



सत्यमेव जयते

**Government of India
Ministry of MSME**

**Brief Industrial Profile of
PURBA MIDNAPUR DISTRICT
WEST BENGAL**



सूक्ष्म, लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES

Carried out by

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Brief Industrial Profile of Purba Midnapur District **(WEST BENGAL)**

1. General Characteristics of the District:

Undivided Midnapore was one of the largest districts of West Bengal after independence, covering almost 16% of the total area of West Bengal. On 1st January, 2002, the erstwhile Midnapore district was bifurcated into Paschim Midnapore and Purba Midnapore to enable better administration and an equitable distribution of the fruits of development. Both the districts now enjoy separate administrative network with different developmental plans to promote optimum utilization of the resources available.

1.1 Location & Geographical Area.

The district of Purba Midnapore is situated between 22°05'10"N and 21°36'35" latitude and 88°12'40"E and 86°33'50"E longitude. It is bounded by Paschim Midnapore in the West and North, Howrah in the East and South 24-Parganas in the South-East. The district also enjoys a long coastline of 65.5 kms. along its southern and south eastern boundary. The district has a triangular shaped contour with its headquarters at Tamluk.

1.2 Topography

The soil structure of the district is mostly heavy type although in some places light and medium soils are also found. Soils group consists of 2 major groups – river alluvium and coastal.

River water is an important source of irrigation for agricultural activities in 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 population of the district.

1.3 Availability of Minerals.

PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2010-2011
MAJOR MINERAL		
1.	Nil	-
MINOR		
1.	Nil	-

SOURCE:- Dte. Of Mines & Minerals, Govt. of W.B

1.4 FOREST

Forest is an important natural resource of an economy. Forest influences the climatic conditions of an area. In addition, it is also a source of supplying various forest produce like wood, timber, fruits etc. Purba Midnapore district has an area of 899 hectare under forest, which is 0.02% of its geographical area.

1.5 Administrative set up.

Sub-Division	Police Station	C.D.Block / M	Panchayat		
			Samity	Gram	Gram Sansad
(1)	(2)	(3)	(4)	(5)	(6)
Tamluk Sub-Div.	6	7/2	7	82	865
	Tamluk	Tamluk	1	12	116
		Tamluk(M)	-	-	-
		Sahid			
	Kolaghat	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
	Chandipur	Chandipur	1	10	91
Haldia Sub-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
	Haldia	Haldia(M)	-	-	-
	Bhawanipur				
Egra Sub-Div.	3	5/1	5	42	495
	Patashpur	Patashpur-I	1	9	84
		Patashpur-II	1	7	93
		Bhagawanpur-			
	Bhagawanpur	I	1	10	131
		Egra-I	1	8	87
	Egra	Egra-II	1	8	100
		Egra(M)	-	-	-
Contai Sub-Div.	6	8/1	8	61	778
	Khejuri	Khejuri-I	1	6	79
		Khejuri-II	1	5	76
		Bhagawanpur-			
	Bhupatinagar	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

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude			22°057'10"N 21°36'35
	ii) Longitude			88°12'40"E 86°33'50"E
	iii) Geographical Area		Sq.Km	4785
(B)	Administrative Units			
	i) Sub divisions		Nos.	4
	ii) Tehsils		Nos.	-
	iii) Sub-Tehsil		Nos.	-
	iv) Patwar Circle		Nos.	-
	v) Panchayat Simitis		Nos.	25
	vi)Nagar nigam		Nos.	-
	vii) Nagar Palika		Nos.	5
	viii) Gram Panchayats		Nos.	223
	xi) Revenue villages		Nos.	2535
	x) Assembly Area		Nos.	
2.	Population			
(A)	Sex-wise			
	i) Male	2011	Nos.	2631094
	ii) Female	2011	Nos.	2463144
(B)	Rural Population	2011	Nos.	4500770
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	288052
	ii) Forest cover	2010-11	"	899
	iii) Non Agriculture Land	2010-11	"	102236
	v) cultivable Barren land	2010-11	"	296
4.	Forest			
	(i) Forest	2010-11	Hec.	899
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2007	Nos.	3546807
	ii) Buffaloes	2007	Nos.	79280
B.	Other livestock			
	i) Goats	2007	Nos.	1458333
	ii) Pigs	2007	Nos.	99515
C.	Railways			
	i) Length of rail line	2010-11	Kms	-
D.	Roads			
	(a) National Highway	2010-11	Kms	291
	(b) State Highway	2010-11	Kms	393
	(c) Main District Highway	2010-11	Kms	851
	(d) Other district & Rural Roads	2010-11	Kms	566
E.	(i) Communication			
	(a) Telephone connection	2010-11		-
	(b) Post offices	2010-11	Nos.	618

