



processed
FOOD FOR THOUGHT...



**FOOD PROCESSING INDUSTRIES IN WEST BENGAL
INFRASTRUCTURE • POTENTIAL • OPPORTUNITIES**

The sunshine of the East
I have gathered on my palm
To pleasure all tastes



Welcome to West Bengal. Let your aspirations become reality.

Blossoming flowers, fresh vegetables, trees laden with golden fruit and the sweetness of honey gathered from the flowers by industrious bees.

The rivers meandering through the State have resulted in some of the most fertile regions in the world. An abundance of Natural Resources, Water, Electricity, Infrastructure. Characterizing a State where the enterprising are rewarded.

The terrain is lush. Agriculture, Horticulture and Agri-allied Sectors provide the base for this land of plenty. Food Processing is the natural extension of this rich bounty.

In a world aspiring towards good living, food processing is an industry that makes ample sense. West Bengal is a growing market for baskets overflowing with goodness, both eco-friendly and profitable.

Consider these facts:

Largest producer of rice, vegetables, pineapple and flowers in the country.

Second largest producer of potatoes, litchi, tea and fish in India Ranks third in total meat production (lean meat and red meat).

Significant Producers of mangoes, mandarins, oranges and sapota.

Grows 145 varieties of medicinal plants and herbs.

Wherever the sun shines, flowers bloom and fruits hang low from the boughs. Abundance greets the eyes on every side. A wealth of natural goodness awaits.



MAJOR AGRO – PRODUCTION ZONES

PINEAPPLE

Cooch Behar – Jalpaiguri- Siliguri- Uttar Dinajpur

MANGO

Malda – Murshidabad – Nadia – North 24 Parganas

LITCHI

Murshidabad – Malda – Nadia – South 24 Parganas

VEGETABLES

Nadia – North 24 Parganas – South 24 Parganas – Murshidabad-Hooghly

POTATO

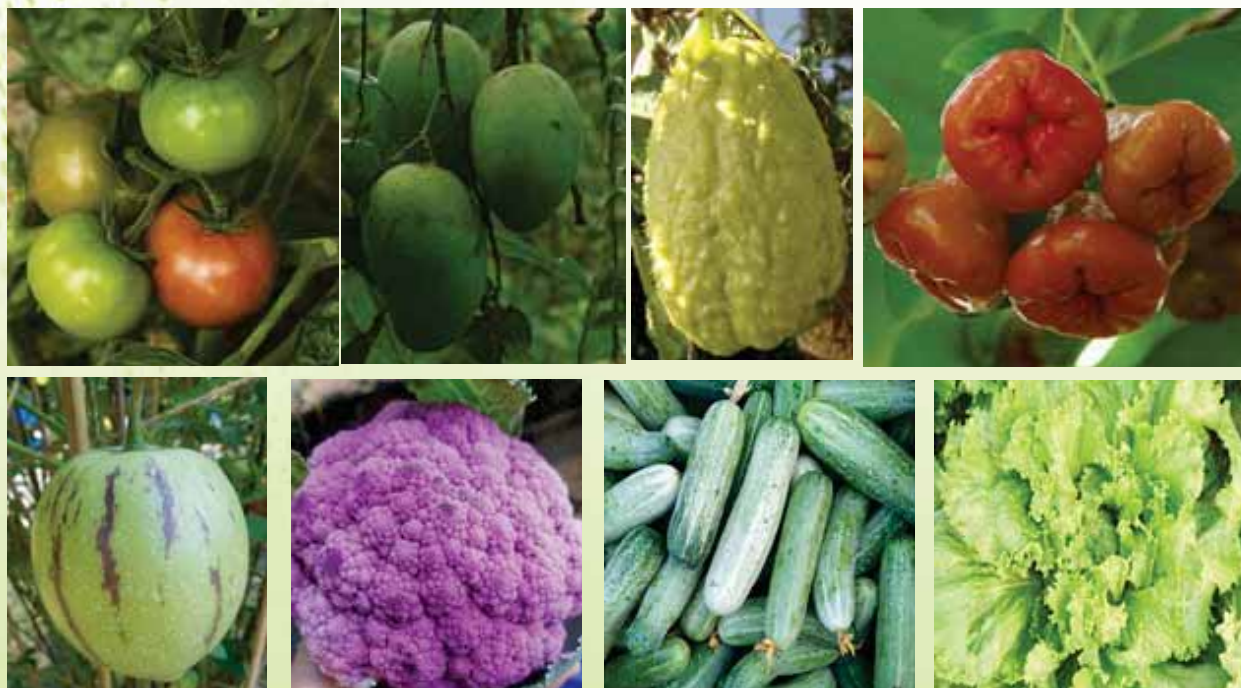
Hooghly – Purba Bardhaman – Bankura – Paschim Medinipur

