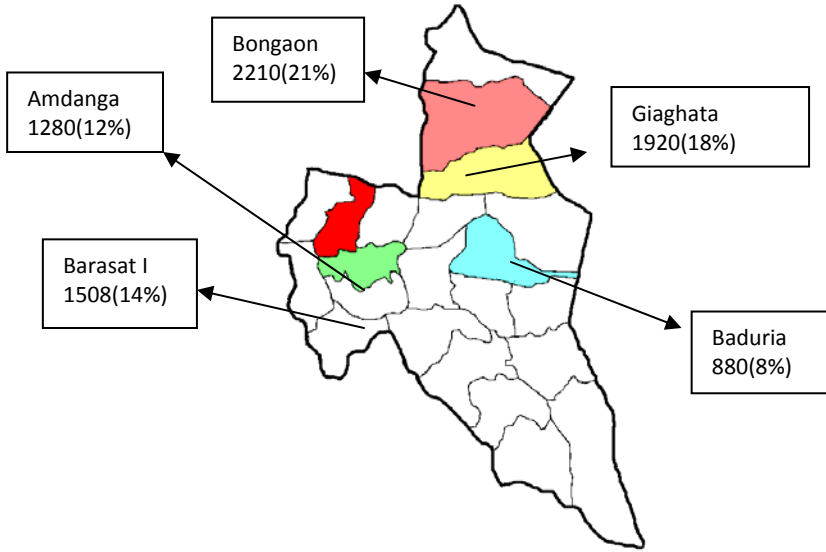
North 24 Parganas accords the 2nd position in the state in terms of production of Sunflower	
■	Highest producing block
■	2nd Highest producing block
■	3rd Highest producing block
■	4th Highest producing block
■	5th Highest producing block
All production figures are in MT. % indicated are block production vis-à-vis district production	

Horticultural produce:

➤ **Peas:**

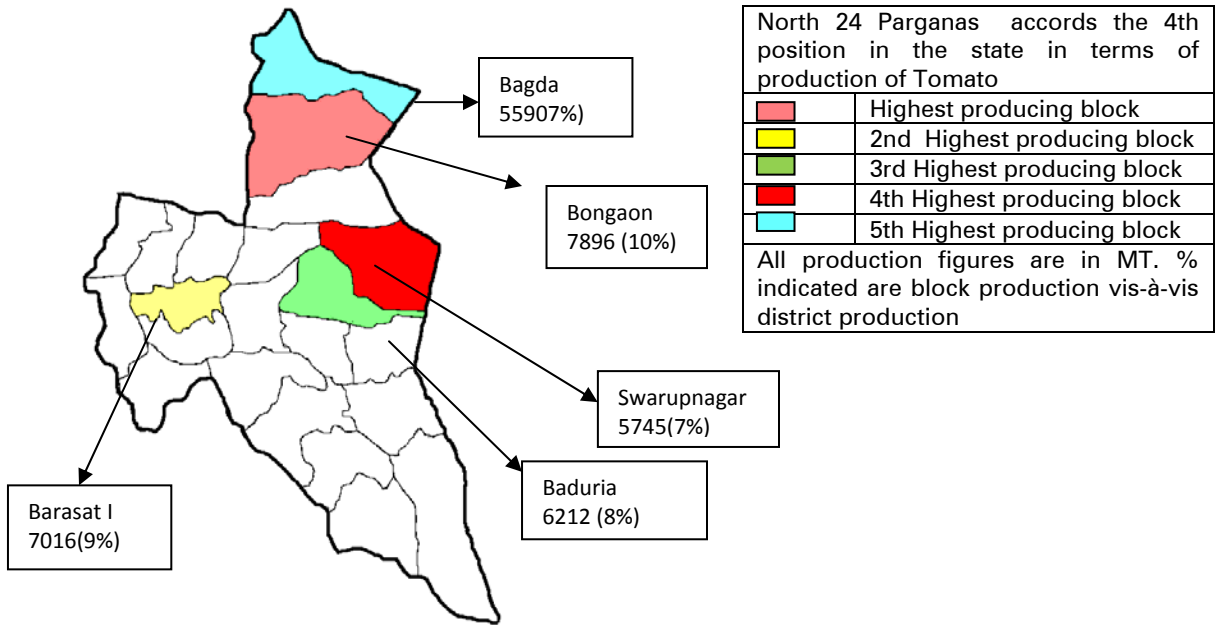
Top five growing blocks with their growing share in% viv-a-vis total production in the district:

North 24 Parganas accords the 4th position in the state in terms of production of peas	
■	Highest producing block
■	2nd Highest producing block
■	3rd Highest producing block
■	4th Highest producing block
■	5th Highest producing block
All production figures are in MT. % indicated are block production vis-à-vis district production	

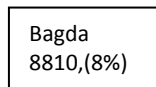


➤ **Tomato:**

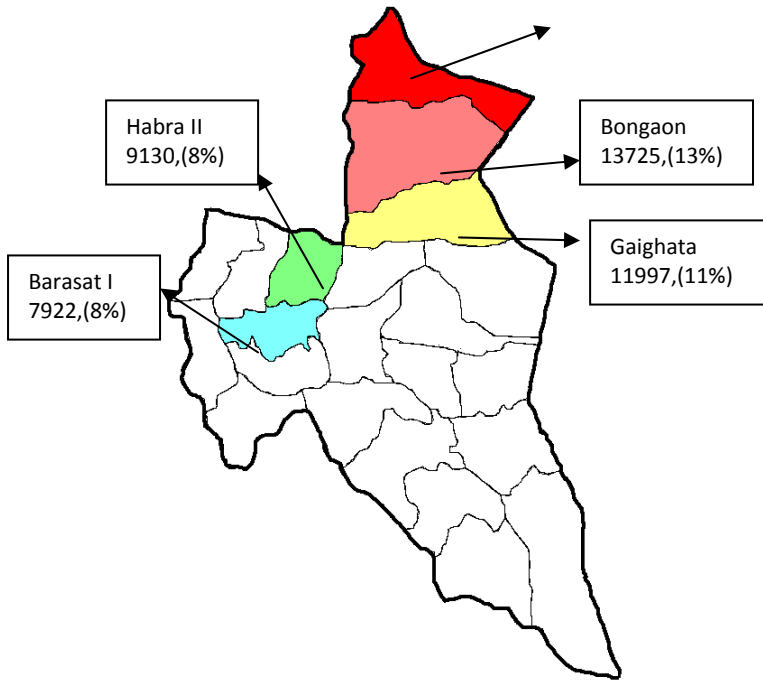
Top five growing blocks with their growing share in% viv-a-vis total production in the district:



➤ **Cauliflower**

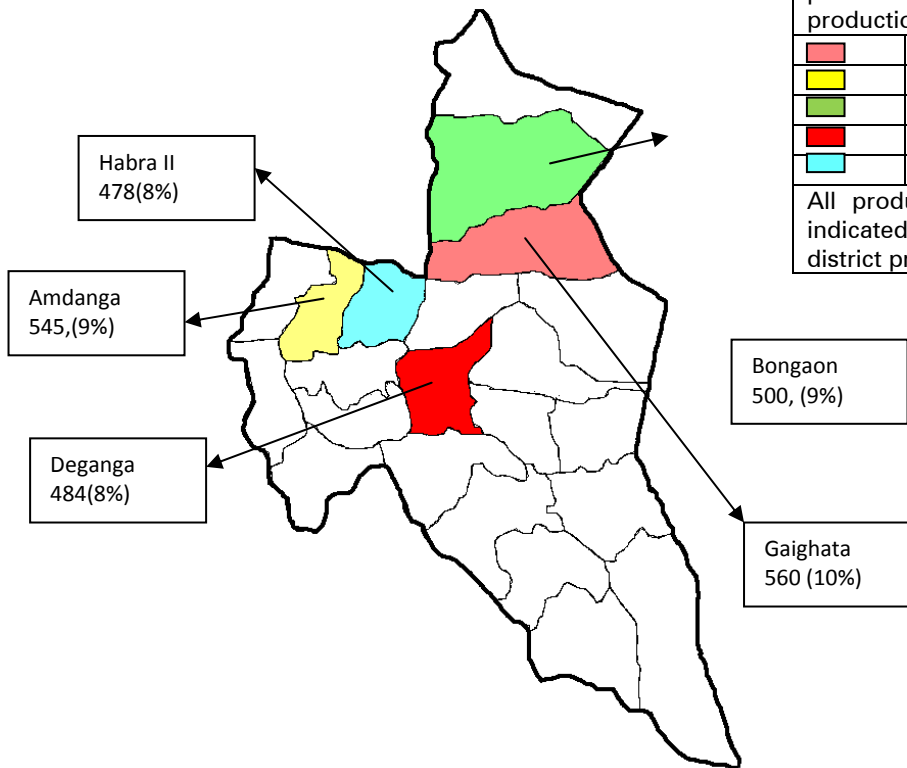


North 24 Parganas accords the 5th position in the state in terms of production of Cauliflower	
■	Highest producing block



