



Manufacturing Industries in Alipore Sadar Sub-Division, South 24 Parganas, West Bengal

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Abstract

Manufacturing sector is considered as a growth engine having multiplier effect on employment and output. Micro & Small Scale Industry has also played a vital role in the state with thrust for generation of self employment. South 24 Parganas occupies a predominant position so far as the development of micro and small scale enterprises is concerned. The growth of the manufacturing sector has created employment opportunities outside agriculture. In the industrial region various geographical and socioeconomic factors are responsible for the establishment of various industries. Availability of infrastructural facilities an area reduces production cost of an industry, so that various products can compete in the market. After liberalization industrial units have to compete with multinational companies. The district of South24Parganas occupies a great place in the field of industrialization in West Bengal. The district is agrarian in nature and about 84 percent of the total population dependent on agriculture and the rest depend on non-agricultural activities. Despite its proximity to Kolkata, the district has not been developed industrially except for the Budge-Budge stretch and adjacent area of the community development blocks of Alipore Sadar Sub-Division. Food processing industries, Readymade garment industries, Leather and Footwear industries, Chemical industries and Engineering industries are dominant in Budge Budge, Maheshtala, Bishnupur and Pujali. The present study attempts at investigating geographical reason for location specific agglomeration individual units. Problems and future prospects of industries. Future growth of industries and Government approach to provide help to sustained industries. The study shows that the Alipore Sadar sub-division has spatial potentialities in this respect.

Key words: micro and small scale industry, potential, readymade garment, manufacturing industry.

Introduction:

The development of economic conditions of a region depends on stipulation of non-agricultural sector in terms of industries, trade and commerce. A huge involvement of population in non-agricultural sector of that region helps to rise up their living condition and purchasing power. The industrial segments depend on availability of natural resources i.e. mineral resources, agro-based raw materials and human resources, good infrastructural facilities, well communication system, presence of port for import and export facilities. The phenomenal growth of industries in small scale sector has been a striking feature in economic development of the state of West Bengal and the Alipore Sadar sub-division in the district of South 24 Parganas as well.

Study Area :

The Alipore Sadar Sub-division of South 24 Parganas district lies between 22°12'41"N and 22°24'42"N latitudes and between 88°04'08"E and 88°20'45"E longitudes bounded by the river Hooghly in the West. Kolkata city in the North, eastern boundary is demarcated by part of Baruipur sub-division and southern boundary is demarcated by Diamond-Harbour sub-division. The sub-division has five community development blocks, namely i)Thakurpukur-Maheshtala, ii) Budge-Budge - I, iii) Budge-Budge - II, iv) Bishnupur – I and v) Bishnupur – II. At present there are 268 mouzas and 3 municipalities. Agriculture being the main source of livelihood still suffers from high salinity of water and poor irrigation facilities. Fishing is another important

economic activity. Transport facilities are also very poor in this study area. Railway has connected the blocks of the southern part. Inaccessibility is still acute in most of the rural areas under the Alipore Sadar sub-division. The large and medium scale industries are mainly situated around Batanagar, Budge-Budge, Thakurpukur-Maheshtala, Bishnupur, Pujali, Amtala, Birlapur, Kanyanagar, Bowali, Chata-Kalikapur, Kariadanga. Buta, Mayapur and Chingripota in Budge-Budge-I block, Burul and kamrabad in Budge-budge-II block, Joka-I, Austi and Chatta in Thakurpukur-Maheshtala block, kangarbaria and Bakrahat in Bishnupur-II block have comparatively large number of small scale industries.

Objectives:

- To assess the status of existing small manufacturing industries in rural and urban areas in Alipore Sadar sub-division.
- To identify the concentration of manufacturing units in different blocks of the study area.

