



सत्यमेव जयते

**Government of India
Ministry of MSME**

**Brief Industrial Profile of
SOUTH 24-PARGANAS DISTRICT
WEST BENGAL**



सूक्ष्म, लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES

Carried out by

**MSME-Development Institute
Kolkata**

(Ministry of MSME, Govt. of India,)

Phone: (033)2577-0595/7/8

Fax: (033)2577-5531

E-mail: dcdi-kolkatta@dcmsme.gov.in

Web-www.msmedikolkata.gov.in

Contents

S. No.	Topic	Page No.
1.	General Characteristics of the District	3
1.1	Location & Geographical Area	3
1.2	Topography	3
1.3	Availability of Minerals.	4
1.4	Forest	4
1.5	Administrative set up	4
2.	District at a glance	5
2.1	Existing Status of Industrial Area in South 24 Pgs District	7
3.	Industrial Scenario of South 24 Pgs District	7
3.1	Industry at a Glance	7
3.2	Year Wise Trend Of Units Registered	7
3.3	Details Of Existing Micro & Small Enterprises & Artisan Units In The District	8
3.4	Large Scale Industries / Public Sector undertakings	8
3.5	Major Exportable Item	8
3.6	Growth Trend	9
3.7	Vendorisation / Ancillarisation of the Industry	9
3.8	Medium Scale Enterprises	9
3.8.1	List of the units in South 24 Pgs & near by Area	9
3.8.2	Major Exportable Item	10
3.9	Service Enterprises	10
3.9.1	Potentials areas for service industry	10
3.10	Potential for new MSMEs	10
4.	Existing Clusters of Micro & Small Enterprise	10
4.1	Detail Of Major Clusters	10
4.1.1	Manufacturing Sector	10
4.1.2	Service Sector	10
4.2	Details of Identified cluster	10
5.	General issues raised by industry association during the course of meeting	12
6	Steps to set up MSMEs	13
7.	Additional information if any	14

Brief Industrial Profile of South 24-Parganas District **(WEST BENGAL)**

1. General Characteristics of the District:

The district of South 24-Parganas has the unique salient features of proximity to the highly urbanized metropolis of Kolkata on the eastern sides as well as the virgin and beautiful natural environs of Sundarbans. It is one of the Southern-most districts of West Bengal and has significant position in the industrial arena of West Bengal.

The district can be categorized into three broad groups (i) the marshy riverine land of Sunderban (ii) The non-Sundarban rural areas and (iii) the Urban and Semi-urban areas. As regard industrialization, the three noted area have contribution in the field of industrialization for the district.

The vast rural area of Sundarban suffers from poor infrastructural and educational facilities which are great hurdles for industrialization. The whole area is prone to storms & cyclones during monsoon and agriculture is mostly monoculture. 89% people depend on agriculture. There is little impact by the presence of humble no. of large, medium and some small scale industries in the Sundarban area. The urban and semi-urban areas viz. Thakurpukur, Mahestala, Bishnurpur, Sonarpur, Baruipur which are adjacent to Kolkata has locational advantage for industrialization.

1.1 Location & Geographical Area:

The South 24-Parganas district is located between 22°30'45" to 20°29' North latitude and between 89°4'56" and 88°3'45" East longitudes bounded by the river Hooghly in the West. Bay of Bengal in the South, Calcutta city and North 24 Parganas in the North & Eastern boundary is demarcated by Bangladesh and Bidya & Matla River.

Latitude	North	20'20"
	South	22'06"
Longitude.	East	88'20"
	West	88'60"

1.2 Topography

The soil is alkaline due to excessive presence of Sodium chloride. It causes the soil more fertile and scanty. The soil is also classified as Gangetic alluvi and Saleni. The texture varies from stiff clay to clay loam.

The district has numbers of river, the major rivers are Bidhadhari, Herobhang, Matla, Thaneram, Mridhangabhang and Saptamukhi. There are numbers of cross connected canals in the North /Western block of main land.

