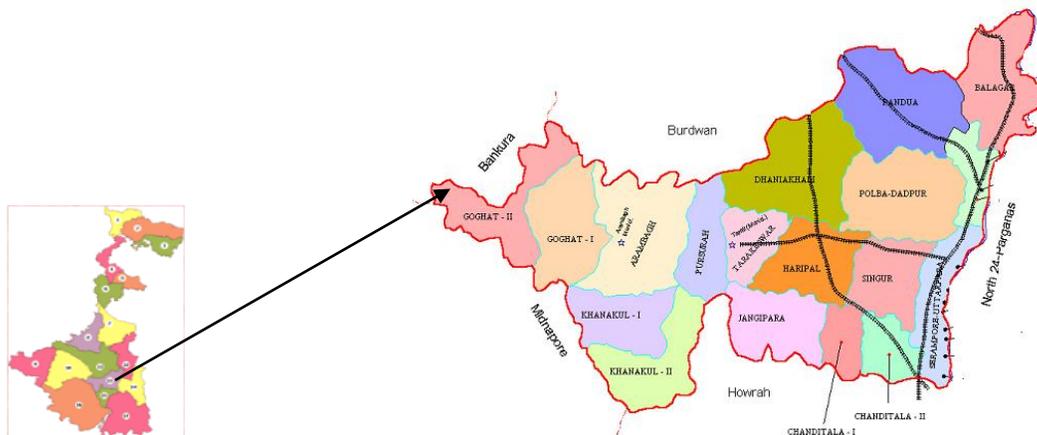


## HOOGHLY

### Overall scenario of the district

Hooghly district is situated in the central point of south Bengal. It is surrounded by seven important districts namely Medinipore, Howrah, Kolkata, North 24 Parganas, Nadia, Burdwan and Bankura



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

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

- ✓ Municipalities -12
- ✓ Municipal corporation -1
- ✓ Blocks - 18

The district ranks 5<sup>th</sup> in terms of literacy rate and 3<sup>rd</sup> in terms of sex ratio among all other districts of West Bengal.

Hooghly is one of the major potato producing districts in the state of West Bengal. The district is a completely flat land with no place having more than an elevation of 200 meters. The River Hooghly borders it to the east. Another major river is 'Damodar'. Availability of irrigated land is blazing for the district.

### District Profile:

#### Population:

According to Census Data (2011), the Total Population of the district is 55,20,389 out of which there are 28,19,100 males (51.02%) & 27,01,289 females (48.93%). Out of a total 640 districts in India, Hooghly is ranked 16<sup>th</sup> in terms of population. The population density in the district is 1753 persons per sq km. One notable point is that during 1991 to 2001 percentage of urban population has increased from 15.00% to 33.47% of total population.

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

- Rishra(M) (17485 persons per sq. km),
- Bhadreswar(M) (16369 persons per sq. km),

- Konnagar(M) (16330 persons per sq. km),
- Champdani(M) (15958 persons per sq. km),
- Baidyabati(M) (13717 persons per sq. km)

Other major settlements in the district (in terms of total number of population) are Chinsurah, Serampur, Chandannagar, Uttarpara, Bansberia.

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

Age group	% of total population
<b>0-4</b>	<b>9.85</b>
<b>05-24</b>	<b>43.35</b>
<b>25-59</b>	<b>39.87</b>
<b>60 and above</b>	<b>6.45</b>

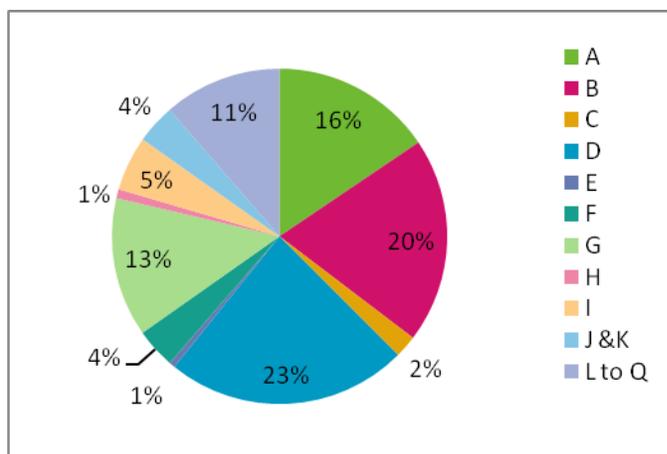
Source: District Statistical Handbook, 2009

Age group of 05-24, primarily casted as the young and dynamic working group is available in good proportion in the district. This in turn would be the target group for investor with reference to their products.

