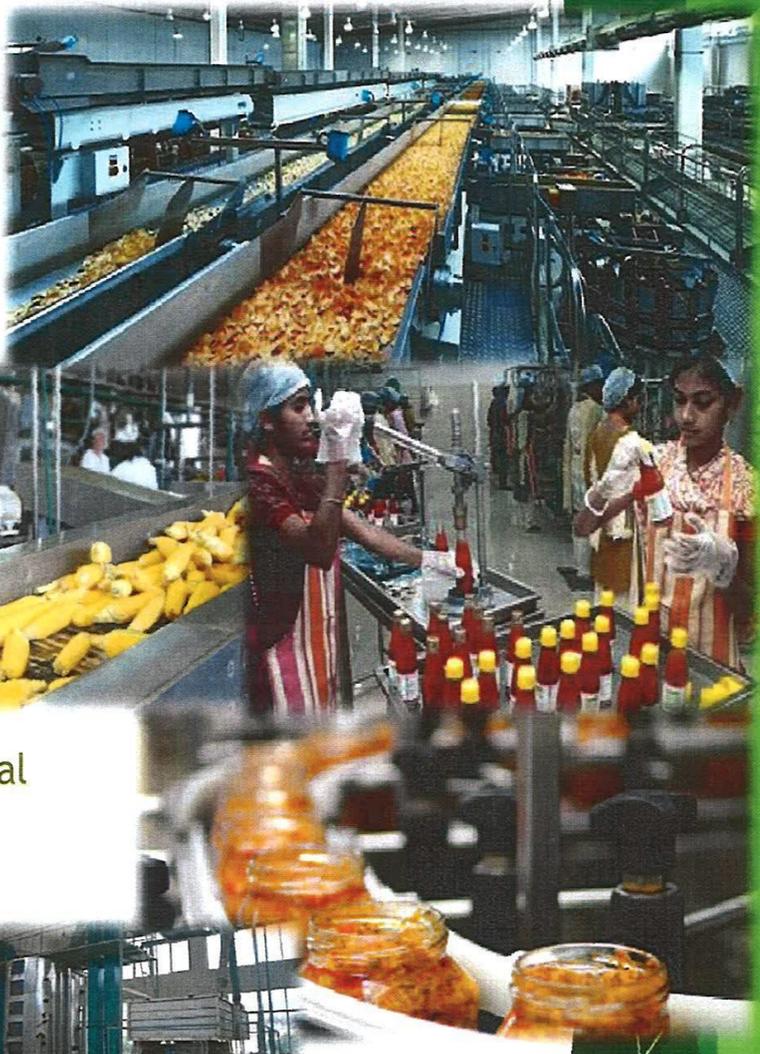
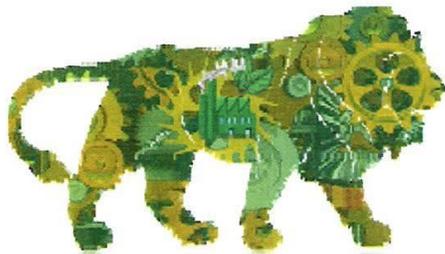


REPORT on
Market Study and Demand Assessment of Food Processing
Park at Raiganj, Uttar Dinajpur,



Prepared for



सत्यमेव जयते

Govt. of West Bengal
Directorate of Food
Processing Industries



Prepared by



i - win
I - WIN Advisory Services Limited

Formerly ICID - West Bengal Infrastructure Development Corporation Limited

i-win / BN / offer 2015-16 / 21



Table of Contents

Table of Contents	1
INTRODUCTION	3
Goal of the Study	3
Objective of the Study:.....	3
Scope of the Study:.....	3
EXPLANATORY MEMORANDUM / NOTES:	4
Explanatory Notes: Food Processing Industry / Unit.....	4
DEFINITION AND COVERAGE	4
FISCAL INCENTIVE STRUCTURE for FPIs.....	5
Explanatory Notes: MSME.....	7
Explanatory Notes: Previous or Current Liability as West Dinajpur Spinning Mill’s Liability	7
ECONOMIC FEASIBILITY for SETTING UP FOOD PROCESSING PARK at Raiganj, UTTAR DINAJPUR.....	8
DINAJPUR DISTRICT AT A GLANCE	8
Agriculture & Horticulture:	9
Agriculture Sown Area.....	9
Position of the district in terms of State’s Agriculture & Agro-ali ed production	9
Storage facilities	9
INDUSTRIES’ Scnario of UTTAR DINAJPUR.....	10
General Industry Status	10
MSME Status of UTTAR DINAJPUR	10
Status of Food Processing Industries	10
Distribution of Food Processing Industries	10
Employment of Food Processing Industry of the District	11
LOCATION ADVANTAGES OVER FOOD PROCESSING PARK	11
RESOURCE ENDOWMENT for RAIGANJ FOOD PARK	12
Raiganj Food Processing Park eligible for ‘More’ Incentives from MSME being in Group D zone.....	13
INVEST MENT OPPORTUNITIES at Raiganj Food Park.....	14
GENERAL AXIOMS.....	15
Prior Assumptions	15
METHODOLOGY.....	15
Brief note on Methodology	15
SURVEY AND KEY FINDINGS FOR MARKET SURVEY AND DEMAND ASSESSMENT OF FPI PARK	16
ENTREPRENEURS’ EXPECTATION on TYPE OF INDUSTRY to be SET UP.....	17
ENTREPRENEURS’ EXPECTATION on TYPE of STORAGE facility.....	17

Market Study and Demand Assessment of Food Processing Park at Raiganj, Uttar Dinajpur, West Bengal

QUANTUM of EXPECTED LAND DEMANDED 18

REGIONAL AGRICULTURAL, RESIDENTIAL and COMMERCIAL EXPECTED LAND PRICE 18

EXPECTED LAND PRICE of the RAIGANJ FOOD PROCESSING PARK 19

 Specific Assumptions 19

 *Computerized Govt Land Valuation 19

 Estimated Expected Price per Unit of Land 20

EXPECTED POTENTIAL INVESTMENT of the RAIGANJ FOOD PROCESSING PARK 20

EXPECTED ASSISTANCE / INCENTIVES REQUIREMENT of the RAIGANJ FOOD PARK..... 21

EXPECTED TIME FRAME FOR THE COMPLETION of the PROJECT..... 21

HUMAN RESOURCES OF THE STUDY 22

 Human resources involve in market study and demand assessment for Food Processing Park at Raiganj: .. 22

INTRODUCTION

Goal of the Study

Endowment of resources and favorable markets suit Uttar Dinajpur for setting up Food Processing Park. Agro-base initiatives can propel socio-economic development of the region.

The aim of the developing Food Processing Park is to offer requisite infrastructures and services including technical, financial & regulatory assistances along with access to regional, national and international markets.

Objective of the Study:

- Market study is to be rationalized for assessing demand for setting up of food processing park at identified site of Raiganj. That is, the report explores market assessment in terms of unit price & expected quantity demanded for land.
- The assessment is rational so that developed land would be used up on estimated land price.
- Total realization of sale-value is to be cover total cost of land including its development cost.
- Major axiom: the Food Processing Hub is to be developed with attainable facilities and available incentives from governments.
- The preliminary economic and technical feasibilities for setting up of food processing or other suitable industries at said location are focal memorandum of the report.

Scope of the Study:

- Establishing economic feasibility of FPI at identified site
- Assembling experts' views on FPI
- Interacting members of various business association members
- Identifying and interviewing prospective entrepreneurs
- The study has two segments comprising market survey and demand assessment for extracting categorical inputs such as
 - expected price &
 - quantity demanded per unit of land,
 - type of industry to be set up,
 - infrastructural facilities to be built up,
 - time frame for the completion of the project and
 - anticipated Government support & incentives.
- Computing, analyzing, interpreting and reporting of the study regarding FPI at Raiganj



EXPLANATORY MEMORANDUM / NOTES:

The interim report has been developed in accordance with the TOR made between Directorate of Food Processing Industries, Govt. of West Bengal and i-Win Advisory Services Limited followed the vide memos of 549 (& 349)/FPI/ E-18 and i-Win/bn/offer/15-16/21.

Country wide definition of food processing industries (FPIs) & it's coverage, sector's policy, fiscal incentive structure for FPIs, definition of MSME & it's schemes available to FPIs and liabilities of the proposed land if any are incorporated as explanatory notes.

Category wise detailed of Fiscal Incentives e.g., budgetary support, Deduction in Expenditure, Deduction of Tax from Profit, Exemption of Service Tax, Exempted Category, Custom Duty, Central Excise Duty on Food Product & Food Processing Machinery and FDI in FPI have also been integrated.

Specific eligible schemes for the Uttar Dinajpur District under MSME are listed in Economic Feasibility Chapter.

All such incentives and schemes are attainable to the entrepreneur who is willing to set up FPI or other related industries in the proposed food processing park at the site of West Dinajpur Spinning Mill, Raiganj, Uttar Dinajpur. This is considered pre-requisite to the Market Study and Demand Assessment for the Food Processing Park.

Incentives as pre-requisites and location being in Uttar Dinajpur, the conditional competitive advantage that signifies economic feasibility criteria, have been assumed as prior Axiom to the Study.

