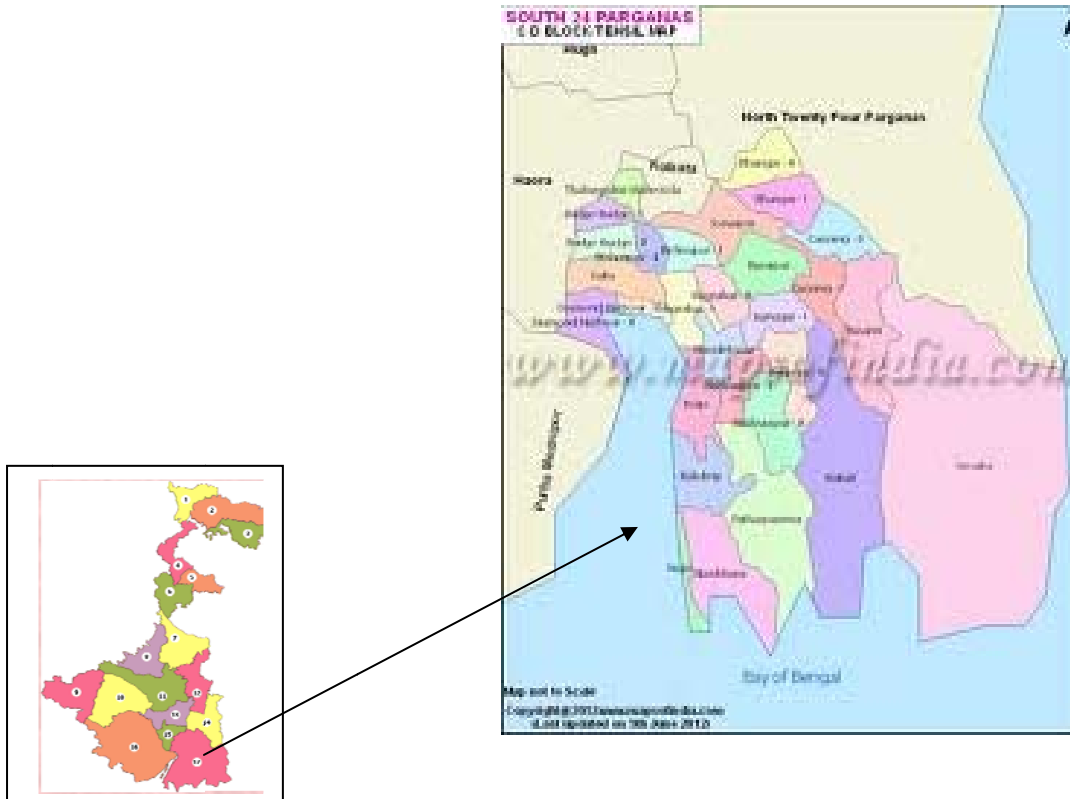


South 24 Parganas

Overall scenario of the district:

South 24 Parganas district is the southern most district of West Bengal. It is surrounded by four important districts North 24 Parganas, Kolkata, Howrah, and East Medinapur. It shares international boundary with Bangladesh.



It is stretching from the metropolitan Kolkata to the remote riverine villages up to the mouth of Bay of Bengal. The Sundarbans, the largest mangrove forests on earth, are spread over thirteen of the twenty-nine development blocks of the district.

The district constitutes of

- ✓ Municipalities -7
- ✓ Blocks – 29

The district ranks 8th in terms of literacy rate and 11th in terms of sex ratio among all other districts of West Bengal.

Agriculture, specially horticulture and pisciculture, is one of the major sources of livelihood in the district. Being a riverine district with almost a third of the population living in islands of the southern Sundarban blocks, fishing is a natural occupational choice for a large portion of population.

District Profile:

➤ Population:

According to Census Data (2011), the Total Population of the district is 81,53,176 out of which there are 41,82,758 males (51.30%) & 39,70,418 females (48.70%). Out of a total 640 districts in India, South 24 Parganas ranked 6th in terms of population. The population density in the district is 819 persons per sq km.