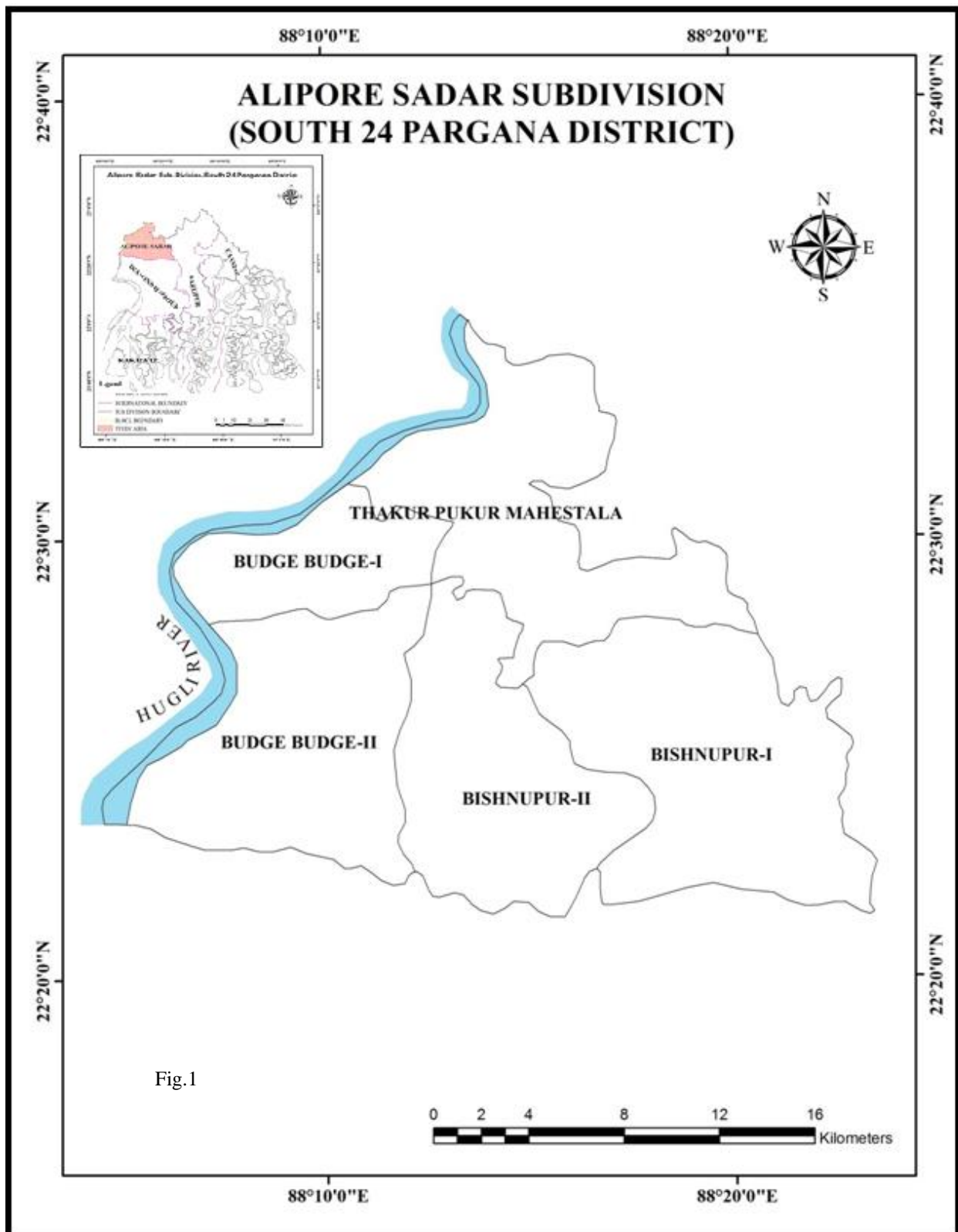


Fig.1

Methodology :

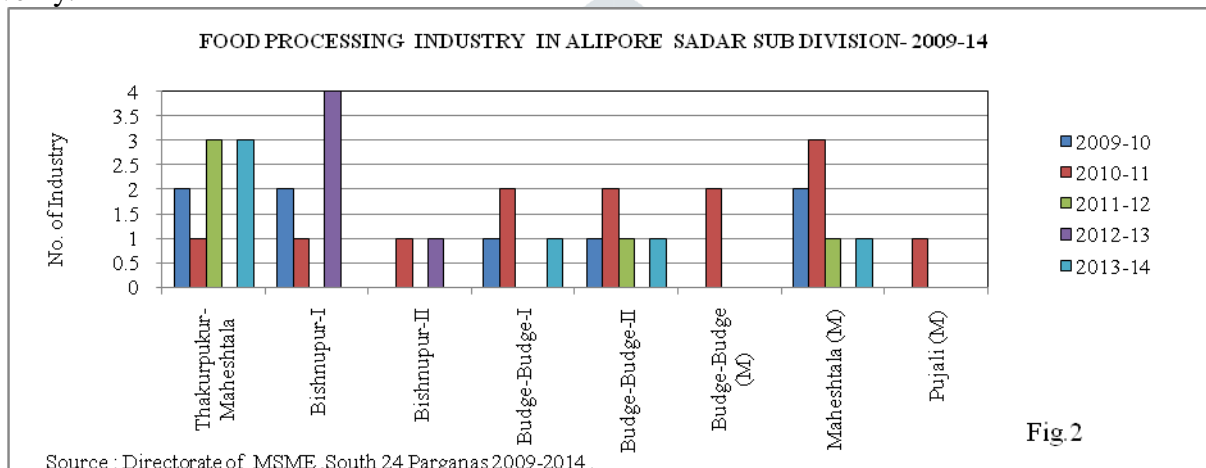
The study is based on secondary data which are collected in different official Sources .

Food processing industry in Alipore Sadar Sub-division:

The development of economic conditions of a region depends on stipulation of non-agricultural sector in terms of industries, trade and commerce. A huge involvement of population in non agricultural sector of that region helps to rise up their living condition and purchasing power. The industrial segments depend on availability of natural resources i.e. agro-based raw materials

and human resources, good infrastructural facilities, well communication system, presence of port for import and export facilities. Industrial scenario of the district of South 24 Parganas is combined with large, medium, small, tinny and traditional khadi and village industries, handicrafts and handloom industries. Besides, fisheries, sericulture, horticulture are practiced in the district. Agriculture based industries have the potential to thrive well in the district. Where agriculture is the major occupation of the district. The use of modernised agricultural tools and implements greatly assists the farmers in cultivating their crops. Thus there exists a definite market for agricultural products in the rural economy of Alipore Sadar Sub-division.

In Alipore Sadar Sub-division indicates that last five years food processing units spread over rural and urban area unevenly.



Thakurpukur Maheshtala: Food processing industries are rice mill at Rasapunja other non alcoholic beverages at Kabardanga, cakes and pastry at Joka, Fruit/Vegetable/Juice & Other Concentrate Squash at Jagannathpur and Bonogram, Papad & Similar Food Products at Krishnagar. These registered small scale registered units were created job opportunities in local level. According to year 2012-13 has no food processing industry registered in this region .

Table 1 : Distribution of Food Processing Industry, Alipore Sadar Sub-Division 2009-14

C.D. Block/ Municipality	Year					Total
	2009-10	2010-11	2011-12	2012-13	2013-14	
Thakurpukur- Maheshtala	2	1	3	0	3	9
Bishnupur-I	2	1	0	4	0	7
Bishnupur-II	0	1	0	1	0	2
Budge-Budge-I	1	2	0	0	1	4
Budge-Budge-II	1	2	1	0	1	5
Budge-Budge (M)	0	2	0	0	0	2
Maheshtala (M)	2	3	1	0	1	7
Pujali (M)	0	1	0	0	0	1
Total	8	13	5	5	6	37

Source : Directorate of MSME, South 24 Parganas 2009-14

Bishnupur - I : Food processing industries are rice mill at Daulatpur, Butter cream Ghee Cheese & Khoya etc. at Ghunimeghi, Muri at North kanyanagar, Vegetable Oil & Fats Excluding at Chawk Sukdev, Other Grain Milling And Processing activities at Dakshin Gouripur. These registered small scale registered units were created job opportunities in local level. According to year 2011-12 and 2013-14 has no food processing industry registered in this region .

Bishnupur-II : Food processing industries are other semi processed or instant food at Sanjua, Joychandipur and Bakrahat, Noodles at Shyamali Nahazari villages in Bishnupur – II.

Budge Budge - I : Food processing industries are Rice mill at Bagmari, poultry feed at Nayachak, Vegetable oils at Buita villages at Budge Budge – I.

Budge Budge - II : Sugar confectionery (except sweets meats) at Dongaria, flour milling at Alampur, Papad at Madhya Raipur villages in Budge Budge – II.

Budge Budge (M) : Dal milling at Paikpara is a micro food processing unit in Budge Budge municipality.

Maheshtala (M) : Vegetable oils and fats at Santoshpur, other semi processed or instant food nec at Kumarpara, ice cream at South Bidhangarh, noodles at Shyampur, Processing & Blending of Tea at Benepukur in Maheshtala municipality.