Explanatory Notes: Food Processing Industry / Unit**DEFINITION AND COVERAGE**

Food processing involves any type of value addition to agricultural or horticultural produce and also includes processes such as grading, sorting, and packaging which enhance shelf life of food products. The food processing industry provides vital linkages and synergies between industry and agriculture. The Food Processing Industry sector in India is one of the largest in terms of production, consumption, export and growth prospects. The government has accorded it a high priority, with a number of fiscal reliefs and incentives, to encourage commercialization and value addition to agricultural produce, for minimizing pre or post-harvest wastage, generating employment and export growth. India's food processing sector covers a wide range of products fruit and vegetables; meat and poultry; milk and milk products, alcoholic beverages, fisheries, plantation, grain processing and other consumer product groups like confectionery, chocolates and cocoa products, Soya-based products, mineral water, high protein foods etc.

Index of Industrial Production (IIP) Industry Code '15' covers Food Products and beverages and is taken as representative group, which includes the subject of the ministry of Food Processing Industries.

Standard Industrial Classification and it has been assumed that the factories listed in the following groups can be summed up to constitute Food Processing Industries.

S.No	NIC Group	Description
1	151	Production, Processing and Preservation of Meat, Fish, Fruits, Vegetables, Oils and Fats
2	152	Manufacturing of Dairy Products
3	153	Manufacture of Grain Mill Products, Starches and Starch products and prepared animal feeds.
4	154	Manufacture of Other Food Products.
5	155	Manufacture of Beverages.

The above groups also include food products, which are under the mandate of Ministries other than Ministry of Food Processing Industries. National Accounts Statistics is also using the NIC 151-155 groups to report the contribution to GDP for each group.



FISCAL INCENTIVE STRUCTURE for FPIs

SECTOR POLICY

- ⊙ Food processing is recognised as a priority sector in the new manufacturing policy in 2011.
- ⊙ Government had announced setting up of special fund of INR 2,000 Crore in the Financial year 2014-15 in NABARD for extending affordable credit to designated food parks and the individual processing units in the designated food parks at concessional rates. The fund is being continued in 2015-16.
- ⊙ Reserve Bank of India has classified loan to food & agro-based processing units and Cold Chain under Agriculture activities for Priority Sector Lending (PSL) subject to aggregate sanctioned limit of INR 100 Crore per borrower. It will ensure greater flow of credit to entrepreneurs for setting up of food processing units and attract investment in the sector.

Budgetary Support

- ⊙ Services of pre-conditioning, pre-cooling, ripening, waxing, retail packing, labeling of fruits and vegetables have been exempted from Service Tax.
- ⊙ Exemption to transportation of 'food stuff' by rail, or vessels or road will be limited to transportation of food grains including rice and pulses, flours, milk and salt only. Transportation of agricultural produce is exempted.
- ⊙ For generating more employment, an amendment regarding eligibility threshold of minimum 100 workmen has been reduced to 50, is made in the provisions of section 80JJAA of the Income-Tax Act (w.e.f. 01/04/2016).
- ⊙ The entry "waters, including mineral waters and aerated waters, containing added sugar or other sweetening matter or flavoured" in the Seventh Schedule to the Finance Act, 2005 related to levy of additional duty of excise @ 5% has been omitted.

Deduction in Expenditure

- ⊙ Deduction for expenditure incurred on investment is allowed if the investment is wholly and exclusively for the purpose of any specified business (Details given below). However, this deduction is allowed only for the investment made in the previous year and prior to commencement of its operations.
 1. Businesses allowed 150% deduction (provided the taxpayer has commenced its business on or after 01.04.2012)
 - a) Setting up and operating a cold chain facility
 - b) Setting up and operating warehousing facilities for storage of agricultural produce
 2. Business allowed 100% deduction.
 - a) Bee-keeping and the production of honey and beeswax
 - b) The setting up and operation of a warehousing facility for the storage of sugar

Deduction of Tax from Profit

- ⊙ This tax incentive is available as 100% tax exemption for the first five years' of operation, and after that, at the rate of 25% of the profits being exempted from tax; 30% in case of a company. This benefit is available only for 10 years for new units (i.e. not formed by splitting up or by way of reconstruction of an existing business) in the business of processing, preservation and packaging of fruits or vegetables, meat & meat products, poultry, marine or dairy products provided such business had commenced on or after 1.04.2001
- ⊙ If any business relating to meat, meat products, poultry, marine products or dairy products has started after 1.4.2009, the above benefit would be available, but not to the unit operating in such business before 01.04.2009.

Exemption of Service Tax as in Negative List:

- ⊙ Service Tax is not Levi-able on items contained in the Negative List. Services including processes carried out at an agricultural farm including tending, pruning, cutting, harvesting, drying, cleaning, trimming, sun drying, fumigating, curing, sorting, grading, cooling or bulk packaging and such like operations, which do not alter the essential characteristics of agricultural produce but make it only marketable for the primary market.



Exempted Category

- Ⓢ The following services are covered under exempted category from service tax:
 - 1) Construction, erection, commissioning or installation of original works pertaining to post-harvest storage infrastructure for agricultural produce including cold storages for such purposes
 - 2) Mechanized food grain handling system, machinery or equipment for units processing agricultural produce as foodstuff excluding alcoholic beverages
 - 3) Services of loading, unloading, packing, storage or warehousing of agricultural produce

Customs Duty

Government has extended Project Imports' benefits to the following projects:

- Ⓢ Projects for the installation of mechanised food grain handling systems and pallet racking systems in 'mandis' and warehouses for food grains and sugar.
- Ⓢ Cold storage, cold room (including for farm level pre-cooling) or industrial projects for preservation, storage or processing of agricultural, apiary, horticultural, dairy, poultry, aquatic and marine produce and meat.
- Ⓢ Consequently, all goods related to Food Processing, imported as part of the project, irrespective of their tariff classification, would be entitled to uniform assessment at concessional basic customs duty.

Central Excise Duty

Food Products:

- Ⓢ Nil excise duty in milk, milk products, vegetables, nuts & fruits – both fresh and dried
- Ⓢ Against a standard excise duty of 12%, processed fruits and vegetables carries a merit rate of 2% without CENVAT or 6% with CENVAT
- Ⓢ Soya milk drinks, flavoured milk of animal origin also carry a duty of 2% without CENVAT or 6% with CENVAT

Food Processing Machinery:

- Ⓢ Excise duty on machinery for the preparation of meat, poultry, fruits, nuts or vegetables and on presses, crushers and similar machinery used in the manufacture of wine, cider, fruit juices or similar beverages and on packing machinery is reduced from 10% to 6%
- Ⓢ All refrigeration machinery and parts used for the installation of cold storage, cold room or refrigerated vehicles for the preservation, storage, transport or processing of agricultural, apiary, horticultural and marine produce as well as dairy and poultry, are exempt from excise duty.
- Ⓢ Pasturing, drying, evaporating etc. machinery used in Dairy sector is exempted from excise duty.

Foreign Direct Investment (FDI) in FPI:

Investment in Food Processing Foreign Direct Investment (FDI) is permissible for all the processed food products up to 100 per cent on automatic route except for items reserved for Micro and Small Enterprises (MSEs) subject to applicable laws/ regulatory, securities and other conditionalities. For manufacture of items reserved for Micro Small Medium enterprises, FDI is permissible under automatic route up to 24 per cent of the capital. If foreign investment is more than 24 per cent, Industrial License under Industries (Development & Regulation), Act 1951 is required.

Further Institutions regulating and relating to FPI:

- Ⓢ Ministry of Food Processing Industries
- Ⓢ Food Safety and Standards Authority of India
- Ⓢ Agriculture and Processed Foods Export Development Authority
- Ⓢ National Institute for Food Technology and Entrepreneurship Management
- Ⓢ All India Food Processors Association
- Ⓢ Commodity Boards under the Ministry of Commerce and the Ministry of Agriculture/Ministry of Food Processing: coffee, tea, spice, meat and grapes.
- Ⓢ Indian Grape Processing Board

Explanatory Notes: MSME

The Government of India has enacted the Micro, Small and Medium Enterprises Development (MSMED) Act, 2006 in terms of which the definition of micro, small and medium enterprises is as under:

1. (a) Enterprises engaged in the manufacture or production, processing or preservation of goods as specified below:
 - (i) Micro enterprise is an enterprise where investment in plant and machinery does not exceed Rs. 25 lakh
 - (ii) Small enterprise is an enterprise where the investment in plant and machinery is more than Rs.25 lakh but does not exceed Rs.5 crore
 - (iii) Medium enterprise is an enterprise where the investment in plant and machinery is more than Rs5 crore but does not exceed Rs10 crore

In case of the above enterprises, investment in plant and machinery is the original cost excluding land and building and the items specified by the Ministry of Small Scale Industries vide its notification No.S.O.1722 (E) dated October 5, 2006.
2. (b) Enterprises engaged in providing or rendering of services and whose investment in equipment (original cost excluding land and building and furniture, fittings and other items not directly related to the service rendered or as may be notified under the MSMED Act, 2006 are specified below:
 - (i) A micro enterprise is an enterprise where the investment in equipment does not exceed Rs. 10 lakh
 - (ii) A small enterprise is an enterprise where the investment in equipment is more than Rs.10 lakh but does not exceed Rs. 2 crore and
 - (iii) A medium enterprise is an enterprise where the investment in equipment is more than Rs. 2 crore but does not exceed Rs. 5 crore

Type	MANUFACTURING: Investment in Plant & Machinery	SERVICE: Investment in Equipment
Micro	Up to INR 25 lakh	Up to INR 10 lakh
Small	Above INR 25 lakh and upto 5 Crore	Above INR 10 lakh and upto 2 Crore
Medium	Above INR 5 Crore and upto INR 10 Crore	Above INR 2 Crore INR and upto INR 5 Crore
Large Scale	Above INR 10 Crore	Above INR 5 Crore