1.3 Availability of Minerals.

PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2010-2011
MAJOR MINERAL		
1.	Nil	-
MINOR		
1.	Brick Earth	1,32,44,001.06

SOURCE:- Directorate of Mines & Minerals, Govt. of W.B

1.4 FOREST

In the whole district of South 24 Pgs, Sundarban occupies sole forest area consisting 426300 hectares which is about 41.54% of the total geographical area. Sundarban is the largest tidal mangrove-ecosystem with 4263 sq.km. area and a magnificent gamut of flora and fauna in India. This is the only mangroves tiger land on globe. Sundarban forest comprising of more than 65 species of mangrove varieties which form the largest nursery for fish and shell fishes and are responsible for the coastal fishery of whole eastern India. There is the significant in-fluency of Mangrove tract on weather condition on Kolkata and its adjacent Metro Polish area. The main Forest produce are Timber like goran, gnawa, sundari, bean, dhundul, Fuel and Honey. The honey productions of the area have been increasing noticeably for the last few years. This has been possible for enhancement in Mangrove Planning in flourishing season in Sundarbans

1.5 Administrative set up :

The South 24-Parganas district got its reorganization as full fledged district on 1st March, 1986. The present Head Quarters of the district is at Alipore. There is proposal for shifting the H.Q. to Baruipur sub-division. There are 29 Blocks, 31 Police Stations, 7 Municipalities and 5 Sub-Divisions. The details of administrative set up of the district are given in the following table:

	No. of Sub-Division: 5	No. of Blocks: 29	No of Municipality: 8
Sl.	Name of the Sub-division	Blocks under Sub-division	Municipalities under Sub-division
1	Alipore (Sadar)	Bishnupur-I, Bishnupur-II, Budge Budge-I, Budge Budge-II & T / Maheshtala	Budge Budge, Pujali, Maheshtala.
2	Baruipur	Baruipur, Bhagore-I, Bhagore-II, Joynagar-I, Joynagar-II, Kultali & Sonarpur.	Baruipur, Rajpur Sonarpur, Joynagar Majilpur.
3	Diamond Harbour	D\Harbour-I, D\Harbour-II, Falta, Kulpi, Mograhat-I, Mograhat-II, Mandirbazar, Mathurapur-I & Mathurapur-II.	Diamond Harbour.
4	Kakdwip	Kakdwip, Namkhana, Patharpratima & Sagar.	

5	Canning	Basanti, canning-I, Canning-II & Gosaba.	
K.M.C. Area: 41 wards of K.M.C. area. [From ward no.101 to ward no.141] are within this district.			

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude			N- 20 ' 20" S - 22'06"
	ii) Longitude			E - 88'20" W- 88'60"
	iii) Geographical Area		Hectares	9955
(B)	Administrative Units		Nos.	
	i) Sub divisions		Nos.	5
	ii) Tehsils		Nos.	-
	iii) Sub-Tehsil		Nos.	-
	iv) Patwar Circle		Nos.	-
	v) Panchayat Simitis		Nos.	29
	vi)Nagar nigam		Nos.	-
	vii) Nagar Palika		Nos.	8
	viii) Gram Panchayats		Nos.	312
	xi) Revenue villages		Nos.	2113
	x) Assembly Area		Nos.	22
2.	Population			
(A)	Sex-wise			
	i) Male	2011	Nos.	4182758
	ii) Female	2011	Nos.	3970418
(B)	Rural Population	2011	Nos.	6065179
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	358401
	ii) Forest cover	2010-11	"	426300
	iii) Non Agriculture Land	2010-11	"	143323
	v) Cultivable Barren land	2010-11	"	1344
4.	Forest			
	(i) Forest	2010-11	Hec.	426300
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2007	Nos.	989417
	ii) Buffaloes	2007	Nos.	13043
B.	Other livestock			
	i) Goats	2007	Nos.	684654
	ii) Pigs	2007	Nos.	NA

	iii) Dogs & Bitches	2007	Nos.	NA
	iv) Railways			
	i) Length of rail line	2010-11	Kms	212

