

Government of India
Ministry of MSME

**Brief Industrial Profile of
HOOGHLY DISTRICT
WEST BENGAL**

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Prepared by

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BRIEF INDUSTRIAL PROFILE OF HOOGHLY DISTRICT

1. GENERAL CHARACTERISTICS OF THE DISTRICT:

The economy of Hooghly district is admixture of predominant agriculture and industry. It lies on the bank of the Hooghly river and about 15 kms. away from Kolkata. So, the district enjoys the proximity of Kolkata Metropolitan city and the Hooghly river. Numbers of large and medium scale industries have been set up along the bank of the Hooghly river. Besides, a large number of MSEs have also been set up along the bank of Hooghly river as well as other parts of the district. The remaining part of the district is under agriculture activities. The people are engaged in both agricultural and industrial activities. At present, multi-national companies are showing interest in setting up of industries in the district and some closed large scale units re-opened. Thus, industry is growing fast in the district.

1.1 LOCATION & GEOGRAPHICAL AREA.

The district has a geographical area of 3149 sq. kms. The district is surrounded by Nadia in the east, Burdwan in the north, Bankura in the west and Paschim Midnapore in the south. The district lies between 23°.01'20"N and 22°.39'32"N latitude and 88°.30'15"E and 87°.30'20"E longitude. The geographical location of the district is shown in Table.

GEOGRAPHICAL LOCATION OF THE HOOGHLY DISTRICT AND ITS HQ.

Name of the district	Latitude		Longitude	
	North	South	East	West
Hooghly	23°.01'20" N	22°.39'32" N	88°.30'20" E	87°.30'15" E
Chinsurah	22°.55' N		88°.29' E	

1.2 TOPOGRAPHY

The soil of the district is deep alluvial. The topography indicates a predomination of flat and plan surface with storage of high moisture. The district is divided into three soil groups viz. (1) Gangetic Alluvium, (2) Alluvium deposit in Damodar and Dwarkeshwar Valley and (3) Red Soil Region. Gangetic alluvium belt comprises an area of 59150 hectares and it is rich in calcium and fertile contained high level of potash, medium nitrogen and phosphate. The vindhya alluvium soil comprises the major area of 248950 hectares and this soil is less fertile and slightly acidic. In this soil, nitrogen content is high, phosphate is available and potash is medium. The red soil comprises of an area of 68000 hectares and is infertile with low in organic carbon, calcium with phosphate and potash. The red soil covers in the western parts of the Goghat block but in rest of the district mostly is under Gangetic Alluvium and Vindhya Alluvium. Gangetic Alluvium belt in eastern and south eastern parts of the district.

There are many rivers and rivulets in the Hooghly district. The Hooghly, the Dwarkeshwar, the Damodar and the Rupnarayan are the main rivers of the district. The other rivers and rivulets are the Sarashwati, the Kunti, the Jhumi-Jhelika, the Behula, the Dhumi, the Kunnatal, the kadarmati, the Tarakjala and the Amadar. Many of these rivers are navigable.

1.3 CLIMATE

Hooghly has a tropical savanna climate. The annual mean temperature is 26.8°C, although monthly mean temperatures range from 16°C to 33°C and maximum temperatures in Hooghly often exceed 38°C. The main seasonal influence upon the climate is the monsoon. Maximum rainfall occurs during the monsoon in August and the average annual total is above 1,500mm. Moderate northwesterly to northeasterly winds prevails for most of the year with a high frequency of calms. Summer is dominated by strong southwesterly monsoon winds. Winters are comfortable with temperatures lying between 11 to 17°C.

1.4 FOREST

Tropical forests are found in the district. So, the forests are deciduous in nature. In these forests, timbers, fuel woods, thatches, etc. are available.

1.5 ADMINISTRATIVE SET UP.

ADMINISTRATIVE UNITS OF THE HOOGHLY DISTRICT.

Sub-Division	Police Station	C.D.Block/ M.C./ M	Panchayat			Municipal Corporation		Municipality		Inhabited Village
			Samity	Gram	Gram Sansad	No	Ward	No	Ward	
Sadar Sub-Div.	9	5/ 0/ 2	5	69	1101	-	-	2	52	741
	Dhaniakhali Gurap	Dhaniakhali	1	18	264	-	-	-	-	214
	Pandua	Pandua	1	16	247	-	-	-	-	153
	Balagarh	Balagarh	1	13	183	-	-	-	-	129
	Chinsurah Chinsurah (Women)	Hooghly-Chinsurah(M)	-	-	-	-	-	1	30	-
	Chinsurah (P) & Mogra	Chinsurah-Mogra Bansberia(M)	1	10	196	-	-	1	22	52
	Polba & Dadpur	Polba & Dadpur	-	-	-	-	-	-	-	-
Chandan-nagar Sub-Div.	5	3/ 1/ 3	3	41	592	-	-	3	59	193
	Tarakeswar	Tarakeswar Tarakeswar(M)	1	10	144	1	33	-	-	339
	Haripal	Haripal	-	-	-	-	-	1	15	89
	Singur Bhadreswar(P)	Singur	1	15	208	-	-	-	-	-
	Bhadreswar	Bhadreswar(M)	1	16	240	-	-	1	22	152
	Bhadreswar (P)	Chamdpdani(M)	-	-	-	-	-	1	22	98
	Bhadreswar (P) Chandannagar	Chandannagar (MC.)	-	-	-	-	-	-	-	-

