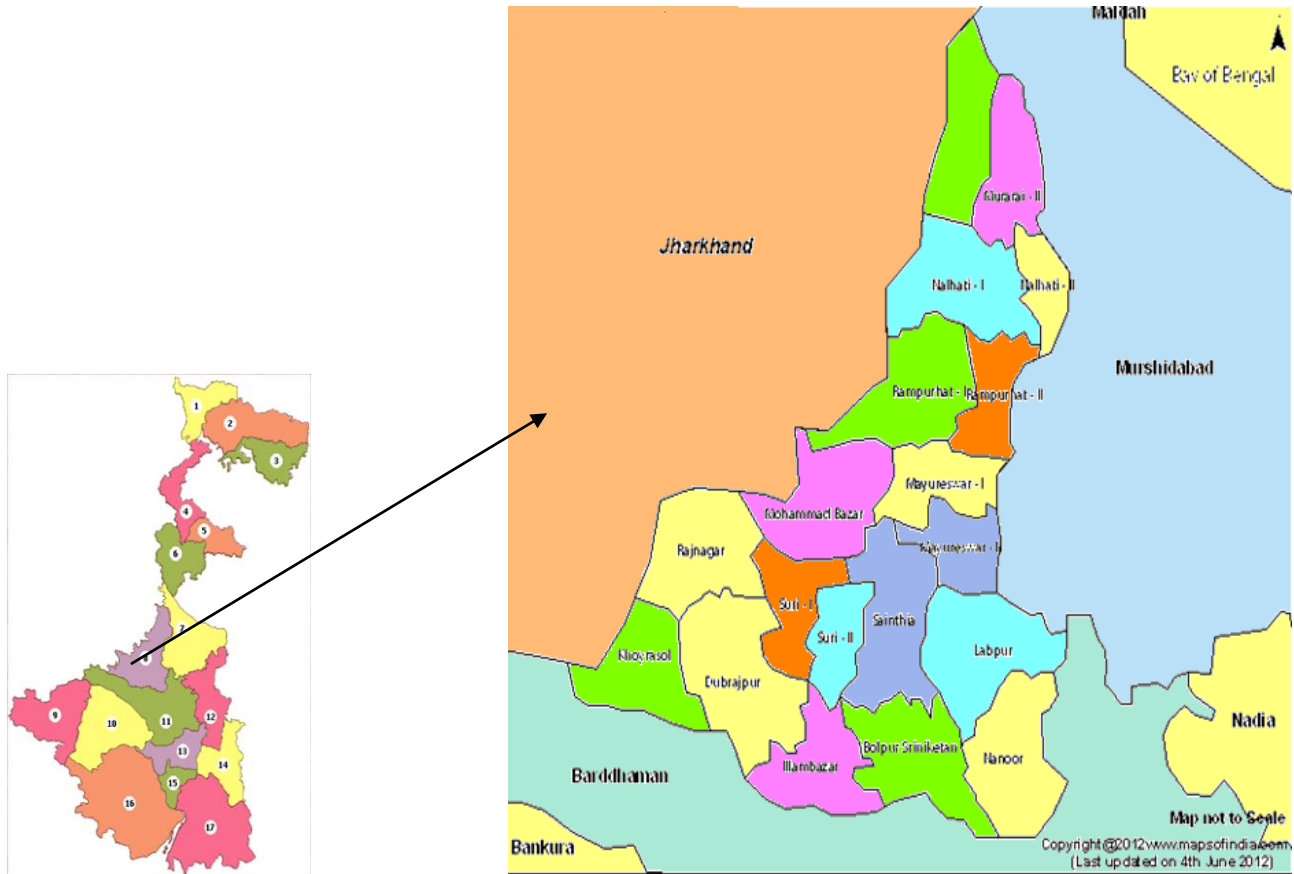


BIRBHUM

Overall scenario of the district

It is the northernmost district of Burdwan division. Jamtara, Dumka and Pakur districts of the state of Jharkhand lie at the western border of this district, whereas the border in other directions is covered by the districts of Bardhaman and Murshidabad of West Bengal.



As a result the district has location wise advantages in terms of sourcing of raw materials from Bihar, specially maize, fruits from Murishadabad and paddy from Burdwan.

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

- ✓ Municipalities -5
- ✓ Blocks - 19

The district ranks 15th in terms of literacy rate and 5th in terms of sex ratio among all other districts of West Bengal.