FLOWERS

Purba Medinipur – Jalpaiguri – Nadia – Siliguri – Howrah

RICE

Purba Bardhaman – Hooghly – Paschim Medinipur – Dakshin Dinajpur



PROCESS SIMPLIFICATION

Ever Ready to Help

The Government of West Bengal is committed to assist investors and facilitate enterprises under the provisions of Ease of Doing Business initiatives. Prospective investors will receive support from every level of the government. Single Window Clearances for almost all permissions is today the norm in this State.

The state is known as one of the most favourable business destination in the country. Welcome to West Bengal where we serve up a delicious menu of options.

Faster procedures. More transparency.

Time – bound Delivery of Services

- Any statutory permission form issuing of Trade Licenses to sanction of Building Plans, Conversion and Mutation of Land, Environmental Clearances, Fire Licenses, Power Connection and Water Permit are delivered within prescribed timelines.

Streamlined Processes

- Innovative measures introduced to reduce documentation burden for registration of Industry, Trade License, Pollution Clearances and Land Conversion.
- Sanction of building plans in Industrial Parks / Estates will now be done by the concerned Industry Development Corporation.
- Introduction of Web-Based Services: all Acts, Rules, Processes, Protocol, Application Forms are now available on the websites of the respective government departments.
- Digital Reports and Returns for all Labour Law related obligations introduced.
- Tax Administration and Payment for all Government Transactions made online.

Single Window Services

- Micro, Small & Medium Enterprise (MSME) Facilitation Centres (MFC) have been introduced for Single Window Clearance for every district.
- New Administrative Framework has been implemented in Labour and Environment Departments to help business entities as Single Window Service.

Deemed Approval

- Provisions for deemed approvals introduced for applications on which suitable action is not completed within prescribed time limits related to Building Plan Sanctions, Mutation and Conversions of Land, Factory License Registration/ Renewal.

De-Linking of various Licenses

- Prior permission from other government departments have been done away with for faster clearances and licenses are given by respective departments at the point of application.

E-Governance initiatives of West Bengal have been widely appreciated.

UNLIMITED OPPORTUNITIES

Potential Areas for Investment

CROP AND PROCESSED PRODUCTS THAT MAY BE DERIVED

Banana

Starch| Chips| Powder

Cauliflower, Cabbage, Carrot

Fresh Cut| Frozen| Assorted Products

Citrus Fruits

Juice| Candy

Fish

Fresh| Frozen| Processed

Guava

Concentrate| Fruit Drinks| Frozen Halves|
Candies

Maize

Starch| Grit| Powder

Mango

Pickle| AamPapad| Chutney| Candy|
Dried Mango Powder

Meat

Fresh| Frozen| Processed

Pineapple

Juice| Candy| Pulp| Concentrate| Jam|
Jelly

Potato

Chips| Flakes| Powder| Fries| Starch

Milk

Raw Milk| Butter| Cream| Ghee| Cheese|
Flavoured Milk| Spreads| Milk Powder |
Ice Cream| Curd Buttermilk