(c) Telephone center	2010-11	Nos.	4
Public Health			
(a) Allopathic Hospital	2010-11	No.	6
(b) Beds in Allopathic hospitals		No.	856
(c) Primary health centers		No.	52
(d) Private hospitals		No.	127
(ii) Banking commercial			
(a) Commercial Bank		Nos.	227
(b) rural Bank Products		Nos.	43
(c) Co-Operative bank products		Nos.	49
(d) PLDB Branches		Nos.	13
(iii) Education			
(a) Primary school		Nos.	3904
(b) Middle schools		Nos.	120
(c) Secondary & senior secondary schools		Nos.	324
(d) Colleges		Nos.	26
(e) Technical University		Nos.	1

Source:- District Statistical Handbook of BAES & Economic Review,2011-12,Govt.of W.B

2.1 Existing Status of Industrial Areas in the District of Purba Midnapur

S. No.	Name of Ind. Area	Land acquired (In hectare)	Land developed (In hectare)	Prevailing Rate Per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Haldia I.E	555400 Sq.ft	-	Plot @ Rs.500/- per katha per month	52	52	-	-
2	Haldia Growth Centre	119.57 acre	119.57 acre	-	-	10	-	10
3	Haldia Dev. Authority	15000 acres	15000 acres	-	-	-	-	-

Source:- WBSIDC & WBIIDC

3. INDUSTRIAL SCENERIO OF Purba Midnapur

3.1 Industry at a Glance

Sr. No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	373
2.	TOTAL INDUSTRIAL UNIT	NO.	-
3.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	42329
4.	NO. OF INDUSTRIAL AREA	NO.	3

Source:- District Statistical Handbook of BAES & Economic Review,2011-12,Govt.of W.B

3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Up to	1984-85	District wise separate data was not available. Only consolidated report of Regd. units prior to Oct.2006 for West Bengal was available with the Directorate of M& SSE, Govt. of West Bengal.		
	1985-86			
	1986-87			
	1987-88			
	1988-89			
	1989-90			
	1990-91			
	1991-92			
	1992-93			
	1993-94			
	1994-95			
	1995-96			
	1996-97			
	1997-98			
	1998-99			
	1999-2000			
	2000-01			
	2001-2002			
	2002-03			
	2003-04			
	2004-05			
	2005-06			
EM-II				
	2006-07	248	1896	580.00
	2007-08	1405	8838	2907.73
	2008-09	427	3489	1302.60
	2009-10	390	3541	1755.17
	2010-11	359	3169	1376.17
	2011-12 (Upto March)	530	4940	1331.95
	Total	3359	28823	9253.63

Source: Dte.of M&SSE,WB

3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT

- Not available from The Directorate of M & SSE, Govt. of West Bengal

3.4 Large Scale Industries / Public Sector undertakings

List of the units in Haldia & near by Area

Sl.No	Name of the Unit
1	Down Stream units of HPL(3 units)
2	Haldia Petrochemicals Ltd.
3	Haldia Met coke & Power Ltd.
4	Indian Oil Corporation Haldia Refinery
5	Nivedita Housing Pvt. Ltd

6	Exide Industries Ltd, Haldia
7	Hindusthan Lever Chemical Ltd., Haldia (now Tata Chemicals)
8	Shaw Wallace & Co. Ltd., Durgachowk, Haldia
9	Kolkata Port Trust, Haldia Dock Complex (servicing unit)
10	Kolaghat Thermal Power Project, Kolaghat
11	Mitsubishi PTA (I) Ltd., Haldia
12	Petro Carbon & Chemical Ltd., Haldia

3.5 Major Exportable Item

Data not available.