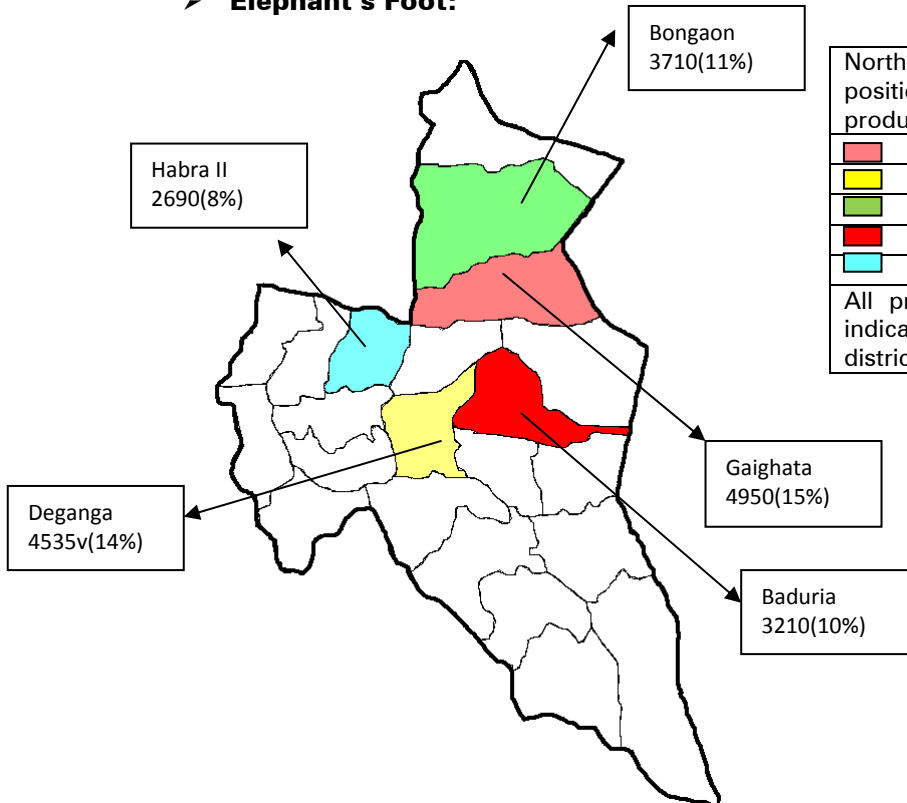
	2nd Highest producing block
	3rd Highest producing block
	4th Highest producing block
	5th Highest producing block
All production figures are in MT. % indicated are block production vis-à-vis district production	

➤ **Beans:**



North 24 Parganas accords the 2nd position in the state in terms of production of Beans	
	Highest producing block
	2nd Highest producing block
	3rd Highest producing block
	4th Highest producing block
	5th Highest producing block
All production figures are in MT. % indicated are block production vis-à-vis district production	