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

- Maheshtala(M) (8720 persons per sq. km),
- Budge-Budge(M) (8337 persons per sq. km),
- Rajpur-Sonarpur(M) (6089 persons per sq. km),
- Baruipur(M) (4952 persons per sq. km),
- Joynagar-Majilpur(M) (4501 persons per sq. km)

Other major settlements in the district (in terms of total number of population) are Baruipur, Patharpratima, Basanti, Mograhat-II, Canning-I.

Distribution of population (69,06,689) over different age group (Census, 2001) is as follows:

| Age group | % of total population |
|--------------|-----------------------|
| 0-4 | 10.16 |
| 05-24 | 44.27 |
| 25-59 | 38.62 |
| 60 and above | 6.79 |

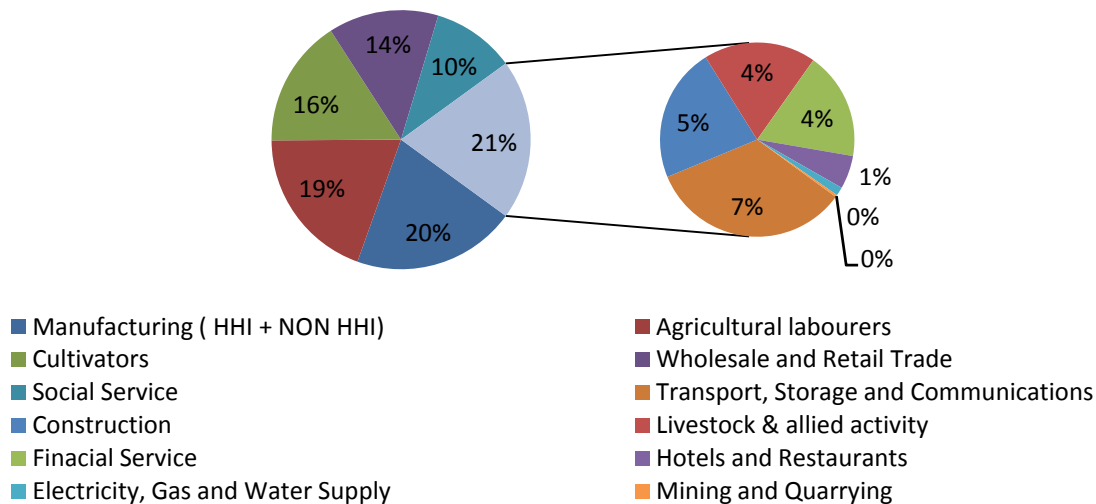
Source: District Statistical Handbook, 2009

Around 1% of total population, 69,06,689 (2001) living in the district are from outside of West Bengal, among them, notable states are:

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

Work force constitutes 24.48% of total population and the distribution of the same is as follows:

Percentage of workforce in different Sectors



Source: Census Data, 2001

The per capita income in the district was found out to be Rs 17760/- during the year 2003-04.

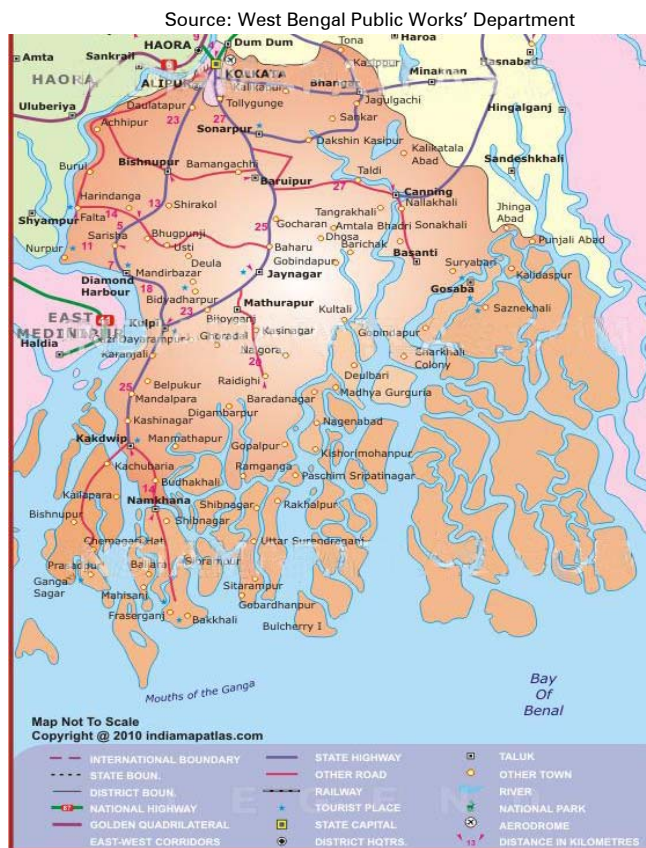
Infrastructure:

