

PURBA MEDINIPORE

Overall scenario of the district

Purba Medinipore is the southernmost district of West Bengal. Paschim Medinipur lies at the northern and western border of it. The state of Orissa is at the south-west border whereas the Bay of Bengal lies in the south. The Hooghly river and South 24 Parganas district is at the east and Howrah district is at the north-east.

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

- ✓ Subdivisions -4
- ✓ Municipalities -5
- ✓ Blocks - 25

The district ranks 1st in terms of literacy rate and 17th in terms of sex ratio among all other districts of West Bengal.

District Profile:

Population:

According to Census Data (2011), the Total Population of the district is 50,94,238 out of which there are 26,31,094 males (51.64%) & 24,63,144 females (48.36%). Out of a total 640 districts in India, Purba Medinipore is ranked 20th in terms of population. The population density in the district is 1076 persons per sq km. One notable point is that during 1991 to 2001 percentage of urban population has increased from 6.59% to 8.29% of total population.

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

- Contai (M) (5440 persons per sq. km),
- Tamluk (M) (4244 persons per sq. km),
- Sahid Matangini (1802 persons per sq. km),
- Kolaghat (Panskura II) (1737 persons per sq. km),
- Tamluk (1655 persons per sq. km)

Other major settlements in the district (in terms of total number of population) are Haldia, Egra.

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

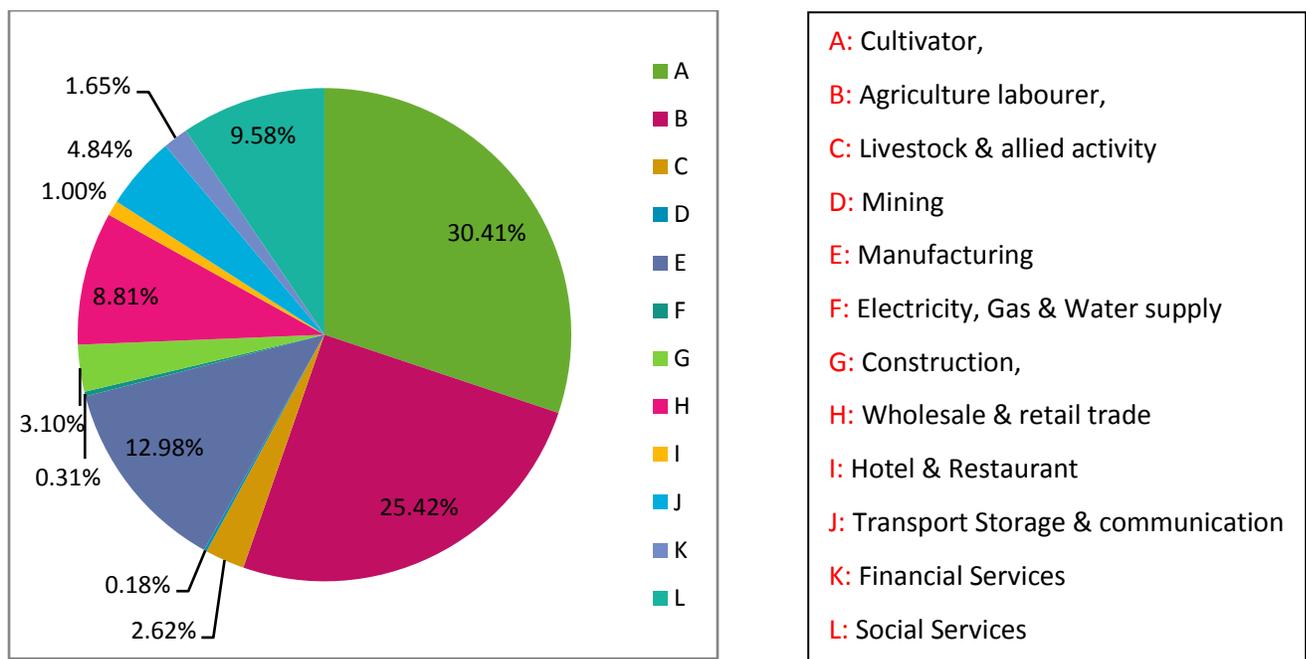
Age group	% of total population
0-4	9.55
05-24	42.98
25-59	40.15
60 and above	7.25