Birbhum is primarily an agricultural district with around 75% of the population being dependent on agriculture. Principal industries of the district include cotton and silk harvesting and weaving, rice and

oilseed milling, several rivers flow across Birbhum. Some of these are Ajay, Mayurakshi, Kopai, Bakreshwar, Brahmani, Dwarka, Hinglo, Chapala, Bansloi, Pagla etc. However irrigation and soil condition are major hindrance for development in agriculture in the district.

District Profile:

Population:

According to Census Data (2011), the Total Population of the district is 35,02,387 out of which there are 17,91,017 males (51.13%) & 17,11,370 females (48.87%). The population density in the district is 771 persons per sq km.

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

- Rampurhat(M) (12813persons per sq. km),
- Dubrajpur(M) (1946 persons per sq. km),
- Suri(M) (6883persons per sq. km),
- Sainthia(M) (4968persons per sq. km),
- Bolpur(M) (6122 persons per sq. km)

Other major settlements in the district (in terms of total number of population) are Bolpur- sriniketan, Nalhati-I, Nanoor etc.

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

Age group	% of total population
0-4	12.99
05-24	42.75
25-59	38.42
60 and above	4.93

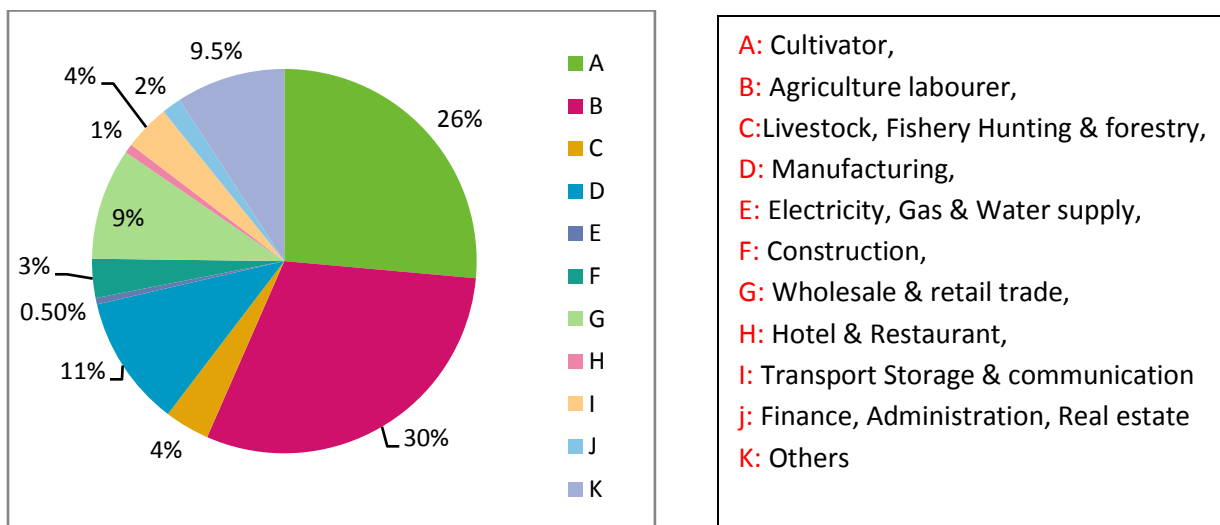
Source: Census data, 2001

Food processing units may target population of age group 05-24 as a target customer.

Around 2% total population, 30,15,422 (2001) living in the district are from outside of West Bengal, among them, notable states are:

- ✓ Bihar,
- ✓ Jharkhand
- ✓ Uttar pradesh

Work force constitutes 36.89% of total population and the distribution of the same are as follows:



Source: Census Data, 2001

The per capita income in the district was found out to be Rs 16466/- during the year 2003-04. 56% of total work force depends on agriculture for their livelihoods.