Serampur Sub-Div.	6	4/ 0/ 6	4	34	574	-	-	6	137	208
	Jangipara	Jangipara	4	34	574	-	-	-	-	128
	Chanditala	Chanditala-I	1	10	177	-	-	-	-	47
	Chanditala (P) Dankuni (P)	Chanditala-II	1	9	148	-	-	-	-	20
	Dankuni	Dankuni (M)	1	9	132	-	-	1	19	-
	Serampur (P) Dankuni (P) Uttarpara (P)	Serampur-Uttarpara	-	-	-	-	-	-	-	13
	Uttarpara	Uttarpara-Kotrung(M)	1	6	117	-	-	1	24	-
	Uttarpara(P)	Konnagar(M)	-	-	-	-	-	1	20	-
	Serampur	Serampur(M)	-	-	-	-	-	1	29	-
	Serampur (P)	Baidyabati(M)	-	-	-	-	-	1	22	-
	Rishra	Rishra(M)	-	-	-	-	-	1	23	-
Aram-bagh Sub-Div.	4	6/ 0/ 1	6	63	924	-	-	1	18	554
	Goghat	Goghat-I	1	7	107	-	-	-	-	97
		Goghat-II	1	9	121	-	-	-	-	110
	Arambagh	Arambagh Arambagh(M)	1	15	221	-	-	-	-	152
			-	-	-			1	18	-
	Khanakul	Khanakul-I	1	13	192	-	-	-	-	93
		Khanakul-II	1	11	145	-	-	-	-	52
	Pursurah	Pursurah	1	8	138	-	-	-	-	50
Total- 4	24	18/ 1/ 12	18	207	3191	1	33	12	266	1842

Source: District Statistical Handbook of 2014 Hooghly, Govt. of W.B

2. DISTRICT AT A GLANCE

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude			N - 23°.01'20" N S - 22°.39'32" N
	ii) Longitude			E - 88°.30'20" E W - 87°.30'15" E
	iii) Geographical Area		Sq Km	31.49
(B)	Administrative Units			
	i) Sub divisions		Nos	4
	v) Panchayat Simitis		Nos	18
2	Population			5519145
(A)	Sex-wise			
	i) Male	2011	Nos	2814653
	ii) Female	2011	Nos	2704492

(B)	Rural Population	2011	Nos	3390646
3	Agriculture			
(A)	Land utilization			
	i) Reporing Area	2013-14	Thousand hectares	313.38
	ii) Forest cover	2013-14	"	0.53
	iii) Non Agriculture Land	2013-14	"	97.14
	v) Cultivable Barren land	2013-14	"	0.06
4	Forest			
	(i) Forest	2013-14	Thousand hectares	0.53
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2012	Nos.	326150
	ii) Buffaloes	2012	Nos.	51106
B.	Other livestock			
	i) Goats	2012	Nos.	553775
	ii) Pigs	2012	Nos.	21581
	iii) Dogs & Bitches	2012	Nos.	-
	iv) Railways			
	i) Length of rail line	2013-14	Kms	
	V) Roads			
	(a) National Highway	2013-14	Kms	
	(b) State Highway	2013-14	Kms	322.05
	(c) District Roads	2013-14	Kms	756.25
	(d) Village Roads	2013-14	Kms	63.11
	(e) Rural road/ Agriculture Marketing Board Roads	2013-14	Kms	
	(f) Kachacha Road	2013-14	Kms	
	(VI) Communication			
	(a) Telephone connection	2013-14		
	(b) Post offices	2013-14	Nos.	506
	(VII) Public Health			
	(a) No of Medical Institutions	2014	No.	271
		2014	No.	4732
	(b) Total No of Beds	2014	No.	60
	(c) Primary health center			
	(VIII) Banking commercial			
	(a) Commercial Bank		Nos.	390
	(b) rural Bank Products		Nos.	33
	(IX) Education			
	(a) Primary school		Nos.	3013
	(b) Middle schools		Nos.	152
	(c) Secondary & senior secondary schools		Nos.	651
	(d) Colleges		Nos.	28
	(e) Technical University		Nos.	0

3. INDUSTRIAL SCENERIO OF HOOGLY DISTRICT, WEST BENGAL

The study of existing industries is important because the present industrial structure forms the base for building up future development. This development can be better achieved if the same is related to the existing industries in the district. Besides, the analysis of the industrial sector as a whole keeping the above perspective in view, an effort has been made in this Chapter to depict the present industrial scenario of the district.