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

- ✓ Road ways
- ✓ Rail ways
- ✓ Water ways

Road ways:

- National Highway: NH 117
 - Lane: 2
 - Length of NH within the district: 125.64 KM
 - Runs entirely within West Bengal.
 - It connects the cities of Howrah, Kolkata, Diamond Harbour, Kulpi and Bakkhali with NH 2 and NH 6.
 - Connected other districts: Howrah, Kolkata
 - Blocks on the NH: Thakurpukur, Bishnupur, Diamond Harbor, Kulpi, Kakdwip, Namkhana.
- State Highway (SH):
 - 2 SHs
 - SH-1 connecting the district with Kolkata, capital of the state
 - SH-3 connecting North 24 Parganas with the district



Railway:

Rail routes, connecting the district with Kolkata through Sealdah, one of major nodal points under Eastern Railways are as follows:

- ✓ Sealdah - Namkhana
- ✓ Sealdah - Canning
- ✓ Sealdah – Diamond Harbor
- ✓ Sealdah – Budge Budge

Above routes are mainly used by local commuters. These rail routes are the major means of transportation for vegetables and fish to Kolkata.

Waterways:

Boats/ Ferry services, establishing connectivity between different blocks in islands are as follows:

- ✓ Lot 8 – Sagar & Patharpratima
- ✓ Basanti – Gosaba

Other social infrastructure:

- Technical Education:
 - Engineering College: 04
 - ITI: 01

- Management College: 02
- Health:
 - Standard health network like district hospital, block hospitals and Private nursing home/clinics are observed.
- Entertainment:
 - Sunderban, Bakkhali, Gangasagar and Diamond harbor are four famous tourist destinations of West Bengal. Besides, standard cinema halls are also observed.
- Banking Infrastructure
 - Lead Bank - UBI Bank

| Name of Bank | No. of Branches |
|---------------------|-----------------|
| UBI | 75 |
| SBI | 45 |
| Allahabad | 36 |
| BOI | 20 |
| PNB | 12 |
| Axis | 09 |
| Union Bank of India | 09 |
| CBI | 09 |
| Syndicate Bank | 08 |
| Canara | 07 |
| BOB | 06 |
| IOB | 05 |
| UCO | 04 |
| IDBI | 04 |
| Karnataka | 02 |
| HDFC | 02 |
| Dena | 02 |
| Corporation | 02 |
| OBC | 02 |
| Kotak Mahindra | 02 |
| Total | 261 |

Power Infrastructure:

- **Power Generation station:**

| Power station | Installed Capacity (MW) | Available capacity (MW) |
|-----------------------------------|-------------------------|-------------------------|
| Budge Budge Thermal Power Station | 500 | 500 |

➤ **Supply Stations (SS) are:**

| Sl. No | SS name | Capacity (KVA) |
|--------|-------------------------|----------------|
| 1 | Kolkata Leather complex | 220 |
| 2 | Lakshmikantapur | 220 |
| 3 | Kasba | 220 |
| 4 | Satgachia | 220 |
| 5 | Falta | 132 |
| 6 | Joka | 132 |
| 7 | Sonarpur | 132 |