Around 4% total population, 50,41,976 (2001) living in the district are from outside of West Bengal, among them, notable states are:

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

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



- A: Cultivator,
- B: Agriculture labourer,
- C: Livestock, Fishery Hunting & forestry,
- D: Manufacturing,
- E: Electricity, Gas & Water supply,
- F: Construction,
- G: Wholesale & retail trade,
- H: Hotel & Restaurant,
- I: Transport Storage & communication

Source: Census Data, 2001

The per capita income in the district was found out to be Rs 22398/- during the year 2003-04. Significant proportion of the population depends on agriculture for their livelihood.

**Infrastructure:**

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

**Road ways:**

- National Highway: NH 2
  - Lane: 4
  - Length of NH within the district: 55 KM
  - Connected other states: The highway touches the cities of Faridabad in Haryana, Mathura, Agra, Etawah, Bhoganipur, Kanpur, Allahabad, Varanasi, Mughalsarai in Uttar Pradesh, Mohania, Sasaram, Dehri-on-sona, and Aurangabad in Bihar, Barhi, Dhanbad in Jharkhand and Asansol, Durgapur, Burdwan, Kolkata in West Bengal.
  - Connected other districts: Howrah, Burdwan, N-24 Parganas
  - Blocks on the NH: Chanditala-I, Chanditala-II, Singur, Mogra-Chinsura, Pandua,
  - Connecting with other major settlements like: Burdwan, Durgapur, Ranijang, Asansol, Barakar
- State Highway (SH):
  - 5 SHs
    - SH-2 connecting North 24 Parganas and Bankura
    - SH-6 Burdwan and Birbhum
    - SH-7 Burdwan, Birbhum, Murshidabad and West Medinapur
    - SH-13 connecting Burdwan
    - SH-15 connecting Howrah & Burdwan

Source: West Bengal Public Works' Department



**Railway:**

Following four rail routes, connecting 69 railway stations have passed through the district and

- Eastern Railway Howrah-Burdwan main line
- Howrah-Burdwan cord line
- Howrah-Tarakeswar main line
- Howrah-Katwa main line

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

**Water ways:**

Water ways services are available only for human transportation on river Hooghly. Some of the regular ferry services are observed in the route of

- Chinsurah – Naihati
- Chandannagar – Jagaddal
- Bhadeshwar – Shyamnagar
- Srirampore – Barrackpore
- Dunlop Ghat - Bag more

The district is well networked with other parts of the state and also other major cities of the country.

Sources: I-Win Survey

**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:
  - Standard cinema halls and one park under KMDA in Chandannagar are observed.  
*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

Name of Bank	No. of Branches
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

Basic social infrastructure such as education, health, financial institutions are available in the district to support the investor requirements

### Power Infrastructure:

The following table depicts the major power suppliers in the district-

Name of Power Providers	Areas Served
Bandel Thermal Power Station in Tribeni under Calcutta Electricity Supply Corporation [CESC]	Serampore, Seoraphuli, Uttarpara, Baidyabati, Mankundu, Bhadreswar and some part of Rishra
D.V.C [Under State Elec. Board] Area	Area of Haripal and Singur Thana
Singur-Haripal Electricity Co-operative Area	Dhaniakhali and its surrounding areas
West Bengal State Electricity Board [WBSEB] Area	Total area of Hooghly District except above areas.

Source: Office of District Magistrate, Hooghly

### Power Generation station:

Power station	Installed Capacity (MW)	Available capacity (MW)
<b>Bandel Thermal Power Station</b>	450	450

### Supply Stations (SS) are:

Sl. No	SS name	Capacity (KVA)
1	Arambagh	400
2	Singur	220
3	Rishra	220
4	Tarakeswar	132
5	Belmuri	132
6	Khanyan	132
7	Adisaptagram	132
8	Bighati	132

<b>9</b>	Jangipara	132
<b>10</b>	Chanditala	132

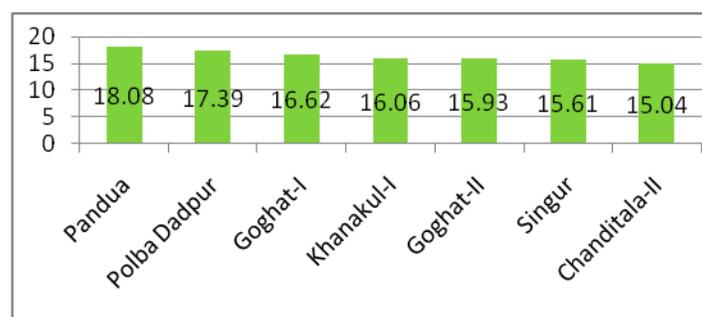
Source: West Bengal State Electricity Transmission Company Limited

Power is sufficiently available and has a good network. So, new food processing units can be set up anywhere in the district.