The industrial scenario of the district comprises an admixture of large, medium, small and traditional village industries. In view of creating favorable conditions in the economy for self sustaining growth of industries specially MSMEs, the following parameters viz. (1) General Industrial Climate, (2) Large Scale Industries, (3) Medium Enterprises, (4) Small Scale Enterprises,

HOOGLY DISTRICT HAS ONE FOOD PARK IN THE DISTRICT.

Sl. No.	Name of Ind. Area	Land acquired (In Acre)	Land developed (In Acre)	No. of Units in Production
	Modular Food Park, Dankuni	500 acre	500 acre	215

Source:- WBSIDC & WBIIDC

The existing industrial growth centers are located in the region comprising Uttarpara, Rishra, Serampore, Shoraphully, Chandernagore, Mogra, Chinsurah and Pandua.

The proposed growth centers will cover Sheakhala (Chanditala 1), Makla (Serampore-Uttarpara), Khalisani (Singur), Sugandha (Polba-Dadpur), Tribeni (Chinsurah-Mogra), Jirat (Balagarh), Khanyan (Pandua), Champadanga (Tarakeswar), Arambagh (Arambagh), Kamarpukur (Goghat-II) and Jangipara (Jangipara).

3.1 YEAR WISE TREND OF UNITS REGISTERED

Years	No. of Regd Units	Employment	Inv in Plan & Machinery (in Lakh)
2006-07	639	7869	7681.00
2007-08	595	8227	7292.00
2008-09	647	7973	7088.59
2009-10	565	6036	5476.65
2010-11	478	5846	5011.53
2011-12	516	5842	8830.98
2012-13	333	4573	5801.97
2013-14	630	5022	4523.43
2014-15	973	6297	7913.66
2015-16 (upto sept)	1007	10641	9657.843
Total	6383	68326	69277.653

3.2 UDYOG AADHAAR MEMORANDUM (As on 23.03.2017)

Udyog Aadhaar Regd.	Micro	Small	Medium
2855	2489	338	28

3.3 ARTISAN UNITS IN THE DISTRICT

NIC CODE	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
10	Manufacture of Food products	106	45076	4391
11	Manufacture of beverages	10	35494	1079
12	Manufacture of Tobacco products	16	239	75
13	Manufacture of Textiles	48	110531	46867
16	Manufacture of wood and products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials	11	62261	1268
17	Manufacture of paper and paper products	9	27078	1122
18	Printing and reproduction of recorded media	1	2453	23
19	Manufacture of coke and refined petroleum products	4	11269	466
20	Manufacture of chemicals and chemical products	21	27420	914
21	Manufacture of pharmaceuticals, medicinal chemical and botanical products	2	2158	84
22	Manufacture of rubber and plastic products	21	14933	746
23	Manufacture of other non-metallic mineral products	16	189130	5845
24	Manufacture of basic metals	54	116159	4259
25	Manufacture of fabricated metal products, except machinery and equipment	12	14752	278
26	Manufacture of computer, electronic and optical products	1	10335	190
27	Manufacture of electrical equipment	10	7130	255
28	Manufacture of machinery and equipment n. e. c. *	17	40534	2741
29	Manufacture of motor vehicles, trailers and semi-trailers	1	6212	2672
30	Manufacture of other transport equipment	7	14446	836
31	Manufacture of furniture	2	998	99
32	Other manufacturing	5	158	39
35	Electricity, gas, steam and air conditioning supply	2	14341	700
38	Waste collection, treatment and disposal activities; materials recovery	1	282	26

45	Wholesale and retail trade and repair of motor vehicles and motorcycles	1	28	19
52	Warehousing and support activities for transportation	98	12160	883
82	Office administrative, office support and other business support activities	1	62	8

Source: - District Statistical Handbook of 2014 Hooghly, Govt. of W.B

3.4 LARGE SCALE INDUSTRIES / PUBLIC SECTOR UNDERTAKINGS

LIST OF THE UNITS IN HOOGHLY & NEAR BY AREA

SI No.	Name of Industries
1	Bandel Thermal Power Plant, Bandel
2	Dankuni Coal Complex, Dankuni
3	Mother Dairy, Dankuni
4	Aditya Birla Insulators
5	B. D. Castings Ltd.
6	Calcutta Springs Ltd.
7	Down Stream Units of HPL(2 Units)
8	Himadri Chemicals & industries Ltd. (Mahistikry unit)
9	Himadri Chemicals & industries Ltd.
10	Himadri Chemicals & industries Ltd. (HaripalUnit)
11	IFB Agro Industries Ltd.
12	J.P Flour Mills Pvt. Ltd.
13	Jute Mills (6 Units)
14	Kessoram Rayon
15	J.K. Steel
16	Tribeni Tissues
17	Hindustan Development Corpn. Ltd.
18	ICI India Ltd.
19	Indian Rayon & Industries Ltd.
20	India Foils Ltd.
21	Kusum Industries
22	Hyderabad Industries Ltd.
23	Tirupati Ferro Alloy Udyog(P) Ltd.
24	Arcvac Forge Casting Pvt. Ltd.
25	Ascon Agro Products Exporters & Builders Pvt. Ltd.
26	Bio-caps India Ltd.
27	Brand Alloys Ltd.
28	Global Automobiles Pvt. Ltd.
29	Himadri Chemicals & Industries Ltd.
30	Hooghly Alloy & Steel Ltd.
31	JP Flour Mill Pvt. Ltd.
32	Jayashree Textiles
33	Xenitis Infotech Pvt. Ltd.

