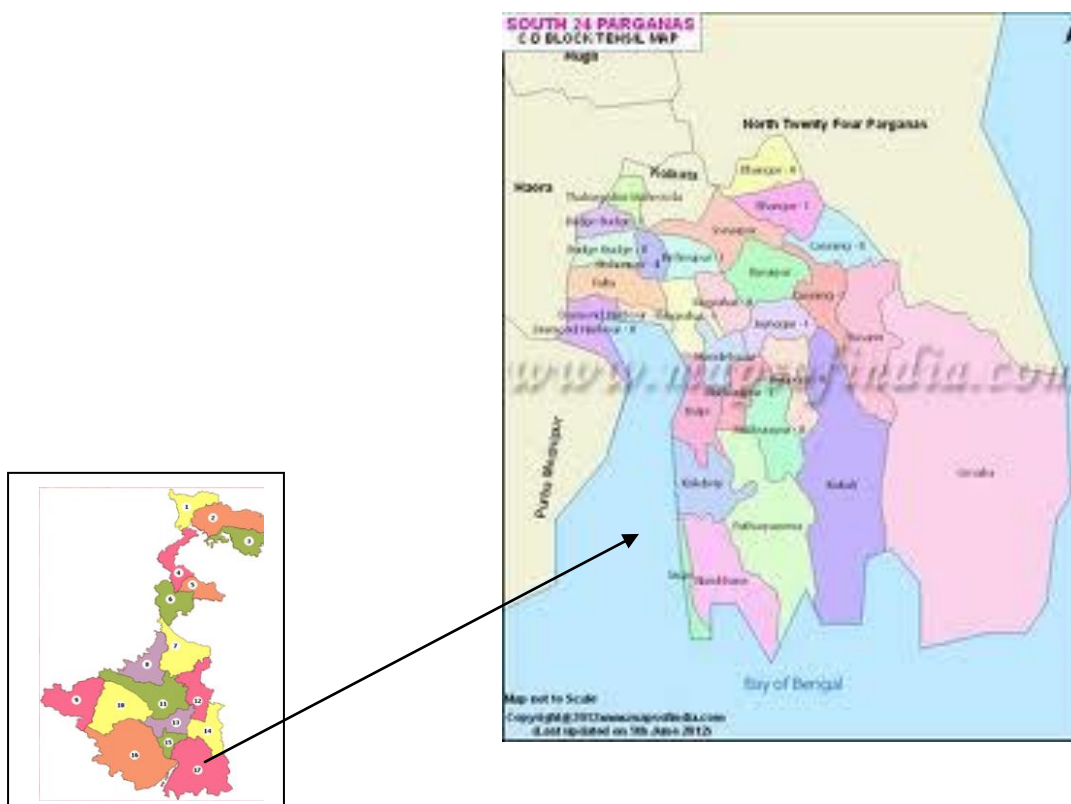


South 24 Parganas

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 [as per district statistical handbook, 2009]

- ✓ 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-Sonarapur(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