3.6 Growth Trend

Industrial projects implemented in the district

Year	No. of Units	Inv. (In Cr.)
2008	11	1941.54
2009	8	5002.56
2010	8	799.58

Source: Economic Review, 2011-12, West Bengal

3.7 Vendorisation / Ancillarisation of the Industry

Unlike all other districts of South Bengal, Purba Midnapore is fortunate enough to have a few leading large and medium enterprises which offer tremendous scope for ancillary industries in the district. At present, there are 10 large and medium scale units and it is expected, few more are likely to come up shortly. The prominent large enterprises are Indian Oil Corporation, Kolaghat Thermal Power Project, Petro Carbon & Chemical Ltd., Haldia, Shaw Wallace & Company Ltd., Haldia, etc. which provide substantial leverage for setting up of ancillary industries in the district.

3.8. Medium Scale Enterprises

3.8.1 List of the units;

-

3.8.2 Major Exportable Item

Data not available

3.9 Service Enterprises

3.9.1 Potentials areas for service industry

The following small service establishments are having potentiality in the district.

1. Xerox center
2. PCO/STD/ISD Centre
3. Motor Driving school
4. Beauty parlour
5. Catering service
6. Tent house
7. Decorators
8. Video recording
9. Hotel lodging and fooding
10. Restaurant, Fast food Stall
11. School of various class
12. Vocational training center
13. Information and consultancy service center
14. Agro service center
15. X-ray
16. Clinical Laboratories
17. Photo colour Laboratories
18. Nursing home as special medical treatment
19. Travelling Agency

3.10 Potential for new MSMEs

- i) Rice & Flour Milling
- ii) Fruits & Vegetable processing
- iii) Cashew nut processing
- iv) Oil Expelling
- v) Packaged drinking water
- vi) Hosiery Garments
- vii) Zori Embroidery
- viii) Marine Jewellery
- ix) Wood carving & Wood ware
- x) Brass & Metal work
- xi) Plastic moulded products
- xii) Engineering based units
- xiii) Gold & silver ornaments
- xiv) Coir based products

4. Existing Clusters of Micro & Small Enterprise

4.1 DETAIL OF MAJOR CLUSTERS

Cashew nut Processing, Horn Products, Embroidery Garments manufacturing are the major cluster available in the Purba Midnapore district

4.1.1 Manufacturing Sector

Cashew nut Processing, Horn Products, Embroidery Garments manufacturing

4.1.2 Service Sector

Nil

4.2 Details for Identified cluster

(Under MSME-DI, Kolkata)

4.2.1 Name of the cluster: - **Embroidery & Garments Mfg. Cluster,**

Basulia, Haldia.

1	Principal Products Manufactured in the Cluster	Embroidery & Readymade Garments.
2	Name of the SPV	Embroidery & Garments Hi-Tech Manufacturing Association (EGMA)
3	No. of functional units in the clusters	312
4	Turnover of the Clusters	Rs. 23,00,000 per unit
5	Value of Exports from the Clusters	Rs. 21 Crore
6	Employment in Cluster	Direct – 1200, Indirect - 3000
7	Average investment in plant & Machinery	Average Rs. 6 lakh per unit
8	Major Issues / requirement	i) To develop the cluster with better market linkages & profitability ii) Poor technology & quality control iii) Lack of brand image, Govt. & Institutional support, storage facility and trading & design development facilities iv) Poor credit & lending facilities for cash flow v) Poor & unhygienic infrastructure vi) Lower capacity utilization vii) Poor packaging system viii) Lack of Govt.
9	Presence of capable institutions	NA
10	Thrust Areas	i) Development of awareness of different Govt. schemes ii) Market information & cost comparison iii) Up-to-date knowledge in change in fashion and technology iv) Analysis of business operation
11	Problems & constraints	Need for raw materials bank, design development, skill development, testing facilities, packaging of the product.

4.2.2 **Name of the cluster: Cashew nut Processing, Horn Products**

<u>Details for Identified cluster in West Bengal implemented by Directorate of Micro & Small Scale Enterprises, Govt. of West Bengal</u>			
Name of the district:- PURBA MEDINIPUR			
Sl.	Subject.	Name of the Clusters	
		Cashewnut Processing	Horn Products
1	Principal Products Manufactured in the Cluster	Processed Cashew	Horn Products

2	Name of the SPV	Contai Cashew Industries Ltd.	
3	No. of functional units in the clusters	250	132
4	Turnover of the Clusters	Rs. 1.37 Cr.	Rs. 3 Cr.
5	Value of Exports from the Clusters		
6	Employment in Cluster	1000	900
7	Average investment in plant & Machinery		
8	Major Issues / requirement	Documentation of export of finished products & import of raw materials	Poor product range; lack of marketing linkage; use of modern technology
9	Presence of capable institutions		
10	Thrust Areas	Mechanized processing facility	Marketing; testing of rawmaterials & finished products
11	Problems & constraints	Finance; Marketing	Finance; Marketing

5. General issues raised by industry association during the course of meeting

The general issues are lack of modern technology, infrastructural, easy access to credit, etc. Skill-based training programmes and awareness of Govt. schemes & programmes on industrialization need to be popularized.