Source: Census, 2001

Considering both Medinipore East & West around 1.22% total population, 96,10,788 (2001) living in the district are from outside of West Bengal, among them, notable states are:

- ✓ Orissa,
- ✓ Jharkhand,
- ✓ Bihar,
- ✓ Uttar Pradesh

Work force constitutes 26.16% of total population and the distribution of the same is as follows:



The per capita income in the combined Medinipore East & West district was found out to be Rs 20914/- during the year 2003-04.

Infrastructure:

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

Road ways:

- National Highway: NH 6, NH 41
 - ❖ NH 6
 - Lane: 4
 - Length of NH within the district: 16.47 KM

- Connected other states: The highway touches the cities of Surat in Gujarat, Dhule, Amravati, and Nagpur in Maharashtra, Durg and Raipur in Chhattisgarh, Sambalpur in Orissa and Kharagpur, Kolaghat, Howrah and Kolkata in West Bengal.
- Connected other districts: Medinipur(W), Howrah, Kolkata
- Blocks on the NH: Debra, Panskura, Kolaghat.

- ❖ NH 41
 - Lane: 4 lane work is under progress.
 - Runs entirely within West Bengal
 - Length of NH within the district: 52.7 KM
 - Connects Kolaghat of East Medinipore with Haldia of East Medinipore.
 - Blocks on the NH: Tamluk, Mahishdal, Sutahat, Haldia.

- State Highway (SH):
 - 2 SHs
 - SH-4 connects the district with Bankura, Purulia and West medinipore
 - SH-5 connects the district with Burdwan, Bankura, Purulia and West medinipore

Source: West Bengal Public Works' Department

Railway:

Various local and express trains from Howrah railway station connects various rail stations of the district.

Other social infrastructure:

- Technical Education:
 - Engineering College: 02
 - Polytechnics: 02
 - ITI: 01
- Health:
 - Standard health network like district hospital, block hospitals and Private nursing home/clinics are observed
- Entertainment:
 - Standard cinema halls and parks 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
PNB	70
SBI	55
UBI	51
Allahabad	20
BOI	09
CBI	07
Axis	06
Syndicate Bank	04
Indian Bank	04
ICICI	04
HDFC	04
UCO	04
IDBI	03
Union Bank of India	03
Canara Bank	02
IOB	02
BOB	02
Total	250

Sources: Individual bank's website

Power Infrastructure:

Power Generation station:

Power station	Installed Capacity (MW)	Available capacity (MW)
Kolaghat Thermal Power Station	450	450

Supply Stations (SS) are:

Sl. No	SS name	Capacity (KVA)
1	Kolaghat	400
2	New Haldia	220
3	Tamluk	132
4	Egra	132
5	Contai	132
6	Kolaghat	132
7	Tata Power	132

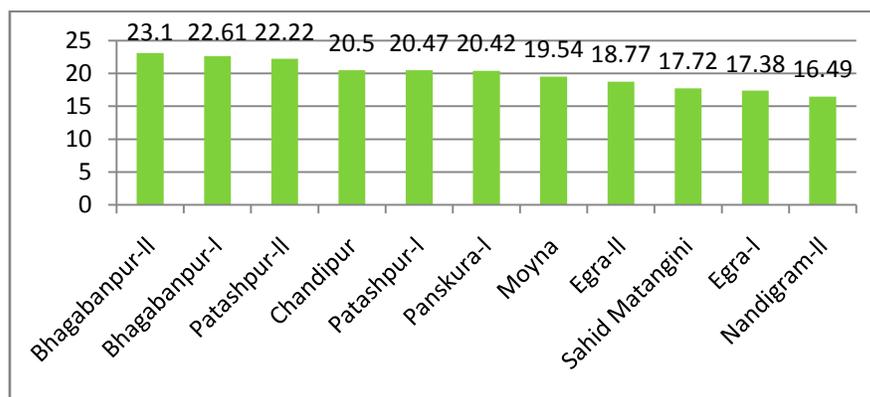
8	Haldia	132
	Total	1412

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.