### Ground water:

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

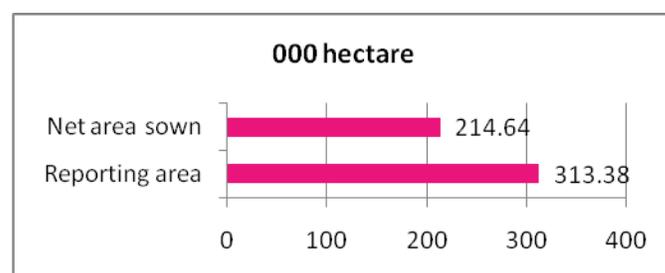
Blocks with average depth of ground water more than 15 meters during April, 2011 are:



Source: State Water Investigation Directorate

### Agriculture & Horticulture:

Reporting area in the district is 313380 hectare. Net sown area is 68.5% of total reporting area. Hence the district is rich in agricultural production. 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:

Hooghly	Crops/ Veg/ Fruits/ livestock	Rank in the state	Production, 000' MT	% to states' production
<b>Agricultural</b>	Potato	1st	3434.46	24.82

<b>produce</b>	Til (Sesamum)	2nd	21.70	14.17
	Groundnut	3rd	17.88	15.82
<b>Vegetables</b>	Onion	1st	57.21	19.20
	Beans	4th	3.47	09.00
<b>Fruits</b>	Banana	3rd	101.75	10.07
	Mango	5th	39.00	06.29
<b>Live stock product</b>	Bovine milk	3rd	461.55	10.65
	Duck	5th	890064 (No)	07.39

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

**FRUITS**

Litchi  
Water melon  
Papaya

**VEGETABLES**

Ladies Finger  
Peas  
Elephant foods  
Cauliflower

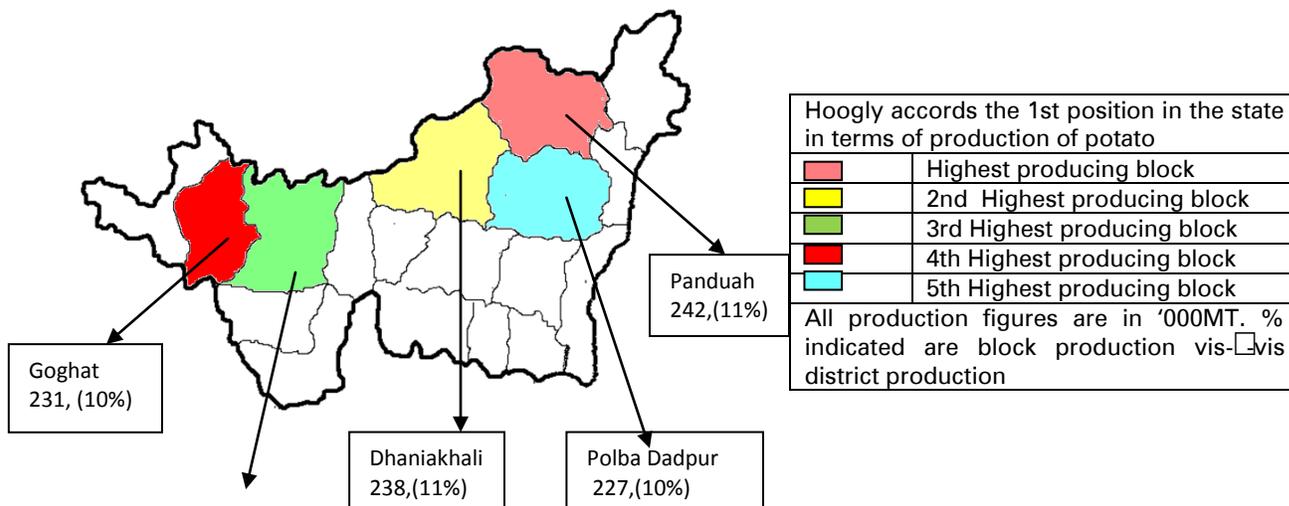
**Other major producer of:**

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

**Agricultural produce:**

➤ **Potato:**

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



Arambagh  
236,(10%)