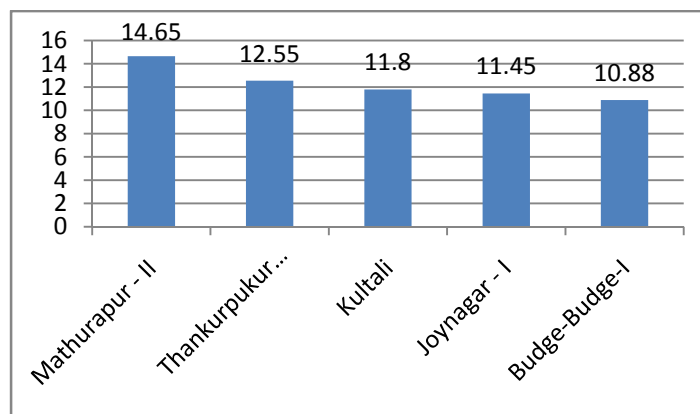
Source: West Bengal State Electricity Transmission Company Limited

➤ **Up coming sub station:**

| Sl. No | Substation name | Capacity (KVA) |
|--------|-----------------|----------------|
| 1 | Sirakol | 132 |
| 2 | Kakdwip | 132 |

Availability of water:

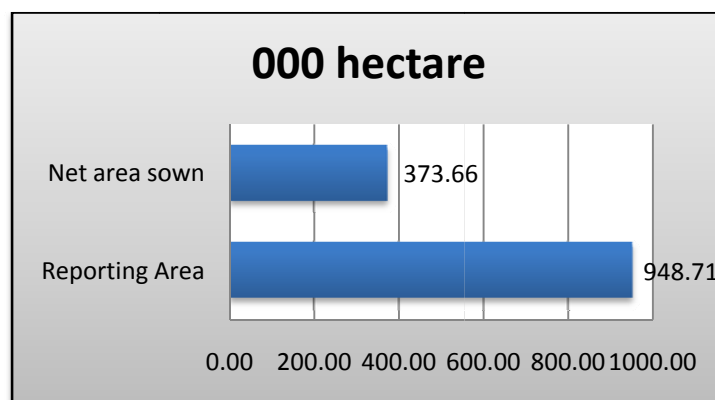
Blocks with average depth of ground water more than 10 meters during April, 2010 are:



Source: State Water Investigation Directorate

Agriculture & Horticulture

Reporting area in the district is 948710 hectare. Net sown area is 39.38% of total reporting area.



Source: District Statistical Handbook, 2009

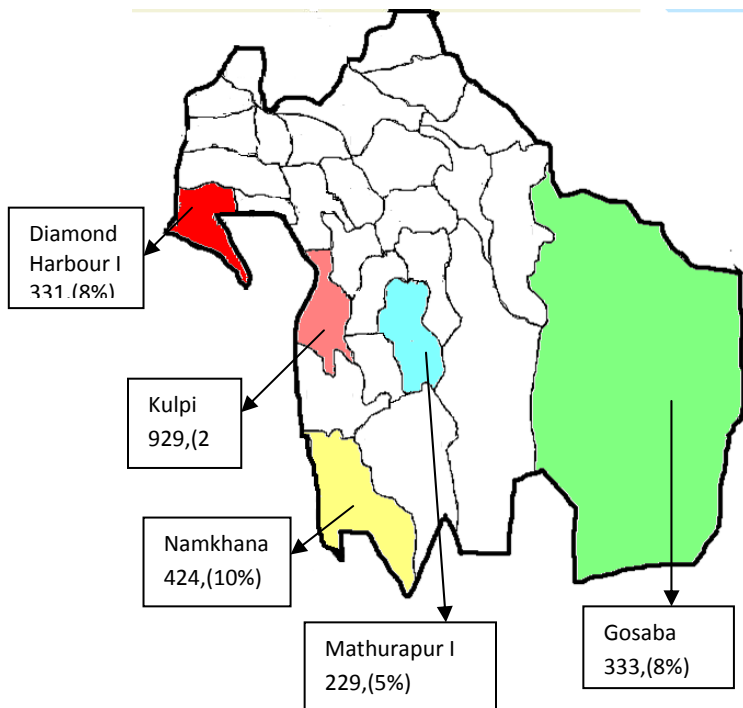
Agriculture, Horticulture and Livestock production:

| South 24 Pgs | Crops/ Veg/ Fruits/ livestock | Rank in the state | Production, 000' MT | % to states' production |
|-----------------------------|-------------------------------|-------------------|---------------------|-------------------------|
| Agricultural produce | Sunflower | 1st | 7709.00 | 58.00 |
| | Pulses | 5th | 10339.00 | 7.00 |
| Fruits | Guava | 1st | 35.63 | 20.00 |
| | Sapota | 1st | 12.940 | 30.00 |
| | Papaya | 2nd | 28.216 | 09.00 |
| | Pineapple | 3rd | 10.535 | 03.00 |
| | Litchi | 4th | 5.55 | 07.00 |
| | Betel vine | | | |
| | | | | |
| Vegetables | Sweet Potato | 1st | 49.623 | 21.00 |
| | Ladies Finger | 2nd | 83.472 | 10.00 |
| | Cabbage | 3rd | 180.847 | 09.00 |
| | Cucurbits | 3rd | 158.399 | 07.00 |
| | Other Vegetable | 3rd | 44.012 | 08.00 |
| | Beans | 5th | 8.892 | 08.00 |
| | Watermelon | 5th | 16.279 | 07.00 |
| | Peas | 5th | 7.468 | 06.00 |
| | Tomato | 5th | 77.19 | 07.26 |
| Live stock & | Poultry (Fowl & | 5th | 4959245 | 7.75 |

| | | | | |
|--------------------------|-------------------|-----|--------------------|-------|
| Livestock product | Duck) | | | |
| | Egg (Fowl & Duck) | 2nd | 4495.05 lakhs (No) | 11.23 |
| | Meat | 4th | 40.866 | 7.08 |

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

Sunflower:



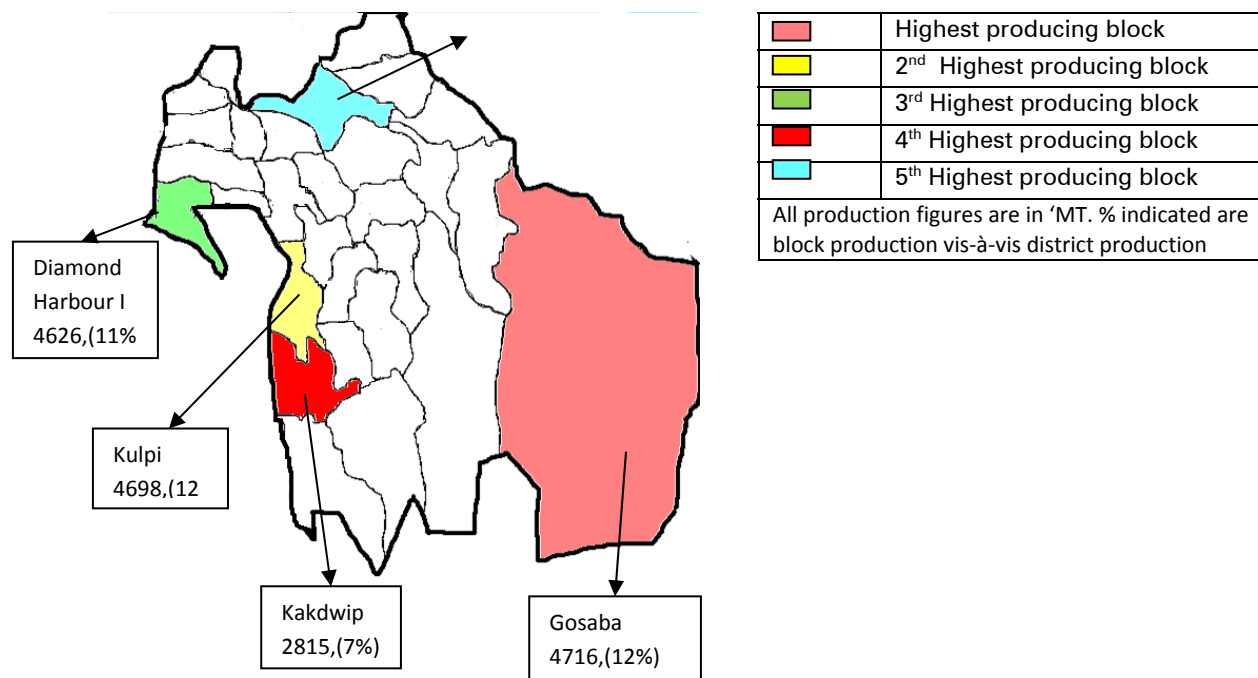
24 Parganas (S) accords the 1st position in the state in terms of production of Sunflower