3.5 MEDIUM SCALE ENTERPRISES

3.5.1 LIST OF UNIS IN SHREERAMPUR AND NEARBY AREA

SI No.	Name of Industries	Item of Production
1	Hindusthan Motors Ltd., Hind Motor,	Automobile Mfg.
2	Jaya Sree Textile & Industries, Rishra	Textile Goods
3	Kessoram Rayon, Kuntighat	Rayon Pulp.
4	J. K. Steel, Rishra	Iron & Steel Industries
5	Tribeni Tissues, Tribeni	Tissue Paper
6	Hindusthan National Glass Ltd., Rishra	Glass bottles, Sheetglass, Tubes etc.
7	Angus Works, Baidyabati	Rly Wagon Components
8	Kusum Industries, Rishra	Hydrogenerated Vegetable Oils
9	Nelco Chemicals, Rishra	Chemicals
10	Window Glass, Tribeni	Glass Tubes and Glass Products
11	Eastern Paper Mill, Adconagore, Tribeni	Paper
12	Lagan Jute Machinery, Bhadreswar	Jute Machineries and Components
13	Durgapur Maliabe Casting, Khanyan, Pandua	Iron Castings
14	Light Machinery, Khanyan, Pandua	Aluminum Foils
15	East India Four Mills (P) Ltd., Delhi Road, Serampore	Wheat
16	High Rise Roller Flour Mill P. Ltd., Sugandhya	Wheat
17	Hindustan Develop. Corpn. Ltd., Bamunari	Foundry Items
18	Panchanan Cold Storage (P) Ltd., Arambagh	Cold Storage
19	Hyderabad Industries Ltd., Hindmotor	Indus. & Agri Machinery
20	ICI India Ltd., Rishra	Rubber based chemical
21	Indian Rayon & Industries. Ltd., Rishra	Processing & Printing of Fabric, Textile & Synthetic Wool
22	SWIL Ltd., Uttarpara	Copper & Copper Alloy wire
23	The General Industrial Society Ltd., Baidyabati	Cotton Blended yarn
24	India Foils Ltd., Hoera, Khanyan	Aluminium foils
25	SS Brick Industries (P) Ltd.	Fly Ash Brick
26	Pashupati Seohung Ltd. Chapsara, Serampur	Rubber Contraceptive
27	Pulver Ash Ltd., BTPS, Bandel	Fly Ash Brick
28	The Phosphate Co. Ltd, Rishra,	SSP, Sulphuric Acid
29	Tirupati Ferro Alloy Udyog (P) Ltd. Niala, Khanyan	Steel Fabrication
30	Lead Stone Energy Ltd., Sugandhya	Lead alloys
31	Bishnu Potato Storage (P) Ltd. Pursurah	Cold Storage
32	R.S.Ispat (P) Ltd, Dankuni	Ingot ,Hot rolled steel products
33	Ruia Chemicals & Industries Ltd. Raghunathpur	Calcium Carbonate
34	Adhunik Steel (P) Ltd., Serampur	Alloy Steel

35	Eastern Jute Wool Tex (P) Ltd.	Jute Yarn
36	Ganesh Steel & Alloys Limited	M.S.I. ongs
37	Keshavilal Khandewal Properties Ltd.	HDPE Woven Sacks
38	Premier Mettaurgical (P)Ltd.	Steel Ingots
39	Anmol Biscuits (P) Ltd., Dankuni	Biscuits
40	Khanakul Himghar (P) Ltd., Khanakul	
41	Multi Serve Rolls (P) Ltd.	Cast iron/Steel iron
42	Nezone Tubes Ltd., Dankuni	Steel Tube
43	Tol India Ltd.	M.S. Angles, Rods, Rounds etc
44	Walter Craven Ceramic Project India Ltd.	Fly Ash Brick Mfg. Machine
45	Brand Alloys Ltd.	Steel Products
46	Jainex Metalics Ltd.	Ingot Casting
47	Star Battery, Chakundi, Dankuni	Lead Acid Battery
48	Hooghly Ispat Ltd	Ductile Iron Casting
49	Paceman Sales Promotion Pvt. Ltd.	Refined Vegetable Oils
50	Vikrant Alloys & Forgings Ltd. Dankuni, Delhi Road	Forging or Stamped but not further Worked
51	Bhusan Industries Ltd. Bangihati, Delhi Road, Serampore	Cold Rolled Steel Sheets
55	Hindustan Seals Ltd.	Printing inks, Lacquers, Varnishes
53	Leadstone Energy Pvt. Ltd.	Red Lead & Calcium Lead Litharge
54	Mukund Foods Pvt. Ltd. Maitypara, Dankuni	Food Products
55	Ravi Timber & Allied Products, Durgapur Expressway, Panchgram, Dankuni	Plywood

3.6 SMALL SCALE INDUSTRIES

Small Enterprises(SEs) are also flourishing like other enterprises. Availability of agro products in the district and availability of infrastructure, proximity of Kolkata metropolis are encouraging and the SEs to set up units in the district. Thus, both resources based units like food products and demand based units have been set up.

