

**District profile**  
**Of**  
**Purba Medinipur , West Bengal**  
**EXPORT FACILITATION CENTRE WEST BENGAL**  
**(AN INITIATIVE OF WBIDC IN COLLABORATION WITH IIFT)**



**Submitted by**  
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## About the District:

Purba Medinipur is the southernmost district of Medinipur division – one of the five administrative divisions of West Bengal. The headquarters is in Tamluk. It was formed on 1 January 2002 after the Partition of Medinipur into Purba Medinipur and Paschim Medinipur which lies at the northern and western border of it. The state of Odisha is at the southwest border; the Bay of Bengal lies in the south; the Hooghly river and South 24 Parganas district to the east; and Howrah district to the northeast. The district was carved out of the erstwhile Medinipur district on January 1, 2002. Historians believed that in ancient India there was a port named Tamralipta, around the present day's Tamluk. According to some scholars the district Headquarters, Tamluk derives its name from the Sanskrit word Tamra Lipta meaning "Full of Copper". This ancient port city was bounded by the Bay of Bengal in the south, river Rupnarayana in the east and Subarnarekha in the west. The Rupnarayana is the joint flow of the river Dwarkeshwar and the river Shila. Purba Medinipur confronted a series of political upheavals during the British Raj. A parallel government named the Tamralipta Jatiya Sarkar was formed during the [Quit India Movement](#) in Tamluk.

Source : [Purba Medinipur district - Wikipedia](#)  
[Districts of India- Socio-economic statistical data of East / Purba Medinipur District, West Bengal](#)

# ARTISAN MAP OF PURBA MEDINIPUR DISTRICT



Source :

## Geography:

The district of Purba Midnapore is situated between 22°05'10"N and 21°36'35" latitude and 88°12'40"E and 86°33'50"E longitude .The district is part of the lower **Indo-Gangetic Plain** and **Eastern coastal plains**. Topographically, the district can be divided into two parts – (a) almost entirely flat plains on the west, east and north, (b) the coastal plains on the south. The vast expanse of land is formed of **alluvium** and is composed of younger and coastal alluvial. The elevation of the district is within 10 meters above the mean sea level.The district has a long coastline of 65.5 km along its southern and south eastern boundary. Five coastal CD Blocks, namely, Khejuri II, Contai II (Deshapran), Contai I, Ramnagar I and II, are occasionally affected by cyclones and tornadoes. Tidal floods are quite regular in these five CD Blocks. Normally floods occur in 21 of the 25 CD Blocks in the district. The major rivers are **Haldi**, **Rupnarayan**, **Rasulpur**, **Bagui** and **Keleghai**, flowing in north to south or south-east direction. River water is an important source of irrigation. The district has a low 899 hectare forest cover, which is 0.02% of its geographical area. The soil structure of the district is mostly heavy type although in some places light and medium soils are also found. Soils group consists of 2 major groups – vind alluvium and coastal. River water is an important source of irrigation for agricultural activities in district. The rivers flow from North to South or South-East direction. The major rivers are Haldi, Rupnarayan, Rasulpur, Bagui and Keleghai. They provide a big relief to the large number of agriculture based population of the district.

## Demography:

According to the 2011 census Purba Medinipur district has a population of 5,095,875. The district has a population density of 1,076 inhabitants per square kilometre (2,790/sq mi). Its population growth rate over the decade 2001-2011 was 15.32%. Purba Medinipur has a sex ratio of 936 females for every 1000 males, and a literacy rate of 88.60%. 11.63% of the population lives in urban areas. The 2011 census states that the district has a literacy rate of 87.66 up from 80.20% of 2001 census. However as per the 2001 census, this district had a male literacy rate of 89.1% and female literacy rate was 70.7%. Education Index of this district is 0.74 and the district is ranked 1st position in literacy rate in comparison to other districts of West Bengal. Scheduled Castes and Scheduled Tribes make up 14.63% and 0.55% of the population respectively.