	V) Roads			
	(a) National Highway	2010-11	Kms	34797
	(b) State Highway	2010-11	Kms	10350.02
	(c) Main District Highway	2010-11	Kms	5386.45
	(d) Other district & Rural Roads	2010-11	Kms	2255.01
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	5759.53
	(f) Kachacha Road	2010-11	Kms	-
	(VI) Communication			
	(a) Telephone connection	2010-11		-
	(b) Post offices	2010-11	Nos.	778
	(c) Telephone center	2010-11	Nos.	-
	(d) Density of Telephone	2010-11	Nos./1000 person	-
	(e) Density of Telephone	2010-11	No. per KM.	-
	(f) PCO Rural	2010-11	No.	-
	(g) PCO STD	2010-11	No.	-
	(h) Mobile	2010-11	No.	-
	(VII) Public Health			-
	(a) Allopathic Hospital	2010-11	No.	18
	(b) Beds in Allopathic hospitals		No.	5042
	(c) Primary health centers		No.	81
	(d) Sub Health Centers		No.	18
	(e) Private hospitals		No.	166
	(VIII) Banking commercial			
	(a) Commercial Bank		Nos.	322
	(b) rural Bank Products		Nos.	63
	(c) Co-Operative bank products		Nos.	12
	(d) PLDB Branches		Nos.	9
	(IX) Education			
	(a) Primary school		Nos.	4490
	(b) Middle schools		Nos.	98
	(c) Secondary & senior secondary schools		Nos.	719
	(d) Colleges		Nos.	37
	(e) Technical University		Nos.	0

Source:- District Statistical Handbook of BAES & Economic Review, 2011-12, Govt. of W.B

2.1 Existing Status of Industrial Areas in the District of 24 Parganas (South)

Sl. No.	Name of Ind. Area	Land acquired (In hectare)	Land developed (In hectare)	Prevailing Rate Per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Behala I.E	15.43 acre	15.43 acre	Rs.2/- per sq.ft.per month	101	101	-	99
2	Baruipur I.E	4.70 acre	4.70 acre	Rs.30,000/- per Sq.ft. covered area & 64,000/- uncovered	2	2	-	2
3	Santoshpur I.E	16.889 acre	16.889 acre	Rs.1 lakh per katha	113	113	-	113
4	Falta Ph-I	172 acre	109are	-	-	-	-	20
5	Falta Ph-II	200 acre	41 acre	-	-	-	-	-
6	Falta SEZ	280 acre	280 acre	-	-	-	-	-
7	Food Park at Santoshpur	12 acre	12 acre	-	-	-	-	-

Source:- WBSIDC & WBIIDC

3. INDUSTRIAL SCENERIO OF SOUTH 24 PARGANAS DISTRICT

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	6876
2.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	416545
3.	NO. OF INDUSTRIAL AREA	NO.	7

Source:- District Statistical Handbook of BAES & Economic Review,2011-12,Govt.of W.B

3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Up to	1984-85	District wise separate data was not available. Only consolidated report of Regd. units prior to Oct.2006 for West Bengal was available with the Directorate of M& SSE, Govt. of West Bengal		
	1985-86			
	1986-87			
	1987-88			
	1988-89			
	1989-90			
	1990-91			
	1991-92			
	1992-93			
	1993-94			
	1994-95			
	1995-96			

	1996-97			
	1997-98			
	1998-99			
	1999-2000			
	2000-01			
	2001-2002			
	2002-03			
	2003-04			
	2004-05			
	2005-06			
EM-II				
	2006-07	260	3446	1912.00
	2007-08	1310	16317	13225.00
	2008-09	1042	12858	8763.00
	2009-10	903	11327	7321.00
	2010-11	959	11575	6313.00
	2011-129 (Upto March)	1050	13745	9664.00
	Total	5524	69268	37198.00

