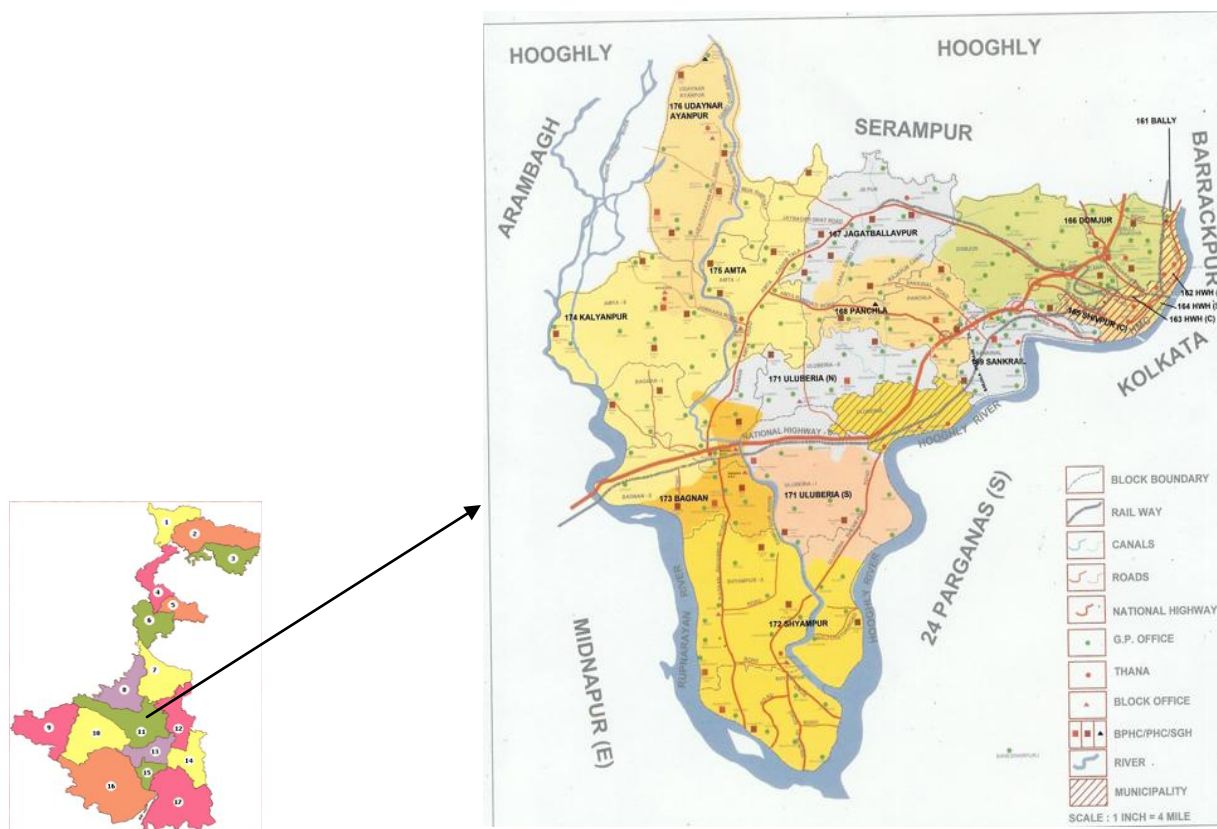


## HOWRAH

### Overall scenario of the district

Howrah district, situated in South Bengal, is one of the prominent business districts of West Bengal. It is the second smallest district of West Bengal after Kolkata with an area of 1,467 sq km. It is surrounded by five important districts like Kolkata, North 24 Parganas on the east, South 24 Parganas on the east, Hooghly on the north, Midnapore East on the south, & Midnapore West on the west



Often termed as Sheffield of the East, Howrah is known today as an engineering hub, mainly in the area of light engineering industry. Due to presence of railways, roadways and waterways at the same time this district has huge location wise advantage compared to others. As per District Statistical Handbook, 2009

The district constitutes of

- ✓ Municipalities -2
- ✓ Municipal corporation -1
- ✓ Blocks – 14

The district ranks 4<sup>th</sup> in terms of literacy rate and 2<sup>nd</sup> in terms of population density among all other districts of West Bengal.

**District Profile:****➤ Population:**

According to Census Data (2011), the Total Population of the district is 48, 41,638 out of which there are 25,02,453 males (51.69%) & 23,39,185 females (48.31%). Out of a total 640 districts in India, Hooghly is ranked 23<sup>rd</sup> in terms of population. The population density in the district is 3300 persons per sq km.

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

- Bally(M) (22092 persons per sq. km),
- Howrah(M.C) (19473 persons per sq. km),
- Uluberia(M) (5995 persons per sq. km),
- Bally-Jagacha (5275 persons per sq. km),
- Sankrail (4885 persons per sq. km)

Other major settlements in the district (in terms of total number of population) are Bankra, Chakpara, Kalara, Nibra, and Panchla.