Rice

Milled Rice| Rice Bran Oil| Powder | Poha
| Puffed Rice | Noodles

Tomato

Puree| Juice| Concentrate |Ketchup|Sauce

Wheat

Atta |Flour (Maida) | Suji| Rava| Pasta|
Noodles

Honey

Honey | Bee Pollen | Bee Wax | Royal Jelly
Propol Organic Honey | Cosmetics



West Bengal

Major Horticulture Crops

- Pineapple (Leading with 20.25% of total production)
- Litchi (First Runner up with 10.03% of total production)
- Banana
- Guava
- Mandarin Orange
- Mango
- Orange
- Sapota
- Coconut
- Cashew Nut
- Elephant's foot yam (Leading with 44.30% of total production)
- Capsicum (Leading with 30.94% of total production)
- Cabbage (Leading with 24.93% of total production)
- Brinjal (Leading with 23.76% of total production)
- Pointed Gourd (Leading with 55.88% of total production)
- Cucumber (Leading with 21.91% of total production)
- Cauliflower (Leading with 21.8% of total production)
- Radish (Leading with 17.04% of total production)
- Okra (Bhindi) (First Runner up with 14.02% of total production)
- Tomato
- Betel Leaf
- Ginger
- Onion
- Marigold
- Rose
- Tuberose

BANANA as on 2020-21

Area	51603 Hectare
Production	1116405 MT
District	Nadia North 24 Parganas Hooghly
Business opportunities	Major Export Destination: UAE Iran Saudi Arabia Oman Kuwait Qatar Nepal Maldives Malaysia Scope for processing: Ripened Banana Banana Puree
FPOs Involved	Karimpur at Nadia
Presence of clusters or organized markets	Nadia Murshidabad North 24 Parganas Hooghly



LITCHI as on 2020-21

Area 10210 Hectare

Production 70328 MT

Major growing districts Murshidabad | Malda | Nadia | South 24 Parganas

Business opportunities Major Export Destinations: Netherlands | UK | Russia | UAE | Saudi Arabia | Germany | Thailand | Sri Lanka | Finland – Ukraine

Scope for processing: Dried Litchi | Canned Litchi | Juice | Jam | Syrup Wine | Frozen Litchi | Cordial | Squash | Pulp

FPOs Involved GourBanga Agro – Producer Company, Malda

**Presence of clusters
Or organized markets** Cluster: Murshidabad | Malda | South 24 Parganas

Market: Machhua Bazar, Kolkata



MANGO as on 2020-21

Area	109515 Hectare
Production	886165 MT
Major growing districts	Malda Murshidabad Nadia Hooghly Bankura Purulia
Business opportunities	Major Export Destinations : UAE UK Saudi Arabia Qatar Scope for processing : Pickles Puree Canned or Frozen Slices Juice Squash Powder Flakes Mango Bar Jam Drink
FPOs Involved	GourBanga Agro – Producer Company, Malda
Presence of clusters or organized markets	Cluster : Malda Murshidabad Nadia Hooghly Bankura Purulia Market : Wholesale Markets of above Districts



OKRA as on 2020-21

Area	78635 Hectare
Production	882591 MT
Major growing districts	Nadia South 24 Parganas Bankura North 24 Parganas Purba Barddhaman Mushidabad Paschim Medinipur Purba Medinipur Hooghly
Business Opportunities	Major Export Destinations: UAE Bangladesh Malaysia Netherlands Sri Lanka Nepal UK Saudi Arabia Pakistan Qatar Scope for processing: Fresh Vegetable IQF
FPOs Involved	All FPOs
Presence of clusters or Organised markets	All North, Central and South Bengal Districts



GREEN CHILLIES as on 2020-21

Area	62386 Hectare
Production	217651 MT
Major growing districts	Cooch Behar Uttar Dinajpur Nadia Murshidabad North 24 Parganas South 24 Parganas Paschim Medinipur
Business opportunities	Major Export Destinations: UAE Bangladesh Malaysia Netherlands Sri Lanka Nepal UK Saudi Arabia Pakistan Qatar Scope for Processing: Crushed Chilli Chilli Powder Whole Chilli Stemless Chilli Chilli Sauce Pickle Chilli Flakes
FPOs Involved	Bhangar Vegetable Producer Company Limited Howrah Agro producer Company Limited Purba Medinipur Agro Producer Company Limited Ghatakpurkur Agro Producer Company Limited Joynagar Agro Producer Company Limited Gourbanga Agro Producer Company Limited Baruipur Agro Producer Company Limited Panskura Vegetable Producer Company Limited Uluberia Agro Producer Company Limited
Presence of Clusters Or organized markets	All principal Market Yards of West Bengal