Bengali is the predominant language, spoken by 98.31% of the population. The dialect around Kanthi is heavily influenced by nearby dialect of Odia and along the Odisha border, the two languages cannot be distinguished.

Source : <https://dcmsme.gov.in/old/dips/PURBA%20MIDNAPORE-wb.pdf>

## Administrative Subdivision:

**Purba Medinipur is the congregation of the major sub-divisions of Tamluk, Contai and Haldia of erstwhile Midnapore district. Another sub-division, Egra came out of the of the erstwhile Contai sub-division during the partition of Midnapore.**

Tamluk subdivision consists of **Tamluk** municipality, **Panskura** municipality and seven community development blocks: Nandakumar, Moyna, Tamluk, Shahid Matangini, Panskura-I, Panskura-II and Chandipur (Nadigram-III). Haldia subdivision consists of **Haldia** municipality and five community development blocks: Mahishadal, Nandigram-I, Nandigram-II, Sutahata and Haldia. Egra subdivision consists of **Egra** municipality and five community development blocks: Bhagawanpur-I, Egra-I, Egra-II, Pataspur-I and Pataspur-II. Contai subdivision consists of **Contai** municipality and eight community development blocks: Kanthi-I, Kanthi-II, Kanthi-III, Khejuri-I, Khejuri-II, Ramnagar-I and Ramnagar-II, Bhagawanpur-II.

**Tamluk** is the district headquarters. There are 21 police stations, 25 development blocks, 5 municipalities and 223 **gram panchayats** in this district. Other than in the municipality area, each subdivision contains community development blocks which in turn are divided into rural areas and census towns. In total there are 10 urban units: five municipalities and five **census towns**. Panskura municipality was established in 2001.

Purba Medinipur contains 16 **assembly constituencies**, equally divided between two Lok Sabha constituencies Tamluk and Kanthi. The MP for Tamluk is **Dibyendu Adhikari** (AITC) while the MP for Kanthi is **Sisir Adhikari** (BJP). These are members of the Adhikari family which has dominated politics in the district whose prominent member has been Suvendu Adhikari, now Leader of Opposition in the West Bengal Legislative Assembly.

## Infrastructure :

**The Major cities and towns of Purba Medinipur district includes Panskura, Tamluk, Nandakumar, Contai, Egra, Haldia, Mecheda, Mahisadal, Kajlagarh, Digha, Mandarmani, Khejuri, Ramnagar, Patashpur, Bhagabanpur, Manglamarro, Chandipur, Kolaghat, Deshopran Paniparul and Deulihat.**

Purba Medinipur district has an excellent transport and communication network of national highways and railways. The district is a major railway, highway and air transport hub served by airports.

### Roads :

- (a) National Highway 2010-11 Kms 291
- (b) State Highway 2010-11 Kms 393
- (c) Main District Highway 2010-11 Kms 851
- (d) Other district & Rural Roads 2010-11 Kms 566

### Public Health :

- a) Allopathic Hospital 6 856

(b) Beds in Allopathic hospitals - 856

(c) Primary health centers - 52

(d) Private hospitals - 127

**Educational facilities in Purba Medinipur district:**

High School (including higher secondary school)–456

Junior High School–189

Junior High Madarsa–5

High Madarsa–8

Senior Madarsa–2

Primary School–3217

Sishu Sikhsha Kendra–1516

Ishwar chandra Jana Chetna Centre–3089

College–15

Engineering colleges–2

Skill development institutions–44

**Municipalities:**

**Contai Municipality**

[SH 5, Hatabari, Contai, West Bengal 721401](#)

**Pincode:** 721401

**Egra Municipality**

[Rishi Bankim Sarani, Purushottampur, Egra, West Bengal](#)

**Pincode:** 721429

**Haldia Municipality**

[Dr. B.R. Ambedkar Bhavan Administrative Building, City Center, Debhog, Kshudiram Nagar, Haldia, West](#)

[Bengal](#)

**Pincode:** 721657

**Tamluk Municipality**

[Tamluk-Panskura Road, Tamluk, West Bengal](#)