Source: Dte.of M&SSE, WB

3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT

Not available from The Directorate of M & SSE, Govt. of West Bengal

3.4 Some Major Large Scale Industries / Public Sector undertakings

List of the units in 24 Parganas (South) & near by Area

Sl.No	Name of the Unit
1	Down Stream Units of HPL (10 Units)
2	Gontermann-Pipers India Ltd.
3	Kohinoor Paper & Newsprint
4	W.B green Energy Dev. Corpn. Ltd.
5	Jute Mills (6 units)
6	K.H.leather Industries, Bantala,24 Pg(S)
7	Mr. Nissat Sakeel & Md. Sakeel, Bantala
8	Paymental Tanniries,bantala
9	S.M enterprises, Bantala
10	Seo sankar Das & B.Ram, Bantala
11	Sip Shing Tannery, Bantala
12	Welcome Leather, Bantala

3.5 Major Exportable Item

Leather products.

3.6 Growth Trend

Industrial projects implemented in the district

Year	No. of Units	Inv. (In Cr.)
2008	21	63.88
2009	18	251.01
2010	35	180.94

Source: Economic Review, 2011-12, West Bengal

3.7 Vendorisation / Ancillarisation of the Industry

Development of ancillary units depends upon the establishment of new industrial unit's mainly large scale/medium scale sector. It is already stated that about 180 large/medium scale units have been set up in the district, in addition to 63 electronic units in Salt Lake Electronic Complex. Most of the large scale unit's viz. jute mills, engineering units, textile mills, etc. came up in the district during British period and procure huge quantity of their requirement from SSI sector. Hence, the process of ancillarisation can be started by setting up units in the following areas:-

- 1) Corrugated paper boxes for packing
- 2) Card board boxes for packing of Hosiery products and leather shoes
- 3) Bobbin for jute & textile mills
- 4) Polythene pouch for milk
- 5) Printing of Polythene bags
- 6) Jute & textile machinery parts
- 7) Electronic parts
- 8) Tin container for paints and varnish
- 9) Parts for engineering items
- 10) Basic drug
- 11) Glass bottles
- 12) Plastic containers for paints & varnish
- 13) Railway wagon parts

3.8. Medium Scale Enterprises

3.8.1 List of the units in 24 Parganas (South) & near By Area

Sl.No	Name of the Unit
1	NKB Extrusions Pvt. Ltd
2	Anubhab Biotech Pvt. Ltd.
3	Exodus Futura Knit Pvt. Ltd.
4	Bonnie Exports
5	Leader Health Care Pvt. Ltd.
6	Bhawani Poly Pack Pvt. Ltd.
7	LeMartina Bio Genetics Pvt. Ltd.

3.8.2 Major Exportable Item

Jute Diversified products, Hosiery and Garments, Leather products, Plastic products, Machinery & Parts except.

3.9 Service Enterprises

3.9.1 Potentials areas for service industry

Baruipur, Falta, Canning, Sonarpur, Garia, Joka, Budge Budge, Diamond Harbour etc.

3.10 Potential for new MSMEs

MSE units cater a wide range of industries. These include plastic and moulded products, mustard oil, wheat grinding, readymade garments, machine tools, corrugated paper, ball point pen refill, hydraulic equipment, electrical signaling equipment, ceramic tiles, refueling of industrial gases, detergent powder, fabrication work, chemical equipment & system, ayurvedic medicine and unani medicine, glass products, plastic granules, electrical light fittings, leather goods, leather shoe upper, cotton cloth knitted, thinner, computer stationery, ice block, spice, fibre glass, phenyl, pharmaceutical products, paints liquid soap, lead ingot, coconut shell powder, taramind seed powder, jute sticks. Apart from these products, there are some items which are 100 percent exported manufactured by SSI units at Falta Special Economic Zone. These items cover base paper, tissue paper, cut paper, cutting tools, garage equipments, builder hardware, zinc base alloy, jute & plastic waste composites, nipple tripped gloves, etc. Export through Falta Economic Zone

4. Existing Clusters of Micro & Small Enterprise

4.1 DETAIL OF MAJOR CLUSTERS

Zari Embroidery, Silver Filigree, Surgical Instruments are the major cluster available in South 24 Parganas district.