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

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

Pulses:

| | |
|----------|-----------|
| Sonarpur | 2254,(6%) |
|----------|-----------|



Other major producer of:

- Agriculture produce: Paddy, Khesari
- Horticulture produce:
 - Vegetables (each more than 30,000 MT): Brinjal, Cucurbits
 - Fruits: Banana

Related infrastructure:

- Research station:

| Name | Location | Area in acre |
|--|----------|--------------|
| Baruipur Horticulture Development Farm | Baruipur | 1.42 |

Source: Handbook by Dept of Food Processing Industries & Horticulture

Major agricultural/ horticultural markets:

Regulated market:

- Baruipur Regulated Market: Famous for Guava and other vegetables arrival
- Other wholesale vegetable markets: Mathpukur, Choubaga, Joynagar, Bhangore-I & II, Suryapur
- Banana market: Kultali
- Brinjal (Winter): Diamond harbor
- Betel leave: Kakdwip
- Fish market: Diamond harbor, Canning- II, Namkhana

Source: Website of West Bengal State Marketing Board

Storage facilities:

- Multipurpose cold storage:

| Block | No. | Total capacity (qt) |
|-----------------------------|-----|---------------------|
| Mahishgadhi (Marin product) | 1 | 300 |
| Diamondharbour | 1 | 75 |
| Narendrapur | 1 | 4158 |
| Baruipur | 1 | 2500 |

Source: Directorate of Agri Marketing

Growth Center: Falta Industrial Growth Center

- Total area : 172 acre
- Land for allocation of Industrial units: 121 acre
- Access through : NH 117
- Land allotted: 103 acre
- Lease premium: Rs.22.00 lakh / acre
- Location: 50km away from Kolkata, beside Falta Economic Zone

Up-coming project: Falta Phase-II:

- Area under plan: 260 acre
- Land already allotted: 200 acre
- Access through : NH 117
- Lease premium: Rs.5.75 lakh / acre (during 2007)
- Note: the land is still vacant, no sign of setting up of any unit is observed.

Food Processing Industries:

Till 2006-07, number of food processing units in the district was 157. 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 | 60 | 43 | 41 | 22 | 82 | 248 |
| Small | | | 12 | 2 | 3 | 17 |
| Total | 60 | 43 | 53 | 24 | 85 | 265 |

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 | 4 | 0 | 3 | 4 | 2 | 13 |
| Confectionery/Biscuit | 8 | 19 | 7 | 3 | 12 | 49 |
| Diary & Milk | 6 | 3 | 4 | 3 | 17 | 33 |
| Fish Processing | 1 | 1 | 0 | 0 | 2 | 4 |
| Fruits & vegetable processing | 8 | 0 | 3 | 1 | 2 | 14 |
| Oil | 3 | 1 | 6 | 1 | 5 | 16 |
| Others | 16 | 3 | | 1 | 14 | 34 |
| Packaged Drinking Water | 0 | 0 | 7 | 2 | 0 | 9 |
| Paddy Processing | 2 | 8 | 7 | 3 | 20 | 40 |
| Snacks/Pasta | 7 | 5 | 12 | 4 | 4 | 32 |
| Spices | 5 | 3 | 4 | 2 | 7 | 21 |
| Total | 60 | 43 | 53 | 24 | 85 | 265 |