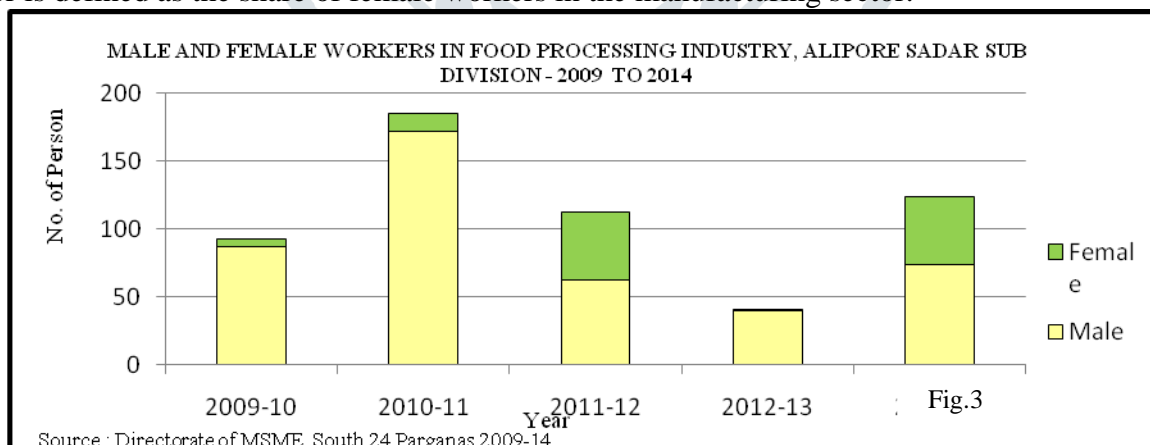
Pujali (M) : Manufacturing of Ice cream at Pujali municipality.

Distribution of small scale food processing units in Alipore Sadar Sub-div. 2009-2014 indicates that the rural entrepreneurs are more interested to set up food processed industries than urban entrepreneurs.

Year	Total Industry	Food Processing Industry	Male	Female	Total worker	Investment in Industry (Rs.in Lakh)
2009-10	457	8	87	5	92	169.00
2010-11	347	13	172	13	185	134.00
2011-12	248	5	62	50	112	40.36
2012-13	249	5	40	1	41	17.88
2013-14	182	6	74	50	124	56.26

Source : Directorate of MSME, South 24 Parganas 2009-14.

Workers : Gender discrimination in economic activities is a matter concern for any welfare, democratic and developing state. Equal opportunity and compensation to female workforce are required to be in built in the governmental policies of such states. The millennium development goals emphasize on increasing gender equality in education as well as the labour market. The female participation in the in the non-agricultural sector, an indicator is defined as the share of female workers in the manufacturing sector.



The growth of female workers in food processing sector in Alipore Sadar indicates that increasing of women workforce in non agricultural sector. During this period . the female participation rate is almost constant. Despite many welfare policies for the protection and safety of female workers for improving the female labour force participation in the food processing sector. Female participation in organized manufacturing sector has not grown up. All kinds of food processing industry such as processing of rice and dal, manufacturing of papad, vegetable oils, semi processed food and muri etc and other similar industries are included that high percentage of female workers is working in these processing industry of Alipore Sadar Sub-div.in South 24 Parganas.

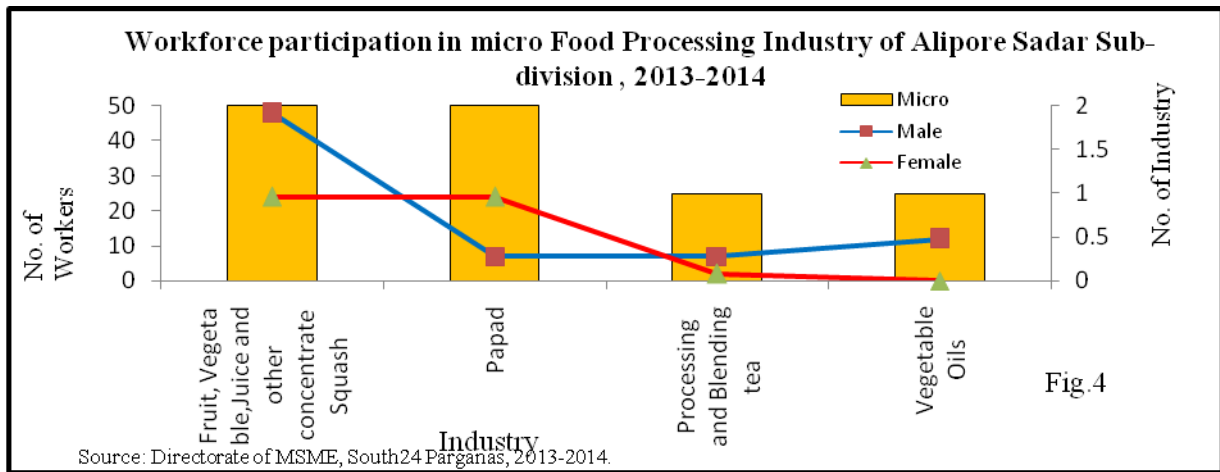


Fig.4

Female workers are engaged in household industrial products, they are maximum in unskilled. Machine and tools were used in manufacturing sector. Male workers are interested to manufacturing with machine and tools. Entrepreneurs of Food processing industry invest plant and machinery Rupees 15 lakhs to 10 lakhs per enterprise. DIC approved the loans as per MSME Act 2006. The artisans are established the unit own land attach with their residence.

