

MALDA

Overall scenario of the district

Malda district is situated in the southern most district & gateway of North Bengal. It is surrounded by seven important districts namely Murshidabad district to the south, North Dinajpur district and South Dinajpur district to the north. To the east is the international border with Bangladesh. To the west is Santhal Parganas of Jharkhand & Purnea of Bihar.

As a result the district has location wise advantages in terms of sourcing of raw materials and marketing of finish products.

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

- ✓ Municipalities -2
- ✓ Blocks - 15

The district ranks 18th in terms of literacy rate and 12th in terms of sex ratio among all other districts of West Bengal.

Malda is well known for its mango production which is exported across the world and is acclaimed internationally. Jute & Silk are the other notable products of this district. Mulberry plantations and mango orchards occupy large areas; mango trade and silk manufacture are the main economic activities.

District Profile:

Population:

According to Census Data (2011), the Total Population of the district is 39,97,970 out of which there are 20,61,593 males (51.56%) & 19,36,377 females (48.43%). Out of a total 640 districts in India, Malda is ranked 58th in terms of population. The population density in the district is 1071 persons per sq km. Some of the major areas in terms of density of population (according to 2001 census) are:

- Kaliachak-I (2951 persons per sq. km),
- Gazole (574 persons per sq. km),
- Kaliachak-III (1093 persons per sq. km),
- English Bazar (11846 persons per sq. km),
- Ratua-I (943 persons per sq. km)

Other major settlements in the district (in terms of total number of population) are English Bazar, Old Malda, Kendua, Aiho & Kachu Pukur.

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

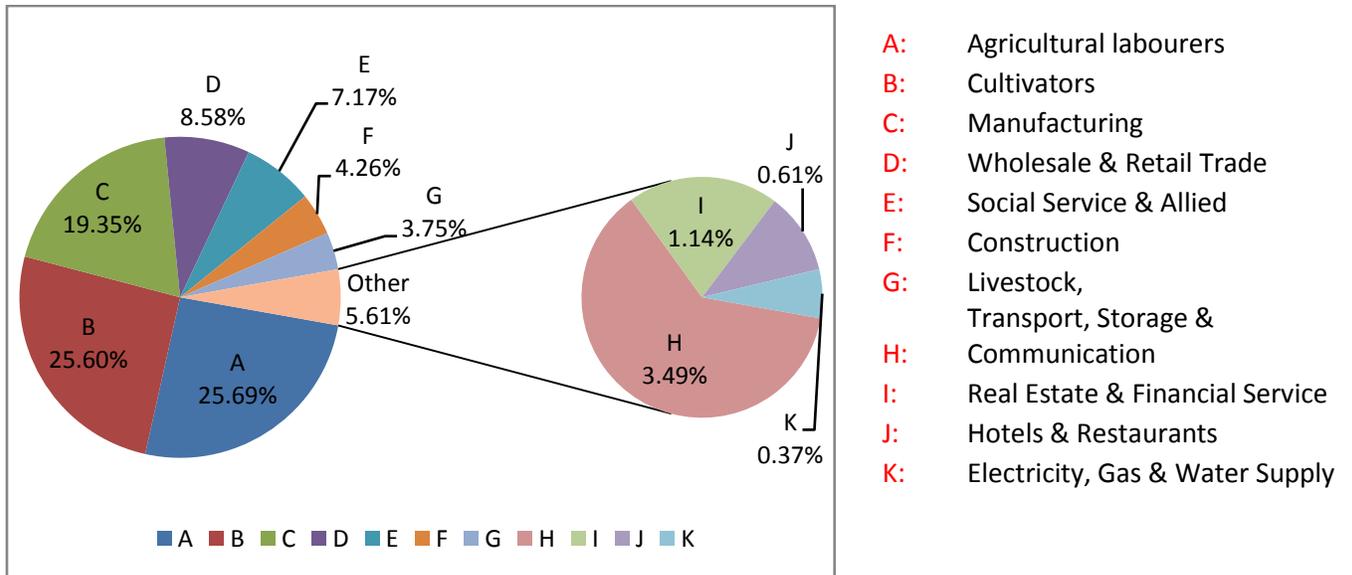
Age group	% of total population
0-4	13.05
05-24	45.03
25-59	36.50
60 and above	5.24

Source: District Statistical Handbook, 2009

Around 1.58% total population, 32,90,468 (2001) living in the district are from outside of West Bengal, among them, notable states are:

- ✓ Bihar,
- ✓ Uttar Pradesh,
- ✓ Jharkhand
- ✓ Assam

Work force constitutes 29.19% of total population and the distribution of the same is as follows:



Source: Census Data, 2001

The per capita income in the district was found out to be Rs 18643/- during the year 2003-04.