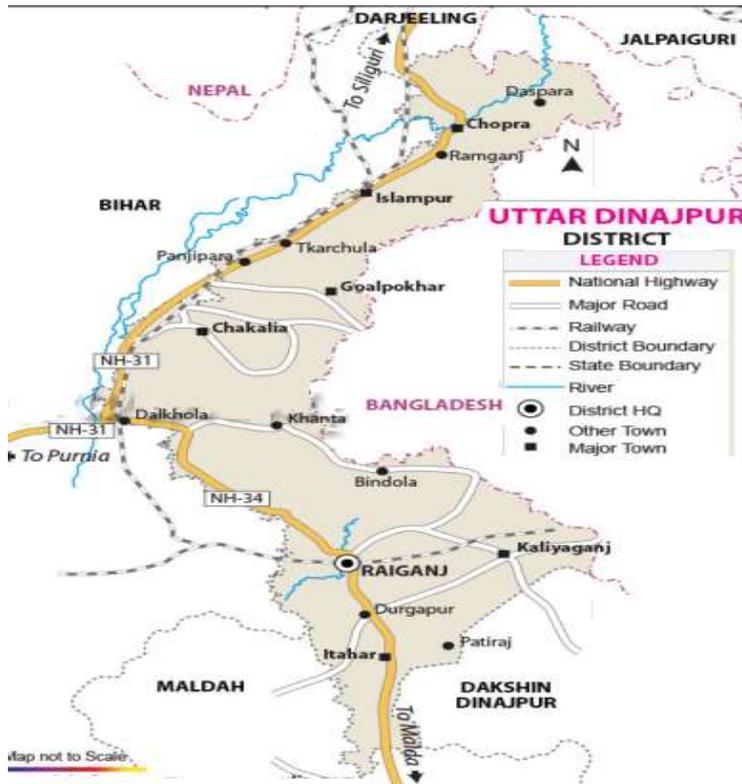
Explanatory Notes: Previous or Current Liability as West Dinajpur Spinning Mill's Liability

As per CAG Report / WB State Finance 2013 33.5 acre of said land along with spinning mill is identified with accumulated loss of Rs 151.88 crores as table below:

Period of A/c	Finalized Year	Paid up Capital	Accumulated +Profit / - Loss	Net Worth +wealth / -liability
2010-11	2011-12	11.34	-151.88	-140.54

(INR Crore)



ECONOMIC FEASIBILITY for SETTING UP FOOD PROCESSING PARK at Raiganj, UTTAR DINAJPUR**DINAJPUR DISTRICT AT A GLANCE**

Uttar Dinajpur is a small but swan-neck shaped beautiful district. All towns, cities and market places are well connected by the national highways, state high ways and plenty of rural roads. The national highways NH31 and NH34 run in the district. The district headquarters is located in Raiganj. Some of the important business towns are Chopra, Islampur, Dalkhola, Goalpokhar, Chakalia, Kaliyaganj, Itahar etc. Uttar Dinajpur boost of railway track that connects to various other cities and the rest of the country as well as Bangladesh. The main rivers are the Nagar, Kulik and the Mahananda.

Uttar Dinajpur is surrounded by other districts of West Bengal like Darjeeling district and Jalpaiguri district to the north, Dakshin Dinajpur to the south, Bangladesh to the east and Bihar to the west. The district is made of two sub-divisions known as Islampur and Raiganj. There are several sanctuaries. The state government maintains those. The main one being the Raiganj Kulik bird sanctuary is famous as it is one of the largest in Asia.

The Uttar Dinajpur has identified as industrially backward district. But it has a strong agrarian base with fertile alluvium soil.

Large Scale industries may be not immediately obvious in the district. The major problems of the existing industrial units are lack of modern technology, industrial accommodation, adequate power, smooth credit, etc.

variables	Description	Remarks																		
Size	3140 sq. km.	Towns/blocks/PS: 9 Municipality: 4 Villages: 1494																		
Topography	Alluvium Soil	N-S sloped, stiff to loamy clay texture; neutral to slightly acidic																		
Population (H/H Size)	3007134	Lit 60% SC 27% ST 5.4% House Hold Size: 5																		
Working Population	1075626	<table border="1"> <thead> <tr> <th colspan="2">Category of Workers</th> </tr> </thead> <tbody> <tr> <td>Cultivators</td> <td>2,57,377</td> </tr> <tr> <td>Agricultural labourers</td> <td>4,42,328</td> </tr> <tr> <td>In household industries</td> <td>37,978</td> </tr> <tr> <td>Other workers</td> <td>3,37,943</td> </tr> <tr> <td>Cultivators (in %)</td> <td>23.9</td> </tr> <tr> <td>Agricultural labourers (in %)</td> <td>41.1</td> </tr> <tr> <td>In household industries (in %)</td> <td>3.5</td> </tr> <tr> <td>Other workers (in %)</td> <td>31.4</td> </tr> </tbody> </table>	Category of Workers		Cultivators	2,57,377	Agricultural labourers	4,42,328	In household industries	37,978	Other workers	3,37,943	Cultivators (in %)	23.9	Agricultural labourers (in %)	41.1	In household industries (in %)	3.5	Other workers (in %)	31.4
Category of Workers																				
Cultivators	2,57,377																			
Agricultural labourers	4,42,328																			
In household industries	37,978																			
Other workers	3,37,943																			
Cultivators (in %)	23.9																			
Agricultural labourers (in %)	41.1																			
In household industries (in %)	3.5																			
Other workers (in %)	31.4																			
Roads and Railways		National highway: 171km State Highway: 64km District Highway: 510 km; Barsoijn to Radhikapur																		
Rivers	4	Nagar, Mahananda, Kulik and Sui																		
Forests	580.54 hectare	forest produce: timber, plywood and fire wood																		
Major Cereals	Rice and MAIZE	huge demand for Tulaipanji Kalonunia variety & starch globally																		
Potential Marketable Surplus	Fruits % & veg	Pineapple, chili, potato, bringle; near district: mango, tea, tomato, orange, apple, zinger																		

Recent initiatives

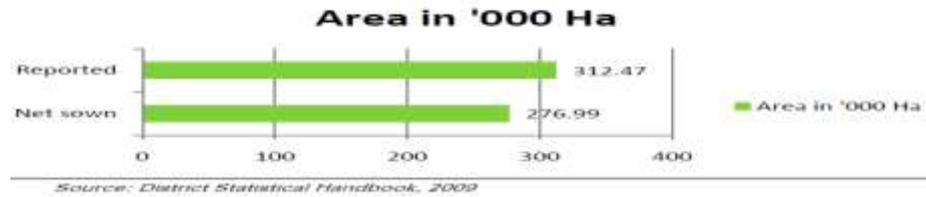
from Government, for proper industrial **infrastructures** have been strengthening in the district. There is also no Industrial Estate in the district. Development of Food Processing / other industrial park or hub can be spark industrialization, growth and employment generation in this region.



Agriculture & Horticulture:

Agriculture Sown Area

Reporting area in the district is 312470 hectare. Net sown area is 88.65% of total reporting area. Hence, the district is rich in agricultural production.



Position of the district in terms of State's Agriculture & Agro-allied production

Uttar Dinajpur	Crops/Veg/Fruits/ livestock	Rank in the state	Production, 000'MT	% to states' production
Agricultural produce	Cereals	2nd	286.523	22.91
	Linseed	2nd	0.274	19.70
	Mustard	4th	41.419	9.35
Vegetables	Radish	4th	21.494	4.37
Fruits	Pineapple	2nd	80.297	26.65

Major Tulaipanji (Paddy) growing area:

- Raiganj
- Kaliasang
- Hemtabad
- Itahara

Major Pineapple growing area:

- Chopra
- Hemtabad
- Karandighi

Major agricultural / horticultural markets:

Regulated market:

- Islampur Regulated Market
- Kaliaganj Regulated Market

Storage facilities

- Potato storage: 7 cold storage having total capacity of 649115 quintal
- Multipurpose cold storage:

Block	No.	Total capacity (qt)
Islampur	1	140000

Source: Directorate of Agro Marketing

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	No	Capacity(TLPD)
Gangarampur(BMC)	1	4.0
Itahar(BMC)	1	0.5
Baharali(BMC)	1	0.5
Rasokhoa(BMC)	1	0.5
Majhihar(BMC)	1	0.5
Ghatol(BMC)	1	0.5
Moujgaon(BMC)	1	0.5

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



INDUSTRIES' Scenario of UTTAR DINAJPUR**General Industry Status**

	Large & Medium :	9-1=8
1	Agriculture & Allied Industries	186
2	Food Products	46
3	Hosiery & Garments	08
4	Forest Base	56
5	Chemical Industry	20
6	Engg. & Fabrication	75
7	Haldia Down Stream Unit	22
8	Leather Products	22
9	Electrical & Electronics	32
10	Basic Metal Industry	09
11	Paper Product Printing	12
12	Repairing/Service/Job Works	95
13	Textile Base	14
14	Miscellaneous	664
Total :		1261

The district of Uttar Dinajpur has as many as 8 large and medium scale industries and about 1261 registered Micro-Small Scale Units.

Food products, Beverages, Cotton Textiles, Hosiery & Garments Industries, Wood products, Paper products and printing, Chemical products, Jute Dhokra and Jute products, Non-metallic Mineral products, Metal Products, etc.