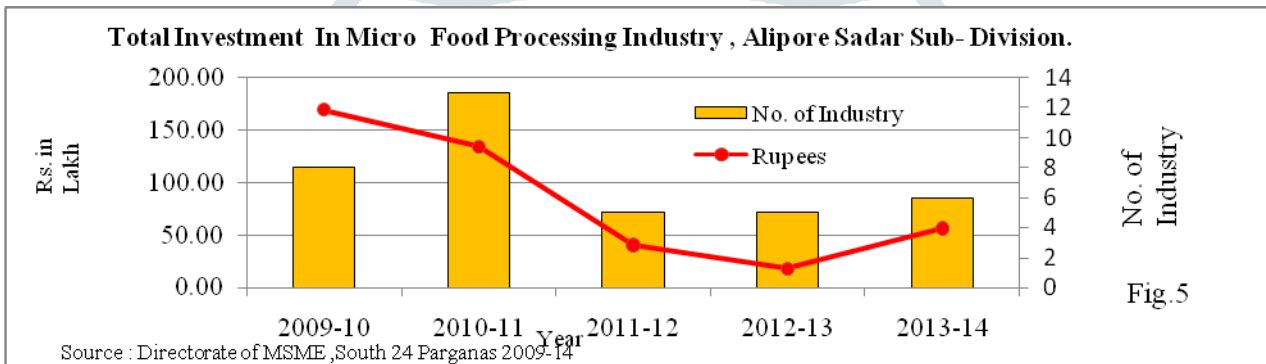
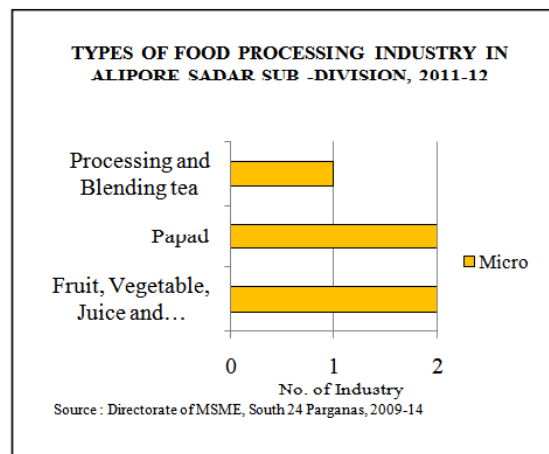
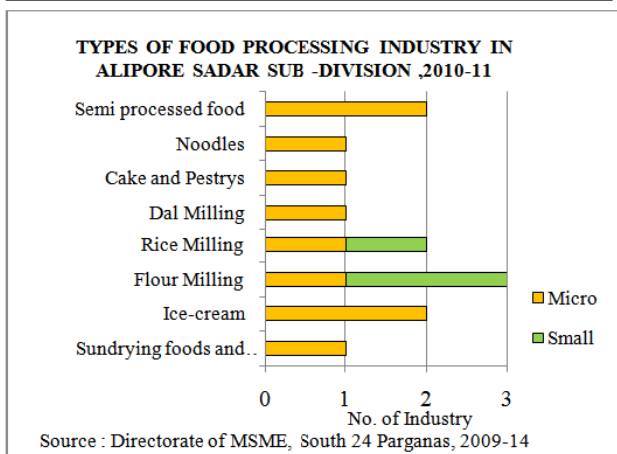
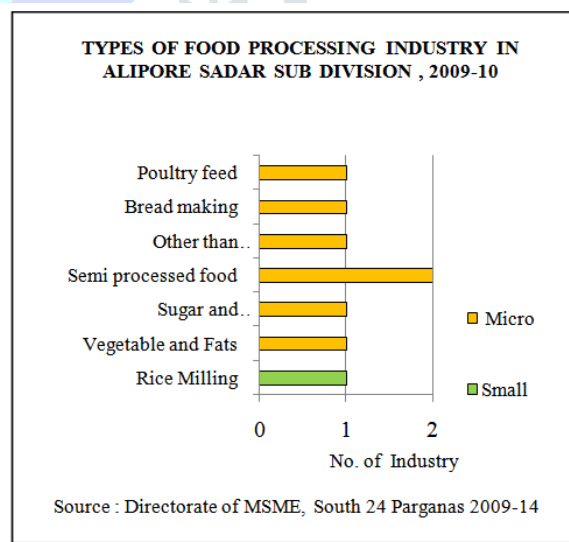
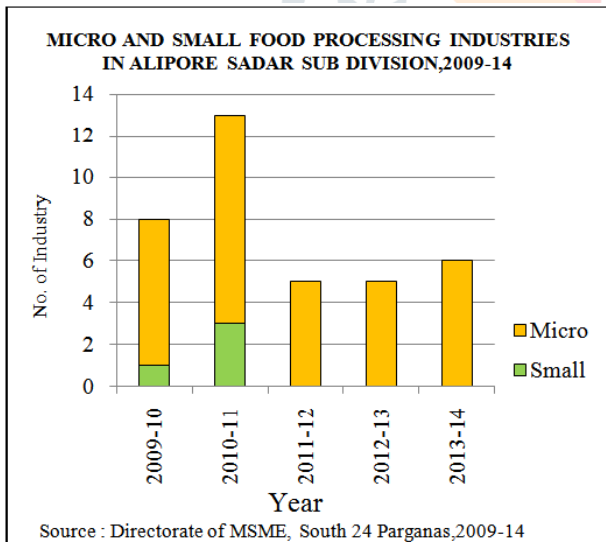
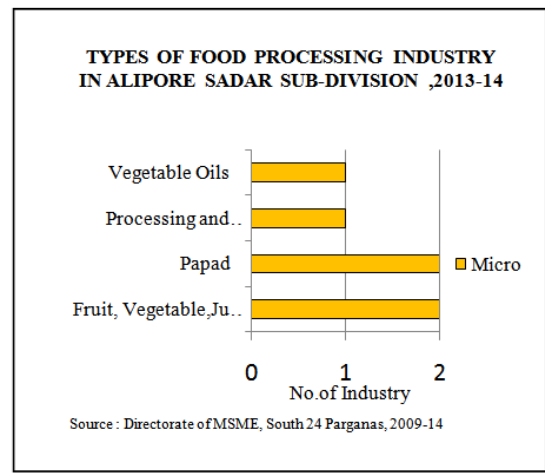
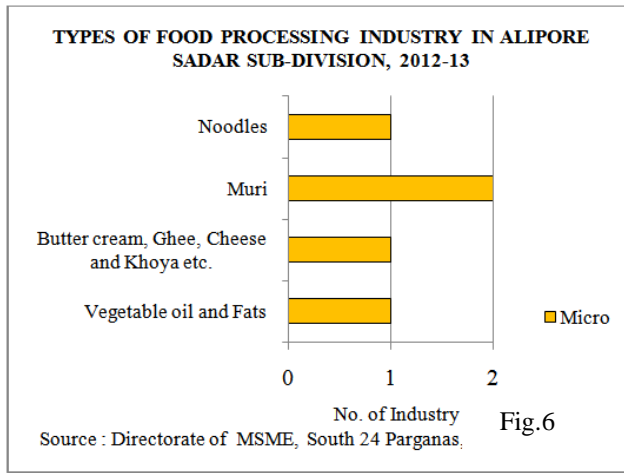


Fig.5





Food processing units are noodle, muri, butter cream, ghee, vegetable oil, rice mill, cake and pastries, sundrying fooda and semi processed food products are main in Alipore Sadar Sub-Division .Ten micro and three small food processing units were setting up 2010-11.