BETEL LEAF as on 2020-21

Area	20241 Hectare
Production	139.183 Lakh Motes (1 Mote =10,000 Leaves)
Mazor Growing Districts	Nadia South 24 Parganas Howrah Purba Medinipur Paschim Medinipur
Business opportunities	Major Export Destinations: UAE Afghanistan Australia Bangladesh Canada France Germany Hong Kong Kenya Nepal UK Saudi Arabia Oman Pakistan Qatar USA Yemen Scope for Processing: Fresh or Raw Leaves Essential Oil used in Mouth Freshener and Ayurvedic Medicine Used as Wrap in Cuisine
FPOs Involved	Dantan Agro Producer Company, Dantan, Paschim Medinipur
Presence of Clusters Or organized markets	Ramnagar Pan Mandi, Purba Medinipur Karimpur pan Mandi, Nadia



CUT FLOWERS as on 2020-21

Area	13190 Hectare
Production	2995 Million sticks
Major growing districts	Nadia Howrah Purba Medinipur Darjeeling
Business opportunities	Major Export Destinations: USA UK Germany Netherlands UAE
FPOs Involved	Nakashipara Farmer's Producer Company Limited, Nadia
Presence of Clusters Or organized markets	Cluster: Purba Medinipur Howrah Nadia Darjeeling Market: Mallikghat Phool Bazar Siliguri Market



GERBERA as on 2020-21

Area	14 Hectare
Production	26.23 Million sticks
Major growing districts	Nadia Jalpaiguri
Business opportunities	Major Export Destinations: USA UK Germany Netherlands UAE
FPOs Involved	Nakashipara Farmers' Producer Company Limited, Nadia
Presence of clusters or organized markets	Cluster : Nadia Jalpaiguri Market :Mallikghat Phool Bazar



GLADIOLI as on 2020-21

Area	2962 Hectare
Production	436.46 Million sticks
Major growing districts	Darjeeling Kalimpong Nadia Purba Medinipur
Business opportunities	Major Export Destinations: USA UK Germany Netherlands UAE
FPOs Involved	Nil
Presence of clusters or organized markets	Cluster : Kalimpong Nadia Purba Medinipur Market : Mallikghat Phool Bazar



HONEY as on 2020-21

Production	16870 MT
Major growing districts	North 24 Parganas South 24 Parganas Malda
Business opportunities	Major Export Destinations: USA UAE Saudi Arab Bangladesh Scope for processing: Honey Bee Pollen Bee Wax Royal Jelly Propol Organic Honey Cosmetics
FPOs Involved	Bee-keepers' Association - North 24 Parganas, South 24 Parganas, Malda
Presence of clusters or organized markets	None



RICE BRAN OIL

Introduction

Rice Bran Oil (RBO) is produced from Rice Bran, a by-product obtained during the process of rice milling

Product and its Uses

Rice Bran Oil and De-oiled cake

Refined RBO is mainly used as cooking oil. De-oiled Cake of Bran is used in cattle feed.

Demand and Supply

Current national production of Rice Bran Oil is over 9.80 Million tonnes per annum and is increasing by about 40,000 to 50,000 tonnes per annum

Availability of Raw Materials in West Bengal

0.75 Million tonnes per annum.

District

Purba Bardhaman | Paschim Medinipur | Malda | Dakshin Dinajpur | Hooghly

Major Players

Kalyani Solvex | Sukumar Solvents | Sethia Oils | Hemraj Oils | Bansal Oil and Refineries

SUCCESS STORIES

IN HORTICULTURE SECTOR

DEVELOPMENT OF HORTICULTURE IN PASCHIMANCHAL DISTRICTS

From 2017-18, a special emphasis has been laid on Horticultural Development in six districts of western part of this state as a part of “Paschimanchal Development Plan”. In the financial year 2021-22, a dedicated intervention for establishment of perennial fruit orchards has been initiated in the upland of drought prone areas of Paschimanchal. Special emphasis has been given to expand the area of major and minor fruit crops in fallow or barren land in a total of 4353 hectare of land in 2021-22 financial year. To combat the prevalent extreme weather conditions, 8000 sq. meter of protected cultivation structure has been constructed for production of high value horticulture crops. Emphasis has been given on establishment of farm level Pack House, cultivation of cut flower, loose flower and bulbous flower, subsidy on purchase of power tillers, establishment of low cost onion storage etc.