**Pincode:** 721363

Source : <https://dcmsme.gov.in/old/dips/PURBA%20MIDNAPORE-wb.pdf>

## Economy of the district :

The economy of the district is based on agriculture. More than 80% of the total population is residing in the villages and the rural economy is based on agriculture to earn their bread and butter. The core agricultural crops of the district are rice, wheat, barley, maize, pulses, oil seed, , Potato , Vegetables , Betelvine , Flowers etc. .The marketing mainly depend on local market and nearby Kolkata market. Use of Fertilizer, Improved seeds & pesticides are increasing day by day. Farmers are now habituated to use modern Farm machineries & Implements like tractor, power tiller, power thresher, solar pumpset, power sprayer, combined harvester, paddy transplanter etc.

River water is an important source of irrigation for agricultural activities in district. They provide a big relief to the large number of agriculture based population of the district.

Forest is an important natural resource of an economy. Forest influences the climatic conditions of an area. In addition, it is also a source of supplying various forest produce like wood, timber, fruits etc. To maintain ecological balance, the Agriculture Department is emphasizing on organic farming / sustainable farming and use of bio-fertilizers / organic manures and bio-pesticides in crop production are being given top most priority.

West Bengal also accounts for a significant amount of fresh water fish; and the largest producer of shrimps. Shrimp farming is on the rise, especially in the district of Purbo Midnapore. Aquaculture and shrimp farming has been taken up in a big way in the coastal belt of this district and floriculture and horticultural activities are concentrated in a major portion of Tamluk Sub-division. Fish production in West Bengal is anticipated to cross the 2,000 metric tons mark by 2015 from about 1,580 metric tons in 2013-14. Handloom weaving is a traditional in this district where a considerable number of people are engaged in this activity

### Concentration of Handicraft activities in Purba Medinipur

- **Pata Chitra** - Chandipur, Nandakumar,
- **Sea Shell** – Ramnagar I & II, Patashpur I
- **Mat & Mat Diversified Products** – Ramnagar I, Egra I & II, Patashpur I
- **Brass & Bell Metal** – Ramnagar I, Mahisadal, Patashpur II, Egra I
- **Diversified Jute Products** – Ramnagar II, Nandakumar, Kolaghat, Shahid Matangini
- **Cane & Bamboo Products** - Chandipur, Nandakumar, Kolaghat, Shahid Matangini
- **Sola Craft** - Tamluk, Kolaghat
- **Pottery/Terracotta** - Panskura, Tamluk, Sahid Matangini, Nandakumar
- **Wood Craft** – Tamluk
- **Horn Craft** – Kolaghat
- **Zari work**- Sutahta, Mahishadal, Haldia, Nandakuma

The district has an industrial base, although agriculture is the major occupation. Most of the industries are in Haldia region, which houses industrial estates run by WBSIDC. In Haldia a large number of heavy engineering, chemical, small-scale cluster are growing up. Similarly,

in Contai, Egra, Digha, Tamluk, Mahishadal and Kolaghat a wide number of Small Scale Industries are spread over in these areas. There are also several large and medium scale industries which promote ancillarisation in the district. Distance from the nearest Airport from District HQ Tamluk is 94 Kms and from Haldia port is 126 kms. Distance from the biggest Industrial Centre of the State viz. Howrah from District HQ Tamluk is 77 Kms and from Haldia port is 109 kms. Port : Haldia dock located at Haldia.

- Agro industries are also abundant but lack of modern technology, infrastructural drawbacks, easy access to credit are the major problems of the small-scale sector. Skill-based training programmes and awareness of Govt. schemes & programmes on industrialization need to be popularized.