The SEs are concentrated in and around of handannagar, Dankuni, Konnagar, Baidyabati, Arambagh, Bandel, pandua, Chinsurah, tarakeshwar, Singur, Balagarh, Serampur, Uttarpara, Polba-Dadpur, Chanditala, etc. The resource based products of Ses are ricemill, cold storage, cattle feed, biscuits, milk products, noodles, breads, jute products, edible oil, etc. and demnd based products are metal products, fiber glass products, printed circuit board, glass products, insecticides, electrical products, FRP molded products, apparel, plastic, products, chemical products, etc. Most of the units are running well.

3.7 VENDORISATION / ANCILLARISATION OF THE INDUSTRY

Various promotional agencies like DIC, MSME-DI, etc. conduct product competition mainly on handicraft items. The promotional agencies award the artisans/entrepreneurs of best items and also forward them along with other selected artisans/entrepreneurs to State Level Handicraft Exhibition-cum-Competition. Again the best artisans/entrepreneurs are awarded and forwarded to National Level handicraft Exhibition. DIC, conducts such exhibition every year.

4 SERVICE ENTERPRISES

Sl.No	Name of the Unit
1	Amiyaprobha Das Bohumukhi Himghar Pvt. Ltd.
2	Deluxe Ice & Cold Storage Ltd.

4.1 POTENTIALS AREAS FOR SERVICE INDUSTRY

a) SERVICE ESTABLISHMENT

- 1) Tool Room with CAD/CAM
- 2) Automobile crankshaft regrinding unit
- 3) Composite automobile repair workshop
- 4) Servicing & repairing of PC
- 5) Servicing & repairing of mobile phone
- 6) Servicing & repairing of electrical gadgets
- 7) Servicing & repairing of rickshaw and cycle
- 8) Servicing & repairing of motor cycle/scooter
- 9) Agro servicing centre
- 10) Cold storage machinery servicing centre
- 11) Jute mills machinery servicing

b) ANCILLARY

- 1) Automobile parts for Tata Car
- 2) Jute Mill Machine parts/Textile machine parts
- 3) Cold Storage machine parts
- 4) Rice/flour mill machine parts
- 5) Dairy machine parts
- 6) Rubber industry machine parts

4.2 POTENTIAL FOR NEW MSMES

New Industrial Possibilities in potential areas are Dankuni, Bandel, Tarakeshwar, Arambagh, Sreerampur, Haripal, Dhaniakhali, Jangipara.

A) MEDIUM ENTERPRISES

- 1) Ancillary units for Tata Motor
- 2) Iron & Steel alloy/ingot (low carbon)
- 3) Domestic plastic products
- 4) Potato based units
- 5) Jute based units
- 6) Medicine plant
- 7) MS steel products
- 8) HDPE bag
- 9) Computer
- 10) Electronic watch
- 11) Apparels
- 12) Hawai chappals
- 13) Shoes and chappals
- 14) Software development

B) MICRO AND SMALL ENTERPRISES

Resource Based Enterprises

Agro based enterprises	Live stock based enterprises
1) Potato chips/powder 2) Vegetable process 3) Jute twine/cloth/bag 4) Jute particle board 5) Jute stick powder 6) Puffed rice 7) Macaroni products	1) Milk products 2) Poultry meat processing 3) Dairy plant 4) Poultry feed
<i>Demand Based Enterprises</i>	
Food and allied enterprises	Textile products
1) Mechanised bakery 2) Ice candy/cream 3) Rice mill 4) Flour mills 5) Edible oil mill 6) Paddy husking 7) Wheat grinding 8) Noodles 9) Bakery products 10) Vinegar/synthetic vinegar 11) Instant breakfast food 12) Squash & syrup 13) Mineral water 14) Dalia (wheat grits)	1) Readymade garments/apparels/cotton blended shirts 2) School/office bag 3) Cotton knitwear/knitted socks 4) Pest proof jute bags 5) Nylon mosquito net 6) Jute spinning/diversified jute products 7) Ladies wear 8) Dyeing & bleaching 9) Jute sacks Knitted industrial hand gloves
Leather and rexin products	Rubber & plastic products
1) Leather shoes and chappals with PVC/Micro cellur sole 2) Rexin utility articles 3) Canvass lauges/lauges with handle and wheel 4) Industrial hand gloves 5) Shantiniketan type purse, wallet and hand bags a) Baby shoes made of foam/rexin/leather	1) Rubber moulded products 2) Automobiles and other gaskets 3) Hawai chappals 4) PVC hose pipe 5) Rubber hose 6) Co-extracted multi-layer film 7) Disposable syringes 8) Tyre retreading 9) Hand gloves 10) Moulded plastic products b) Chemical products 1) Detergent powder 2) Washing soap 3) Phenyl and acid for toilet cleaning (lavatory chemical) 4) Paints and varnish 5) Conveyor belt 6) Cosmetic 7) Low cost toilet soap 8) Homoeopathic medicine 9) Pesticides formulation