Agro & Agro-Allied, Food and other primary sector based industry contribute highest to its manufacturing or industry production in GSDP.

MSME Status of UTTAR DINAJPUR

Units	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	Total
Micro	162	147	156	161	121	147	189	302	
Small	2	3	6	7	9	5	7	10	
Medium	0	0	1	0	0	0	0	1	
Total	164	150	163	168	130	152	196	313	

Status of Food Processing Industries

Till 2006-07, number of food processing units in the district was 322. 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	2012-13	Total
Micro	38	58	51	43	27	41	258
Small	2	1	4	3	0	2	12
Total	40	59	55	46	27	43	270

Distribution of Food Processing Industries

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	9	1	1	4	19
Confectionery/Biscuit	1	3	0	0	2	6
Diary & Milk	1	1	2	0	0	4
Fruits & vegetable processing	0	1	0	0	0	1
Oil	13	6	9	1	5	34
Others	0	0	2	2	3	7
Packaged Drinking Water	0	0	0	1		1
Paddy Processing	21	36	39	39	29	164
Snacks/Pasta	0	1	2	2	0	5
Spices	0	2	0	0	1	3
Total	40	59	55	46	44	244

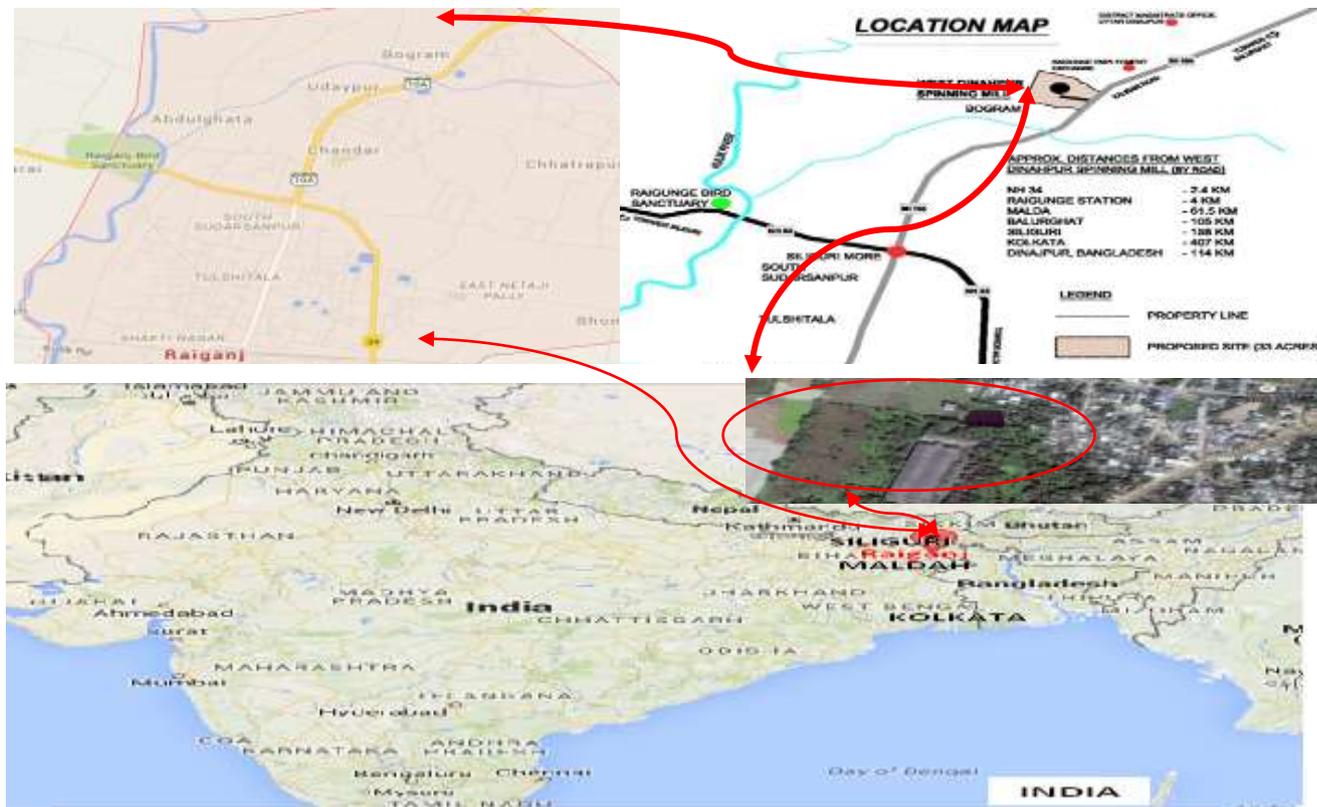


Employment of Food Processing Industry of the District

Sector	2007-		2008-09		2009-10		2010-11		2011-12		Total	
	M	Fem	Male	Fem	Male	Fem	Male	Fem	Male	Femal	Male	Female
Cereals & Pulses Processing	25	0	44		5	3	4	3	14	3	92	14
Confectionery/Biscuit	6	0	37	3	0	0	0	0	28	0	71	3
Diary & Milk	7	0	3	0	12	0	0	0	0	0	22	0
Fruits & vegetable processing	0	0	3	2	0	0	0	0	0	0	3	2
Oil	67	2	34	0	50	3	6	0	60	0	217	6
Others	0	0	0	0	58	34	75	0	78	0	211	34
Packaged Drinking Water	0	0	0	0	0	0	4	0	0	0	4	0
Paddy Processing	12	13	237	26	396	6	251	31	209	4	1213	80
Snacks / Pasta	0	0	4	0	7	0	1	18	18	1	30	19
Spices	0	0	5	0	0	0	0	0	0	0	5	0
Total	22	15	367	31	528	46	341	52	407	14	1868	158

Hence a total of 2026 people are directly involved in the food processing industry for the livelihoods. Out of which 7.80% is female worker.

LOCATION ADVANTAGES OVER FOOD PROCESSING PARK



The said Industry Location i.e., proposed site at West Dinajpur Spinning Mill has advantage over 1) Inputs' endowment, 2) Human resources, 3) Infrastructures, 4) Finance, 5) Government assistances, 6) Inventory & distribution chain and in terms of 7) Market exposures. Land already has its industrial usages nature, approach road, basic utility infrastructures with boundary wall.

RESOURCE ENDOWMENT for RAIGANJ FOOD PARK

Infrastructures	<p>Roads: National Highway NH 31:4 Lane 89.2 km connecting Northern India and entire North East National Highway NH 34: 4 lane 85.5 km connecting Malda, Kolkata and entire South Bengal State Highway SH 10A: 3 lane 64 Km connecting Daksin Dinajpur and Bangladesh through Hilli In addition, plenty of district & rural roads connecting all-important parts of the district</p> <p>Railway: The district has broad-gauge line connecting all parts India and Bangladesh through Radhikapur</p> <p>Power:</p> <table border="1"> <thead> <tr> <th>Location</th> <th>Power capacity (MVA)</th> </tr> </thead> <tbody> <tr> <td>1 Raiganj</td> <td>•132/33/11 KV •33/11 24.9 MVA</td> </tr> <tr> <td>2 Kaliaganj</td> <td>33/11 9.3</td> </tr> <tr> <td>3 Dalkhola</td> <td>132/33/11 31.0</td> </tr> <tr> <td>4 Islampur</td> <td>33/11 9.3</td> </tr> <tr> <td>5 Itahar</td> <td>33/11 6.0</td> </tr> <tr> <td>6 Bikour</td> <td>33/11 7.8</td> </tr> <tr> <td>7 Kahata</td> <td>33/11 6.2</td> </tr> <tr> <td>8 Hemtabad</td> <td>33/11 6.3</td> </tr> <tr> <td>9 Chopra</td> <td>33/11 6.0</td> </tr> <tr> <td>10 Goalpokhar</td> <td>33/11 6.0</td> </tr> <tr> <td>10 Lodhan</td> <td>33/11 6.3</td> </tr> </tbody> </table>	Location	Power capacity (MVA)	1 Raiganj	•132/33/11 KV •33/11 24.9 MVA	2 Kaliaganj	33/11 9.3	3 Dalkhola	132/33/11 31.0	4 Islampur	33/11 9.3	5 Itahar	33/11 6.0	6 Bikour	33/11 7.8	7 Kahata	33/11 6.2	8 Hemtabad	33/11 6.3	9 Chopra	33/11 6.0	10 Goalpokhar	33/11 6.0	10 Lodhan	33/11 6.3
	Location	Power capacity (MVA)																							
	1 Raiganj	•132/33/11 KV •33/11 24.9 MVA																							
	2 Kaliaganj	33/11 9.3																							
	3 Dalkhola	132/33/11 31.0																							
4 Islampur	33/11 9.3																								
5 Itahar	33/11 6.0																								
6 Bikour	33/11 7.8																								
7 Kahata	33/11 6.2																								
8 Hemtabad	33/11 6.3																								
9 Chopra	33/11 6.0																								
10 Goalpokhar	33/11 6.0																								
10 Lodhan	33/11 6.3																								
<p>Ground water:</p> <table border="1"> <caption>Water depth in meter</caption> <thead> <tr> <th>Location</th> <th>Water depth (m)</th> </tr> </thead> <tbody> <tr> <td>Itahar</td> <td>7.07</td> </tr> <tr> <td>Hemtabad</td> <td>5.95</td> </tr> <tr> <td>Raiganj</td> <td>5.65</td> </tr> <tr> <td>Kaliaganj</td> <td>5.61</td> </tr> <tr> <td>Karandighi</td> <td>4.93</td> </tr> </tbody> </table>	Location	Water depth (m)	Itahar	7.07	Hemtabad	5.95	Raiganj	5.65	Kaliaganj	5.61	Karandighi	4.93													
Location	Water depth (m)																								
Itahar	7.07																								
Hemtabad	5.95																								
Raiganj	5.65																								
Kaliaganj	5.61																								
Karandighi	4.93																								
<p>Ground water is an important source of food processing. The district has average water availability within 4.8 meter of depth.</p>																									
Raw materials for food processing	Cereals maize, rice, tea, pineapples, chili, potato, mango, lichi and others can be used as per demand. For cold storage and ware house chain seasonal fruits & vegetables can be utilised from elsewhere.																								
Human Resources: skilled & non-skilled work forces	District has its own University, Colleges including Technical & B-Ed and good number of schools. It has large number hard working SC population base in rural areas. Huge scope of availability of skilled & non-skilled workers fulfills major pre-requisites of industrial demand.																								
Finance & assistance from Banks, Institutions and Government	<table border="1"> <thead> <tr> <th>Name of Bank</th> <th>No. of Branches</th> </tr> </thead> <tbody> <tr> <td>SBI</td> <td>17</td> </tr> <tr> <td>Allahabad</td> <td>5</td> </tr> <tr> <td>UBI</td> <td>10</td> </tr> <tr> <td>BOI</td> <td>5</td> </tr> <tr> <td>PNB</td> <td>2</td> </tr> <tr> <td>CBI</td> <td>11</td> </tr> <tr> <td>Axis</td> <td>2</td> </tr> <tr> <td>ICICI</td> <td>3</td> </tr> <tr> <td>HDFC</td> <td>2</td> </tr> </tbody> </table> <p>It has good no of public, private and cooperative banks throughout the district: Right business model, feasible planning can attract finance. The district is in-group D zone as identified by MSME department. It can enjoy all facilities from Food Processing & Industries' Ministry,</p>	Name of Bank	No. of Branches	SBI	17	Allahabad	5	UBI	10	BOI	5	PNB	2	CBI	11	Axis	2	ICICI	3	HDFC	2				
Name of Bank	No. of Branches																								
SBI	17																								
Allahabad	5																								
UBI	10																								
BOI	5																								
PNB	2																								
CBI	11																								
Axis	2																								
ICICI	3																								
HDFC	2																								
ICT	The district telephone exchange gateway connection: well spread cable-net work. it is also well linked and inter connected by the good signal 2G, 3G, 4G towers.																								
Inventory & distribution	Relative close distance from Bihar, Darjeeling, Maldah, D/D, Sikkim, Bhutan, Nepal, Bangladesh and that of good accessibility to all that places:--- The proposed site is prospective potential modern ware housing cold storage.																								
Market and demand exposures	Il the direct and catchment linked market areas are industrially backwards but have huge consumer base of at least 0.30 billion over 250 km radius. Proposed site can enjoy accessibility of local, inter-districts, inter-state and Nepal, Bhutan, Bangladesh markets.																								