Distribution of Readymade Garment Industry, Alipore Sadar Sub-Division.

Table 3: Distribution of Readymade Garment Industry, Alipore Sadar Sub-Division.

C.D. Block/ Municipality	2009-10	2010-11	2011-12	2012-13	2013-14
Thakurpukur- Maheshtala	50	52	24	43	33
Bishnupur-I	2	1	5	0	2
Bishnupur-II	8	5	3	3	6
Budge-Budge-I	7	3	7	1	3
Budge-Budge-II	7	1	5	0	1
Budge-Budge (M)	2	6	8	2	3
Maheshtala (M)	152	90	67	72	50
Pujali (M)	0	0	1	0	0
Total	228	158	120	121	98

Source : Directorate of MSME South 24 Parganas, 2009-14

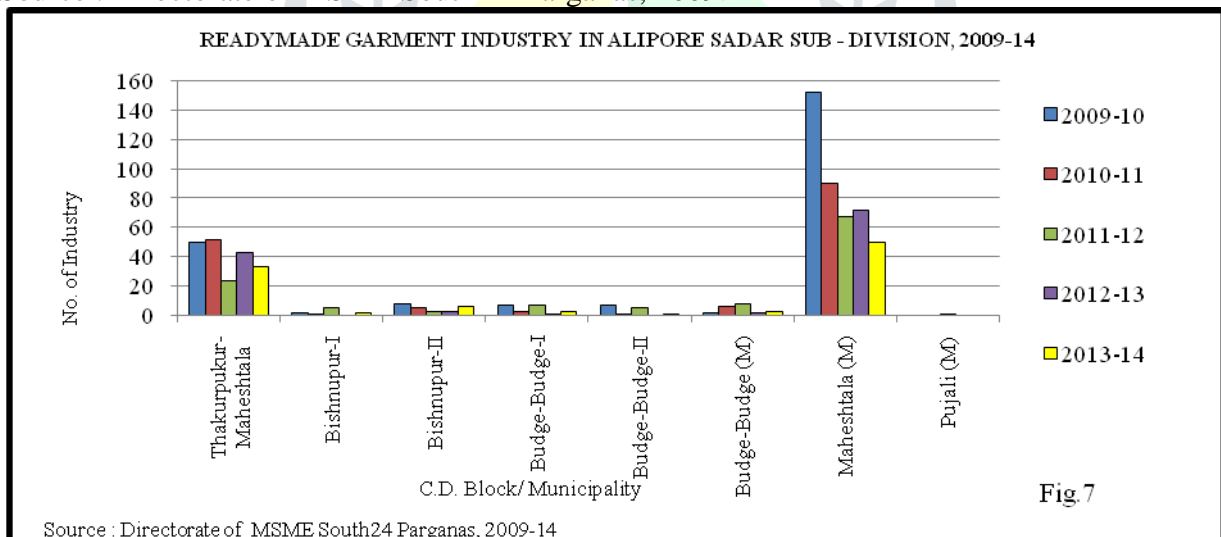
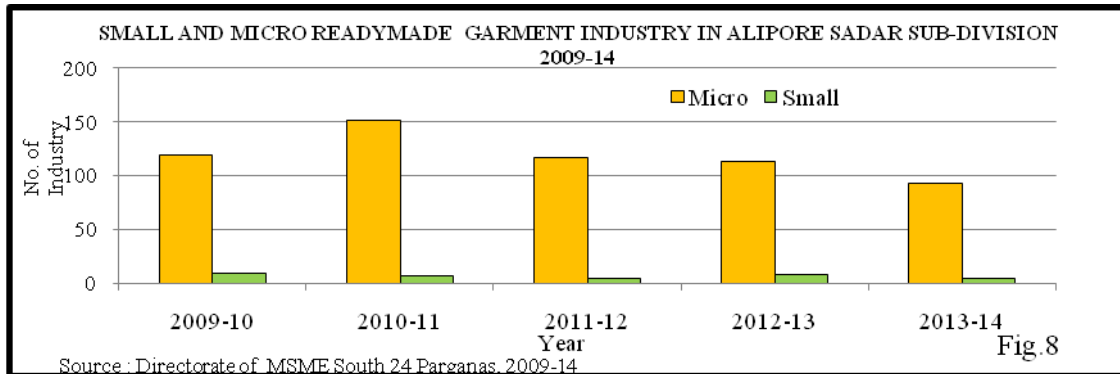


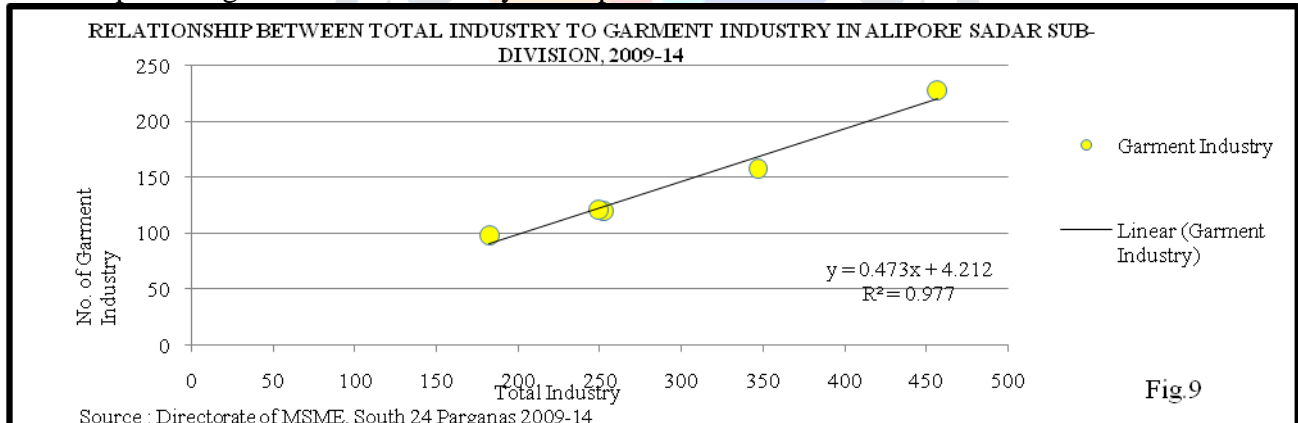
Table 4 : Readymade Garment Industry (RMG), Alipore Sadar Sub-Division

