

# West Bengal State Food Processing & Horticulture Development Corporation Limited

West Bengal State Food Processing & Horticulture Development Corporation Limited is a company wholly owned by the Government of West Bengal under the administrative control of the Department of Food Processing Industries & Horticulture. The Company was originally established in 1986 but it has been given a new facelift in 1993. The Corporation is managed by a Board of Directors consisting of 12 members in which the MIC of the Department is Chairman and the Principal Secretary, the Managing Director and some experts are members.

## ABOUT US

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## Major Objectives :

1. To carry on the business of production/manufacture, processing, storing and marketing of all varieties of fresh fruits, fruit products, fruit plants, fresh vegetables and vegetable seeds including hybrids as well as spices and such other products.
2. To set up and commercially manage large-scale orchards, horticulture and vegetable farms for production of fruits, vegetables and seeds.
3. To set up and commercially manage processing and production units for production of various types of processed food items and spices.
4. To encourage and develop farming.
5. To develop tie-ups with established and specialized Companies for production, processing and marketing of fresh fruits, fruit products, vegetables and hybrid seeds for promotion of Joint Venture.
6. To promote research and development on horticulture and related matters.

7. To set up and commercially manage flower markets to encourage production and sale of flowers.

8. To distribute seeds and plants to the farmers with the help of the Govt. and Panchayats.

9. To undertake civil constructions in Horticulture and Seeds Farms.

Since its facelift in 1993, the Corporation has gone a long way in expanding its activities. Starting from cultivation to export, it has diversified its activities to make it a highly competitive commercial organization, keeping pace with the changing time. Along with its commercial activities, it also undertakes development work under the direction and guidance of the Department of Food Processing & Horticulture, Govt. of West Bengal. From a 1-lakh Turnover Company, it has now grown to be 6-crore turnover organization

## **OUR ACTIVITIES**

### **Projects / Activities Already Undertaken :**

#### **1. Supply Of Superior Seeds And Planting Materials :**

We have enormous experience in supplying high quality hybrid and local seeds as well as planting materials. We have entered into Joint Venture with Bejo-Sheetal Pvt. Ltd based in Maharashtra and Cee Kay Seeds Pvt. Ltd. based in Bangalore to produce hybrid seeds. We have been producing superior quality planting materials of fruits like mango, litchi, guava, sapota etc. in its nursery at Jalpaiguri.

#### **2. Marketing Of Fresh Fruits, Vegetables And Flowers :**

We have been successfully marketing these items in domestic as well as foreign markets. Mangoes and litchis have been exported in London, Singapore, Malaysia and Thailand. Blooms like tuberose, gladiolus, gerbera and cock's comb have been exported to places like Holland, London, New York and the UAE. We have a tie-up with HPMC for marketing of apples in the eastern States of the country. Modern infrastructure facilities with latest technology for export are being created in Mullickghat Flower Market at Kolkata as well as in an area near Dum Dum Airport through Joint Venture.

#### **3. Landscaping And Beautification :**

We have executed some of the most sophisticated and attractive landscaping and beautification projects. Quite a few works are going on.

#### **4. Development Of Horticulture :**

We have successfully implemented a Rs. 98 lakh horticulture project in the hilly areas of Darjeeling district last year and have been implementing another such project to the tune of Rs. 118 lakh in this year. We are also implementing Rastriya Sawam Vikash Yojana project of Govt. of India in Jalpaiguri and Purulia districts with a total expenditure of more than Rs 2.5 crores.

#### **5. Post Harvest Management**

We have created post-harvest management facilities by setting up a Rs. 185 lakhs multi-purpose cold storage and packhouse at Malda district A similar project of Rs. 199 lakhs is being implemented at Barasat of North 24 Parganas district.

#### **6. Bio Farming**

We have entered into an agreement with Bio-parivar, an NGO dedicated to promotion of bio farming, for production of organic vegetables in different parts of the State.

#### **7. Medicinal Plants**

We have decided to undertake a project for medicinal plants in its field at Jalpaiguri and to set up a Joint Venture on medicinal plants at Haringhata in Nadia district.

#### **8. Processed Food**

We have been producing and marketing processed food items like tomato ketchup, squash, green mango beverage, jam, jelly, kasundi, pickles, chilli sauce, spices etc. All these are high quality products with appreciation received from all corners. To further strengthen the processing industries, the Corporation is setting up one big Food Park at Malda at a cost of Rs 14 crores

## OUR MISSION

We have a gold mine under our feet. In the fertile loamy soil enriched by the river Hooghly and its tributaries in the south and Tista, Torsa and Mahananda in the North, fed by rains and sunlight, you have a gold mine of business opportunity in the sector of horticulture.

West Bengal is one of India's leading producers of vegetables, fruits and flowers. While traditional varieties include fresh tomato, brinjal, cabbage, cauliflower, cucumber, radish amongst others, exotic vegetables as well as frozen, dehydrated, fermented and canned forms need to be developed on a greater scale.

West Bengal is India's leader in litchi and pineapple production and one of the front runners in mango production. There is an ever-ready domestic and export market for fresh and frozen fruits, fruit pulps, jams, jellies, juices, squashes and concentrates.

In floribusiness, while traditional favourites like jasmines, roses and marigolds hold their sway, commercial flowers like tuberose, orchids, gladioli, cock's comb, gerberas, anthuriums, chrysanthemums can mean big business in exports as well as in the domestic markets.

High quality seeds and planting materials are the key to a golden harvest. Joint Ventures with the specialist and reputable agro companies, and constant R&D for superior seeds and planting materials will not just improve the fortunes of West Bengal's growers, there is a lucrative market for them both in India and abroad.

Hence the Nature's bounties should be fully exploited, preserved and enjoyed by the people world over, spiralling a virtuous cycle of greater produce and greater profits.

We aim at more and more proactive, high-tech initiatives. Connecting the growers to newer technical aids and high-yield hybrids, preserving his produce and value adding and carrying it to far-off lands, making way for a golden mean between ecology and economy. As harvests grow truly golden, the future shimmers a bright gold for all the growers of West Bengal.

## CONTACT US

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