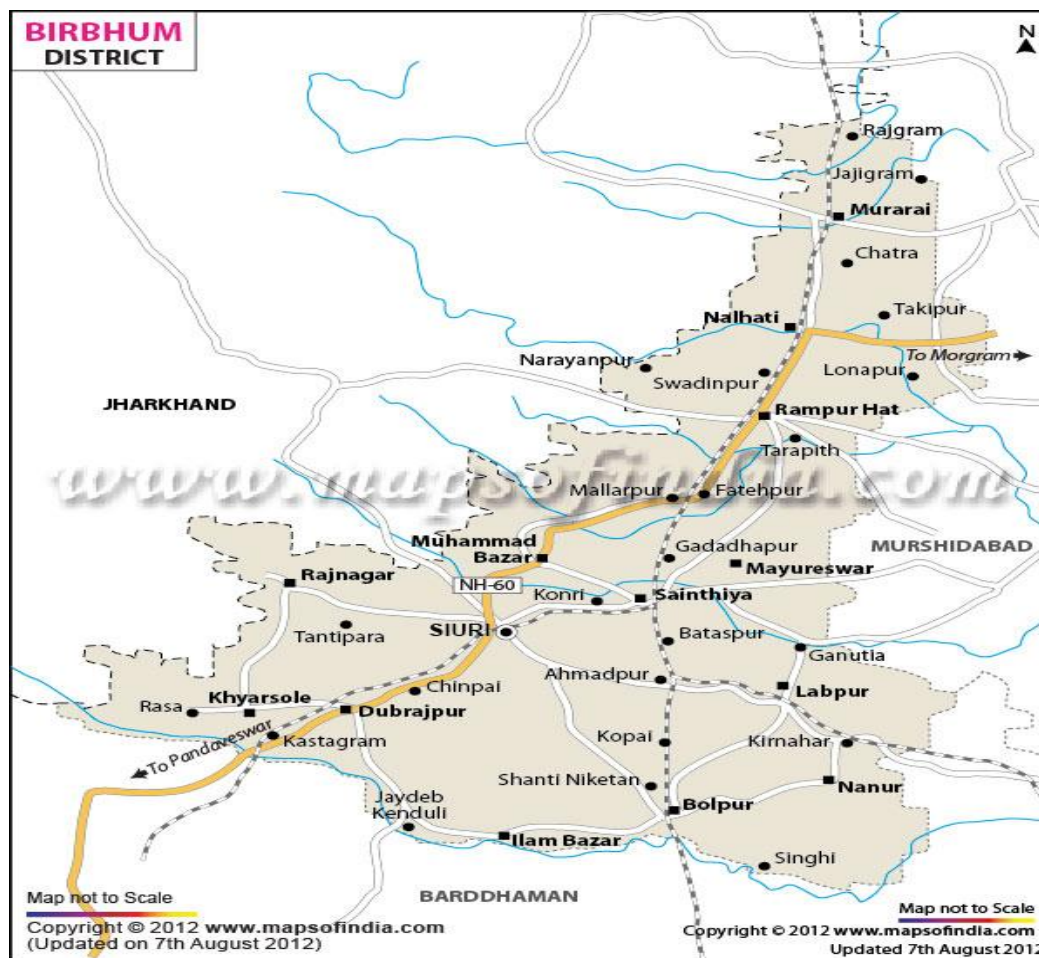
Infrastructure:

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

Road ways:

- National Highway: NH 2B & NH 60
 - Lane: NH 2B is an intermediate lane road & NH 60 is 2 lane road.
 - Length of NH within the district: The length of NH 2B within the district is 59.96 K.M and the of NH 60 within the district is 115 K.M
 - Connected other states: The National highway 60 touches the state Odisha. Connected other districts: Burdwan, Birbhum, Paschim Medinipur, Bankura Murshidabad.
 - Blocks on the NH: Suri, Dubrajpur, Md. Bazaar, Rampurhat, Nalhati etc.
 - Connecting with other major settlements like: Hooghly, Howrah, Burdwan
- State Highway (SH):
 - Total 5 SHs have passed through the district
 - SH-6 connects Burdwan, Hooghly, Howrah
 - SH-7 connects Murshidabad, Paschim Medinipur
 - SH-11 connects Nadia
 - SH-13 connects Hooghly, Burdwan
 - SH-14 connects Nadia, Burdwan

Source: West Bengal Public Works' Department



Railway:

- The total length of rail track in the district is 201.32 km, including 26.55 km of the Ahmedpur-Katwa narrow gauge track.
- The Sahibganj Loop of the Eastern Railway passes through this district. There is a junction at Nalhati for the connection to Azimganj in Murshidabad district. The Andal-Sainthia Branch Line connects it to the main Howrah-Delhi main line at Andal.

Local railway network is one of the major means of transportation for vegetables, fruits, fresh milk, chana.

Water ways:

- Several rivers flow across Birbhum. Some of these are Ajay, Mayurakshi (Mor), Kopai, Bakreshwar etc.
- The above rivers pass through the different blocks like Dubrajpur, Siuri, Rampurhat, Rajnagar, Illambaazar etc.