NORTH BENGAL HORTICULTURAL DEVELOPMENT PROGRAMME

Considering the outreach and positive impact of the Paschimanchal Development Programme, a pilot programme was initiated for the expansion of horticultural activities in the eight districts of North Bengal, using similar approach.

Special emphasis has also been given to expand the area of fruit crops in different districts in the Northern part of West Bengal. A total of 2681 Hectare of land has been brought under cultivation for major and minor fruits in 2021-22 year. Good quality planting materials are being supplied to the farmers of 8 districts of North Bengal.

Emphasis has been given on cultivation of cut flower, loose flower and bulbous flower, subsidy on purchase of power tillers, establishment of low cost onion storage etc.



PROTECTED CULTIVATION

Protected cultivation provides promising scope for year round cultivation of high value flowers, betel vine and vegetables ensuring higher productivity and safety against adverse weather conditions.

In financial year 2021-22, a total area of 63,900 sq. meter were brought under protected cultivation of high value flowers, betel vine and vegetables through construction of Poly/Green/Shade-Net Houses etc.

KHARIF ONION CULTIVATION AND ONION STORAGE STRUCTURES

Introduction of Kharif onion (growing of onion during the monsoons in uplands) programme is a remarkable achievement involving a paradigm shift in the cultivation practices in red lateritic and alluvial (new and old) zone of the state. In financial year 2021-22, around 1000 hectare cultivable area was brought under Kharif onion cultivation and initiatives have been taken to set up 225 low cost onion storage structures with total capacity of 5625 metric tons. In 2020-21, total production of onion in West Bengal was around 747599 metric tons from 40609 hectare cultivated.



FARMER PRODUCER ORGANISATIONS

A total of forty one Farmer Producer Organisations have been formed and registered for building linkages of farmers with markets, with the objective to reduce the role of intermediaries and to ensure better price realization by the farmers.

Exploration of P-P-P Model for production of quality planting material in department farms

One of the most innovative and successful experiments of the department was in the revival of the Barjora Horticultural Farm. This farm, over 53 acres of land had been lying underutilized for the last three decades was revived through a Public Private Partnership. The farm is now producing high quality fruit saplings and also encouraging horti-tourism taking advantage of its unique location.

In the first year of its operation, it supplied 11.4 lakh saplings and in the second year, it is poised to supply 26.23 lakh saplings. In the first year itself, the operations of the farm resulted in an income of about Rs 1 million for the horticulture corporation which is set to grow to Rs 1.4 million in the second year, in addition to substantial savings to the government in procurement of fruit saplings. The saplings produced by the Barjora Farm have been distributed extensively in the flagship Matir Shristi programme.

Year	Number of fruit saplings produced / target (in lakhs)	Income for Government (Rs. In Crore)
2021-22	11.4	1.31
2022-23	26.23	3.10
2023-24	27.50	3.25
2024-25	28.85	3.41

This has led to significant savings increase in Government income.



HONEY HUB

Beekeeping is a popular activity in some parts of the state under integrated farming system. Honey bees are one of the best pollinators which help in increasing the yield of various agricultural and horticultural crops through pollination support. It provides income and employment to the rural people by way of increasing yield of various crops and providing honey and other beehive products, viz. royal jelly, propolis, bee wax, comb honey, bee venom, etc. State level Honey Hub at Deganga, North 24 Parganas, is being set up to speed up the growth of beekeeping by promoting scientific methods and earn appropriate revenue popularizing it among farmers.

Operationalisation of Centre of Excellence for Vegetables at Chinsurah

The Centre of Excellence for vegetables established at Chinsurah with Israeli technical assistance is poised to usher in Good Agricultural Practices for vegetable cultivation. It has already started training of farmers in use of latest techniques of vegetable farming. It has also begun producing good quality vegetable seedlings for providing to farmers. The centre is providing exposure to use of plasticulture to produce high value vegetable crops. It is equipped with 2072 sqm of hi-tech polyhouse and 3219 sqm of naturally cooled polyhouse and 2176 sqm of polytunnels, fertigation system etc.

