

DARJEELING

Overall scenario of the district

Darjeeling district is situated in the northern most district of the Jalpaiguri division. It is surrounded by two important neighbor countries of India that is Nepal and Bhutan. The state Bihar and the district North Dinajpur are covering the Southern part of Darjeeling.

The district constitutes of [as per district statistical handbook, 2009]

- ✓ Municipalities -5
- ✓ Municipal corporation -1
- ✓ Blocks - 12

The district ranks 6th in terms of literacy rate and 1st in terms of sex ratio among all other districts of West Bengal.

Darjeeling is one of the major tea producing districts and is internationally recognized and ranks among the most popular Black Tea. The district is located in the Lesser Himalaya at an average elevation of 6710 ft. Some important rivers are Tista, Great Rangit, Mechi, Mahananda etc.

District Profile:

Population:

According to Census Data (2011), the Total Population of the district is 18,42,034 out of which there are 9,34,796 males (50.75%) & 9,07,238 females (49.25%). The population density in the district is 585 persons per sq km.

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

- Darjeeling (M) (10,142 persons per sq. k.m.)
- Kurseong (M) (7,925 persons per sq. k.m)
- Kalimpong (M) (4,954 persons per sq. k.m)

Other major settlements in the district (in terms of total number of population) are Uttar-Bagdogra, Cart road.

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

Age group	% of total population
0-4	8.42
05-24	43.36
25-59	41.38
60 and above	6.58

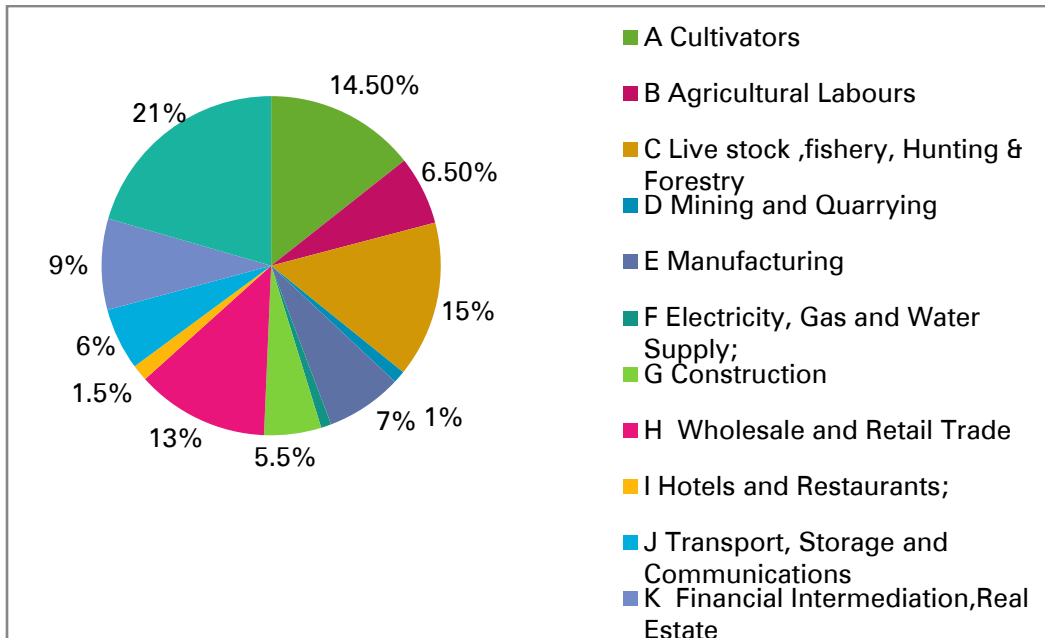
Source: Census 2001

For an entrepreneur in processed food item, people belonging to age group 05-24 can be target customer.

Around 6% total population, 16,09,172 (2001) living in the district are from outside of West Bengal, among them, notable states are:

- ✓ Bihar,
- ✓ Assam
- ✓ Uttarpradesh

Work force constitutes 25.96% of total population and the distribution of the same is as follows:



Source: Census Data, 2001

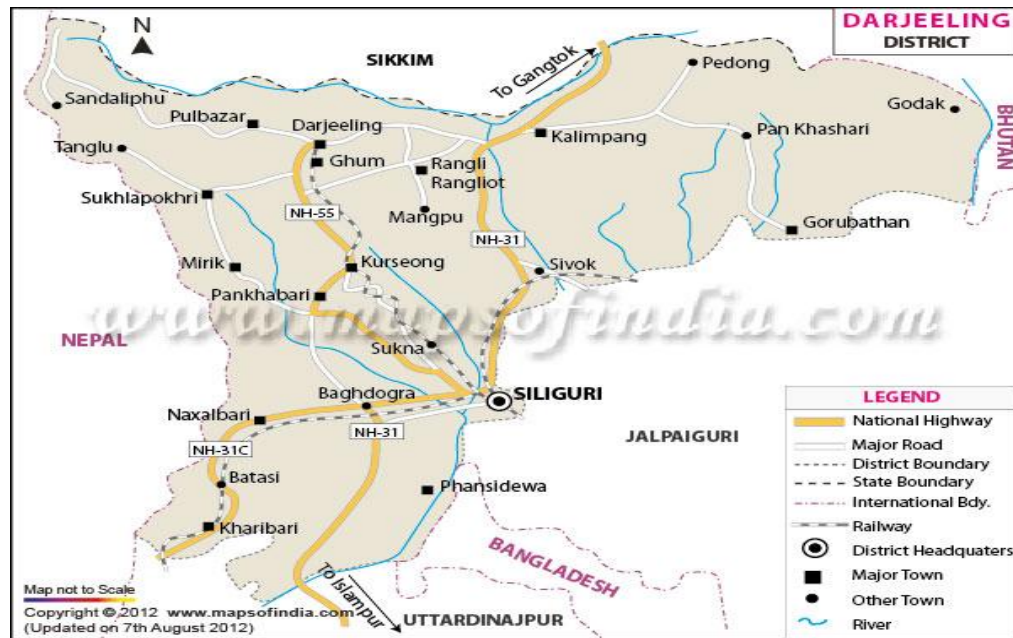
After agriculture live stock is the second major sources of family income.

Infrastructure:

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

Road ways:

- National Highway: NH 55 (others NH 31, NH 31A, NH 31C)
 - Lane:
 - Length of NH 55 within the district: 77 KM (total length of all the NHs within the district is 100 K.m.
 - Connected other states:
 - Connected other districts: Siliguri
 - Blocks and towns on the NH: NH 55 passes through Matigara, Mirik, Sevoke, Odlabari, Karsyang. NH 31C passes through Batasi, Kharibari
- State Highway (SH):
 - SH 12 passes through Mirik, Peshok and Kalimpong and it touches the districts like Siliguri and Coochbihar. The length of the SH with in the district is 80 K.m.



Source: West Bengal Public Works' Department

Railway:

- Nearest major railway station is New Jalpaiguri (NJP). NJP is also the nodal point to access other North Eastern states. NJP to Dajeeling is 3 hours journey by car.

Airways:

- Customs Airport, Bagdogra
- ✓ Only 16 KM away from Siliguri city
- ✓ 2nd airport in West Bengal
- ✓ Have flight connectivity to parts of India:
 - Kolkata
 - New Delhi
 - Mumbai
 - Bangalore
 - Chennai
 - Guwahati
- ✓ Have direct flight connectivity to Bangkok-Suvarnabhumi, Paro

Water ways:

Some of the important river pass through the district are Tista, Great Rangit, Mechi, Balason, Mahananda, Lish, Gish, Chel, Ramman, Murti and Jaldhaka. Most of the rivers are used for hydro power generation.

Other social infrastructure:

- Technical Education:
 - Engineering College: 05
 - Polytechnics: 04
 - ITI: 02
- Health:
 - Standard health network like district hospital, block hospitals and Private nursing home/clinics are observed
- Entertainment:
 - Darjeeling itself is a very famous tourist destination in India.
Source: District Statistical Handbook, 2009
- Banking Infrastructure:
 - Lead Bank - UCO Bank and following are the other banks found in the district

Name of Bank	No. of Branches
SBI	55
Allahabad	43
UBI	37
UCO	24
BOI	22
PNB	20
CBI	16
Axis	11
IOB	8
Union Bank of India	8
ICICI	7
HDFC	6
BOB	6
Syndicate Bank	3
IDBI	3
Indian	2
Oriental	2

Sources: Individual bank's website

Power Infrastructure:**Hydro Power Generation station:**

Hydro Power station	Installed Capacity (MW)
JHP-I	66
JHP-II	66
TLDP-III	220 (U/C)
TLDP-IV	220 (U/C)

TCF-I	132
TCF-II	132

Supply Stations (SS) are:

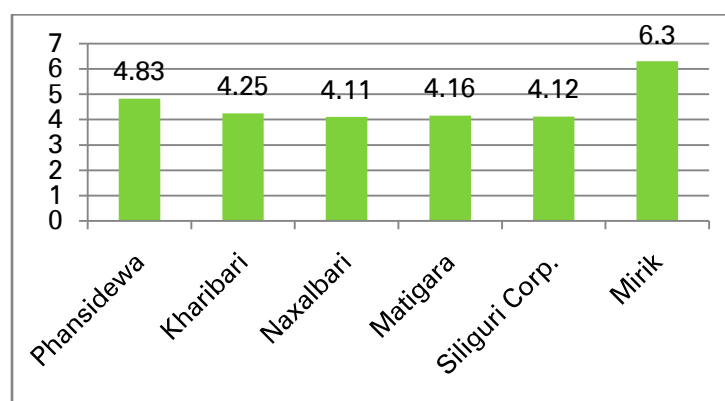
Sl. No	SS name	Capacity (KVA)
1	Lebong	132
2	Kalimpong	66
3	NBU	132
4	Rammam-II	132