➤ **Elephant's Foot:**

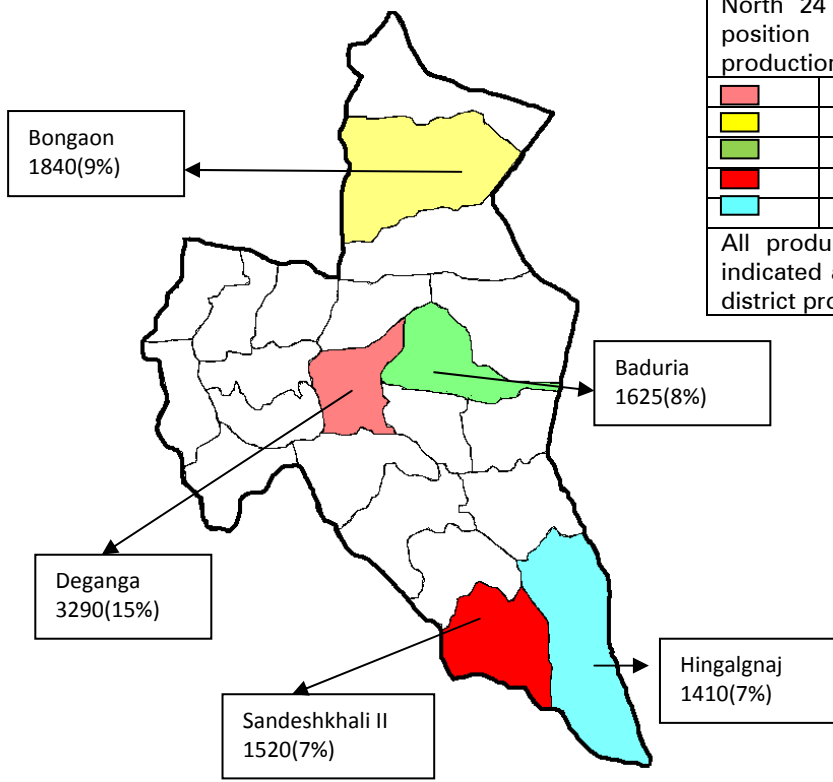


North 24 Parganas accords the 1st position in the state in terms of production of Elephant Foot

Red	Highest producing block
Yellow	2nd Highest producing block
Green	3rd Highest producing block
Red	4th Highest producing block
Cyan	5th Highest producing block

All production figures are in MT. % indicated are block production vis-à-vis district production

➤ **Aurum:**



North 24 Parganas accords the 5th position in the state in terms of production of Aurum

Red	Highest producing block
Yellow	2nd Highest producing block
Green	3rd Highest producing block
Red	4th Highest producing block
Cyan	5th Highest producing block

All production figures are in MT. % indicated are block production vis-à-vis district production

Poultry:

Top five blocks in terms of bovine population:

Block	No. of bird	% of district's production
Baduria	1357927	19.27
Habra-I	602100	8.54
Deganga	524314	7.43
Basirhat-I	479152	6.80
Basirhat-II	472228	6.70

Fish:

Top five blocks in terms of number of duck:

Block	MT	% of district's production
Haroa	26005.50	15.27
Minakha	19351.38	11.36
Sandeshkhali-I	17190.54	10.09
Baduria	12838.00	7.54
Basirhat-II	10889.43	6.39

Bovine Milk:

Top five blocks in terms of bovine population:

Block	No. of animal	% of district's production
Habra-I	79310	8.04
Bongaon	71909	7.29
Bagdah	68516	6.95
Gaighata	66858	6.78
Hingalganj	63364	6.42

Major agricultural/ horticultural markets:

Regulated market:

- Barasat Regulated Market

Source: Website of West Bengal State Marketing Board

Storage facilities:

- Potato storage:
 - 1 cold storage having capacity of 49866 quintal

- Multipurpose cold storage:

Block	No.	Total capacity (qt)
Barasat	3	93542
Gaighata	2	245446
Amdanga	1	50017
Deganga RMC	1	870

Source: Directorate of Agri Marketing

Cold Chain Infrastructure:

Perishable cargo in Airport:

- ✓ Total Capacity: 10 MT
- ✓ No. of Chambers: 03
- ✓ Chamber B: Fruits & vegetables at temperature 7.2-8.8 degree Celsius
- ✓ Chamber C: Meat temperature (-) 15 – (-) 11 degree Celsius

Food Testing Laboratory:

Edward Food Research and Analysis Centre

- ✓ Location: Subhas Nagar, P.O – Nilgunj Bazar, Barasat, Kolkata- 700121, Phone +91 33 7112 2800
- ✓ Largest integrated food testing laboratory
- ✓ Project cost: Rs.35.00 crore
- ✓ Total built up area: 21000 sq ft
- ✓ Wings of analysis:
 - Trace Analysis Lab
 - Ultra Trace Analysis Lab
 - Food Lab
 - Water Lab
 - Microbiology lab
- ✓ The facilities will offer services:
 - Pesticide analysis
 - Heavy metal analysis
 - Chemical analysis
 - Microbiological analysis
 - GMO testing
 - Dioxin analysis
 - Antibiotic analysis
 - Mycotoxins analysis

Industrial Park: Rishi Bankim Industrial Park

- Total land : 163.88 acre
- Land has been allotted to: M/s. Wimplast Ltd., M/s. Soguna Poultry Farm Limited and M/s. DTL Ancillary Limited.

- Located just beside Kalyani Expressway
- Other connectivity:
 - ✓ Near to Kolkata
 - ✓ NH-34 runs almost parallel to Kalyani Expressway.