With good coastal, landform, seasonal, rural and heritage diversity, it offers the potential for tourism in its typical coastlines and rural areas. The famous tourist spots are :

**1.Tamluk (Tamralipta)**- Tamluk, district headquarters of Purba Medinipur district is situated on the bank of river Rupnarayan which is a very popular picnic spot. The other places are:

Temple of Devi Barghobhima ,Archeological Museum ,Rakhit Bati ,

**2.Digha** -The district is bestowed with natural beauty with 'Digha' being the most popular seaside resort for tourists and lies at the northern end of Bay of Bengal

**3.Panskura**

**4.Mahishadal**

**5.Mandarmani**

**6.Haldia**



Mandarmani beach



### INDUSTRIAL SCENERIO OF PURBA MEDINIPUR DISTRICT:

Unlike all other districts of South Bengal, Purba Midnapore is fortunate enough to have a few leading large and medium enterprises which offer tremendous scope for ancillary industries in the district. At present, there prominent large enterprises are Indian Oil Corporation, Kolaghat Thermal Power Project, Petro Carbon & Chemical Ltd., Haldia are 10 large and medium scale units and it is expected, few more are likely to come up shortly. The, Shaw Wallace & Company Ltd., Haldia, etc. which provide substantial leverage for setting up of ancillary industries in the district.

#### Industry at a Glance:

Serial no.	HEAD	UNIT	PARTICULARS
1.	REGISTERED INDUSTRIAL UNIT	NO.	373
2.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	42329
3.	NO. OF INDUSTRIAL AREA	NO.	3

Purba Medinipur district has an excellent transport and communication network of national highways and railways. A major existing industrial base at Haldia & Kolaghat, availability of skilled man power at comparative low rates, abundance of electric power and a business environment conducive for industrial growth both from the labour and political fronts are few plus points for promotion and development of Micro & Small Medium Enterprises (MSME) in this district.

#### Development of Clusters;

Total number of clusters: 33 (MSME-22, HL-8, Khadi-3)

ii. Number of Units/Artisans: 7226 (Unit-2994, Artisan-1310 & Weavers-2922)

iii. Number of People Employed : 49,550

iv. Additional Man-days Created : 97,800 (Cumulative)

v. Sectors Covered : Cashew Nut, Bricks, Bus Body Building, Human Hair Processing, Fabrication, Brass & Bell Metal, Zari Embroidery, Horn, Salt, Blacksmithy, Mat, Handloom, Hand gloves etc

#### Large Scale Industries / Public Sector undertakings :List of the units in Haldia & near by Area

SL. No.	Name of the Unit
1.	Exide Industries Ltd, Haldia
2.	Hindusthan Lever Chemical Ltd.,

	Haldia
3.	Shaw Wallace & Co. Ltd., Durgachowk
4.	Kolkata Port Trust, Haldia Dock Complex
5.	Kolaghat Thermal Power Project
6.	Mitsubishi PTA (I) Ltd., Haldia
7.	Petro Carbon & Chemical Ltd., Haldia
8.	Haldia Petrochemicals Ltd
9.	Haldia Met coke & Power Ltd.
10.	Indian Oil Corporation Haldia Refinery
11.	Down Stream units of HPL(3 units)
12.	Nivedita Housing Pvt. Ltd

Source : <https://dcmsme.gov.in/old/dips/PURBA%20MIDNAPORE-wb.pdf>

### **DETAILS OF MAJOR CLUSTERS IN THE DISTRICT:**

Cashew nut Processing, Horn Products, Embroidery Garments manufacturing are the major cluster available in the Purba Midnapore district.

- Name of the cluster: - Embroidery & Garments Mfg. Cluster ,

1.Principal Products Manufactured in the Cluster - Embroidery & Readymade Garments.