	10) Pharmaceutical formulation 11) Distilled water for vehicle 12) Bulk drug 13) Red lead, lethargy and lead sub-oxide 14) Offset printing 15) PVC channel for electrical cables line
Glass and ceramic products 1) Ceramic frit, glazes and pacifiers 2) Sanitary ware 3) Refractory insulation brick 4) Glass pressed and hallow wares 5) Vitreous glazed roofing tiles 6) Glass shell of electric bulb & tubes 7) Mosaic floor tiles 8) Bone china crockery and novelty wares 9) Ophthalmic lens block 10) Mini cement plant 11) Toughened glass/laminated safety glass 12) Sand/emery paper 13) Decorative glassware 14) FRP products	Mechanical and metallurgical products 1) Alloy casting 2) Steel/Iron ingot 3) Motor parts 4) Building hardware (MS) 5) S.S. utensils 6) Steel furniture 7) Gate & grill/laminated gate & grill 8) Machine bolts & nuts 9) Metal gasket 10) Loom spares (for jute Mills and Handloom) 11) Pressure Cookers 12) Insecticide duster & sprayers 13) C.I/G.I pipes/pipe fitting 14) Wrought iron furniture 15) Rickshaw assembly
Electronic and electrical 1) CPU assembly 2) U P S 3) Electronic equipment for auto mobile 4) Constant voltage transformer 5) Software development 6) Computer monitor 7) Desktop publishing 8) Electronic regulator 9) Assembly of colour T.V. 10) PVC cables 11) GLS lamp/Tube light 12) Electric motor 13) Emergency light 14) Electric fan 15) Distribution transformer 16) Electric fitting 17) Tube light fitting 18) Sodium/mercury vapour lamp 19) LT/ST control panel 20) Miniature Circuit Breaker (MCB) Switch 21) Small transformer	

4.3 KHADI & VILLAGE INDUSTRIES (KVI)

The district has numerous village industries. These industries were set up based on traditional skills, local raw materials and local demand. Besides, local demand, produce are also supplied to Kolkata and other parts of the country. The major khadi and village industries products are jute bag, pottery, carpentry, blacksmith, toy making, pruched rice, tailoring, spices, bori, mat making etc. Besides, a large numbers of repairing and servicing units are also running in all blocks of the district. However, block wise major KVI activities in the district are given below:

Block wise major KVI activities in Hooghly district

SI No	Blocks	Activities	No of Units (appx)	Concentrate GPs
1.	Balagarh	i) Boat making	100	Sripur-Balagarh
		ii) Bell Metal	150	Guptipara-I&II
		iii) Pottery	100	Somra-I&II
		iv) Rakhi	150	Jirat, Balagarh Guptipara-I&II
		v) PCPI	500	Dumundaha-Nityanandapu-I&II
2	Chinsurah-Mogra	i) PCPI	250	Chandahati-I & II, Digsui, Kodalia-II, Saptagram, Debanandapur
		ii) Rakhi	250	Chandahati-I & II
		iii) Chikon	150	Saptagram, jaypur, Gogahata, etc.
3	Polba-Dadpur	i) Cotton chikon	200	Babnan, Hault, Polba, Sugandhiya, etc.
		ii) Embroidery	250	Babnan Hosenabad
		iii) PCPI	250	Polba, Mahand, Akno, Rajhat etc.
4	Singur	i) Fibre rope	250	Borah, Bora Pahalapur, Basubati, etc.
		ii) Village pottery	150	Singur-I & II, Basubati, Bagdanga
5	Srirampur-Uttarpara	i) Zori chikon	100	Pearapur, Ravandapur, Kanoipur, etc.
		ii) Handloom	150	Pearapur, Ravanpur, Kanoipur, etc.
6	Chanditala-I	i) Embroidery	200	Mosat, Aniya, Siatahata, Bhagabatipur, etc.
		ii) Handloom	250	Mosat, Aniya, Siatahata, Bhagabatipur, etc.
		iii) Zari Chikon	150	Mosat, Aniya, Siatahata, Bhagabatipur, etc.
7	Chanditala-II	i) Hanloom	250	Begampur, Daultus, Missgala, etc.
		ii) Zari chikon	100	Begampur, Daultus, Missgala, etc.
8	Jangipara	Jite Bag	100	Jugipara
9	Haripal	Jute Bag	200	Haripal, Jaiur, Bandipur, etc.
10	Dhaniakhali	i) Handloom	500	Shaniakhali, Somospur, Bhanderhati, etc.
		ii) Jute Bag	200	Shaniakhali, Somospur, Bhanderhati, etc.
11	Tarakeshwar	i) Jute Bag	100	Champadanga, Beliguri-I & II
		ii) Village pottery	150	Naita, Santoshpur, etc.
12	Pursurah	Pottery	250	Jangalpara, Chhiladangi, Shyampur, etc.
13	Knanakul-I	i) Embroidery	150	Khanakul-I&II, Balipur, etc
		ii) Zari Chikon	100	Khanakul-I&II, Balipur, etc
14	Khanakul-II	Zari Chikon	100	Rajhati –I & II , Natibpur- I&II, etc
15	Pandua	i) Zari Chikon	-	Kajimahalla, Sonargram, etc
		ii) Rakhi	-	Kajimahalla, Sonargram, etc