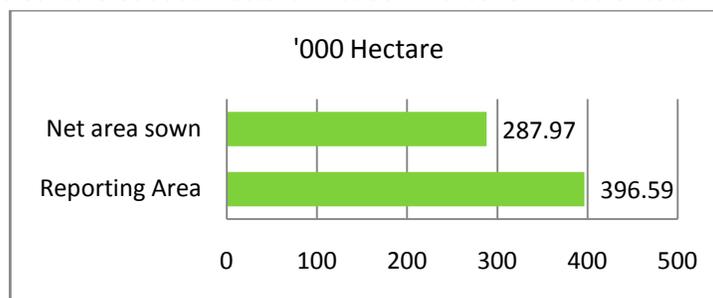
Blocks with average depth of ground water more than 16.14 meters during April, 2011 are:



Source: State Water Investigation Directorate

Agriculture & Horticulture:

Reporting area in the district is 396590 hectare. Net sown area is 72.6% of total reporting area.



Source: District Statistical Handbook, 2009

Agriculture, Horticulture and Livestock production:

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

Purba Medinipore	Crops/ Veg/ Fruits/ livestock	Rank in the state	Production, 000' MT	% to states' production
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Agriculture	Paddy	4th	1557.184	7.24
	Groundnut	2nd	25.174	22.27
Horticulture	Sapota	2nd	9.55	21.91
Livestock	Cattle	4th	1406262 no.	7.33
Pisciculture	Fish	2nd	108.778	13.02

Source:

Evaluation Wing, Directorate of Agriculture GoWB 2009-10, Bureau of Applied Economics & Statistics, Livestock Population Handbook 2009, WBSFPI and horticulture. Animal Resources development dept. WB.

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

VEGETABLES

Brinjal

FRUITS

Water melon

Mango

Banana

Papaya

Guava

Agriculture Produce, Horticulture and Livestock production:➤ **Paddy:**

Top five growing blocks with their growing share in% viv-a-vis total production in the district:

Block	Production (000' MT)	% of district's production
Egra-I	149.985	8.14
Panskura-I	131.302	7.12
Potashpur-I	126.731	6.88
Bhagwanpur-II	105.899	5.75
Moyna	104.924	5.69

Source: Dept. of food processing industries and horticulture

Cattle:

Top five blocks in terms of number of cattle:

Block	No. of animal	% of district's production
Panskura-I	124436	8.85
Potashpur-II	71445	5.08
Bhagwanpur-I	70997	5.05

Egra-I	67849	4.82
Potashpur-I	66359	4.72

Source: Animal resources development dept, 2009

Fish:

Top five blocks in terms of number of fish:

Block	Production (in '000 MT)	% of district's production
Chandipur	7.328	6.76
Bhagwanpur-II	7.016	6.48
Dishapran	6.415	5.92
Nandigram-I	6.292	5.81
Contai-III	5.818	5.37

Source: Animal resources development dept, 2009

There are various types of fin fish, prawn, mullets and shrimp are available in the district.