2 Name of the SPV - Embroidery & Garments Hi-Tech Manufacturing Association (EGMA

3 No. of functional units in the clusters- 312

4 Turnover of the Clusters- Rs. 23,00,000 per unit

5 Value of Exports from the Clusters – 21 crore

6 Employment in Cluster- Direct – 1200, Indirect - 3000

7. Problems & constraints – i) To develop the cluster with better market linkages & profitability ii) Poor technology & quality control iii) Lack of brand image, Govt. & Institutional support, storage facility and trading & design development facilities iv) Poor credit & lending facilities for cash flow v) Poor & unhygienic infrastructure vi) Lower capacity utilization

- Name of the cluster: Cashew nut Processing

1.Principal Products Manufactured in the Cluster - . Processed Cashew

2 Name of the SPV – Contai Cashew Industries Ltd

3 No. of functional units in the clusters- 250

4 Turnover of the Clusters- Rs. 1.37 Cr.

5 Value of Exports from the Clusters –N/A

6 Employment in Cluster- 1000

7. Problems & constraints - Documentation of export of finished products & import of raw materials.

- Name of the cluster : Horn Products

1.Principal Products Manufactured in the Cluster -

2 Name of the SPV – N/A

3 No. of functional units in the clusters- 900

4 Turnover of the Clusters- 3 crore

5 Value of Exports from the Clusters –N/A

6 Employment in Cluster- 1000

7. Problems & constraints - Poor product range; lack of marketing linkage; use of modern technology

### Some of the other existing cluster:

Sector	Name of Cluster	Location of Cluster	No of Unit	No. of people Employed	Turnover( in lakhs)
<i>Clay &amp; Ceramic</i>	AMARSHI CONCHSHELL PRODUCTS CLUSTER	PATASHPUR-I	22	80	8,64,108
<i>Metal fabrication &amp; furniture</i>	BRASS AND BELL METAL,	PATASPUR	74	320	888
<i>TEXTILES &amp; READYMADE GARMENTS</i>	SRIRAMPUR-II HANDLOOM CLUSTER	TAMLUK	533	1	326
<i>Clay &amp; Ceramic</i>	RAMNAGAR-I SEA SHELL CLUSTER, RAMNAGAR-I	RAMNAGAR-I	33	200	90

Source : <https://dcmsme.gov.in/old/dips/PURBA%20MIDNAPORE-wb.pdf>  
<https://wbmsme.gov.in/msmecluster>

### Export from the district :

The items exported from the district includes Handicrafts(horn products) , Lentil dumplings , Roasted cashew and Human hair. In the above section we came to know about the clusters of Horn products and roasted cashew along with its export value. Another major exportable item is Human hair (washed).

In West Bengal, the processing of Human hair mainly takes place in the clusters of Purba Medinipur - JUTE & OTHER FIBRE BASED PRODUCTS cluster in **Bhagbanpur & Chandipur**

JUTE & OTHER FIBRE BASED PRODUCTS- Bhagbanpur

Total units – 122

JUTE & OTHER FIBRE BASED PRODUCTS- Chandipur

Total units – 51

<u>YEAR</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
<u>EXPORT VALUE(\$)</u>	234,304	212,788	267,325	300665	604,352

Source Trade map

(value in US thousand)

### Government initiatives taken in the district :

**Arms License Monitoring System:** Arms License Monitoring Software has been implemented at the district for the district administration. The software provides creation of database of the owners of arms licenses, monitor issue of new arms licenses and their renewal etc. This has helped the district administration in controlling & monitoring crime in the district.

**CONFONET:** CONFONET (Computerization & Networking of Consumer Forum) has been implemented at the District Consumer Redressal Forum. The software provides for court wise entry new case filing details, daily cause list generation, backlog entry of cases etc. The software has facility for uploading of daily orders and judgments on the website (<http://confonet.nic.in>). The software has proved beneficial to the consumers as well as the advocates.

**Vehicle registration (VAHAN):** The VAHAN software has been implemented at RTO Tamluk. Computerization of the Motor Vehicles Section has provided a single window solution for delivery of services like Registration of Vehicles, fitness, enforcement, Collection of Road Taxes and other miscellaneous taxes etc.

**Land Records (BHUMI):** Certified copy of Record of Rights (ROR) is can be obtained in all the 25 Blocks of the district using BHUMI software. The other important module of the software such as Mutation, Conversion, Barga & Patta Enrollment etc. have been automated. Till date,

11,02,247 certified copy and 60,79,130 plot information has been delivered to the citizens through the computerized system.