6.STEPS TO SET UP MSMEs

Following are the brief description of different agencies for rendering assistance to the entrepreneurs.

S. No	Type of assistance	Name and address of agencies
1.	Provisional Registration Certificate (EM-1) & Permanent Registration Certificate (EM-II)	District Industries Centre, Dte. of M& SSE, Govt. of West Bengal, Dr. B. R. Ambedkar Bhawan, 3 rd floor, City Centre, Debhog, Haldia, Purba Midnapore.
2.	Identification of Project Profiles, Techno-economic and managerial consultancy services, market survey and economic survey reports.	(1) MSME – Development Institute, Ministry of MSME, Govt. of India, 111 &112, B. T. Road, Kolkata-700108. (2) Directorate of Industries New Secretariat Bldgs, 9th fl., 1, Kiran Sankar Roy Road, Kolkata-1 (3) W.B. Small Industries Dev. Corpn., 6A, Raja Subodh Mulick Square (3r floor) Kolkata-13 & 31, Block Burn Lane, Silpa Bhawan, Kolkata-12
3.	Land and Industrial shed	(1) W.B. Small Industries Dev. Corpn., 6A, Raja Subodh Mullick Square, (3r floor) Kolkata-13 & 31, Black Burn Lane, Silpa Bhawan, Kolkata-12 (2) West Bengal Industries Infrastructure Development Corpn. Ltd., P-34, CIT Road, Kolkata-14

4.	Financial Assistance	(1) West Bengal Industrial Development Corporation Limited, 5, Council House St., Kolkata-1 (2) Small Industries Dev, Bank of India (SIDBI) Eastern Regional Office, 11, Dr. U. N. Brahmachari Road, Kolkata-17 (3) W. B. Financial Corpn., 2A, Netaji Subhas Road, Kolkata-16 (4) United Bank of India, H.O. 16, Old Court House St, Kolkata-1 (5) All other Banks
5.	For raw materials under Govt. Supply	National Small Industries Corpn. Ltd., 20 B, Abdul Hamid St., 7th floor, Kolkata-69
6.	Plant and machinery under hire / purchase basis.	National Small Industries Corpn. Ltd., 20 B, Abdul Hamid St., 7th floor, Kolkata-69
7.	Power/ Electricity	(1) W. B. State Electricity Distribution Co. Ltd. Bidyut Bhawan, Sector-II, Salt Lake City, Kolkata-91 (2) Calcutta Electric Supply Corpn. Ltd., Victoria House, Kolkata-69 (3) Durgapur Projects Ltd. Administrative Building, Dist- Burdwan, Pin-713201. (4) Dishergarh Power Supply Co.Ltd. P.O- Dishergarh, Asansol, Pin-713301
8.	Technical Know – how.	(1) Indian Institute of Technology, Kharagpur, Paschim Medinipur (2) Deptt. Of Engineering & Technology, Jadavpur University, Jadavpur, Kolkata-32
9.	Quality & Standard	MSME Testing Centre (MSME -TC), 111 & 112, B.T. Road, Kolkata-108
10.	Marketing /Export Assistance	(1) Zonal Joint Director General of Foreign Trade, 4, Esplanade East, Kolkata-700069 (2) W.B. Small Industries Dev. Corpn., 6A, Raja Subodh Mulick Square (3r floor) Kolkata-13
11.	Other Promotional Agencies	(1) Reserve Bank of India, Rural Planning and Credit Department, 15, Netaji Subhas Road, Kolkata-1 (2) Indian Institute of Packaging, Block CP, Sector V, Salt Lake City Kolkata-91 (3) Khadi and Village Industries Commission 33, Chittaranjan avenue, Kolkata – 73

7.Additional information if any: - Nil