Market Study and Demand Assessment of Food Processing Park at Raiganj, Uttar Dinajpur, West Bengal

Raiganj Food Processing Park eligible for 'More' Incentives from MSME being in Group D zone

Raiganj and its surroundings have socio-economic favours in terms of location advantage, resource endowments. Uttar Dinajpur is much more eligible for attaining incentives promoting FPI. It can also enjoy additional incentives under MSME other available schemes and national flagship programmes. The identified location and as a whole Uttar Dinajpur have opportunity to set up food processing and related industries. Other indicators and issues like fragmentation of markets & distribution, high packaging cost for FPI, QSM, cost of production, efficiency of scale, capacity utilization, labour management, accessibility of proper & sufficient agro-input variety, price differential between processed and fresh product and State Food Processing Policy, need to address at par with global standard and competitiveness. Due course of time, it is assumed that all such pros and cons will have been converging in a positive manner to spur the scope of

WEST BENGAL INCENTIVE SCHEME, 2013 FOR MICRO, SMALL AND MEDIUM ENTERPRISES					
TYPE AND QUANTUM OF INCENTIVE ADMISSIBLE UNDER THE SCHEME IN THE DISTRICT OF UTTAR DINAJPUR					
Sl.No	TYPE OF INCENTIVE	MICRO ENTERPRISE	SMALL ENTERPRISE	MEDIUM ENTERPRISE	MAXIMUM ENTITLEMENT
1	STATE CAPITAL INVESTMENT SUBSIDY	40% OF F.C.I + 20% FOR WOMEN/sc/st& MINORITY COMMUNITY	30% OF F.C.I. + 20% FOR WOMEN/sc/st& MINORITY COMMUNITY	NIL	THE SUBSIDY NORMALLY ADMISSIBLE AND ADDITIONAL SUBSIDY TAKEN TOGETHER WILL NOT EXCEED RS. 50 LAKH
2	INTEREST SUBSIDY ON TERM LOANS	SUBVENTION 7.5% FOR 5 YEARS		25% OF TOTAL TERM LOAN INTEREST PAID BY THE ENTERPRISE FOR 7 YEAR	I).SUBJECT TO A CEILING OF 175LAKH PER YEAR FOR MEDIUM ENTERPRISE
3	WAIVER OF ELECTRICITY DUTY	i) 75% ON ELECTRICITY CONSUMPTION FOR FIVE YEARS ii) 100% ON ELECTRICITY CONSUMPTION FOR FIVE YEARS IN CASE OF WOMEN/sc/st/MINORITY COMMUNITY		i) 100% FOR FIVE YEARS ii)75% FOR 6TH YEAR UPTO 10 TH YEAR	RS.50 LAKH PER YEAR OR RS 2.50 CRORE IN FIVE YEARS ONLY FOR MEDIUM ENTERPRISE
4	POWER SUBSIDY	RS.L.50/ KWH FOR FIVE YEARS			RS.20 LAKH PER YEAR FOR SMALL ENTERPRISE & RS 30 LAKH FOR MEDIUM ENTERPRISE
5	SUBSIDY FOR ENERGY EFFICIENCY	i) 50% OF THE COST ENERGY AUDIT (E.A) ii) 25% OF THE COST OF INSTALLATION OF ENERGY CONSERVATION AS PER E.A SUBJECT TO A MAXIMUM RS.2 LAKH		NIL	RS. 2 LAKH
6	SUBSIDY ON STAMP DUTY & REGISTRATION FEE	100% FOR PURCHASING LAND OR/BUILDINGS		75% FOR PURCHASING LAND OR/BUILDINGS	
7	REFUND OF ENTRY TAX	i) FOR PROCUREMENT OF PLANT AND MACHINERY ii) FOR PROCUREMENT OF RAW MATERIALS FOR THREE YEARS			
8	REFUND OF VALUE ADDED TAX (VAT).	90% VAT REFUND PAID FOR 8 YEARS OR 75% OF FCI WHICHEVER REACHES EARLIER.			
9	REFUND OF CENTRAL SALES TAX (CST)	CST PAID BY MSME FOR THREE YEARS FROM THE DATE OF COMMENCEMENT OF PRODUCTION.			
10	SUBSIDY FOR WATER CONSERVATION / ENVIRONMENT COMPLIANCE	REIMBURSEMENT 50% OF EXPENDITURE INCURRED BY MSME SUBJECT TO MAXIMUM RS.2 LAKH		NIL	RS. 2 LAKH
11	SUBSIDY FOR STANDARD QUALITY COMPLIANCE	REIMBURSEMENT 50% OF EXPENDITURE INCURRED BY MSME SUBJECT TO MAXIMUM RS.5 LAKH			RS.5 LAKH
12	WORKFORCE WELFARE ASSISTANCE	REIMBURSEMENT OF 100% IN FIRST YEAR & 75% IN REMAINING EIGHT YEARS TOWARDS EXPENDITURE INCURRED BY MSME FOR PAYING CONTRIBUTION TOWARDS ESI&EPF IF AT LEAST 50% OF THE EMPLOYEES ARE RECRUITED FROM AMONGST THE PERSONS REGISTERED WITH EMPLOYMENT BANK.			
13	SUBSIDY FOR PATENT REGISTRATION	REIMBURSEMENT OF 50% TOWARDS EXPENDITURE INCURRED BY MSME FOR REGISTRATION SUBJECT TO MAXIMUM RS 5 LAKH			RS.5 LAKH

growing food processing industries in the region.