		iii) Kantha stitch	-	Kajimahalla, Sonargram, etc
16	Arambagh	Milk based products	100	-
17	Goghat	Milk based products	100	-

Source: KVIB, Hooghly

KVIC and KVIB are assisting the units through PMEGP. Due to Bottleneck at the advance disposal level in bank, the implementation of REGP is being difficulties.

Year	Total No. of Beneficiaries	Margin Money (In Lakhs)	Sanctioned Amount (In Lakhs)	Under CGTMSE Scheme
2012-13	8	24.10790	74.19	6
2013-14	10	21.61094	29.92	-

4.4 HANDICRAFT

The district is also advance activities. These activities are found all over the district. The handicraft items are traditional. The major handicraft activities in the district and zari chikon, stone jewellery, kantha stitch, soft doll, beed work, wooden art, betelnut, embroidery, rakhi, etc. There are about 900 chikon, 150 bell metal, 400 rakhi, 600 embroidery, 300 pottery, 50 knatha stitch, 10 stone jewellery, 65 soft doll and beed etc. units in the district. Most of the units are cottage types. Family members are engaged in the activities. Middlemen control the chikon work. The products are sold in and around the district. Marketing and inadequate working capital are the main problems of the units.

Handloom

Handloom activities are found in some blocks of the district. Among them, Dhaniakhali leads the handloom activities in the district. Dhaniakhali saree is popular in the State. Besides, Dhaniakhali, Handloom activities are also found in Serampur-Uttarpara, Chanditala-I & II blocks. There are about 500 looms in Dhaniakhali, 150 looms in serampur-Uttarpara, 250 looms in Chanditala-I, 250 looms in Chanditala-II. The activities are also found more or less in Jangipara, Khanakil-I, Balagarh, etc. Kolkata is the main market of Dhaniakhali saree. Other products are sold in the district.

Problems faced by the existing industries

The existing industries are facing various problems. One of the main problems is lack of industrial estate in the district. The new entrepreneurs are facing difficulties for land to set up their units. MSMEs are also facing problems for their working capitals. The situation is tougher for KVI & other tiny enterprises. Marketing of handicraft products like zari chikon are controlled by middlemen, who often deprive the artisans. Technology up gradation is another problem of traditional industries. Due to years-old technology used by most of the units, the cost of production is high. So, they are facing problems for marketing of their products. Although the district has better power supply in the State but irregular power supply hurts the production. These are the main problems faced by the existing industries in the district.

4.5 PROMOTION OF AGRO BASED INDUSTRY

This district offers a great scope for the development of industries specially in the Agro-Based items. DIC, Hooghly has conducted four preparing motivation camps including one Seminar on Jute Diversified Products. The response is received were very incoming. NGOs are also coming.

Prospective Agro Based Industries (there are in Existence as well as come up) :

Sl. No.	Product	Location
1.	Rice Mills	Arambagh, Goghat, Pursurah, Tarakeswar, Khanakul, Dhaniakhali, Balagarh,
2.	Cold Storage	Tarakeswar, Dhaniakhali, Pursurah, Arambagh, Haripal, Jangipara, Singur, etc.
3.	Cattle feed/Poultry feed	Chandannagore, Chinsurah, Arambagh,
4.	Spice grinding	Serampore, Chandannagore, Arambagh, Chinsurah, Tarakeswar, etc.