Major varieties grown in the district:

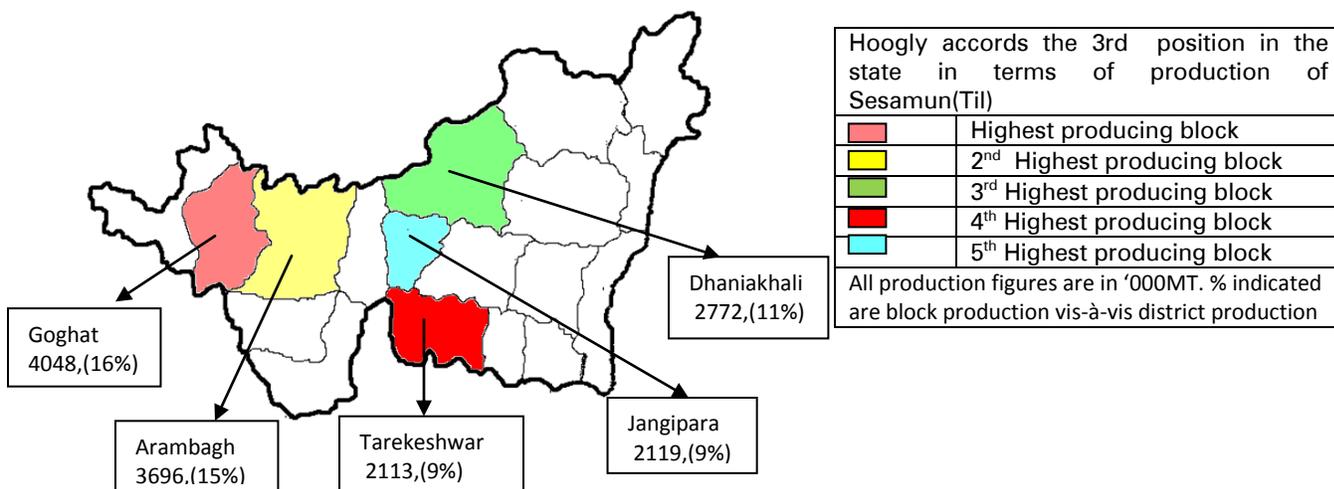
- Khupri Jyoti
- Khupri Chandramukhi
- Khupri Pokhraj
- Khupri Ashoka
- Atlanta,
- Chipsona- I & II

Atlanta, Chipsona I & II are used for processing purpose.

Sources: Evaluation Wing, Directorate of Agriculture, 2011-12, Office of Deputy Director of Agriculture, Hooghly

➤ **Til (Sesamum):**

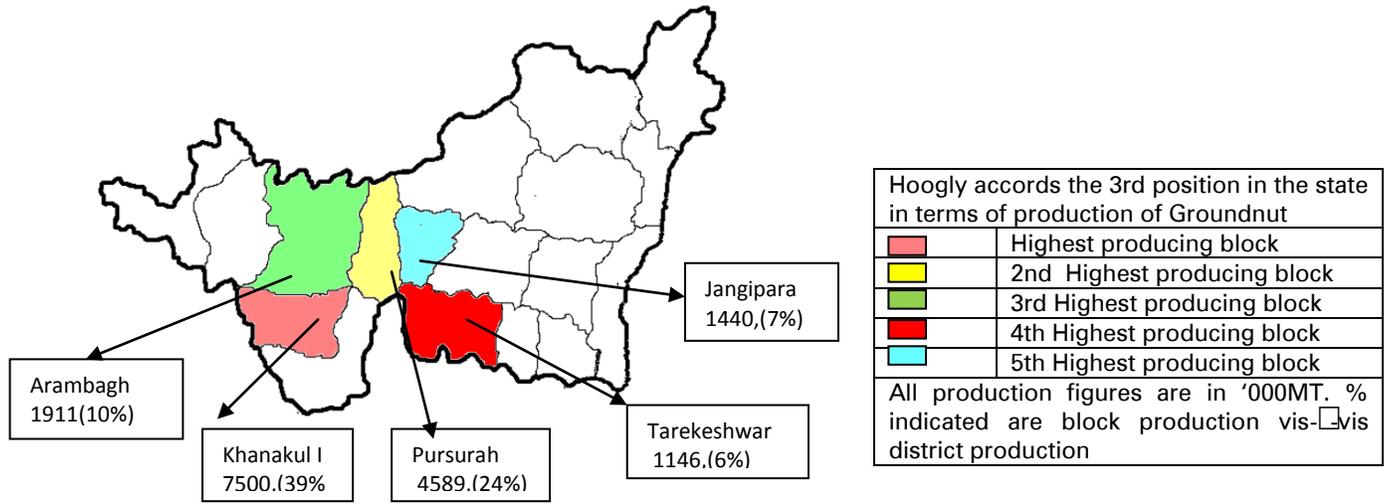
Top five growing blocks with their growing share in% viv-a-vis total production in the district:



Sources: Evaluation Wing, Directorate of Agriculture, 2010-11, Office of Deputy Director of Agriculture, Hooghly

➤ **Groundnut:**

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



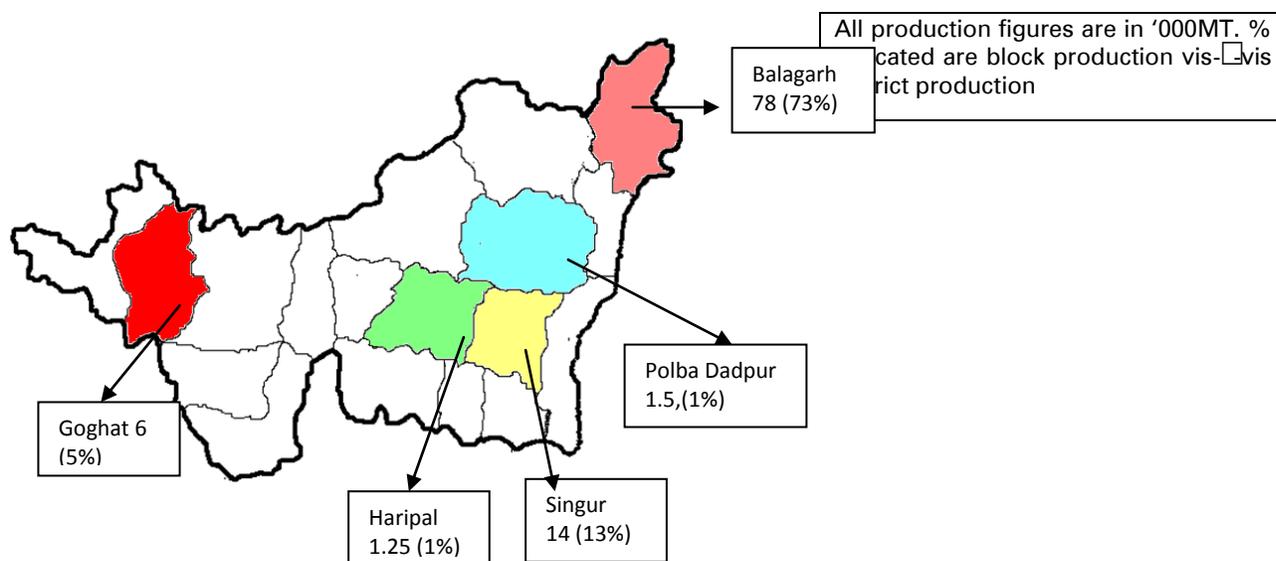
Sources: Evaluation Wing, Directorate of Agriculture, 2010-11, Office of Deputy Director of Agriculture, Hooghly

**Vegetables:**

➤ **Onion:**

Top five growing blocks:

Hooghly accords the 1st position in the state in terms of production of Onion	
<span style="color: red;">■</span>	Highest producing block
<span style="color: yellow;">■</span>	2nd Highest producing block
<span style="color: red;">■</span>	3rd Highest producing block
<span style="color: cyan;">■</span>	4th Highest producing block
<span style="color: green;">■</span>	5th Highest producing block



Sources: Office of Deputy Director of Agriculture, Hooghly, 2010-11

Major variety:

- Sukhsagar

➤ **Beans:**

Major producing blocks: Dhaniakhali, Arambagh, Chanditala-II, Balagarh, Haripal

**Fruits:**

➤ **Banana:**

Top five growing blocks:

Block	Production (000' MT)	% of district's production
Singur	17.01	46.72
Balagarh	3.18	8.74
Chinsurah-Mogra	2.42	6.65
Polba-Dadpur	1.94	5.34
Pandua	1.37	3.76

Major varieties:

- Kanthali
- Champa
- Singapuri

Sources: District Horticulture Office, Hooghly, 2009-10

➤ **Mango:**

Top five growing blocks:

Block	Production	% of district's
-------	------------	-----------------

	(000' MT)	production
<b>Chinsurah-Mogra</b>	6.92	25.63
<b>Balaragh</b>	3.26	12.06
<b>Pandua</b>	3.25	12.05
<b>Goghat</b>	3.25	12.03

Major varieties:

- Himsagar
- Langra
- Amrapali

Sources: District Horticulture Office, Hooghly, 2009-10

### Bovine Milk:

Top five blocks in terms of bovine population:

Block	No. of animal	% of district's production
<b>Arambagh</b>	95437	9.62
<b>Goghat-I</b>	84122	8.48
<b>Goghat-II</b>	83382	8.40
<b>Polba-Dadpur</b>	80700	8.13
<b>Dhaniakhali</b>	70204	7.08

Sources: Animal Resources Development Department, GoWB, 2009

### Duck:

Top five blocks in terms of number of duck:

Block	No. of animal	% of district's production
<b>Goghat-I</b>	101203	11.37
<b>Goghat-II</b>	85432	9.60
<b>Polba-Dadpur</b>	84333	9.47
<b>Arambagh</b>	80986	9.10
<b>Dhaniakhali</b>	78045	8.77

Sources: Animal Resources Development Department, GoWB, 2009

## Fish:

Fish occupies the 7<sup>th</sup> position in terms of production in the state. Although it does not feature in the first five, it represents a potential area in terms of investments. Sweet water fish is largely available in the entire district.

Top five blocks in terms of total production in the state:

Block	Quantity Ton	% of district's production
Singur	4875	7.80
Arambagh	4520	7.30
Pursurah	3957	6.38
Sreerampore-Uttarpara	3925	6.32
Polba-Dadpur	3815	6.15

Office of Asst. Director of Fisheries, Hooghly, 2011-12

## Related infrastructure:

- Research station:

Name	Location	Area in acre
Chinsurah Horticulture Research and Development Station	Chinsurah	25.00
Chandannagar Horticulture Development Farm	Chandannagar	6.95
Rice Research Station	Chinsurah	25.00

Source: FPI & H Dept, GoWB

## Major agricultural/ horticultural markets:

Regulated market:

- Sheoraphuli Regulated Market: Famous for vegetables arrival
- Pandua Regulated Market: Famous for Potato
- Champadanga Regulated Market: Famous for vegetables
- Other wholesale vegetable markets: Gatu, Tarakeswar, Chanditala
- Banana market: Boubazar, Chandannagar
- Mango market: Boubazar, Chandannagar
- Fish market: Srirampur, Chandannagar, Pandua
- Cattle market: Pandua

Source: I-Win Survey

## Storage facilities:

- Potato storage:

- 130 cold storage having total capacity 16606326 quintal
- Onion storage:
  - In Balagarh block a farmer has set up a onion storage facility at a very cheaper cost
  - Total cost: 2.5 Lakh
  - Land area: 1000 sqft
  - Capacity: 480 qt.
  - Up-coming project: A foreign joint venture company has shown interest to set up a onion storage facility in Pandua block over 27-28 acre land
- Multipurpose cold storage:

Block	No.	Total capacity (qt)
Srirampur-Uttarpara	2	51415
Chanditala	1	200000 (Lt)
Jangipara	1	22000
Polba-Dadpur	1	459472

*Source: West Bengal State Marketing Board, Dept. of Agri Marketing, I-Win Survey*

- **Up coming project:** A multi purpose cold storage having capacity of 50 MT is coming up in within Seoraphuli Regulated Market, beside the NH-2, near Dankuni

### Chilling plants/ Bulk Milk Cooler:

There are 7 chilling plants/ Bulk Milk Cooler (BMC) in the district. Capacity of the units is given below:

Name of Chilling plant	Location	Capacity (TLPD)
Chapadanga (BMC)	Chapadanga	5.0
Dhaniakhali (BMC)	Dhaniakhali	5.0
Arambagh	Arambagh	4.0
Arambagh (BMC)	Arambagh	2.0
Khanakul (BMC)	Khanakul	0.5
Bamunari, Khanakul (BMC)	Bamunari	0.5
Markunda ( 2 BMC)	Markunda	1.0

*Source: Animal Recourses Development Dept, GoWB, 2010-11*

### Cold Chain Infrastructure:

- Snowman, the only company in West Bengal having complete cold chain network is located in the district. Cold storages and office located in Modular Food Park.
  - Frozen storage capacity – 1200 MT in 4 chambers
  - Storage facilities is offered both for Veg and Non veg items

- Produces are stored at (-) 18/ (-) 22 degree Celsius
- Pick up facilities available on request
- Frozen container having capacity ranging from 2 MT – 12 MT is available
- The company is planning to expand their business and to set up new frozen storage facility nearer to Kolkata

### Logistic solution:

Major players: Safexpress & Gati

- Both the companies have full fledged logistics park at Dankuni
- They offer facilities for pick up and delivery of goods other than transportation
- Goods, transported in normal temperature, are handled by Safexpress & Gati

### Food Park: Modular Food Park

- Total land : 530 acre
- Operating unit: Snowman, occupying only 2.5 acre land
- Situated just beside NH-2
- Other connectivity:
  - ✓ Near to Kolkata
  - ✓ NH-6, Durgapur Express Way

### Irradiation facilities:

- Location : Dankuni
- Application to : Food items and Spices
- Set up: Concast, in collaboration with Board of Radiation and Isotope Technology, Department of Atomic Energy, Government of India.
- Sterilisation takes place on product in final packaging condition.

**Up-coming project:** Similar facility is coming up in Chginsurah in Hooghly district under the initiatives of department of Food Processing Industries 7 Horticulture, GoWB.

Sources: I-Win Survey

### Food Processing Industries:

Till 2006-07, number of food processing units in the district was 390. 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	2007-09	2009-10	2010-11	2011-12	Total
Micro	173	45	52	51	321
Small	13	2	12	8	35
Total	186	47	64	59	356

Source: I-Win Survey & DIC

Sector wise and year wise distribution of the units is as follows:

Sector	2007-09	2009-10	2010-11	2011-12	Total
<b>Cereals &amp; Pulses Processing</b>	24	8	8	8	48
<b>Confectionery/Biscuit</b>	11	3	5	7	26
<b>Diary &amp; Milk</b>	15	6	10	5	36
<b>Fruits &amp; vegetable processing</b>	2		5	4	11
<b>Edible Oil</b>	22	1	9	4	36
<b>Others</b>		2		1	3
<b>Packaged Drinking Water</b>		1	2		3
<b>Paddy Processing</b>	77	15	16	20	128
<b>Poultry, Meat Processing</b>		1			1
<b>Snacks/Pasta</b>	25	7	7	7	46
<b>Spices</b>	10	3	2	3	17
<b>Total</b>	186	47	64	59	356

Source: I-Win Survey & DIC

Hence a total of 356 units have been set up during last 5 years under Micro and Small category.

Employment scenario in the food processing industry of the district is shown in the table below:

Sector	2007-09		2009-10		2010-11		2011-12		Total	
	Male	Fem	Male	Fem	Male	Fem	Male	Fem	Male	Fem
<b>Cereals &amp; Pulses Processing</b>	171	2	33	2	93		32	2	329	6
<b>Confectionery/Biscuit</b>	124	5	23		77	3	128	3	352	11
<b>Diary &amp; Milk</b>	244	2	36		65	8	37		382	10
<b>Fruits &amp; vegetable processing</b>	2	9			14	11	8	14	24	34
<b>Oil</b>	137	11	3		78		29		247	11
<b>Others</b>			7	4			6	2	13	6
<b>Packaged Drinking Water</b>			34	5	29	4			63	9
<b>Paddy Processing</b>	830	95	132	5	221		365	12	1548	112
<b>Poultry, Meat Processing</b>			7						7	0
<b>Snacks/Pasta</b>	298	49	55		53	19	30	14	436	82
<b>Spices</b>	62	12	20	6	13		10	3	105	21

Sector	2007-09		2009-10		2010-11		2011-12		Total	
	Male	Fem	Male	Fem	Male	Fem	Male	Fem	Male	Fem
<b>Total</b>	1868	185	350	22	643	45	645	50	3506	302

Source: I-Win Survey & DIC

Hence a total of 3808 people are directly involved in the food processing industry for their livelihoods. Out of which 7.93% is female worker.