Other Projects Implemented in the District:

- **COSA** - used for Generation of Monthly Pay bills, pay slips, summary bills and various schedules for each DDO
- **FCMS**- used by the Principal Agriculture Office and Sub-Divisional Offices for entry of authorization and renewal of fertilizer manufacturers and dealers. The software can also be used for online fertilizer registration.
- **E-Court** -project for computerization of the District and Sub-ordinate Courts have been undertaken. NREGS Implementation - This project has been implemented in Purba Medinipur district in all the 223 Gram Panchayat

### **RUPASHREE PRAKALPA:**

The West Bengal government has taken an initiative called Rupashree to marry girls from financially backward poor families. Under this scheme, a lump sum financial grant of Rs. 25,000 / - is given to the families whose annual income is less than Rs. 1.50 lakhs at the time of their daughter's marriage.

Necessary information of Rupashri form:

- Applicants must be 18 years of age.
- She must remain unmarried until the day her application is submitted.
- The proposed marriage must be her first marriage.
- The age of his proposed pot must be 21 years.
- The applicant must be a permanent resident of West Bengal.
- His annual family income will not be more than 1.50 lakh.
- The applicant must have his own bank account.
- The form should be accompanied by two passport size color photographs (of the bride and groom).

Proof of age: Self signed Xerox of Secondary Admit / Birth Certificate / Voter Card / PAN Card / Aadhaar Card etc. will be required. (Both)

Wedding invitation card will be required along with the form.

Unmarried and annual income will be declared.

### **Pre-matric and Post-matric SC/ST Scholarship:**

#### **Pre-matric conditions:**

- SC/ST Students who are reading from Class-IX & X
- Annual family income not more than Rs. 2,50,000/-

#### **Post-matric conditions:**

- SC/ST Students who are reading in Class-XI & above
- Annual family income not more than Rs. 2,50,000/-

**Beneficiary:** SC/ST students

### **Benefits:**

As per class scholarship amount generated by online system(OASIS Portal). Application to be filled online at [www.oasis.gov.in](http://www.oasis.gov.in)

### **Additional Financial Assistance/Benefit to SC/ST Poor & Meritorious Girl Students Reading in Class V-X:**

- The SC/ST Students reading in Class V to Class X
- The student must be passed in all Subjects in their respective class
- Annual family income not more than Rs. 60920/-

### **Benefits:**

Class V -VI- Rs. 100/- P.M, Class VII -VIII- Rs. 125/- P.M, Class IX -X- Rs. 150/- P.M, for 12 months.All eligible students have to communicate to their respective head of the institution.

Source : [https://informatics.nic.in/uploads/pdfs/3dc6d60f\\_17-18.pdf](https://informatics.nic.in/uploads/pdfs/3dc6d60f_17-18.pdf)

### **DIC office:**

District Industries Centre, Purba Medinipur, Dharinda Near DM Office, Tamluk, West Bengal, 721636

**Email :** [gmpum.msse-wb@nic.in](mailto:gmpum.msse-wb@nic.in)

**Phone :** [+913228263442](tel:+913228263442)

### **District Magistrate Profiles**

Name : Shri Purnendu Kumar Maji

Service : WBCS (Exe)

Cadre : West Bengal

Email : [dmpurb\[at\]gmail\[dot\].com](mailto:dmpurb[at]gmail[dot].com)

### **Address Of District Office**

Vill-Nimtouri,  
P.O.-Kulberia,

District- Purba Medinipur,  
Pin-721649

Contact No.: 03228 262663/ 8335060759

### **Training institutions :**

***National Institute of Open Schooling(NIOS)***

***Website – <https://www.nios.ac.in>***

***Toll Free Number: 1800-180-9393***

***The West Bengal Council of Rabindra Open Scholing(WBCROS)***

***Website – <https://wbcros.in>***

***Toll Free Number: 033-23213261***

Source : <http://purbamedinipur.scertwb.org/>