INVEST MENT OPPORTUNITIES at Raiganj Food Park

General on Food Processing Industries

- ⊙ Fruits and vegetables: preserved, candied, glazed and crystallised fruits and vegetables, juices, jams, jellies, purees, soups, powders, dehydrated vegetables, flakes, shreds and ready-to-eat curries
- ⊙ Food preservation by fermentation: wine, beer, vinegar, yeast preparation, alcoholic beverages
- ⊙ Beverages: fruit-based, cereal-based
- ⊙ Dairy: liquid milk, curd, flavoured yoghurt, processed cheese, cottage cheese, Swiss cheese, blue cheese, ice cream, milk-based sweets
- ⊙ Food additives and nutraceuticals
- ⊙ Confectionery and bakery: cookies and crackers, biscuits, breads, cakes and frozen dough
- ⊙ Meat and poultry: eggs, egg powder, cut meats, sausages and other value added products
- ⊙ Fish, seafood and fish processing – processing and freezing units
- ⊙ Grain processing – oil milling sector, rice, pulse milling and flour milling sectors
- ⊙ Food preservation and packaging: metal cans, aseptic packs
- ⊙ Food processing equipment: canning, dairy and food processing, specialty processing, packaging, frozen food/refrigeration and thermo-processing
- ⊙ Consumer food: packaged food, aerated soft drinks and packaged drinking water
- ⊙ Spice pastes
- ⊙ Supply chain infrastructure – this niche has investment potential in food processing infrastructure, the government's main focus is on supply chain related infrastructure like cold storage, abattoirs and food parks
- ⊙ The establishment of food parks – a unique opportunity for entrepreneurs, including foreign investors to enter in the Indian food processing sector

*(Source: Government of India _make in India_ FPI)

Specific Opportunity

INVEST MENT OPPORTUNITIES of Food Processing & related Industries at RAIGANJ FOOD PARK

Comparative & Competitive Items	Potential Industries	Related Potential
Rice: Varsity-Tulaipanji, Kalonunia, Katarivog, Zira-catari-Vog Coarse Cereals: Maize	Rice Mill, Rice Flour Maize Flour (Starch) Mill	Noodles, puffed and pressed Rice Marketing cum grading-sorting- packaging unit
Pineapples: Chopra-Bidhannagar variety	Jam-Jelly- Marmalade	
Lichi: own & surrounding dist & state Varsity	Concentrate juice (intermediate)	Flavored or natural soft drinks
Mango: own & surrounding district & state Varsity (Sericulture)/ Silk	Jam-Jelly- and Pickles, Green Mango Panaetc processing, dyeing and knitting of silk fabrics	Dried mango sliced Flavored or natural soft drinks Silk mounted Tea bag processing
Potato	Modern warehouse cum cold storage	Finger chips Processed Snacks-(fried) chips
Tomato	Tomato Puree & Paste (intermediate), Ketchup	storage
Chili	Sauce & Ketchup	Marketing cum grading-sorting- packaging unit
Mustered	Mustered oil Mill	By products: sauce, paste/puri,
Vegetables: potato, onion, chili, tomato, bringle, capsicum & other locals Fruits: orange, pineapple, apple, grapes other as per demand	Modified atmosphere control warehouse cum cold Multi floor storage Multi storage	
Eggs, cereals, pulses, edible oils etc		
Other	Industrial Cluster for Machinery maintenance	



GENERAL AXIOMS

Prior Assumptions

- ⊙ Proposed site economically viable for setting up of Food Processing Park as found above
- ⊙ Land is litigation and liability free
- ⊙ Land is to be developed at par with Food Processing Park's art of the age infrastructural Amenities
- ⊙ Current attainable Incentives available to expected entrepreneurs
- ⊙ Grants, loans, cluster loan facility etc. are attainable from MSME specified bank branches as per RBI norms
- ⊙ Single Window Facility effectively operational in time bound manner
- ⊙ Regulatory aspects: Company Act 2013, RBI norms, SEBI regulation, Local & State commerce law including environment compliance etc all such requirements attainable to the entrepreneurs in simplified manner
- ⊙ Quality control – qualitative food security is to be maintained at par global standard
- ⊙ Entrepreneurs and associate officials are rational to converge their project to attainable national flagship programmes existing or upcoming
- ⊙ Entrepreneurs are free choose project finance, management and operation for the best business realization
- ⊙ Entrepreneurs are free to procure / hire capital goods, raw materials and other inputs from else where
- ⊙ Entrepreneurs are free to sell their products in local, districts, state, national and global markets
- ⊙ Technical supports including DPR along with right business model are to be attainable to the entrepreneurs
- ⊙ Location competitive advantages over infrastructures, raw materials, skilled & non-skilled work force, finance, assistance from Government, inventory & distribution, ICT and market infrastructures & accessibilities are to be known to the potentials entrepreneurs

METHODOLOGY

Brief note on Methodology

- ⊙ ICT enabled pre-communications to assess market demands have been maintained to communicate business / industry associations, experts for validating pre-feasibility of the study
- ⊙ Two Questionnaires for interacting entrepreneurs and associations have been developed on the basis of designed outlined study frame work by the WBFPI directorate
- ⊙ Stratified specific customize sampling methodology is adopted to acquire categorical inputs for the study
- ⊙ Market survey is conducted physically at Raiganj with its 50 km radius including parts of D/Dinajpur extensively focused on channelizing local comprador & industrial capitals into investment for the best realization of economic benefits in terms of income and employment generation
- ⊙ Kolkata, Siliguri, part of Maldah, Jalpaiguri, Coochbehar are covered to relevant primary information
- ⊙ For market assessment* potential /existing entrepreneurs are interacted directly
- ⊙ Secondary information have been picked from best attainable sources directly or indirectly pertinent to study
- ⊙ For the Technical feasibility concerns, all the disseminating experiences are accessed
- ⊙ Assembled quantitative and qualitative statistics have been scanned, eliminated irrelevant ones, analyzed, interpreted and feed into the study report.
- ⊙ Relevant details such as scheduled canvas and others are attached as annexure



SURVEY AND KEY FINDINGS FOR MARKET SURVEY AND DEMAND ASSESSMENT OF FPI PARK

INFRASTRUCTURAL FACILITIES NEED to be DEVELOPED

As per the axiom number 3rd, it is assumed that the park is to be developed with following main facilities:

- A. **Site development:** (1) Boundary (2) inside Road (3) Power (4) Alternate Power Source (5) Truck bay (6) Way bridge (7) Street light (6) others*
- B. **Water Supply:** (1) Pipe distribution (2) IR Plant (Iron Removal) (3) R.O. / arsenic Purifier
- C. **Drainage:** (1) Sewerage Net Work (2) Effluent Treatment Plant (3) Storm Water Drainage

Expected Facility Requirement of Site Development: Survey Findings



Figure:

All the facilities like boundary walls, inside & approach roads, alternative power station / source, Food Park’s own truck bay & Way Bridge, streetlights of Site Development are expected by the potential entrepreneurs are on above 95% expectation level. Wi-Fi Hot Spot requirement is on 85 % expectation level.

*Other common infrastructural facilities that can raise the technical feasibilities of the proposed site consequently attract more investment. These can be for usages of both insiders and outsiders of the park. These are as follows:

- Security & Surveillance (CCTV),
- Office Space,
- Flatted manufacturing space,
- Laboratory (QC),
- Banking,
- Car Parking,
- Ware House & Cold Storage,
- Grading, Sorting & Packaging,
- Customer meet area,
- Conference Hall,
- Common canteen,
- Common Toilets,
- Wi-Fi hotspot,
- Medical Unit like Primary Health Clinic

CCTV	office pace	Flatted manufacturing space	laboratory	banking	car parking	Ware house	cold storage
7	12	6	1	9	13	5	3
Grading, Sorting & Packaging	Customer meet area	Conference Hall	Common canteen	Common Toilets	Any other (pl mention)*		
4	8	14	11	10	2		

SURVEY FINDINGS (raw) : Ranking of expectation of common facility

Some of these e.g., Standard & Quality testing Laboratory, Grading, Sorting & Packaging, Ware House & Cold Storage, Conference Hall, Health Clinic etc. are potential for seasonal use, value addition and recurring revenue generation capacities.