Other social infrastructure:➤ **Education:**

- Engineering Colleges- 2
- Polytechnic- 1
- Industrial training Institute : 1

➤ **Health:**

- Standard health network like district hospital, block hospitals and Private nursing home/clinics are observed and total 124 health centers are there.

➤ **Entertainment:**

- There are 20 cinema halls all over the district

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	37
Allahabad	14
UBI	9
UCO	27
BOI	4
PNB	2
CBI	10
Axis	3
IOB	2
Union Bank of India	9
ICICI	3
BOB	2

Source: Individual Bank's website

Power Infrastructure:**Power Generation station:**

Power station	Installed Capacity (MW)	Available capacity (MW)
Bakreswar Thermal Power Station	400	400

Supply Stations (SS) are:

Sl. No	SS name	Capacity (KVA)
1	Rampurhat	132

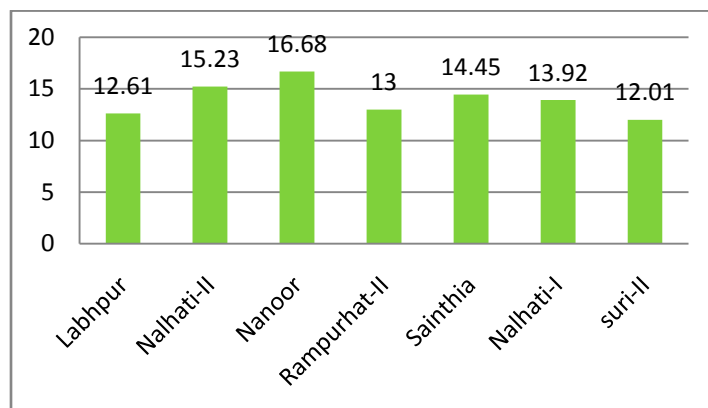
2	Sainthia	132
3	Bolpur	132

Source: WBSETCL

Ground water:

It has been observed that one of the major sources of water for food processing units in West Bengal is ground water.

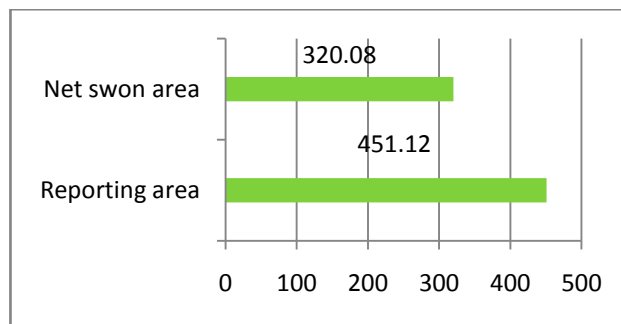
Blocks with average depth of ground water more than 12 meters during April, 2011 are:



Source: State Water Investigation Directorate

Agriculture & Horticulture:

Reporting area in the district is 451120 hectare. Net sown area is 70.95% of total reporting area. All the blocks of the district are linked with major irrigation facilities. However due to unhealthy soil condition, land of this district is less fertile to other districts of west Bengal.



Source: District Statistical Handbook, 2009

Agriculture, Horticulture and Livestock production:

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

Birbhum	Crops/ Veg/ Fruits/ livestock	Rank in the state	Production, 000' MT	% to states' production
Agricultural produce	Wheat	5 th	89.202	7.01
	Cereals	5 th	90.159	7.21
	Pulses	4 th	14.071	9.35
Vegetables	Sweat potato	2 nd	19.553	8.46
Fruits	Guava	2 nd	17.62	10.00
Live stock product	Egg production (in Lacs.)	4 th	3200.83	8.00

Source: Evaluation Wing, Directorate of Agriculture GoWB 2009-10 and WBSFPI and horticulture, Bureau of Applied Economics & Statistics, Animal resources development dept., west bengal 2009