Year	Total of All Industries	RMG Industry		Total	Workers		Total	Investment of Plant and Machinery In RMG Industry (Rs. In Lakh)
		Small	Micro		Male	Female		
2009-10	457	9	119	228	2853	114	2967	687.00
2010-11	347	7	151	158	2124	180	2304	514.00
2011-12	252	4	117	120	1742	254	1996	773.58
2012-13	249	8	113	121	1736	81	1817	721.73
2013-14	182	5	93	98	1592	173	1765	838.11

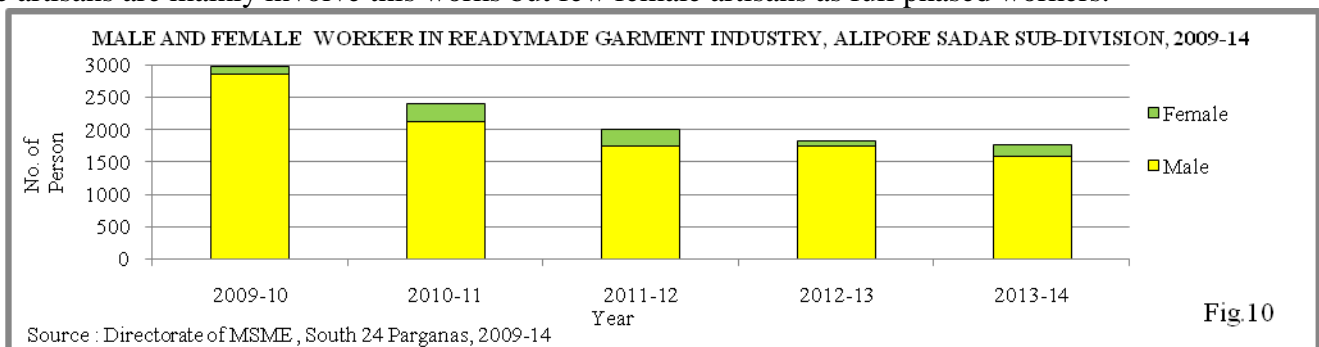
Source : Directorate of MSME, South 24 Parganas, 2009-14.

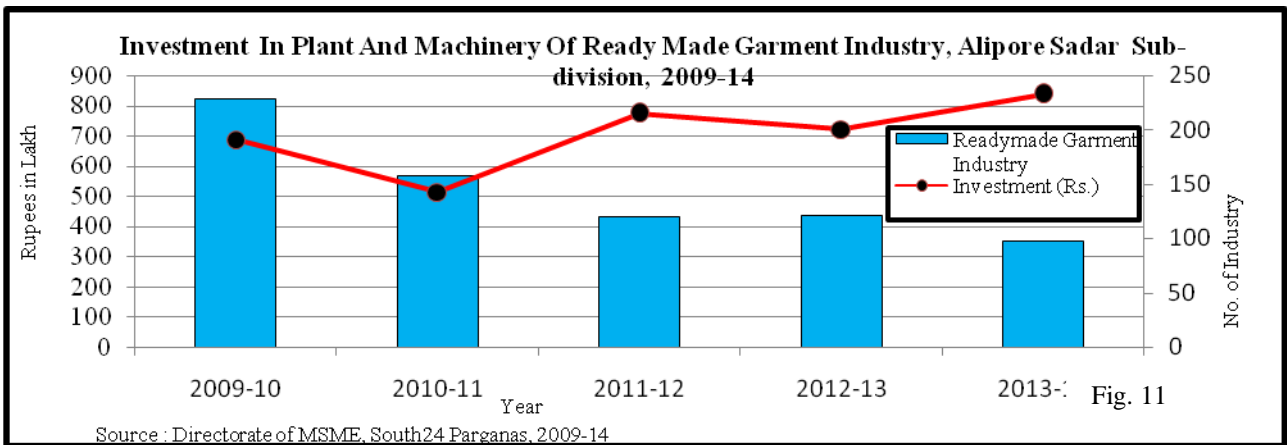


Readymade garments(RMG) take an important share of the market. Chata village in Maheshtala and Akra village in Sontoshpur are specialised in the production of readymade garments specially jeans, trousers ,jackets etc. This enterprises registered in consistently in Alipore sadar Sub-division 2009-2014.



The above data said that positive relationship between garment industry and total industry in Alipore Sadar. Male artisans are mainly involve this works but few female artisans as full phased workers.





Source : Directorate of MSME, South 24 Parganas, 2009-14

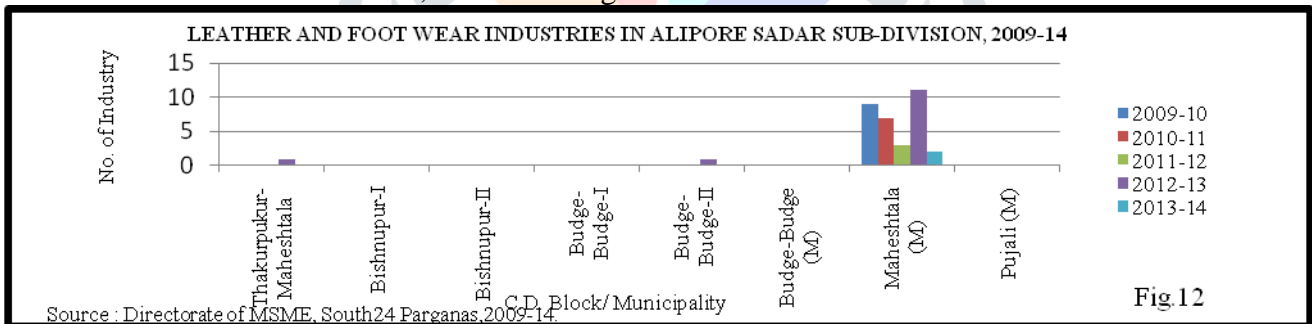
Entrepreneurs of readymade garment industry invest plant and machinery Rupees 3lakhs to 5 lakhs per enterprise. DIC approved the loans as per MSME Act 2006. The artisans are established own unit in own land attach with their residence.