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 4 meters during April, 2011 are:

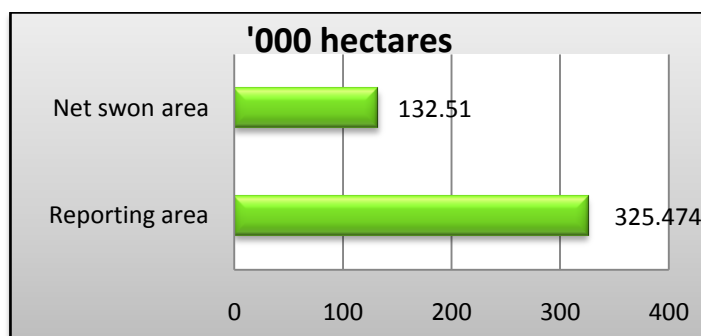


Source: State Water Investigation Directorate

In Darjeeling the ground water level is in comfort zone as compare to other districts.

Agriculture & Horticulture:

Reporting area in the district is 325474 hectare. Net sown area is 40.71% of total reporting area. due rocky nature of soil it is not so reach in agricultural produce but due to same reason and for favourable weather the district is the highest producer of Pineapple and Orange.



Source: District Statistical Handbook, 2009

Agriculture, Horticulture and Livestock production:

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

Darjeeling	Crops/ Veg/ Fruits/ livestock	Rank in the state	Production, 000' MT	% to states' production
Agriculture	Maize	3 rd	39.60	10.27
Vegetables	Peas	3 rd	12.59	10.02
Fruits	Pineapple	1 st	131.9	43.44
	Mandarin Orange	1 st	36.53	98.70
	Temperate Fruits	1 st	30.16	100.00
Live stock population (in numbers)	Pig	3 rd	75516 (No)	9.27

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

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

VEGETABLES

Ladies finger

Other major producer of:

- Agriculture produce: Ragi
- Spices: Ginger, Large cardamom

Horticulture:

Pineapple:

- Major producing blocks are: Matigara, Naxalbari, Phansidewa

Orange:

- Major producing blocks are: Kalimpong I & II, Kurseong, Mirik,

Spices:**Ginger:**

- Major producing blocks are: Kalimpong I & II, Kurseong

Large Cardamom:

- Major producing blocks are: Kalimpong I & II, Kurseong

Major agricultural/ horticultural markets:

Regulated market:

- Kalimpong RMC
- Siliguri RMC, famous for Pineapple and Orange

Source: West Bengal State Marketing Board

Storage facilities:

- Potato storage:
 - 1 cold storage having total capacity 160770 quintal
- Multipurpose cold storage:

Block	No.	Total capacity (qt)
Mallaguri	1	5300
Siliguri RMC (Up coming)	1	870

Source: Directorate of Agri Marketing

Chilling plants/ Bulk Milk Cooler:

There are 23 chilling plants/ Bulk Milk Cooler (BMC) in the district. Capacity of the units is given below:

Name of Chilling plant	No.	Capacity (TLPD)
Ghoom	1	8.0
Bijanbari	1	4.0
Rimbick	2	4.0
Kalimpong (BMC)	1	5.0
Lava(BMC)	1	2.0
Takdh Tea Estate (BMC)	1	0.5
Takdhhome Busty (BMC)	1	0.5
Sukhia pukri- Mana (BMC)	1	0.5
Upper Minchu (BMC)	1	0.5

Name of Chilling plant	No.	Capacity (TLPD)
Nakshalbari (BMC)	1	2.0
Ghoshpukur (BMC)	1	0.5
Tendrabang (BMC)	1	0.5
Bhujiapani (BMC)	1	0.5
Manjayjote (BMC)	1	0.5
Sonadah (BMC)	1	0.5
Chengabasti (BMC)	1	0.5
Upper Lingsebang (BMC)	1	0.5
Lower Rajavir (BMC)	1	0.5
Thapagaon	1	0.5
Kharka (BMC)	1	0.5
Jinglum (BMC)	1	0.5
Gosaipur (BMC)	1	0.5
Total	23	21.0

Source: Animal Resources Development Dept, GoWB, 2010-11

Food Processing Industries:

Till 2006-07, number of food processing units in the district was 166. 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	42	26	32	17	3	120
Small	5	6	3	4		18
Total	47	32	35	21	3	138

Sources: DIC and I-WIN analysis

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	6	5	0	15
Confectionery/Biscuit	1	0	4	2	1	8
Diary & Milk	10	3	6	4	0	23
Fruits & vegetable processing	1	3	1	1	0	6
Oil	1	1	1	0	0	3

Others	3	9	9	4	0	25
Packaged Drinking Water	1	0	1	1	0	3
Paddy Processing	10	3	5	4	0	22
Poultry, Meat Processing	4	9	0	0	0	13
Snacks/Pasta	11	4	2	0	2	19
Spices	1	0	0	0	0	1
Total	47	32	35	21	3	138

Sources: DIC and I-WIN analysis

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	9	0	0	0	24	1	32	0	0	0	65	1
Confectionery/Biscuit	0	0	0	0	86	0	14	0	13	0	113	0
Diary & Milk	55	2	34	1	41	6	15	5	0	0	145	14
Fruits & vegetable processing	1	2	171	0	5	0	3	2	0	0	180	4
Oil	6	0	14	0	4	0	0	0	0	0	24	0
Others	106	0	193	0	275	201	135	0	0	0	709	201
Packaged Drinking Water	40	0	0	0	10	9	11	0	0	0	61	9
Paddy Processing	41	0	30	0	46	0	46	0	0	0	163	0
Poultry, Meat Processing	18	0	42	2	0	0	0	0	0	0	60	2
Snacks/Pasta	66	0	21	0	8	2	0	0	5	1	100	3
Spices	7	0	0	0	0	0	0	0	0	0	7	0
Total	349	4	505	3	499	219	256	7	18	1	1627	234

Sources: DIC and I-WIN analysis

Hence a total of 1861 people are directly involved in the food processing industry for their livelihoods. Out of which 12.57% is female worker.

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

Name of the company	Product
Ishan Snacks Pvt. Ltd.	Fruits & Vegetables processing
Saj Food Products	Biscuits
Kitchen appliances India Ltd.	Fruit juice
Reliance Retail Ltd.	Fruit & Vegetables processing

Sources: DIC and I-WIN analysis

Food manufacturing unit under FSSAI [Erstwhile FPO]:

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)	6
Canned fruit/Veg, Jam gr, Squash gr, Tomato sauce Sauces (Other than Tomato & Soya)	2
Pickles, Non-Fruit Vinegar Non-Fruit Non-Aerated Beverages	5

Source: Food Safety and Standards Authority of India, Eastern Region

Investment opportunities:

A leading Floriculture expert from Israel visited the Cinchona plantation area, belonging to the state government in Mangpoo in Darjeeling District in 2000. He had come in connection with a project for converting a small part of the defunct Cinchona plantation area for flower cultivation for exports. During his visit, he opined in writing that this land was "God's gift to mankind". He tested the water, got the soil characteristics analyzed and found that the spring water was of neutral pH, the soil was perfect and organic with lot of useful minerals and there was abundant sunshine on the hill side of the rolling mountains. He opined that any flower which grows in the temperate zone can be grown here under open cultivation method. No green house or intervention was required and only the mountain slopes had to be terraced and insect nets should be put up. The flowers grown here can be of orchid variety and could be the types which can find immediate buyers in Western and US markets.

Indeed 12 years later and after several political unrests, the water still flows from the springs, the soil is still uncontaminated and the sun still floods the mountain slopes.

Indeed this is not true only for flowers. Many fruits, nuts and vegetables can be cultivated with ease here. As in 2000, even today one can see large cardamom, ginger and occasional orange trees and plants can be seen in the entire Cinchona plantation area. No wonder the district is home to the world famous "Darjeeling Tea" the most expensive and sought after tea in the entire world.

The Cinchona plantation areas, primarily in Munpoo and Mansong are probably the largest land area available with the Department. And this land can be commercially exploited by the Department immediately, although there have been some encroachments on the land.

Once the area is developed into a major cultivation area for fruits and flowers, the required infrastructure for pre-processing and processing the produce can be developed with private sector partnership. There are examples from the past to bear this out.

The Kalimpong area has a tradition of growing orchid plants where many farmers grow orchid plants in green houses entirely for exports through Delhi.

There is still a lot of vacant land, owned by the state and private which is not put to good use for Horticulture. The weakness of the district has been poor infrastructure (especially roads) and never ending political unrest. The latter seems to be subsiding now. But there is still the Bagdogra Airport in Siliguri and several attempts have been made in the past to convert it to an international airport. Also after lot of discussions a cold storage is yet to be functional near Bagdogra airport.