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

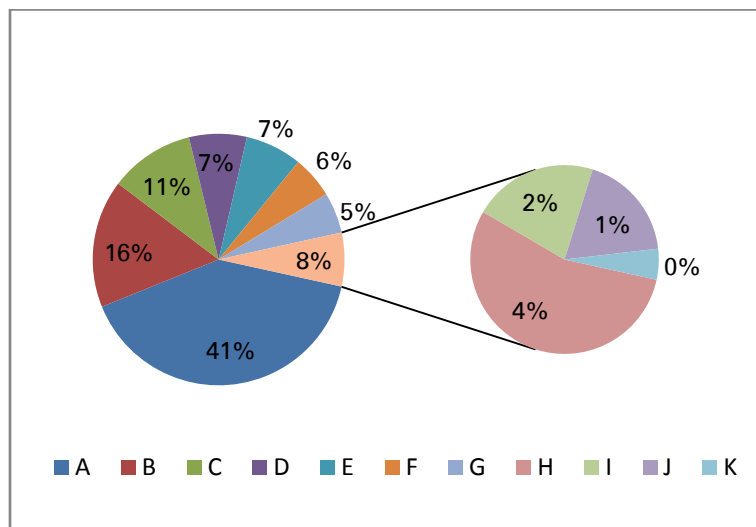
Age group	% of total population
0-4	8.03
05-24	41.44
25-49	35.97
50-59	6.81
60 and above	7.65

*Source: Census, 2001*

Around 5.5% of the total population (42,73,099) (Census 2001) living in the district of Howrah are from outside of West Bengal. The notable states which constitute the workforce are:

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

Work force constitutes 28.58% of total population and the distribution of the same is as follows:



- A:** Manufacturing
- B:** Wholesale & Retail Trade
- C:** Social Service & Allied
- D:** Transport, Storage & Communication
- E:** Agricultural Laborers
- F:** Real Estate & Financial
- G:** Cultivators
- H:** Construction
- I:** Livestock
- J:** Hotels & restaurants
- K:** Electricity, gas & Water Supply

Source: Census Data, 2001

The per capita income in the district was found out to be Rs 22565.69/- during the year 2003-04.

## Infrastructure

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

### Road ways:

- National Highway: NH 6
  - Lane: 4
  - Length of NH within the district: 56.13 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), Medinipur(E), Kolkata
  - Blocks on the NH: Bagnan, Uluberia, Panchla, Jagacha
- State Highway (SH):
  - 2 SHs
    - SH-6 connecting Burdwan and Birbhum
    - SH-15 connecting Hooghly & Burdwan
- Durgapur Express way:
  - Lane: 4
  - Length of NH within the district: 56.13 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), Medinipur (E), Kolkata
- Blocks on the NH: Bagnan, Uluberia, Panchla, Jagacha

Source: West Bengal Public Works' Department

### **Railway:**

Railway terminus:

Howrah: The largest railway terminus under Eastern Railway and connect Kolkata with most of the state capitals of India through mail/ express trains

Shalimar: Terminus used for mail/ express and goods train

Local train routes:

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

Vegetables, Fruits, milk base products (Chana) come to the city from suburban areas through this local train routes

### **Water ways:**

Howrah & Kolkata are called twin city and number of ferry services are observed between Howrah and Kolkata for human transportation.

### **Other social infrastructure:**

- Technical Education:
  - Famous Bengal Engineering College is situated in this district.
  - Polytechnics: 05
  - ITI: 02
- Health:
  - Standard health network like district hospital, block hospitals and Private nursing home/clinics are observed
- Entertainment:

- Botanical garden, Gadiara, Nurpur are some of the famous tourist destinations in Howrah district
- Calcutta West International town, a famous residential complex is situated in this district
- Banking Infrastructure
  - Lead Bank - UCO Bank and following are the other banks found in the district.

<b>Name of Branches</b>	<b>No. of Branches</b>
State Bank Of India	50
United Bank Of India	25
Uco Bank	15
Bank Of Baroda	11
Allahabad Bank	10
Central Bank Of India	7
Punjab National Bank	6
Hdfc Bank Ltd	5
Bank Of India	5
Indian Bank	4
Axis Bank	4
Union Bank Of India	3
Corporation Bank	2
Oriental Bank Of Commerce	2
The Federal Bank Ltd	2
Syndicate Bank	2
Ing Vysya Bank Ltd	2
Idbi Bank Ltd	2