Distribution of Leather and Foot wear Industry, Alipore Sadar Sub-Division

Table 5 :Distribution of Leather and Foot wear Industry, Alipore Sadar Sub-Division

C.D. Block/ Municipality	2009-10	2010-11	2011-12	2012-13	2013-14
Thakurpukur- Maheshtala	-	-	-	1	-
Bishnupur-I	-	-	-	-	-
Bishnupur-II	-	-	-	-	-
Budge-Budge-I	-	-	-	-	-
Budge-Budge-II	-	-	-	1	-
Budge-Budge (M)	-	-	-	-	-
Maheshtala (M)	9	7	3	11	2
Pujali (M)	-	-	-	-	-
Total	9	7	3	13	2

Source : Directorate of MSME, South 24 Parganas 2009-14



Source : Directorate of MSME, South 24 Parganas, 2009-14

Maheshtala is leading leather production and only registered units in this Sub-division. All manufacturing units are micro unit.

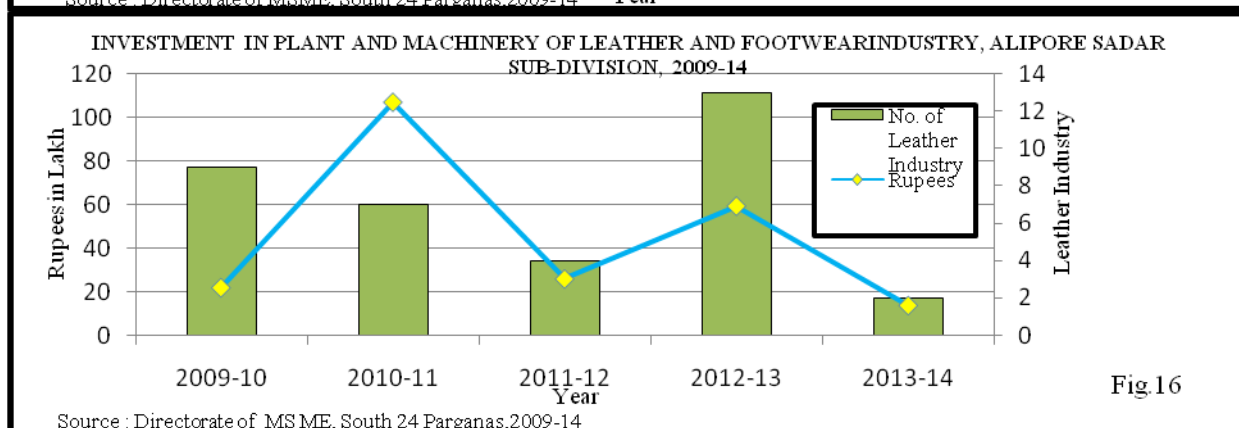
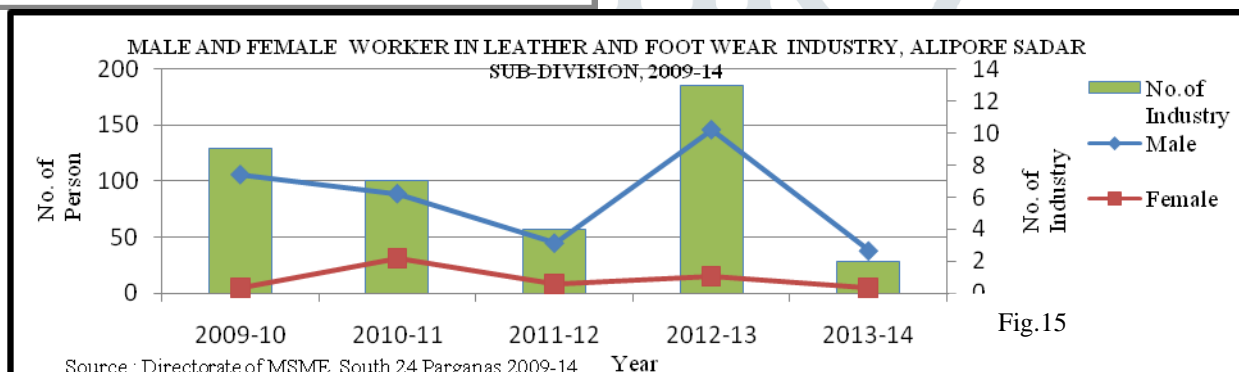
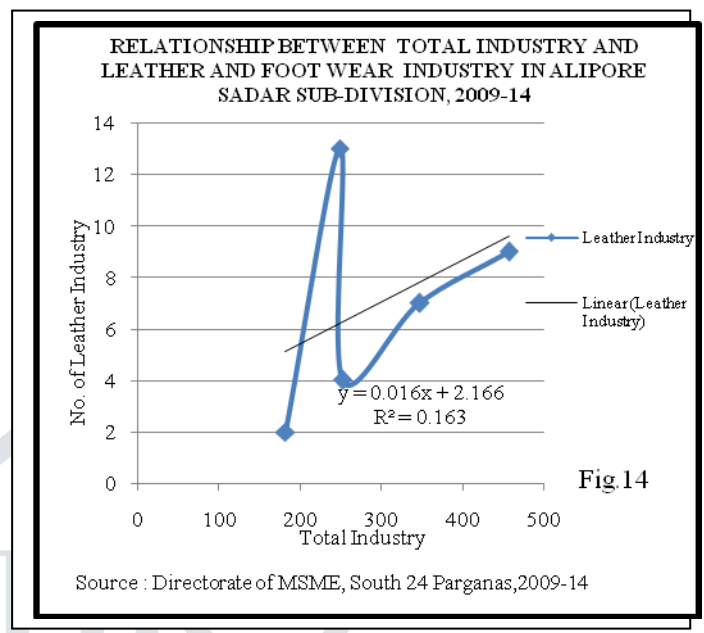
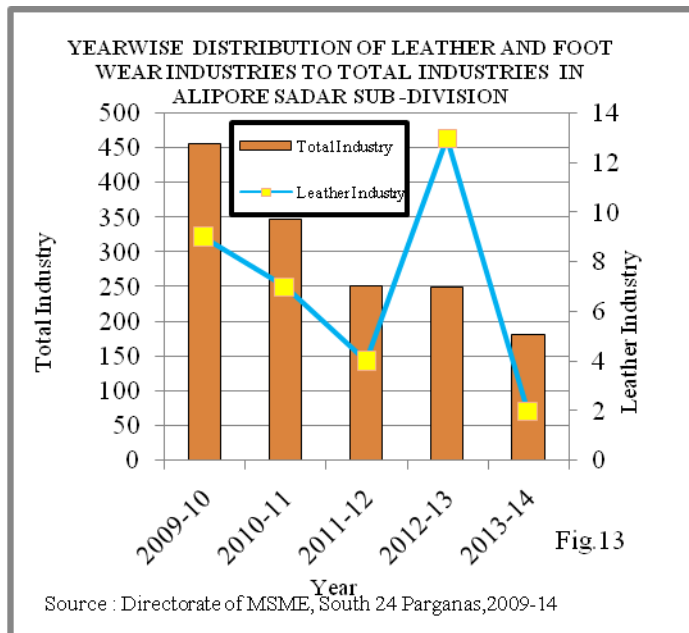
Table 6 : Year wise details about Leather and Foot-Wear Industry, Alipore Sadar Sub-Division.