ENTREPRENEURS' EXPECTATION on TYPE OF INDUSTRY to be SET UP

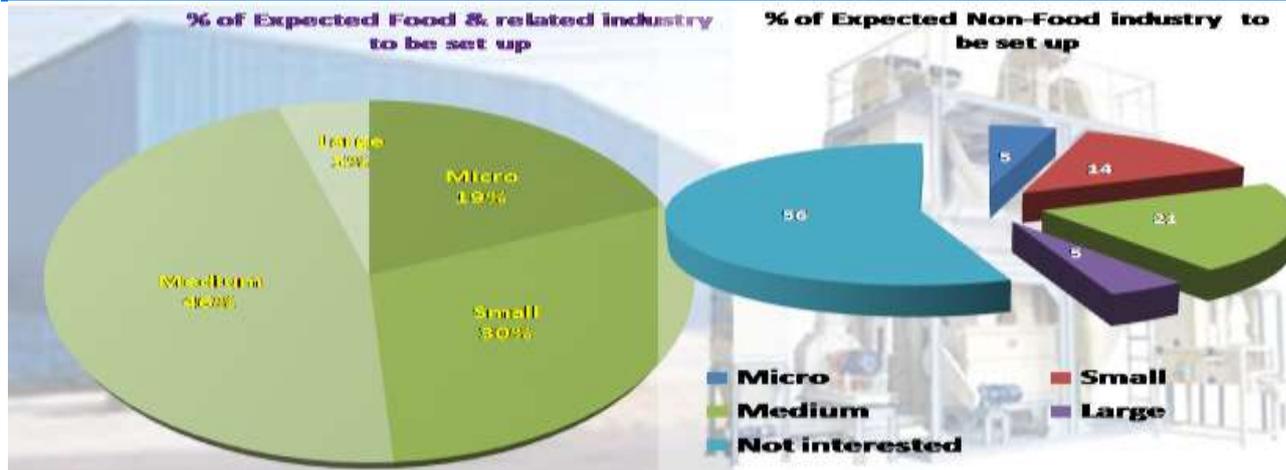


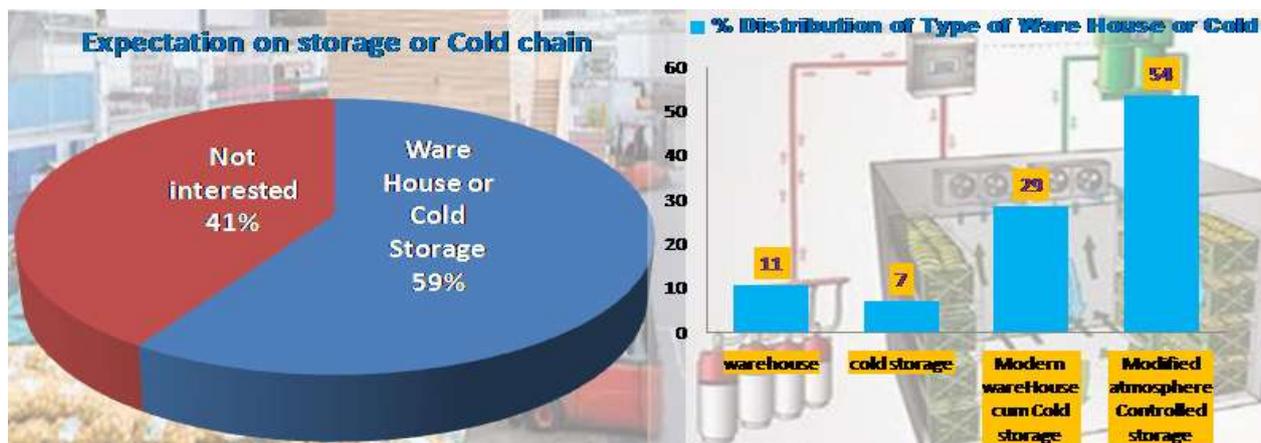
Fig: ' EXPECTATION on Scale of Industry

Demand for the setting up of Food Processing and related industry are highest among the potential regional industrialists. They express their interest for rolling out 46 % of Medium Scale, 30% of Small Scale, 19 % of Micro and only 5 % of Large Scale Industries in terms of investment in equipment.

While demand for Non-Food Industry Set Up is far less, it is only 44 %. Medium Size industry here also leads on expectation.

Large Scale industries in both food and non-food scale size constitute 5% of expectation level.

ENTREPRENEURS' EXPECTATION on TYPE of STORAGE facility



....Fig: ' EXPECTATION on Storage pre & post processing

Pre-processing storage / inventory is much needed to counter the seasonal price and supply variation of agro based inputs. It is also important to counter the market fragmentation, unexpected speculation and hoarding of raw materials for maintaining year / season wise smooth competitive production.

For product inventory purpose well-maintained supply chain or distribution and always ready to meet on time demand – the post product Storage System also can foster the food processing industries.

60 % of prospective entrepreneur keeps interest in or demands that there would be warehouse or cold storage or both in modern combined form at the food park. Category wise, 55 % has been demanded for Modified Atmosphere Controlled Storage while 30 % goes for Modern Ware Housing cum Cold Storage System. Only warehousing or cold chain constitutes demand for 11 % and 7% subsequently.

QUANTUM of EXPECTED LAND DEMANDED



Quantum of Land Size demanded depends on type of industry to be set up, infrastructural facility and services available. If the Food Park is made then available infrastructure, regulatory, administrative, financial, incentives, capacity building and business environment potentially raise demand of land. In Food Park, reasonably less land requires to roll out industry compare to any red or green kind of land. Scale of the industry and its nature of being capital intensive or labour intensive may determine the size of the land requirement.

Expected weighted mean demand for the land requirement is 3.1 acre. Total land demanded seems to be engrossed in the market if prior assumptions are in ceteris paribus. Range of the land demand for the site is from 0.33 acre to whole land i.e., 33.5 acre. Maximum percentage distribution of land is 19% on expectation of 1 acre usage. Entrepreneurs who are willing to set up unit in proposed site demand for land in total of 134 acre. If 1/4th of them set up FPI there then total land can be used up fully.

REGIONAL AGRICULTURAL, RESIDENTIAL and COMMERCIAL EXPECTED LAND PRICE



Quantum of land demand depends on price of the land and the opportunity cost. Same type industrial plot and other type of land like agricultural or residential land if available in lesser price but with greater facility then these affect the demand of that land. Magnitude of Lease Year or outright sale condition can affect the choice of land demand.

There is no conversion cost of agricultural land for the food processing industry. Residential plot can also transform into industrial usage. Market survey reveals that agricultural land price on road either on State High Way 10 A or on or adjacent to NH 34 within 5 to 6 km radius of Raiganj is Rs 16.70 Lakh per Bigha. Other type like residential & commercial land prices are estimated accordingly as Rs 5.96 Lakh per Katha and Rs 14.4 Lakh per Katha.

EXPECTED LAND PRICE of the RAIGANJ FOOD PROCESSING PARK

If Government is involved to develop business activity by creating infrastructural facilities for the prospective entrepreneurs for promoting Industrial benefit of any region then the economic value is more important than the market price of any public possession. Estimating Land Values or price depends on specific assumptions /criteria like nature of land, principles of land assessment, methods used to assess land value and the source of public revenue as follow:

Specific Assumptions

The Nature of Land and Natural Resources: <ul style="list-style-type: none"> • Characteristics of Land • Land Rent Compared with Market Value 	The Source of Public Revenue: <ul style="list-style-type: none"> • Environmental Preservation • Efficiency of Public Revenue • How Much Land Rent Should the Community Collect?
Principles of Land Assessment: <ul style="list-style-type: none"> • Utility, Scarcity and Desirability • Limitations on Land Ownership and Use • Factors that Contribute to Land Value • Highest and Best Use of Land • Procedures for Land Assessment <ul style="list-style-type: none"> ○ Defining the Assignment ○ Determining the Data Required and Its Source ○ Collecting and Recording the Data ○ Verifying the Data ○ Analyzing and Interpreting the Data ○ Estimating the Market Values ○ Public Examination and Analysis of the Land Market Values ○ Periodic Updating of Assessments 	Methods Used to Assess Land Value: <ul style="list-style-type: none"> • Three Approaches to Valuing Real Estate • Specific Methods Used in Appraising Land Value • Sales Comparison • Per Utilisation Unit of Site <ul style="list-style-type: none"> ○ Per Square-Foot ○ Per Acre ○ Per Front-Foot • Proportional Relationship • Developmental Analysis • Allocation • Extraction • Ground Rent Capitalization • Subdivision Development • Land Value Maps • Computer Estimated Land Values*

*Computerized Government Land Valuation

*Current market land valuation by the Government of West Bengal's existing methodology for the site is about Rs. 15.07 Crore for proposed industrial usage.

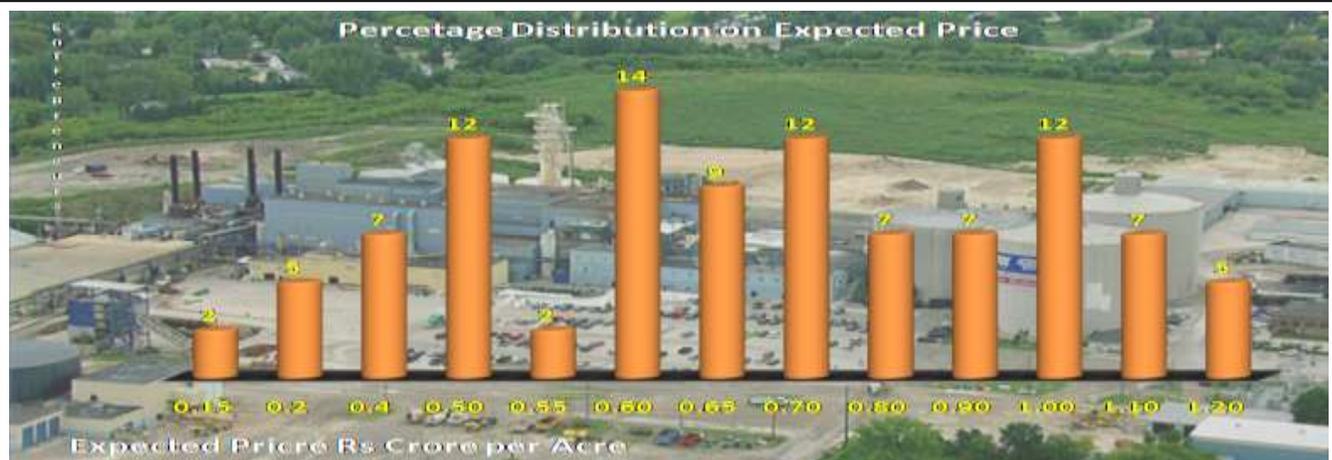
Directorate of Registration & Stamp Revenue
Finance Department, Government of West Bengal

Market Value of Land

District * Uttar Dinajpur Thana * Raiganj (*) marked items are mandatory
Local Body Gram Panchayat Mouza Bogram
Road Road Zone Ward No.
Premises No. 01156
Jurisdiction of A.D.S.R, RAIGANJ Gram Panchayat KAHALBARI-I
Plot No. 48 / 00156 / 00000
Proposed Land Use Industrial Use(Proposed) Nature of Land (as recorded in ROR) Industrial Use(Proposed)
Area of Land: Acre 33.5 Decimal Sq. Feet 3350 Total Area of Land
Is Property on Road? * Yes
Adjacent to Mettal Road Yes
Encumbered by Tenant No
Bargadar No
Type the characters shown 72621 By new characters Display Market Value
Market Value of Land: Rs. 15,07,50,000/-
Service Cash: 2869446
N.B. - To be verified from the appropriate Registration Office after filling up proper e-Requisition Form
Contents provided by Directorate of Registration & Stamp Revenue, Government of West Bengal Reserve
Site designed, hosted and maintained by National Informatics Centre
The website is best viewed in IE 9 and 1024 x 768 Resolution.