*Sources: Individual Bank's website*

### **Power Infrastructure:**

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

- EHV Sub-Stations

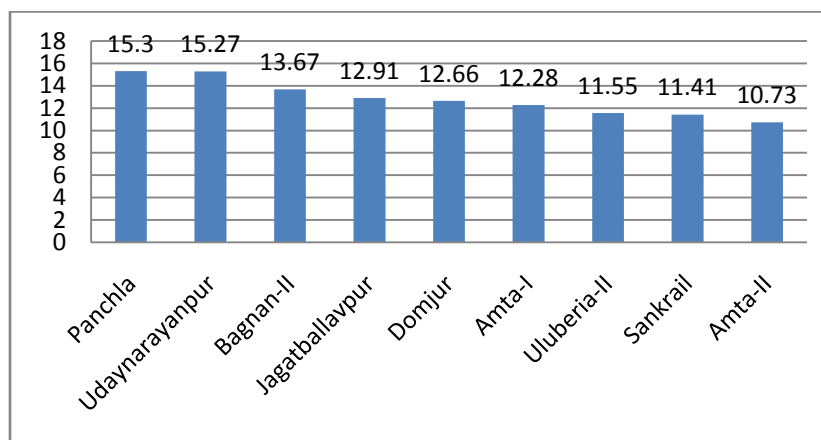
<b>Sl. No</b>	<b>SS name</b>	<b>Capacity (KVA)</b>
1	Howrah	220
2	Domjur	220
3	Liluah	132
4	Uluberia	132
5	Janai	132

*Source: West Bengal State Electricity Transmission Company Limited*

### Ground water:

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

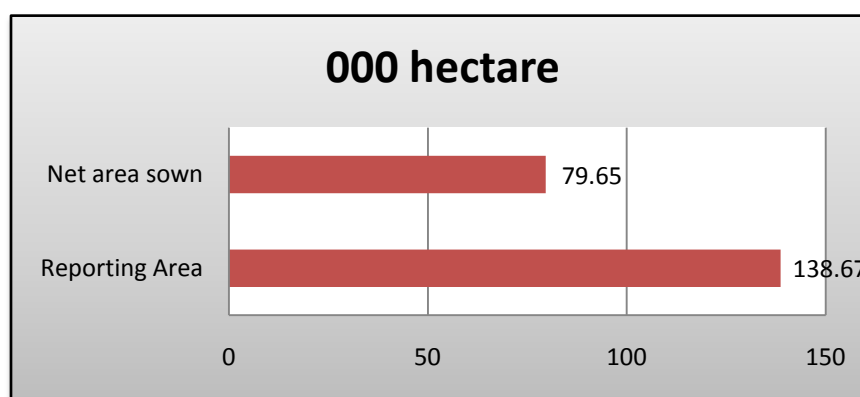
Blocks with average depth of ground water more than 9 meters during April, 2011 are:



Source: State Water Investigation Directorate

### Agriculture & Horticulture

Reporting area in the district is 138676 hectare. Net sown area is 57.44% 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:

Howrah	Crops/ Veg/ Fruits/ livestock	Rank in the state	Production, 000' MT	% to states' production
<b>Agricultural produce</b>	Groundnut	5th	6.91	6.11

Source: Office of Deputy Director of Agriculture, Howrah, 2010-11, Evaluation wing, Directorate Agriculture GoWB 2009-10,

Major growing blocks: Amta-II, Amta-I.

- In Howrah Elephant foods are found in large quantity.

**Major agricultural/ horticultural markets:**

Regulated market:

- Bagnan Regulated Market, known for vegetable arrival
- Dhulagarh wholesale market,
- Fish market: Howrah, largest fish market of Eastern India
  - Wholesale market for sweet water & marine fish
  - Fish are transported to other states of India from this market
  - Fish from other states, especially from Andhra Pradesh arrive to this market through rail network.
  - Around 70 wholesalers are found here.

Sources: I-Win Survey

**Storage facilities:**

- Potato storage:
  - 5 cold storage having total capacity 448235 quintal
- Multipurpose cold storage:

Block	No.	Total capacity (qt)
Sankrail	2	103412
Udaynarayanpur	1	62500
Salkia	1	35020
Alampur	1	151778

Source: Directorate of Agri Marketing, 2010-11

**Food Park: Sudha Ras Food Park**

- Total land : 49.98 acres
- No. of Plots: 19
- Common facilities building

- Operating unit: PepsiCo India Holdings (anchor Unit), Saj Food Products (Bisk Farm), Prestige Ice Cream (Rolllick), Vitarich Agro Food India Ltd, Rose Valley, Manish Baking, Monginis, ITC Biscuit, GEE PEE Food, Fresh Produce (Cold storage), Veterage agro, Soma Agro (Multipurpose cold storage), Vikaram Chandmal (Soanpapdi). MPS Food Products Ltd.
- Connectivity:
  - ✓ Near to Kolkata on the newly widened NH 6
  - ✓ Nearest port- Kolkata & port town of Haldia
  - ✓ Nearest airport- Netaji Subash Chandra Bose International Airport.