Related infrastructure:

- Research station:

Name	Location	Area in acre
Kajlagarh Horticulture Development Farm	kajlagarh	4.38
State Horticulture Research		

Major agricultural/ horticultural markets:

Regulated market:

- Tamluk Regulated Market
- Egra Regulated Market

Storage facilities:

- Potato storage:
 - 1 cold storage having capacity of 99000 quintal

Chilling Plants/ Bulk Milk Cooler:

There are 3 chilling plants/ Bulk Milk Cooler (BMC) in the district. Capacity of the units are given below:

Name of the Chilling plant	Location	Capacity (TLPD)
Kolaghat	Kolaghat	10.0
Kolaghat (BMC)	Kolaghat	5.0
Jagannathpur (BMC)	Jagannathpur	0.5

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

Industrial Park: Haldia Industrial Growth Park

- Total land : 120 acre
- Allotable land : 100 acres
- Already allotted : 100 acres
- Location: Within Haldia Port trust's area.
- 140 km. from Kolkata by road.
- Operating unit: Excide Industries Ltd., Ruchi Soya Industries, Petro-Carbon Chemicals.
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Food Processing Industries:

Till 2006-07, number of food processing units in the undivided Medinipore district was 719. New units registered in East Medinipore 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	221	108	93	73	113	608
Small	1	4	3	2	3	13
Total	222	112	96	75	116	621

Source: Dlc and I-WIN data

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	12	5	7	2	8	34
Confectionery/Biscuit	12	7	0	1	4	24
Diary & Milk	8	5	4	6	2	25
Fish Processing	2	1	0	0	0	3
Fruits & vegetable processing	1	0	1	0	1	3
Oil	10	8	6	2	1	27
Others	9	7	8	5	6	35
Packaged Drinking Water	0	1	0	0	1	2
Paddy Processing	111	62	52	37	56	318
Snacks/Pasta	49	16	15	19	33	132

Soft Drinks	0	0	1	0	0	1
Spices	8	0	2	3	4	17
Total	222	112	96	75	116	621

Source: DIC and I-WIN data

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	76	0	22	0	92	0	4	0	100	0	294	0
Confectionery/Biscuit	113	0	89	0	0	0	10	0	55	0	267	0
Diary & Milk	24	0	16	0	25	0	33	0	11	0	109	0
Fish Processing	17	0	27	0	0	0	0	0	0	0	44	0
Fruits & vegetable processing	3	0	0	0	3	1	0	0	6	0	12	1
Oil	75	0	37	0	28	0	10	0	9	0	159	0
Others	32	0	32	0	43	0	25	0	23	0	155	0
Packaged Drinking Water	0	0	7	0	0	0	0	0	10	0	17	0
Paddy Processing	330	0	265	0	208	22	190	13	148	12	1141	47
Snacks/Pasta	1063	0	257	0	124	130	138	201	311	384	1893	715
Soft Drinks	0	0	0	0	2	0	0	0	0	0	2	0
Spices	29	0	0	0	7	0	14	0	23	5	73	5
Total	1762	0	752	0	532	153	424	214	696	401	4166	768

Source: DIC and I-WIN data

Hence a total of 4934 people are directly involved in the food processing industry for their livelihoods. Out of which 15.57% is female worker.

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

Name of the company	Product
Shree Renuka Sugars Ltd	Refined sugar, molasses
Adani Wilmar Ltd	Refined veg oil(veg oils & fat)
Emami Biotech Ltd.	Vegetable oils & fats
Ruchi Soya Industries Ltd.	Vanaspati ghee
Gokul Refoils & Solvent Ltd.	Refined soyabean oil/palmoline inter esterified non hydro fat
K S Oil Limited	Refined edible oil fatty acid hydro generated vegetable oil
Shree Madhav Edible Products Pvt Ltd	Hydro generated vegetables
Agrani International Pvt. Ltd	Potato starch

Source: DIC and I-WIN data and dept. of C & I

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
Pickles Group, Jam group, Tomato Sauce, Squash Gr. RTSB with fruit pulp	3

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

Investment opportunities:

- A fish park is suggested to set up the district.
- Cold storage for Sea fish preservation
- The fish park like Chakgaria may house 10-15 fish processing unit.
- A high end cashew processing unit can be set up targeting premier customer of the nation.