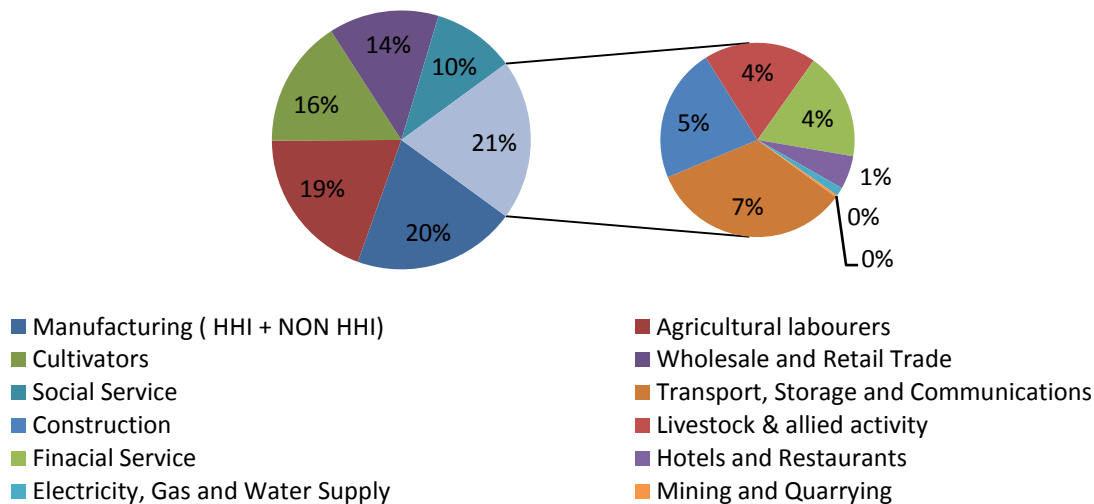
Source: Census, 2001

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:

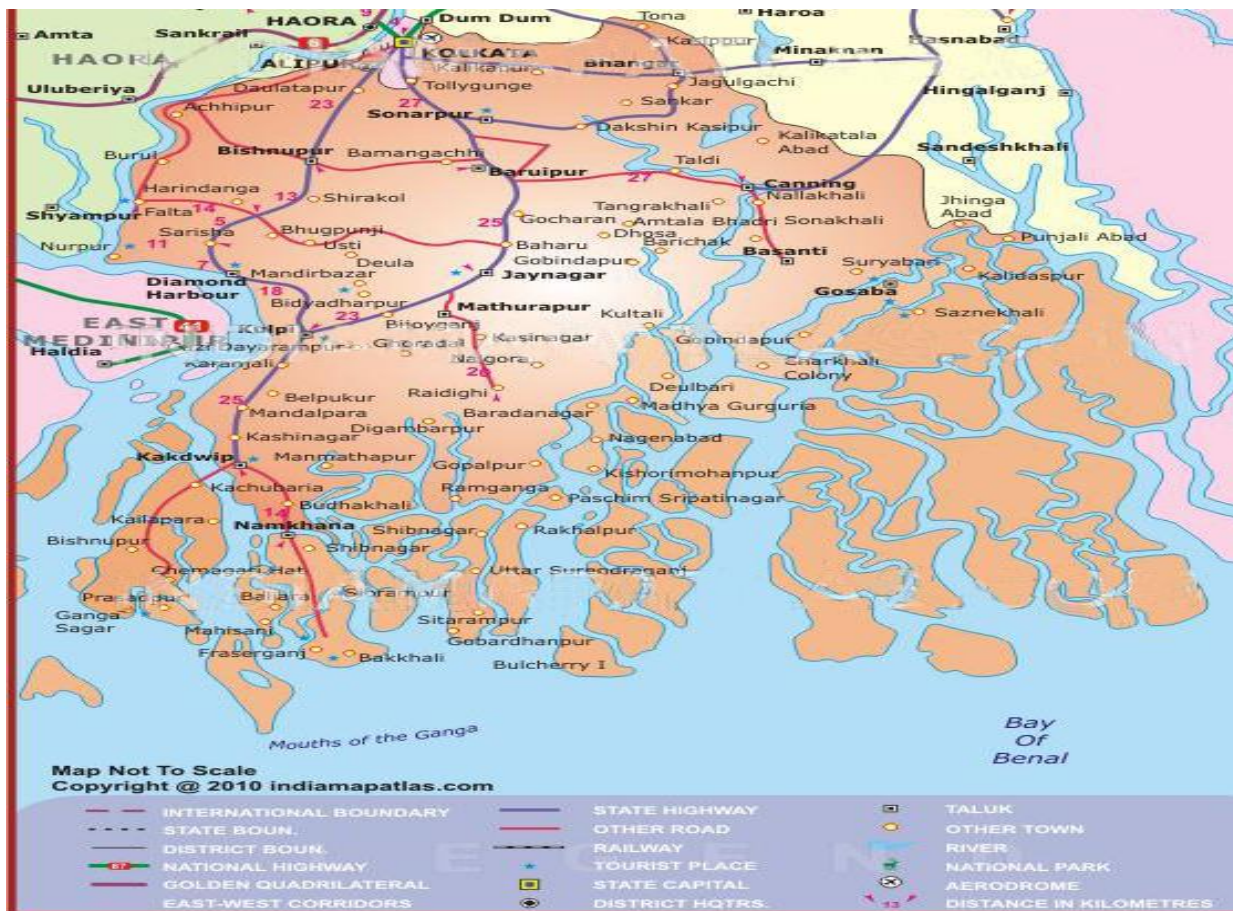
The district is well connected with other parts of the states through:

- ✓ 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



Source: West Bengal Public Works' Department

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.
Source: District Statistical Handbook, 2009
- 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

Sources: Individual bank's website

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

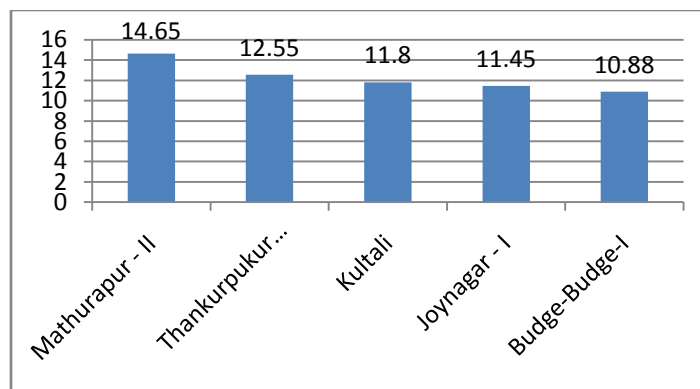
Source: West Bengal State Electricity Transmission Company Limited

➤ **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

Other related infrastructure:

- Research & Development Farm:

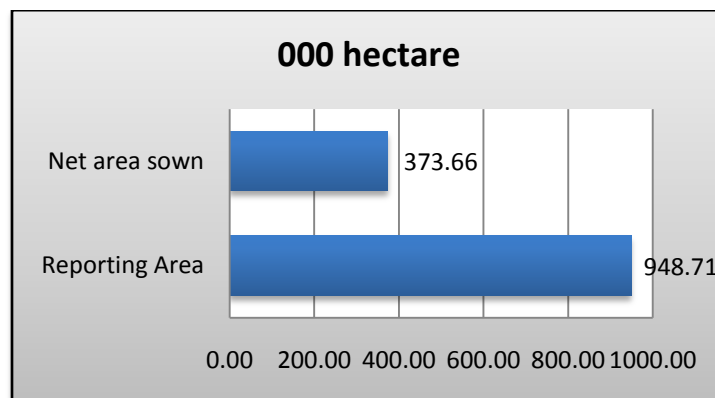
Name	Location	Area in acre
Baruipur Horticulture Development Firm	Baruipur	1.42

- Regulated markets: Baruipur

There is one regulated market at Baruipur.

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 & Livestock product	Poultry (Fowl & Duck)	5th	4959245	7.75
	Egg (Fowl & Duck)	2nd	4495.05 lakhs (No)	11.23
	Meat	4th	40.866	7.08

Source: Evaluation wing, Directorate Agriculture GoWB 2009-10, Bureau of Applied Economics & Statistics, Livestock population Handbook 2009, FPI & H Dept, GoWB, 2010-11

Other than the above items following fruits and vegetables are also available in significant quantity in the district:

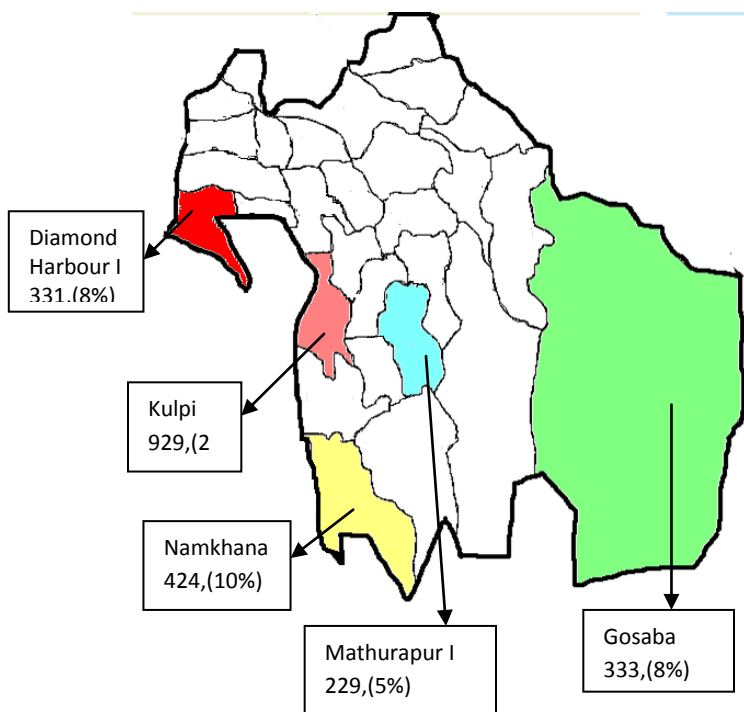
VEGETABLES

Brinjal
Cauliflower
Radish
Onion

FRUITS

Banana
Jackfruit
Mango

Sunflower:



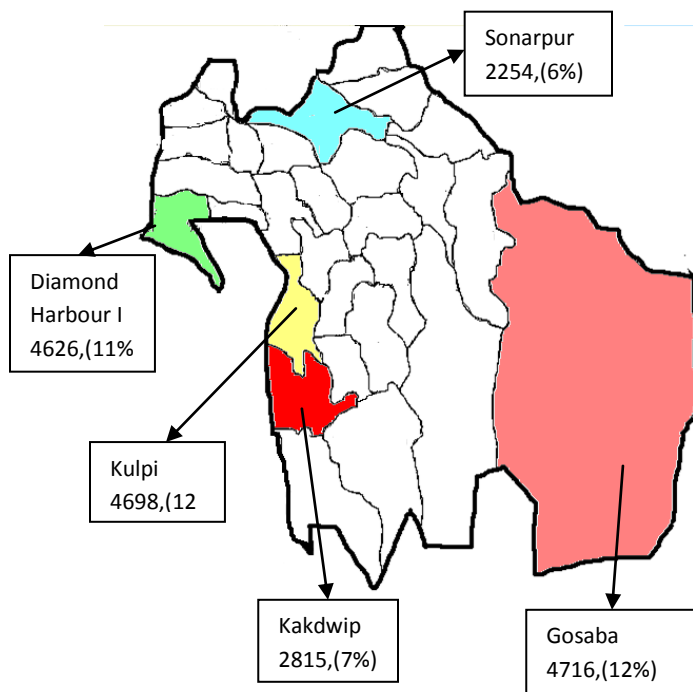
24 Parganas (S) accords the 1st position in the state in terms of production of Sunflower

	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

Sources: Evaluation Wing, Directorate of Agriculture, 2010-11,

Pulses:



24 Parganas (S) accords the 5th position in the state in terms of production of Pulses

	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

Sources: Evaluation Wing, Directorate of Agriculture, 2010-11,

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

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

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 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

Source: I-Win Survey & DIC

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

Source: I-Win Survey & DIC

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

Source: I-Win Survey & DIC

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.

Food processing units under FSSAI [erstwhile FPO]:

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 Standard Authority of India, Eastern Region

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

Source: Dept of C & I, GoWB, I-Win Analysis

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.