*Sources: I-Win Survey*

### **Food Park: Kandua Food Park**

- Total land : 54 acres
- Operating unit: Pamper Ovenfresh, Induss Food Products, Vadilal Industries.
- Connectivity:
  - ✓ Near to Kolkata on the newly widened NH 6
  - ✓ Nearest port- Kolkata & port town of Haldia
  - ✓ Nearest airport- Netaji Subash Chandra Bose International Airport.

### **Uluberia growth Center**

- Total land : 160 acre
- Allotted land : 109 acre
- Operational unit: 49
- Closed & non operational plot:17
- Operational Food Processing Unit: Biskfarm, Potato King Food Pvt. Ltd, Saj Industries Pvt Ltd,
- Connectivity:
  - 50 km. from Howrah station.
  - 76 km. from Kharagpur station.
  - Approx. 50 km from international airport at Dum Dum via. E.M.By pass.
  - 1.2 km. from Birshibpur rail station towards Kolkata.
  - Located on NH-6, 7 kms from Uluberia sub- divisional town.
  - Uluberia is about 38 kms by train from Kolkata.

#### **Up-coming project:**

ITC food is planning to set up manufacturing unit around Uluberia.

*Sources: I-Win Survey, WBIIDC*



**Chilling plants/ Bulk Milk Cooler:**

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

Name of Chilling plant	No	Capacity (TLPD)
Howrah Shyampur (BMC)	2	2.0
Amta (BMC)	1	2.0

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

**Food Processing Industries:**

Till 2006-07, number of food processing units in the district was 208. New units registered since 2007 is as given below. According to definition of MSME act 2006, the distribution of the units is as follows:

Units	2007-08	2008-09	2009-10	2010-11	2011-12	Total
Micro	27	17	22	34	45	145
Small			5	5	4	14
Total	27	17	27	39	49	159

Source: I-Win Survey & DIC

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	1	3	4	6	5	19
Confectionery/Biscuit	6	1	3	7	4	21
Diary & Milk	4	3	2	2	4	15
Fruits & vegetable processing				2	4	6
Oil	6	5	5	5	6	27
Others			2	1	1	4
Packaged Drinking Water	1		2		2	5
Paddy Processing	2	1	4	10	11	28
Snacks/Pasta	5	4	4	5	12	30
Spices	2		1	1		4
Total	27	17	27	39	49	159

Source: I-Win Survey & DIC

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
<b>Cereals &amp; Pulses Processing</b>	4		21		17		75	1	35		152	1
<b>Confectionery/Biscuit</b>	119		9				54		45	7	227	7
<b>Diary &amp; Milk</b>	42		20		10		12	3	24		108	3
<b>Fruits &amp; vegetable processing</b>							25		40	23	65	23
<b>Oil</b>	40		41		51		54	1	72		258	1
<b>Others</b>					13		5		6		24	0
<b>Packaged Drinking Water</b>	5				30				6		41	0
<b>Paddy Processing</b>	12		6		37		63	1	89	7	207	8
<b>Snacks/Pasta</b>	39		27		23		32		38	45	159	45
<b>Spices</b>	10				5		3	1			18	1
<b>Total</b>	271	0	124	0	186	0	323	7	355	82	1259	89

Source: I-Win Survey & DIC

Hence a total of 1348 people are directly involved in the food processing industry for their livelihoods. Out of which 6.60% is female worker.

#### Food processing units under FSSAI (erstwhile FPO) in the district:

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)	9
Synthetic Sweetened Aerated Water (With out Fruit Juice/Pulp) in Pet	7
Preserve, Candied & Crystallized Fruit & Peel	6

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
Frito Lays India, Sankrail	Potato Chips
Epic Agro Pvt. Ltd	Biscuits
Saj Industries Limited, Uluberia	Cakes & Biscuits
Ganesh Wheat Products, Sankrail	Wheat Items
Thacker Dairy, Andul	Milk Products
MPS Food Products	Spices
Rollick Ice Cream	Ice cream
Monginis	Bread

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

**Investment opportunities:**

- The district has a poor raw material base but biggest strength is its strategic location.
- A stand alone fruit processing unit can be set up in the district. A DPR on this project has already been prepared in this line by the Department of food Processing Industries & Horticulture.
- 2-3 mushroom processing centres supported with proper laboratory and raw material base can be considered. It has been observed that intake of mushroom is prevalent in urban area compare to rural area. Moreover the huge need of hotel and restaurants of Kolkata can be catered by this unit.
- The district is also ideal for setting up of modern meat processing units, which needs to be approved under APEDA to facilitate export of meat from the state. These units can source the raw material (Raw meat) from up-coming modern slaughter house in Tangra under Kolkata Municipal Corporation.
- Cold storage for sweet water fish preservation.