Year	Total of All Industries	Leather and Foot wear Industry		Total	Workers		Total	Investment of Plant and Machinery in leather and Foot wear Industry (Rs. in Lakh)
		Small	Micro		Male	Female		
2009-10	457	-	9	9	106	5	111	22.00
2010-11	347	-	7	7	89	31	120	107.00
2011-12	252	-	4	4	45	8	53	26.00
2012-13	249	-	13	13	146	15	161	59.40
2013-14	182	-	2	2	38	5	43	13.85

Source : Directorate of MSME, South 24 Parganas, 2009-14.

Leather and footwear industries is an vital sector of Maheshtala municipality and adjacent area of Budge Budge. Positive relation between total industries to leather industries indicates that opportunity for growth of these particular industries in properly.

Leather and foot wear sector of Alipore is not good condition. The registered unit in slowly decreased. Investment of money is crucial for new industries. This industries deepened on the flow of raw materials and interest of artisans.



Potentials of manufacturing units

The lots of potentials are available in the field of MSME'S. The prospectus of this sector are explained as under-

- 1. Employment generation-** There is numerous possibilities in the field of manufacturing and service rendering of MSME'S. In recent year, the MSME IS are generating different and ample amount of employment in the field of retail and manufacturing sector. The rate of employment generation extended more by promoting the Indian MSME's.
- 2. Customer satisfaction oriented-** The MSME'S produce goods according to the needs or expectations of the customers. Primarily, the MSME'S manufacture goods considering the taste and preferences, liking and disliking of the local consumer .So, the MSME's can be ore customer satisfaction oriented.
- 3. Minimization of regional imbalance-**The MSME's can be a good vehicle to minimize or remove the regional imbalances. The rural areas of the nation can equally developed through the running of MSME units in such areas. The MSME'S will utilize the work force of rural areas and lead to the removal of regional imbalance.
- 4. Enhancement of export-** The MSME's can be a mean to enhance the export of India. There will be a great demand of Indian product at international level of market. The items like – dari, wooden items, decorative items and other hand- made souvenir articles demanded in the world.

5. **Attraction to the foreign investment** –Though, the Indian MSME'S are the booming field and the growth rate and return on investment is satisfactory. This sector is more responsive than other sector of economy. Therefore, this sector might be a source to attract foreign investment in India.

Findings:

Presently, the district MSME's are facing different types of problems. Most of the problems are controllable while rests are uncontrollable. The intra block growth rate varies some uncontrolled reasons of manufacturing unit can explain as follows:-

1. **Lack of credit from banks**-The MSMEs are presently facing the problems of credit from the banks. The banks are not providing the adequate amount of loan to the MSMEs. The loan providing process of the banks is very long and formalistic. The owners of the MSME's has to produce different types of documents to prove their worthiness. The banks are providing on an average 50% total capital employed in fixed assets. The cost of credit is also high.

2. **Availability of Finance:** To receive timely and adequate finance at the agreeable conditions is a tedious and cumbersome exercise for both established as well as budding MSMEs. According to survey, 90 % of the total Micro units in Alipore procure funds from friends, lenders and private lenders only.

3. **Competition from multinational companies**- In present era of globalization, the MSME's are facing the great from the international manufacturing companies who are proving quality goods at cheapest price. Therefore, it is very difficult to compete with the multinational companies.

4. **Lack of proper Infrastructure :** Transport, adequate electricity, proper location of the MSME setup help in reduce cost of procurement of resources and thus lowering the production cost for the MSMEs. The responsibility in fact relies on government for better development of infrastructure. Healthcare MSMEs – Most find lack of physical infrastructure as the main challenge .

5. **Lack of advanced technology**-The owners of MSME's are not aware of advanced technologies of production. Their methodology of production is outdated. The owners are using older method in the field of fabricated metal and textile.

6. **Lack of distribution of marketing channels**-The MSMEs are not adopting the innovative channels of marketing. Their advertisement and sales promotion are comparatively weaker than the multinational companies are. The ineffective advertisement and poor marketing channels leads to a very poor selling.

7. **Lack of training and skill development program**- The training and development programs in respect of MSMEs development concern is very low .So, skilled manpower is not being available to MSME'S. The owners are aware of the innovative methods of production. The skill developmental schemes conducted by the Government are not sufficient.

8. **Complex labor laws and red-tape**-All the laws related to the all aspects of manufacturing and service concern are very complex and compliance with these laws are practically difficult .The various decisions of factory' are depend upon the factory commissioner and inspector, so there are so many chances of red tape in the operation of MSME'S.

9. **Lack of IT Literacy :** Many of the employees in MSMEs are often holding supervisory and managerial positions. These employees may not be IT literate and often have high resistance to the changes in the working process that they are comfortable with.

10. **Lack of Human Resources:** Some IT project especially those that require large amount of initial data entries require human resource during the implementation. Some MSMEs are often in the stage of frequent fire fighting and shortage of manpower.

11. **Lack of Experience of Using Consultants :** Most MSMEs are lacked of experience in working with consultants. The lack of knowledge in the field of IT makes them difficult in identifying good consultant for the projects. If the company has no staff that are experience and knowledgeable in t he IT project, avoiding external help often costs more to the company eventually.

Conclusion : Availability of human resource, i.e. skilled and specialized for industrial use, workers involved in agricultural activities and other sectors in trade and commerce, transport communication, construction work, fishing, cattle rearing, household industry and various industrial sectors provide possibilities of industrial emergence. The total land available in the study area is utilized for the purpose of agriculture , industry and construction etc. The industrial sector has a bright future in the economy of Alipore Sadar Sub-division of South 24 Parganas. The manufacturing and service sectors have emerged as dynamic and vibrant sector of economy in the study area. Appropriate implementation of policies, plans and programmes can accelerate generation of employment opportunities in the rural and backward areas of the district of South 24 Parganas. Problems in land acquisition are yet another reason behind the failure of the industrial policy. However, as the majority of land in West Bengal is agricultural, its acquisition is an issue. The challenge for the government is to address the issue from a holistic perspective, striking a balance between agriculture and industry.

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