This Centre will also provide the latest technological advances of cultivation, high value horticultural crops under protected structures like open ventilated poly green house, shade net house, poly tunnels etc. In different protected structures, the cultivation techniques of different vegetables are being demonstrated in this Centre. At the same time, disease and insect attack free seedlings are raised from hybrid or high yielding vegetable varieties which will reduce the input costs for commercial sale. This facility has been built with expertise from Israel and encompasses the latest in micro-irrigation and fertigation technologies. It is acting as a training centre to introduce the latest trend in commercial horticulture.



Front Line Demonstration of cultivation practices for new varieties of horticultural crops

Introduction of commercial varieties of new fruits like Dragon fruit, Strawberry, Kiwi, Avocado, Passionfruits have been taken up during financial year 2021-2022. Some of are commercially promising for the North Bengal districts. On the other hand, seedlings of Broccoli, coloured Capsicum, Pak-choi, coloured Cauliflower, Lettuce, Red Cabbage etc. have been raised and distributed among the farmers through the Centre of Excellence for Vegetables in South Bengal. Introduction of commercially important flowers like Dendrobium orchids, cut flower chrysanthemums, gerbera, different type of Lilies etc. have been taken up for providing more profits to farmers.

Commercialisation of organically produced vegetables

Organic cultivation of vegetables is being standardised at the horticulture farm at Ayeshpur, Nadia. In this farm the crops like Capsicum (green, red and yellow colour), Cherry Tomato, Tomato, Broccoli, Cauliflower (white, pink and yellow colours), Cabbage (red and green), lettuce, Chinese cabbage, Baby corn, Sweet corn, Beans, field peas etc. have already been produced. A few of these crops (like different coloured capsicum, cherry tomato, lettuce, chinese cabbage etc.) are produced in protected structures and some are produced in open field condition.



DEPARTMENT OF FOOD PROCESSING INDUSTRIES AND HORTICULTURE

SOWING SUCCESS

Inspired by the vision of Mamata Banerjee, Hon'ble Chief Minister, West Bengal, Department of Food Processing Industries and Horticulture, is committed to ensure that the sector sows the seeds of success.

ROADMAP TO PROSPERITY

HORTICULTURE INFRASTRUCTURE DEVELOPMENT

Pack Houses in all Districts (2022-23) : 2 each

Setting up of at least 1 modern Pack House within coming year in 3 Zones:

South Bengal, Paschimanchal, North Bengal

Revival and upgradation of Barasat Pack House and upgradation of Malda Pack House

Setting up of VHT in Barasat Pack House

Operationalisation of the Irradiation Unit, Hooghly

Setting up of an Irradiation Centre in North Bengal

Exploration of Plug & Play model of cultivation in different Government farms under Department of F.P.I. & Horticulture

Assessment of all multipurpose cold storage in the state

Ripening Chambers: Assessment of requirement and development of such additional infrastructure

Operationalisation of the Centre for Excellence, Hooghly (Including training component)

Exploration of P-P-P model of sapling production of Horticultural Crops

Enhancement of onion production towards self-sustainability

Project on development of spices in all districts with focus on processing and packaging

Integrated development of horticulture in all districts with focus on exotic varieties of flower

Holistic Development of mushroom production to expand the livelihood options

FOOD PROCESSING

Connecting horticultural producers with final markets

Setting up of Honey Hub in North 24 Parganas

Hand holding support to food processing industries

HORTICULTURE EXPORT

Following best practices for boosting export

Capacity building of Government Officials/Local Representatives/Exporters/FPOs

Mapping of export destinations for best price realization

SUCCESS STORIES

IN CINCHONA NAD OTHER MEDICINAL PLANT SECTORS



Cultivation of Strawberry



Expansion at Cinchona Plantation



Cultivation of Kiwi



Cultivation of Blueberry



Cultivation of Ipecac



Production of Citronella Oil



Production of Avocado



Production of Artemisia



Dry Taxus leaves



Production of Chirata



Production of dry Ipecac Root



Cultivation of coffee by 1232 farmers covering 346 acres as a first step towards Kalimpong Coffee in consultation with Coffee Board



Production of Lemongrass Oil



Production of Patchouli



Production of Cinchona Bark



Production of Saffron



Processed Large Cardamom

**Naturally
Bengal**
the land of plenty



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