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 | 7 | | 7 | | 14 | | 76 | 2 | 30 | | 134 | 2 |
| Confectionery/Biscuit | 69 | 4 | 26 | 2 | 95 | 2 | 40 | | 181 | 14 | 411 | 22 |
| Diary & Milk | 78 | | 26 | | 104 | | 47 | | 129 | 2 | 384 | 2 |
| Fish Processing | | | | | 42 | | | | 14 | | 56 | 0 |
| Fruits & vegetable processing | 14 | | 28 | | | | 3 | 2 | 7 | 12 | 52 | 14 |
| Oil | 12 | | 24 | | 48 | | 3 | | 37 | | 124 | 0 |
| Others | | | | | | | 16 | | 76 | 13 | 92 | 13 |
| Packaged Drinking Water | 45 | 24 | 7 | 3 | 52 | 27 | 10 | 4 | | | 114 | 58 |
| Paddy Processing | 111 | | 29 | | 140 | | 46 | 7 | 130 | 57 | 456 | 64 |
| Snacks/Pasta | 59 | | 118 | | 177 | | 26 | | 21 | 17 | 401 | 17 |
| Spices | 7 | | 14 | | 21 | | 13 | | 34 | | 89 | 0 |
| Total | 402 | 28 | 279 | 5 | 693 | 29 | 280 | 15 | 659 | 115 | 2313 | 192 |

Hence a total of 2505 people are directly involved in the food processing industry for their livelihoods. Out of which 7.66% is female worker.

FPO licensed food unit in the district:

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

| GROUP NAME | NO OF UNITS |
|---|-------------|
| Canned/ fruit /Veg, Jam Group, Pickles,Fruit juice, Squash Group, Chutney, Non-Fruit Synthetic Syrup,Vinegar, Tomato Sauce/Ketchup, Other sauce Soyabean Sauce, Non-Fruit vinegar | 41 |
| Preserve Candy & Crystallized Fruit & Peel | 29 |
| Sweetened aerated water (without Fruit Juice/Pulp) | 4 |
| Dehydrated fruits& vegetable Bottled fruits | 1 |

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 |
|------------------------------------|-------------------------------------|
| Dabur Pvt Ltd | Chyawanprash |
| Bharat Margarine Ltd | Bakery, Refined vegetable oil |
| Pureline Foods | Milk based product |
| Kwality Ice cream (India) Ltd, | Ice cream |
| Britannia Industries Ltd, Taratala | Biscuits |
| Monorch (India) Pvt. Ltd | Biscuits |
| Swadist biscuits Ltd | Milk products |
| Eastern Bakeries Pvt Ltd | Cakes & Pastries |
| IFB Agro Industries | Fish Processing |
| RASOI LIMITED | Hydrogenated oils & vanaspati ghee, |
| Pepsico India Holding Pvt. Ltd. | RTs Beverages |
| Raja Udyog Pvt. Ltd. | Biscuits |
| Gem Refineries 1997(p) ltd | Manufacture of vegetable oil |

Investment opportunities:

- The district is very close to Kolkata. Hence marketing of products would not be a problem.
- A large scale Sunflower oil processing units can be set up in the district.
- A big guava processing unit with state of the art machineries can be set up to manufacture Puree, Pulp, Jam and Jelly.
- Scheme need to be designed to introduce mechanization in processing of molaso (date). It has high demand in the domestic market.
- Cold storage for Sea fish preservation
- Cold storage for sweet water fish preservation
- Similarly automation is needed in manufacturing of Karanda. Around 15 such manufacturing units are found in Atghora of South 24 Parganas.