Chilling plants/ Bulk Milk Cooler:

There are 7 chilling plants/ Bulk Milk Cooler (BMC) in the district. Capacity of the units is given below:

Name of Chilling plant	Number	Capacity (TLPD)
Habra	1	3.0
Jaleswar	1	15.0
Berachapa	1	10.0
Ranaghat (BMC)	1	4.0
Berigopalpur (BMC)	1	2.0
Gopalnagar	1	4.0
Dukbunglow (BMC)	1	4.0
Ashoknagar (BMC)	2	8.0
Ghatbaur (BMC)	1	3.0
Chandpara (BMC)	1	3.0

Source: West Bengal Co-operative Milk Producers' Federation Limited, 2011

Food Processing Industries:

New units registered since 2007 is as given below. According to definition of MSME act 2006, the distribution of the units is as follows:

Units	2007-08	2008-09	2009-10	2010-11	2011-12	Total
Micro	37	135	52	97	113	434
Small	1	7	1	5	6	20
Total	38	142	53	102	119	454

Sect Sector wise and year wise distribution of the units is as follows

Sector	2007-08	2008-09	2009-10	2010-11	2011-12	Total
Cereals & Pulses Processing	5	6	8	16	8	43
Confectionery/Biscuit	8	15	7	10	16	56
Diary & Milk	0	8	2	13	8	31
Fish Processing	0	0	0	1	0	1
Fruits & vegetable processing	5	7	4	1	8	25
Oil	6	27	5	15	10	63

Others	5	17	3	12	20	57
Packaged Drinking Water	0	3	1	0	2	6
Paddy Processing	7	33	14	23	31	108
Snacks/Pasta	1	9	4	5	6	25
Spices	1	17	5	6	10	39
Total	38	142	53	102	119	454

Employment scenario in the food processing industry of the district is shown in the table below:

Sector	2007-08		2008-09		2009-10		2010-11		2011-12		Total	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Cereals & Pulses Processing	30	0	61	0	64	0	99	2	53	0	307	2
Confectionery/Biscuit	51	0	146	2	47	4	62	9	140	5	446	20
Diary & Milk	0	0	53	5	7	1	77	5	28	0	165	11
Fish processing	0	0	0	0	0	0	55	37	0	0	55	37
Fruits & vegetable processing	27	9	41	7	50	23	5	4	67	16	190	59
Oil	0	0	0	0	0	0	0	0	0	0	0	0
Others	20	0	163	3	17	0	107	0	64	0	371	3
Packaged Drinking Water	31	0	101	10	20	0	54	12	168	9	374	31
Paddy Processing	0	0	33	0	16	0	0	0	10	4	59	4
Poultry, Meat Processing	39	2	225	26	77	12	561	17	172	24	1074	81
Snacks/Pasta	4	0	53	2	30	16	36	13	35	4	158	35
Spices	5	0	90	22	13	5	22	7	60	13	190	47
Total	207	11	966	77	341	61	1078	106	797	75	3389	330

Hence a total of 3719 people are directly involved in the food processing industry for their livelihoods. Out of which 8.87% is female worker.

FPO licensed food unit in the district:

No. of units in the district which acquired FPO license under different food category is given below:

Group Name	No. of Units
Jam Group, Squash Group, Tomato sauce, Vegetable Sauce, Non Fruit-Vinegar, Pickles, Chutney, Non Fruit Jelly, Sauces (Other than Tomato & Soya)	70
Synthetic Sweetened Aerated Water (With out Fruit Juice/Pulp) in Pet	22

Source: Food Safety and Standards Authority of India Office

Some of the big players having manufacturing unit in the district are:

Name of the company	Product
Keventer Agro Ltd.	Fruits & Vegetable
Haldiram Bhujawala (P) Ltd	Snacks
Rasoil Ltd.	Vegetable Oil
Metro Dairy	Dairy Product

Investment opportunities:

- The district is very near to Kolkata, hence all the facilities including market of Kolkata can be explored by a Modern Abattoir, specially for Poultry birds.
- The biggest advantage is the connectivity of the district with Kolkata air port & Kolkata sea port which may capitalize for export business.
- A state of the art pickle manufacturing unit can be set up in the district which can source raw materials from Nadia, Murshidabad and Malda and market its product in greater Kolkata area and other places of the state.
- Besides small scale units can come up in the sub sector of Papad manufacturing
- Cold storage for Sea fish preservation
- Cold storage for sweet water fish preservation