Infrastructure:

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

Road ways:

- National Highway: NH 34
 - Lane: 2
 - Length of NH within the district: 69.5 KM
 - Connected other states: The highway runs through the state of West Bengal and is a major link with the North Eastern States.
 - Connected other districts: N-24 Parganas, Nadia, Murshidabad, Uttar Dinajpur
 - Blocks on the NH: Kaliachak, English Bazar, Gazole.

- National Highway: NH 81 (Malda is originating point of this NH)
 - Lane: 2
 - Length of NH within the district: 61 KM
 - Connected other states: Kora of Bihar
 - Blocks on the NH:

- State Highway (SH):
 - 1 SH
 - SH-10 connecting Malda, English Bazar, Manikchak, Ratua, Samsi, Gazole (via NH-81).

Source: West Bengal Public Works' Department

Railway:

Malda Town is one of the busiest stations under Eastern Rail ways. All the North Bengal and North Eastern bound mail/ express trains passes through this station. More over some passengers' train towards Katihar of Bihar originate from this station.

Land Custom Station:

Mehadipur, a notified Land Custom stations is situated in this district. This station plays a vital role for trading with Bangladesh.

Other social infrastructure:

- Technical Education:
 - Engineering College: 01
 - Polytechnics: 01
 - ITI: 01
- Health:
 - Standard health network like district hospital, block hospitals and Private nursing home/clinics are observed
- Entertainment:
 - Standard cinema halls are observed.

Source: District Statistical Handbook, 2009

- Banking Infrastructure:
 - Lead Bank - UBI Bank and following are the other banks found in the district

Name of Bank	No. of Branches
SBI	32
Allahabad	14
UBI	29
UCO	7
CBI	8
Union Bank of India	2
Bank of India	5
PNB	2

Sources: Individual bank's website

Power Infrastructure:

Supply Stations (SS) are:

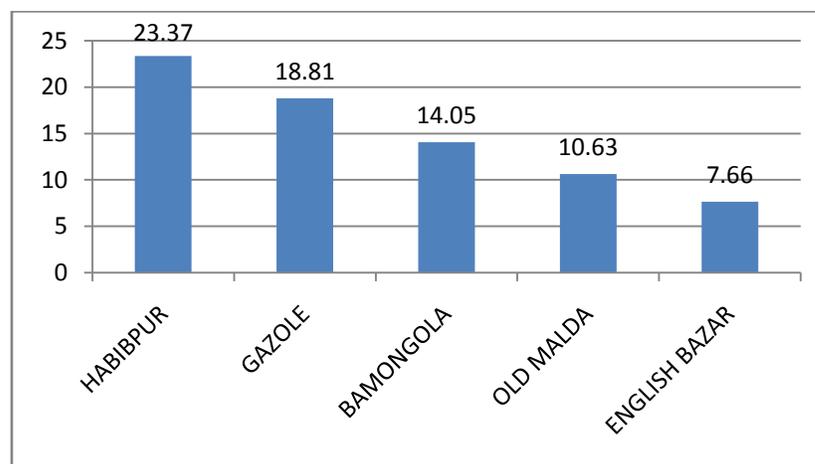
Sl. No	SS name	Capacity (KVA)
1	Malda(PG)	400
2	Malda	132
3	Samsi	132
4	Kejhuria	132

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.

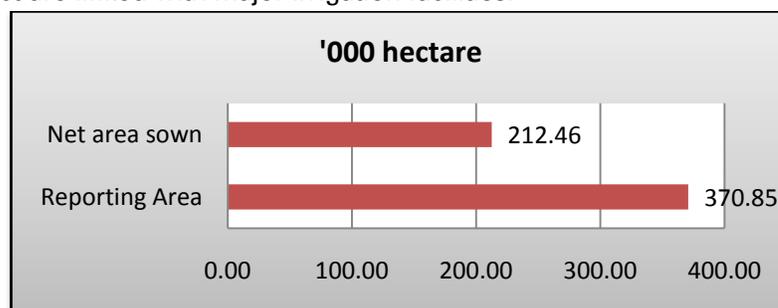
Blocks with average depth of ground water more than 7 meters during April, 2011 are:



Source: State Water Investigation Directorate

Agriculture & Horticulture:

Reporting area in the district is 370850 hectare. Net sown area is 57.29% of total reporting area. All the blocks of the district are linked with major irrigation facilities.