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

FRUITS

Papaya
Mango
Water melon

VEGETABLES

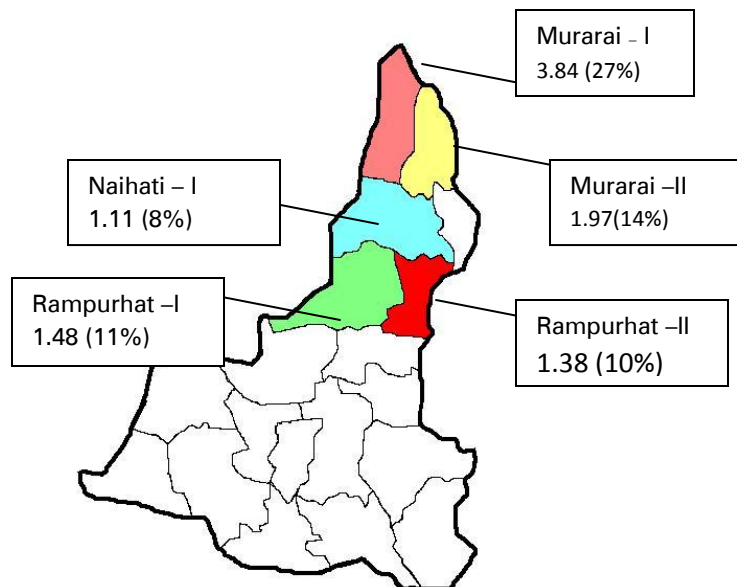
Onion
Brinjal
Beans

Other major producer of:

- Agriculture produce: Paddy, oilseeds
- Horticulture produce:
- Vegetables (each more than 30,000 MT): Cucurbits ,Cauliflower, Brinjal, Cabbage,

Agricultural produce:

➤ **Pulses:**



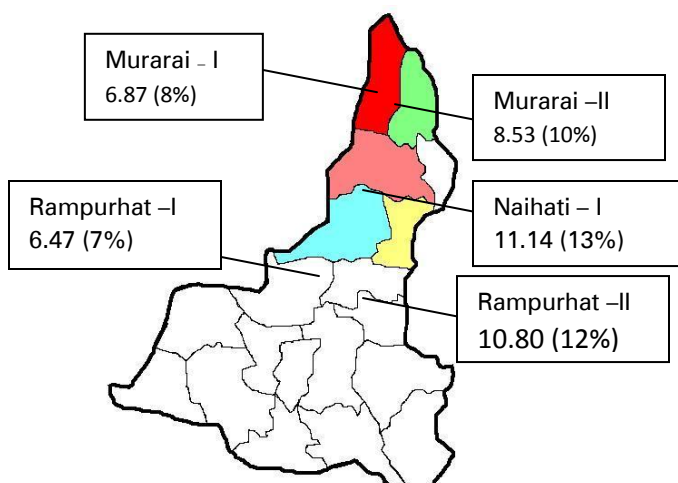
Birbhum accords the 4th position in the state in terms of production of Pulses

■	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 '000MT. % indicated are block production vis-à-vis district production

Sources: Office of Deputy Director of Agriculture, 2009-10

➤ **Wheat:**



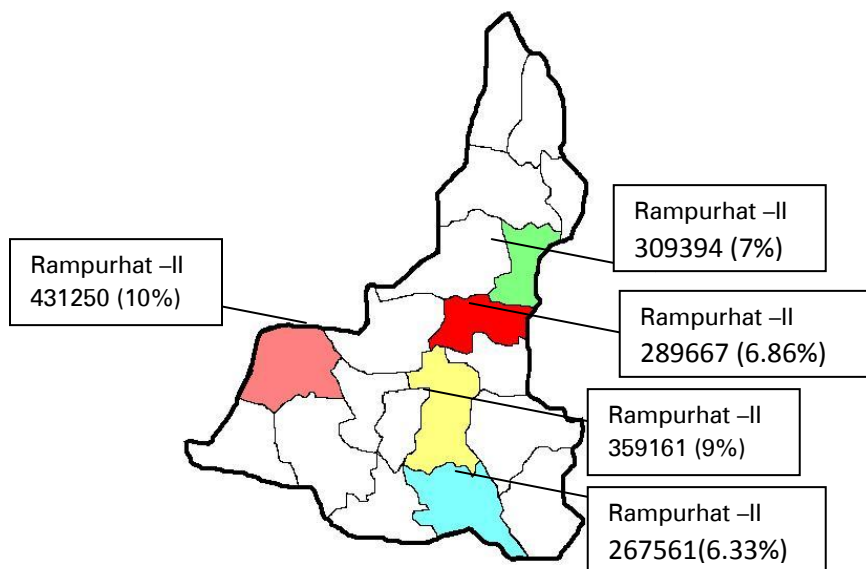
Birbhum accords the 5th position in the state in terms of production of Wheat

■	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 '000MT. % indicated are block production vis-à-vis district production

Sources: Office of Deputy Director of Agriculture, 2009-10

Live stock: Fowl & Duck (For egg production)