### Food processing units 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)	11
Synthetic Sweetened Aerated Water (With out Fruit Juice/Pulp) in Pet	7

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

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

Name of the company	Product
Gee Pee Foods Pvt. Ltd, Dankuni	Potato Chips
Ascon Agro Food Products,	Potato flake
Ashirbad Biscuits Pvt. Ltd,	Biscuits
Anmol Snacks Ltd., Chanditala	Biscuits
Mother Dairy, Kolkata, Dankuni	Pasteurized Milk
India Dairy products Ltd (Prepare milk products for Amul)	Pasteurized Milk
Dollon's Food Products, Polba	Milk products
Hooghly Dairy Pvt. Ltd	Pasteurized Milk
Morton Dairy, Chandannagar	Ghee
R.R Proteins & Agro Ltd, Baidyabati	Refined vegetable oil
Purti Vanaspati, Srirampur	Processed oil
Elmac Agro Manufacturing (P) Ltd,	Chutney, Pickle, Sauce, Candy
Mukund Foods Pvt.Ltd.	Biscuits
J.P. Flour Mills Pvt Ltd	Wheat product (atta,suji,maida,bran)
Beekay Fresh Agro Pvt. Ltd.	Potatoes

Bengal Beverages Private Ltd	Aerated Water containing added sugar or other sweetening matter or flavour Fruits and vegetable preservations n.e.c
------------------------------	--

Source: Dept of C & I, GoWB, I-Win Analysis

### Significant inputs available for further processing

In Hooghly, 36.89% of the total population is engaged in agriculture followed by 23% in manufacturing which is concentrated majorly between **Old GT Road and NH-2**. It is hereby suggested to develop standalone small, medium and large scale units in parcels of land found along this stretch of land.

- ✓ Potato (Major growing area concentrated in the eastern part of the district)
- ✓ Onion (Major growing area concentrated in the northern part of the district)
- ✓ Groundnut (Major growing area concentrated in the northwestern part of the district)
- ✓ Sesame (Major growing area concentrated in the northern and central part of the district)
- ✓ Fish (Talapia) (Major growing area concentrated in the northern part of the district)
- ✓ Milk (Major growing area concentrated in the eastern part of the district)
- ✓

### Type of Processing suggested and preferred locations for the same:

- ✓ Raw materials as in potato, onion, groundnut and sesame are found in good and large quantity. The district also marks 1<sup>st</sup> in terms of production of potato and onion, 2<sup>nd</sup> and 3<sup>rd</sup> in terms groundnut and sesame respectively in the state. The district is 7<sup>th</sup> in terms of Sweet water Fish and production of Milk is also high. Each product can find enough room for investment in this district.
- ✓ Potato: Proposed manufacturing units for Value added products such as
  - Potato Powder- Large scale units
  - Potato flour which has a good market in parts of India and abroad too- Large Scale units.
  - Potato based snacks- Small scale units & SME
- ✓ Onion: Proposed one Manufacturing units for Value added products such as
  - Dehydrated onion powder- Medium scale units
  - Onion paste- Medium scale units
- ✓ Groundnut: Proposed two manufacturing units for Groundnut which is very rich in protein and also called “poor man’s nut” attracts processing units for various value added products such as
  - Groundnut bars,
  - Groundnut isolates,
  - Groundnut based yoghurt,
  - Groundnut butter ,
  - Groundnut cheese,
  - Tofu etc will attract high investments in the district

- ✓ Sesame : Proposed two manufacturing units for Value added product such as:
  - Sesame oil
  - Sesame paste (Tahini )
- ✓ Chilling plant-
  - Existing 7 BMC in various blocks with a total capacity of 14 TLPD.
  - To meet requirement of fresh Milk 3-4 Chilling plants to be installed
- ✓ Sweet Water Fish processing Unit: (Specially Genetically Improved Farmed Telapia) – One processing unit. Primarily popular for fish fillet which has a good market share and has ready investors.
  
- ✓ Other:
  - A mini food park is suggested in the area of Sugandha of Chinsurah.
    - Sugandha is located in the junction point of NH-2 and Old GT Road.
    - Along the Old G.T.Road concentration of urban population is noticed
    - NH-2 connectivity will help to access other markets beyond the state boundary