5.	Bakery (semi Mechanised/Small)	Serampore, Chinsurah, Chandannagore, Polba-Dadpur, etc.
6.	Extraction of Mustard Seed Oil	Serampore, Pandua, Chinsurah, Singur,. Khanakul, Chanditala, etc.
7.	Jam, Jelly	Serampore, Tarakeswar, etc.
8.	Dal Milling	Chanditala
9.	Papad	Chinsurah, Serampore
10.	Coir products	Serampore, Chanditala, Haripal
11.	Jute Bag Stitching	Tarakeswar, Pursurah, Haripal, Goghat, Pandua, Polba-Dadpur, Chinsurah, Arambagh, etc.
12.	Extraction of Rice Bran Oil	Chinsurah, Arambagh
13.	Card Board Box	Chinsurah, Serampore, Chandannagore, Bandel.
14.	Corrugated Paper Box	Baidyabati, Uttarpara, Bandel, Hooghly.
15.	Chanachur	Chandannagore, Pandua, Balagarh
16.	Noodles	Balagarh, Chandannagore, Chinsurah, Serampore.
17.	Biscuits	Chanditala, Chandannagore, Chinsurah, Polba-Dadpur(Rajhat).
18.	Wheat Grinding	Serampore, Goghat, chanditala, Chandannagore, Jangipara.
19.	Potato Powder (proposed)	Arambagh, Dhaniakhali
20.	Mango Powder	Singur, Chandannagore, etc.
21.	Tomato Concentrate (Proposed)	Tarakeswar
22.	Poly Pouched Mustard Oil	Chinsurah
23.	Extraction of Essential Oil	Arambagh
24.	Potato Chips (Proposed)	Singur

5. EXISTING CLUSTERS OF MICRO & SMALL ENTERPRISE

Brass Metal Cluster, Bali, Goghat, Hooghly.

6. MAJOR PROBLEMS FACING MSME SECTOR

Skill based training programmes needs to be popularized. Credit is a major problem in the MSME sector. Marketing support also needs to be developed.

7. STEPS TO SET UP MSMEs

Following are the brief description of different agencies for rendering assistance to the entrepreneurs.

S. No	Type of assistance	Name and address of agencies
1.	UAM(Udyog Aadhaar Registration)	1) District Industries Centre, Hooghly, Municipal Terminal Building, 1st floor, P.O. Chinsurah, Dist. Hooghly, Pin- 712 103 &

		MSME – Development Institute, Ministry of MSME, Govt. of India, 111 &112, B. T. Road, Kolkata-700108 &
2.	Identification of Project Profiles, Techno-economic and managerial consultancy services, market survey and economic survey reports.	(1) MSME – Development Institute, Ministry of MSME, Govt. of India, 111 &112, B. T. Road, Kolkata-700108. (2) Directorate of Industries New Secretariat Bldgs, 9th fl., 1, Kiran Sankar Roy Road, Kolkata-1 (3) W.B. Small Industries Dev. Corpn., 6A, Raja Subodh Mulick Square (3r floor) Kolkata-13 & 31, Block Burn Lane, Silpa Bhawan, Kolkata-12
3.	Land and Industrial shed	(1) W.B. Small Industries Dev. Corpn., 6A, Raja Subodh Mullick Square, (3r floor) Kolkata-13 & 31, Black Burn Lane, Silpa Bhawan, Kolkata-12 (2) West Bengal Industries Infrastructure Development Corpn. Ltd., P-34, CIT Road, Kolkata-14
4.	Financial Assistance	(1) West Bengal Industrial Development Corporation Limited, 5, Council House St., Kolkata-1 (2) Small Industries Dev, Bank of India (SIDBI) Eastern Regional Office, 11, Dr. U. N. Brahmachari Road, Kolkata-17 (3) W. B. Financial Corpn., 2A, Netaji Subhas Road, Kolkata-16 (4) United Bank of India, H.O. 16, Old Court House St, Kolkata-1 (5) All other Banks
5.	For raw materials under Govt. Supply	National Small Industries Corpn. Ltd., 20 B, Abdul Hamid St., 7th floor, Kolkata-69
6.	Plant and machinery under hire / purchase basis.	National Small Industries Corpn. Ltd., 20 B, Abdul Hamid St., 7th floor, Kolkata-69
7.	Power/ Electricity	(1) W. B. State Electricity Distribhtion Co. Ltd. Bidyut Bhawan, Sector-II, Salt Lake City, Kolkata-91 (2) Calcutta Electric Supply Corpn. Ltd., Victoria House, Kolkata-69 (3) Durgapur Projects Ltd. Administrative Building, Dist- Burdwan, Pin-713201. (4) Dishergarh Power Supply Co.Ltd. P.O- Dishergarh, Asansol, Pin-713301
8.	Technical Know – how.	(1) Indian Institute of Technology,

		Kharagpur, Paschim Medinipur (2) Deptt. Of Engineering & Technology, Jadavpur University, Jadavpur, Kolkata-32
9.	Quality & Standard	MSME Testing Centre (MSME -TC), 111 & 112, B.T. Road, Kolkata-108
10.	Marketing /Export Assistance	(1) Zonal Joint Director General of Foreign Trade, 4, Esplanade East, Kolkata-700069 (2) W.B. Small Industries Dev. Corpn., 6A, Raja Subodh Mulick Square (3r floor) Kolkata-13
11.	Other Promotional Agencies	(1) Reserve Bank of India, Rural Planning and Credit Department, 15, Netaji Subhas Road, Kolkata-1 (2) Indian Institute of Packaging, Block CP, Sector V, Salt Lake City Kolkata-91 (3) Khadi and Village Industries Commission 33, Chittaranjan avenue, Kolkata – 73

8. ANY OTHER INFORMATION:

Nil

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