Birbhum accords the 3rd position in the state in terms of production of Fowl & Duck

■	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 units. % indicated are block production vis-à-vis district production

Sources: Animal resources department, west Bengal, 2009-10

Major agricultural/ horticultural markets:

Regulated market:

- Bolpur Regulated Market:
- Suri Regulated Market:
- Rampurhat Regulated Market:

Storage facilities:

- Potato storage:
 - 18 cold storage having total capacity 1398602 quintal
- Multipurpose cold storage:

Block	No.	Total capacity (qt)
Baba Biswakarma Multipurpose cold storage	1	108250
Bolpur RMC	1	870

Suri RMC	1	870
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Source: Directorate of Agri Marketing, West Bengal state marketing Board

Chilling plants/ Bulk Milk Cooler:

There are 6 chilling plants/ Bulk Milk Cooler (BMC) in the district. Capacity of the units is given below:

Name of Chilling plant	Capacity (TLPD)
Kotasur (BMC)	4.0
Abadanga (BMC)	0.5
Kurnahar (BMC)	0.5
Jamnabagtar (BMC)	0.5
Mallarpur (BMC)	0.5
Tailapara (BMC)	0.5

Source: West Bengal Co-operative Milk Producers' Federation Limited, 2011

Food Processing Industries:

Till 2006-07, number of food processing units in the district was 395. 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	34	50	42	27	20	173
Small	14	2	8	0	3	27
Total	48	52	50	27	23	200

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	5	7	5	6	4	27
Confectionery/Biscuit	5	3	1	1	0	10
Diary & Milk	2	3	3	1	1	10
Fruits & vegetable processing	0	0	1	0	0	1
Oil	7	0	4	5	3	19
Others	1	2	0	0	1	4
Packaged Drinking Water	0	0	0	0	1	1
Paddy Processing	25	33	22	13	12	105

Poultry, Meat Processing	0	0	1	0	0	1
Snacks/Pasta	2	1	13	1	1	18
Spices	1	3	0	0	0	4
Total	48	52	50	27	23	200

Sources: DIC and I-WIN analysis

Out of all food processing units in the district more than 50% is in Paddy processing.

➤ Employment scenario:

Employment scenario in the food processing industry of the district in the 200 units 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	16	4	72	0	20	37	67	0	41	6	216	47
Confectionery/Biscuit	48	9	23	0	13	5	8	1	0	0	92	15
Diary & Milk	22	0	16	0	23	1	5	1	4	0	70	2
Fruits & vegetable processing	0	0	0	0	10	0	0	0	0	0	10	0
Oil	125	0	0	0	58	0	39	0	30	0	252	0
Others	4	0	34	0	0	0	0	0	6	0	44	0
Packaged Drinking Water	0	0	0	0	0	0	0	0	6	4	6	4
Paddy Processing	583	69	121	53	259	167	135	22	135	18	1233	329
Poultry, Meat Processing	0	0	0	0	0	11	0	0	0	0	0	11
Snacks/Pasta	11	0	0	20	153	157	2	7	7	0	173	184
Spices	5	2	8	0	0	0	0	0	0	0	13	2
Total	814	84	274	73	536	378	256	31	229	28	2109	594

Sources: DIC and I-WIN analysis

It is observed that a total of 2703 people are directly involved in the food processing of the district. It is also observed that out of total people involved 21.98% is female worker.

Food processing units under FSSAI[Erstwhile FPO]:

There are 6 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)	4

Group Name	No. of Units
Synthetic Sweetened Aerated Water(With out Fruit Juice/Pulp) in Pet	1
Preservatives	1

Source: Food Safety and Standards Authority of India Office, eastern region

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

Name of the company	Product
Nairhit Agro Industries	Milk, ghee, paneer, sweets
Aich Agro Industries	Process milk in pouch pack, butter, ghee, cheese
Vinda Basini Oils (P) Ltd.	Rice bran oil

Source: Dept. of C and I, WB, Dlc and I-WIN data

Investment opportunities:

- This is one of the districts where raw material base like fruits and vegetables are not enough strong to create any cost advantage for manufacturing units. However units in micro and small scale can be set up to meet the local demand.
- This district can be developed for rearing of animals like Bengal Black Goat, Cattle which in turn may help to attract related industries in the district.
- Only exception is paddy processing where rice millers can source paddy from adjacent district Burdwan.
- Moreover tradition *Til Khaja* and *Morraba* can be promoted through proper branding as the items produced from the district has accessibility to other districts of West Bengal.