Estimated Expected Price per Unit of Land



Expected average land price is Rs. 70 lacs per acre.

Government Current Computerized land valuation is Rs. 45 Lacs per acre (shown in previous page)

Best fitted market expected Current land price is Rs. 1.10 Crore per Acre***

- ***Assumptions:
- (i) 70% land utilization, (ii) rent value Rs 4 per sqft per month,
 - (iii) Maintenance cost 1 rupee per sqft per month (iv) Maintenance that chargeable up to 10 years of commencement and
 - v) The land valuation formula is adopted as follow:

$$\text{Expected value of land} = \frac{\text{rent yield} - \text{levies/maintenance}}{\text{capitalization rate}}$$

FINAL LAND PRICE depends at time of final SALE on method applied for like auction, total cost including development one plus mark up or any compensated price.

EXPECTED POTENTIAL INVESTMENT of the RAIGANJ FOOD PROCESSING PARK

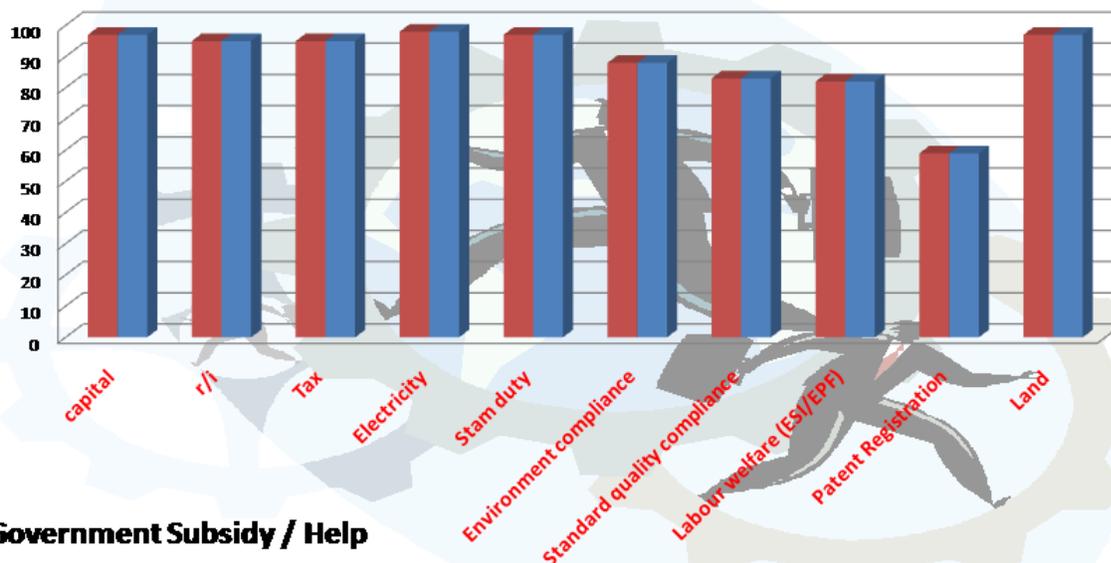


After subsequent analyzing and interpreting statistics, feasibility of prospective potential entrepreneurs stands in a range between 42 to 50 head count.

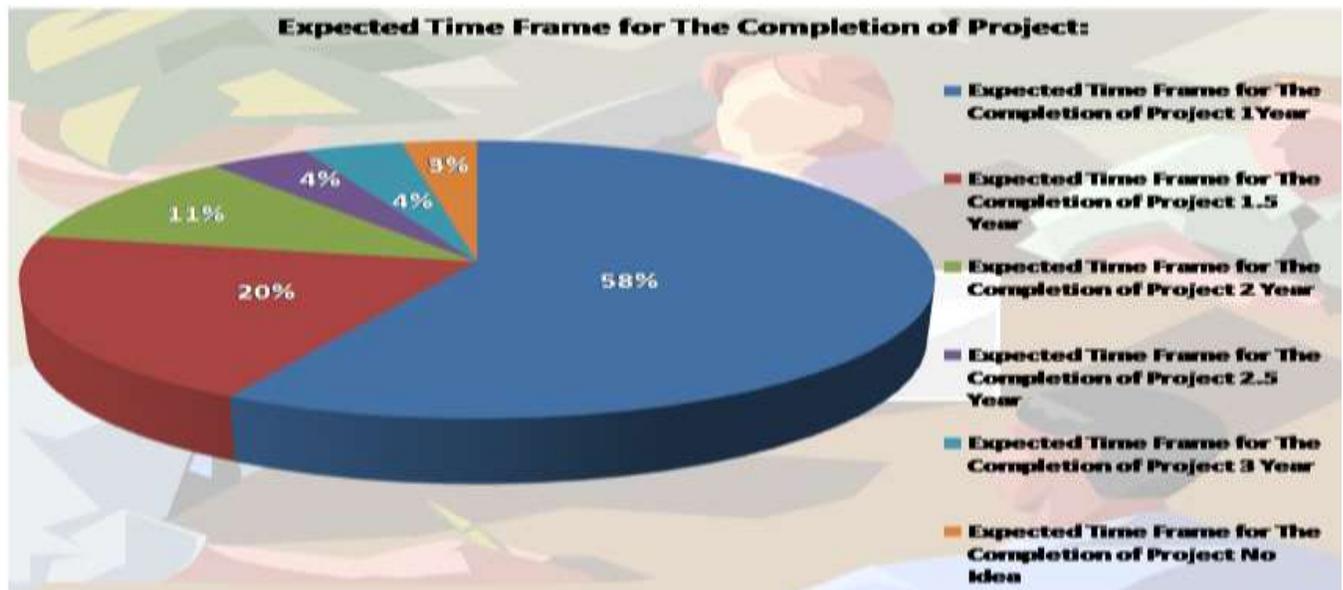
Weighted mean investment is INR 11 crore per head count.

Total potential investment range is in between INR 300 crore to INR 500 crore.



EXPECTED ASSISTANCE / INCENTIVES REQUIREMENT of the RAIGANJ FOOD PARK**Government Subsidy / Help**

All the available incentives as charted in explanatory memorandum and economic feasibility chapters. Analysis shows that incentives are expected by the entrepreneurs on above 95% demand level for the processed related incentives. Additionally they are seeking incentives on land at same 95% expectation level.

EXPECTED TIME FRAME FOR THE COMPLETION of the PROJECT

Demand is very high for the developing of food processing park at the proposed site of “West Dinajpur Spinning Mill” at Raiganj, Uttar Dinajpur of West Bengal. Eighty percentages (80%) of prospective entrepreneurs, various business, and industry associations strongly express their views to develop the Food Processing Park at earliest within one to one & half years.

HUMAN RESOURCES OF THE STUDY

Human resources involve in market study and demand assessment for Food Processing Park

Name	Main Degree / Awards	Post Held	Total Experience	Field of Expertise
Technical Advisory				
Debashis Sen Gupta	<ul style="list-style-type: none"> P. G. Dip in Adv. Construction Management, BE (Civil) 	Dy. General Manager/ Infrastructure Engineering	17 years	Supervision of structuring of PPP projects, Liaison with Business/ Corporate Houses, Team Management for Infrastructure Engineering
Biplab Nandy	<ul style="list-style-type: none"> MBA (Finance), M. A (Economics), B. Sc. (Economics) 	Chief Manager/ Economists with Financial Expert	15 years	Socio-Economics, Statistical Inputs Strategic Decisions Support in data processing, Preparation of financial model for sustainability of the project
Shreeja Ganguly	<ul style="list-style-type: none"> MCP (Master of City Planning), B. Arch (Bachelor of Architecture) 	Manager / Urban Planner & Architect	6 years	Planning, Designing Infrastructure projects under PPP Structure, Data Assimilation & Analysis, Research Analysis, Report Preparation Identification of gaps, client Co-ordination
Project Lead & Coordination				
Nirmal Bhattacharjee	<ul style="list-style-type: none"> M. Phil (Economics), M. A (Economics), B. Sc. (Economics) RA (IIMC) RA (IDPM-UK) 	Consultant / Socio-Economic Expert	16 years	Socio-Economic Impact Assessment; Strategic Planning and Project Management; Project Planning and Budgeting; Statistical & Financial Analysis
Technical Team				
Pallab Das	<ul style="list-style-type: none"> Diploma in civil Engineering Draughtsman civil 	Senior project officer / BOQ & Documentation Expert	7 years	BOQ Preparation and documentation of Infra-Projects, Reports and Assisting Procurement Division
Anamika Sharma Tiwary	<ul style="list-style-type: none"> Architectural Assistantship 	Junior Project Officer / Draftsperson	8 years	Mapping, Drafting, graphical representation, conceptual drawing, detail designing, technical drawing
Survey Team				
Abhijit Joardar	<ul style="list-style-type: none"> Diploma in Electrical Engineering 	Senior Project Officer / Survey & Site Co-ordinator	21 years	Site Supervision of Infrastructure Projects; Field Survey & Data Collection, Govt. Liaison; Arranging Stakeholders consultation
Prasankar Ghosh	<ul style="list-style-type: none"> B.A. 	Project Officer / Survey & Site Co-ordinator	9 years	Site Supervision of Infra- Projects, Field Survey, Data Collection, Govt. Liaison

