

PURULIA

Overall scenario of the district

Purulia is the westernmost district of West Bengal. It acts as a gateway between the developed industrial belts of West Bengal and the hinterlands in Orissa, Jharkhand, Madhya Pradesh and Uttarpradesh. This district is bordered on the east by Bankura, Paschim Medinipur districts, on the north by Bardhaman district of West Bengal state and Dhanbad district of Jharkhand state, on the west by Bokaro and Ranchi districts of Jharkhand state and on the south by West Singhbhum and East Singhbhum districts of Jharkhand state.

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

- ✓ Municipalities -3
- ✓ Blocks - 20

The district rank 6th in terms of sex ratio among all other districts of West Bengal.

District Profile:

Population:

According to Census Data (2011), the Total Population of the district is 29,27,965 out of which there are 14,97,656 males (51.15%) & 14,30,309 females (48.85%). Out of a total 640 districts in India, Purulia is ranked 129th in terms of population. The population density in the district is 468 persons per sq km.

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

- Purulia (M) (8187 persons per sq. km),
- Jhalda (M) (4606 persons per sq. km),
- Raghunathpur (M) (1694 persons per sq. km),

Other major settlements in the district (in terms of total number of population) are Adra, Balarampur.. Distribution of population over different age group (Census, 2001):

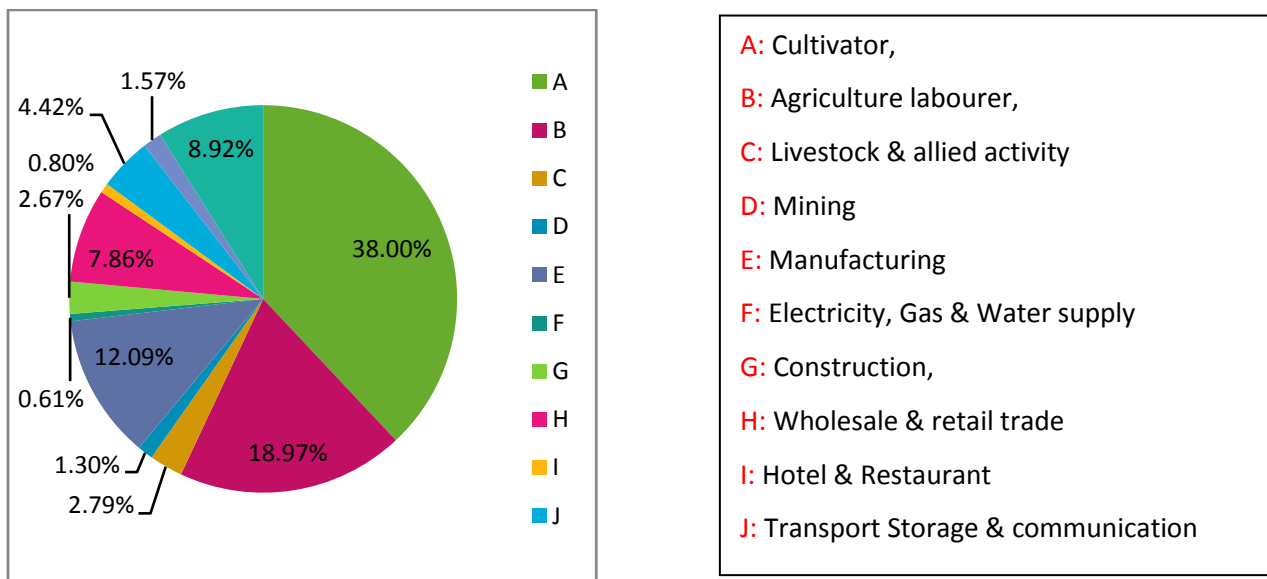
Age group	% of total population
0-4	10.64
05-24	41.91
25-59	40.12
60 and above	7.23

Source: Census data, 2009

Around 4% total population, 25,36,516 (2001) living in the district are from outside of West Bengal, among them, notable states are:

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

Work force constitutes 25.22% of total population and the distribution of the same is as follows:



Source: Census Data, 2001

The per capita income in the district was found out to be Rs 16182/- during the year 2003-04.