4.1.1 Manufacturing Sector

Zari Embroidery, Silver Filigree, Surgical Instruments

4.1.2 Service Sector

Nil

4.2 Details for Identified cluster(Under MSME-DI, Kolkata)

(1) Name of the cluster:- **Surgical Equipment Cluster, Baruipur, 24 Pgs (S)**

1	Principal Products Manufactured in the Cluster	Surgical Instruments
2	Name of the SPV	Baruipur Surgical Instrument Manufacturing Apex Association (BASIMAA)
3	No. of functional units in the clusters	200
4	Turnover of the Clusters	Rs.6,17,368
5	Value of Exports from the Clusters	-

6	Employment in Cluster	42
7	Average investment in plant & Machinery	232.27 lakh
8	Major Issues / requirement	-
9	Presence of capable institutions	-
10	Thrust Areas	-
11	Problems & constraints	-
CFC has been handed over to SPV on 16 th June, 2011. Further, a meeting held on 23 rd July, 12, under the Chairmanship of the Director, MSME-DI, Kolkata and the following decisions taken. i) Revised statement of expenditure should be submitted by MSME-TR, as per approved cost of components. ii) Govt. of West Bengal may consider funding of additional machines as required by SPV. iii) SPV may revise the user charges to CFC on sustainable basis.		

(2) Name of the cluster: **Zari Embroidery, Silver Filigree, 24 Pgs (S)**

Details for Identified cluster in West Bengal implemented by Directorate of Micro & Small Scale Enterprises			
Name of the district:- SOUTH 24 PARGANAS			
Sl.	Subject.	Name of the Clusters	
		Zari Embroidery	Silver Filigree
1	Principal Products Manufactured in the Cluster	Zari embroidery	Silver ornaments & filigree products
2	Name of the SPV	Budge Budge Block-II Zari Embroidery Cluster Industrial Co-Operative Society Ltd.	The Mograhat Silver Filigree Cluster Development Industrial Co-Operative Society Ltd.
3	No. of functional units in the clusters	4500	650
4	Turnover of the Clusters	Rs. 38 Cr.	Rs. 110 Cr.
5	Value of Exports from the Clusters		
6	Employment in Cluster	12000	1650
7	Average investment in plant & Machinery		
8	Major Issues / requirement	CAD designing; Appropriate packaging; Skill development	Modern designing; Tools / Die making; Skill development
9	Presence of capable institutions		
10	Thrust Areas	Supply of raw materials; training	Designing facility, Energy efficient & reducing wastage; Modern melting / casting technology

11	Problems & constraints		Procurement of raw materials; Pollution; Finance
12	Testing needs		Testing of raw materials
13	Access to export market		
14	Name of the association		
15	Key trade Associations address		

5. General issues raised by industry association during the course of meeting

The district has a rich agricultural and horticultural base. Floriculture is also well developed. Hence, a strong marketing & infrastructural network is essential for the expansion of these sectors. The Leather Complex at Bantala and SEZ at Falta provide opportunities for industrial development. These complexes should be well equipped with modern technology and infrastructure. Improvement of road transport is also necessary.

6. 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.	Provisional Registration Certificate (EM-1) & Permanent Registration Certificate (EM-II)	District Industries Centre, Dte. of M& SSE, Govt. of West Bengal, Kasba Industrial Estate, Phase-III, Kolkata
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 Distribution 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

7.Additional information if any: -

Nil