Source: District Statistical Handbook, 2009

Agriculture, Horticulture and Livestock production:

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

Malda	Crops/ Veg/ Fruits/ livestock	Rank in the state	Production, 000' MT	% to states' production
Agricultural produce	Sugarcane	1st	212.80	21.26
	Cereals	3rd	150.75	12.05
	Pulses	3rd	23.79	15.81
	Rapeseed & Mustard	5th	38.38	8.66
Vegetables	Brinjal	3rd	210.55	7.30
Fruits	Mango	1st	196.00	31.60
	Litchi	2nd	9.40	11.04
	Sapota	4th	2.80	6.40
Live stock product	Goat	4th	975506(No)	6.47
	Pig	5th	60793 (No)	7.46

Source: Evaluation Wing, Directorate of Agriculture GoWB 2009-10, Bureau of Applied Economics & Statistics, 2009
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

Tomato
Cabbage
Onion
Cauliflower

FRUITS

Guava

Major agricultural/ horticultural markets:

Regulated market:

- Samsi Regulated Market
- English Bazar Regulated Market, famous for Mango and Litchi

Source: West Bengal State Marketing Board

Storage facilities:

- Potato storage:
 - 3 cold storage having total capacity 250424 quintal
- Multipurpose cold storage:

Block	No.	Total capacity (qt)
Harishchandrapur	1	36854
English Bazar	1	50000
Old Malda	1	32480
Samsi RMC (U/C)	1	870
Tulsihata PMY (U/C)	1	870
English Bazar RMC (U/C)	1	870

Source: Directorate of Agri Marketing & West Bengal State Marketing Board

Food Park: Malda Food Park

- Total land : 38.12 acre
- Land allotable: 28.62 acre
- Land Allotted: 22.19 acre
- Few of major land holders: Metro Dairy, Rose Valley
- Lease rate: Rs.16.40 Lakh/ Acre
- Situated just beside NH-34

Source: I-Win Analysis & FPI&HC, GoWB

Growth Centre: WBIIDC Growth Centre

- 350 km from Kolkata, well connected by road (NH-34) & train.
- Phase- I
 - Total Area- 164 acres
 - Allotable Land- 149 acres
 - Alloted Land- 148.5 acres
 - Operating unit- IOC Bottling Plant, Sukhjit Starch Industries, Phoenix Cold Storage
- Phase-II (Just opposite to Phase -I)
 - Total Area – 89 acres already acquired
 - Alloted Land- 88 acres.

Source: WBIIDC

Chilling plants/ Bulk Milk Cooler:

There are 4 chilling plants/ Bulk Milk Cooler (BMC) in the district. Capacity of the units is given below:

Name of Chilling plant	No	Capacity (TLPD)
English Bazar (BMC)	2	6.0

Name of Chilling plant	No	Capacity (TLPD)
Bamongola (BMC)	1	3.0
Kaliachak I	1	3.0

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

Food Processing Industries:

Around 654 units found marketing their products in different markets of the district.

Sector	No. of units
Fruits & vegetable processing	31
Cereals & Pulses Processing	190
Confectionery/Biscuit	121
Snacks/Pasta	21
Oil	59
Spices	8
Paddy Processing	40
Diary & Milk	42
Soft Drinks	0
Ice Candy	12
Fish Processing	0
Poultry, Meat Processing	0
Others	130
Total	654

Source: I-WIN survey & DIC

Food processing 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)	1

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

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

Name of the company	Product
Sukhjit Starch Industries	Maize Starch, Maize Oil
Pancham Maketiers Pvt Ltd	Vegetable Oil

Source: DIC and I-WIN data

Investment opportunities:

- The district has strong raw material base in Mango, Litchi, Muskalai, Sugarcane, Makhana. Among all the varieties of Mango available in Malda, Ashini, Fazli are famous as processable varieties. Dabur is also taking Himsagar, known as table variety for processing purpose. They are collecting mature green mango from orchards of Malda to reduce the transportation loss.
- Hence an automated mango processing unit can be set up in the district supported by aseptic packaging facilities.
- Moreover unit operating in Malda and doing marketing in North Bengal and North Eastern states has a transportation cost advantage of Rs.15/- per crate compare to that of a unit in Kolkata.
- In the small and micro scale numbers of mechanized unit can be set up for production of mango paper, bari from pulses (Kalai), Makhana,
- A 75 acre of land, just opposite to Malda Growth Center has been transferred to Reliance Industries 4 years back. This land still lying unused. Attention may be paid for better utilization of the land.