Infrastructure:

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

Road ways:

- National Highway: NH 32
 - Lane: 2
 - Length of NH within the district: 63.89 KM
 - Connected other states: Jharkhand
 - Blocks on the NH: Purulia, balarampur.
 - Connecting with other major settlements like: Dhanbad, Chas(Bokaro Steel City)
- National Highway: NH 60A
 - Lane: Intermediate lane road.
 - Length of NH within the district: 50.64 KM
 - Blocks on the NH: Hura.
- State Highway (SH):
 - 4 SHs
 - SH-4 connects with Bankura, Medinipore (W), Medinipore (E)
 - SH-4A runs within the district.
 - SH-5 connects with Burdwan, Medinipore (W), Medinipore (E)
 - SH-8 connects with Bankura, Burdwan, Nadia.

Source: West Bengal Public Works' Department

Other social infrastructure:

- Technical Education:

- Medical College: 02
 - Polytechnics: 01
 - ITI: 01
- Health:
- Standard health network like district hospital, block hospitals and Private nursing home/clinics are observed
- Entertainment:
- Standard cinema halls and parks are observed.
- Source: District Statistical Handbook, 2009*
- Banking Infrastructure:
- Lead Bank - United Bank of India and following are the other banks found in the district

Name of Bank	No. of Branches
UBI	39
SBI	26
CBI	08
Allahabad Bank	08
BOB	04
BOI	03
PNB	03
IOB	02
Union Bank of India	02
UCO	02

Sources: Individual bank's website

Power Infrastructure:

Power Generation station:

Power station	Location	Installed Capacity (MW)
Santaldih Thermal Power Station	Santaldih	480
Purulia Hydel Power Plant	Ajoydha Hills	900

Supply Stations (SS) are:

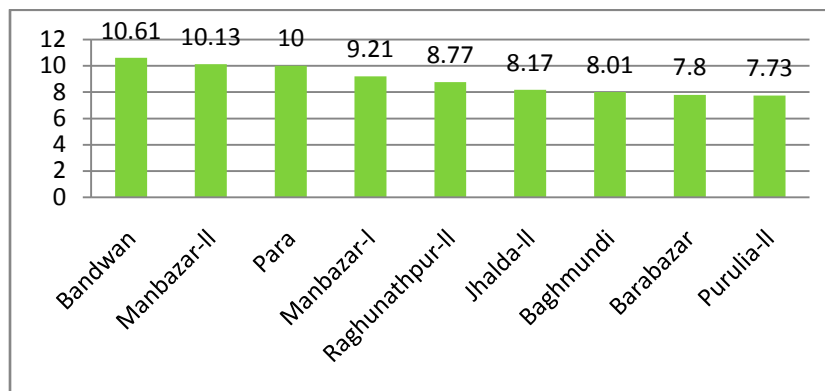
Sl. No	SS name	Capacity (KVA)
1	Purulia	132
2	Raghunathpur	132
3	Bagmundi	132

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.

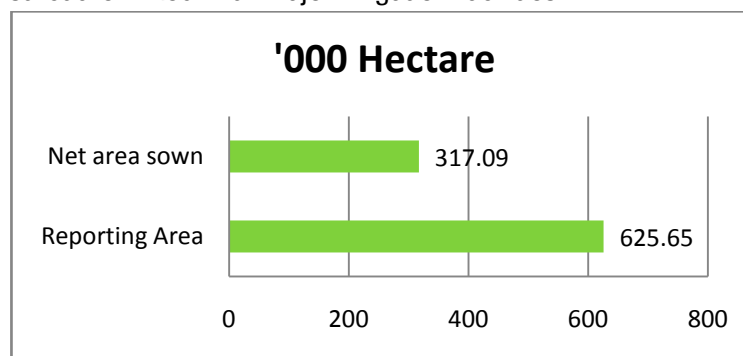
Blocks with average depth of ground water more than 7.67 meters during April, 2011 are:



Source: State Water Investigation Directorate

Agriculture & Horticulture:

Reporting area in the district is 625650 hectare. Net sown area is 50.7% of total reporting area. Hence 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:

Purulia	Crops/ Veg/ Fruits/ livestock	Rank in the state	Production, 000' MT	% to states' production
Agriculture	Linseed	5th	0.082	5.90
Horticulture	Sweet Potato	5th	11.91	5.06
	Tomato	5th	77.69	7.30

Source: Evaluation Wing, Directorate of Agriculture GoWB 2009-10, Bureau of Applied Economics & Statistics, Livestock Population Handbook 2009, WBSFPI and H, Animal resources development Dept. WB

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

VEGETABLES

Ladies finger
Brinjal

FRUITS

Guava

Major agricultural/ horticultural markets:

Regulated market:

- Balarampur Regulated Market
- Jhalda Regulated Market

Storage facilities:

- Potato storage:
 - 1 cold storage having total capacity 61979 quintal
- Multipurpose cold storage:

Block	No.	Total capacity (qt)
Bandowan	1	60000
Jhalda RMC	1	870

Source: Directorate of Agri Marketing

Industrial Growth Park: Raghunathpur Steel & Allied Industrial Park

- Total land : 7420.24 acre
- Possession of 2914.99 acres of land in the park has already been taken
- The Park is expected to generate about 7,000 direct employment and 30,400 indirect employment.
- Key player: Jai Balaji Industries Limited, Adhunik Corporation Limited, Shyam Steel Industries Limited, DPSC Ltd

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)
Belguma (BMC)	1	4.0

Chirudhi (BMC)	1	0.5
Deuli (BMC)	1	0.5

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

Food Processing Industries:

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	37	48	47	38	37	207
Small	3	7	2	3	1	16
Total	40	55	49	41	38	223

Sources: Dlc and I-Win data

Sect 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	17	13	9	5	5	49
Confectionery/Biscuit	6	3	0	4	4	17
Diary & Milk	4	5	1	1	4	15
Fruits & vegetable processing	0	0	0	1	1	2
Oil	3	3	3	2	0	11
Others	0	1	0	0	0	1
Paddy Processing	9	27	35	19	24	114
Poultry, Meat Processing	0	0	0	1	0	1
Snacks/Pasta	0	0	0	4	0	4
Spices	1	3	1	4	0	9
Total	40	55	49	41	38	223

Sources: Dlc and I-Win data

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

Sector	2007-08		2008-09		2009-10		2010-11		2011-12		Total	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Cereals & Pulses Processing	126	0	54	0	73	6	88	0	11	4	352	10
Confectionery/Biscuit	31	0	41	0	0	0	17	0	24	0	113	0
Diary & Milk	19	0	34	1	3	0	4	0	22	2	82	3
Fruits & vegetable processing	0	0	0	0	0	0	1	1	13	2	14	3

Sector	2007-08		2008-09		2009-10		2010-11		2011-12		Total	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Oil	16	0	21	0	24	0	6	0	0	0	67	0
Others	0	0	0	0	0	0	0	0	0	0	0	0
Paddy Processing	42	4	23	10	13	6	48	3	95	6	554	29
Poultry, Meat Processing	0	0	0	0	0	0	7	0	0	0	7	0
Snacks/Pasta	0	0	0	0	0	0	12	0	0	0	12	0
Spices	3	0	17	2	5	0	18	0	0	0	43	2
Total	23	4	40	13	23	12	20	4	16	14	124	47
	7		3		8		1		5		4	

Sources: Dlc and I-Win data

Hence a total of 1291 people are directly involved in the food processing industry for their livelihoods. Out of which 3.64% is female worker.

Food processing units under FSSAI[erstwhile FPO]:

There are 2 numbers 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)	2

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

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

Name of the company	Product
Ashirvad Food Products Pvt. Ltd	Atta, Maida, Suzi, beson

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

Investment opportunities:

- One honey processing plants can be set up in the district.