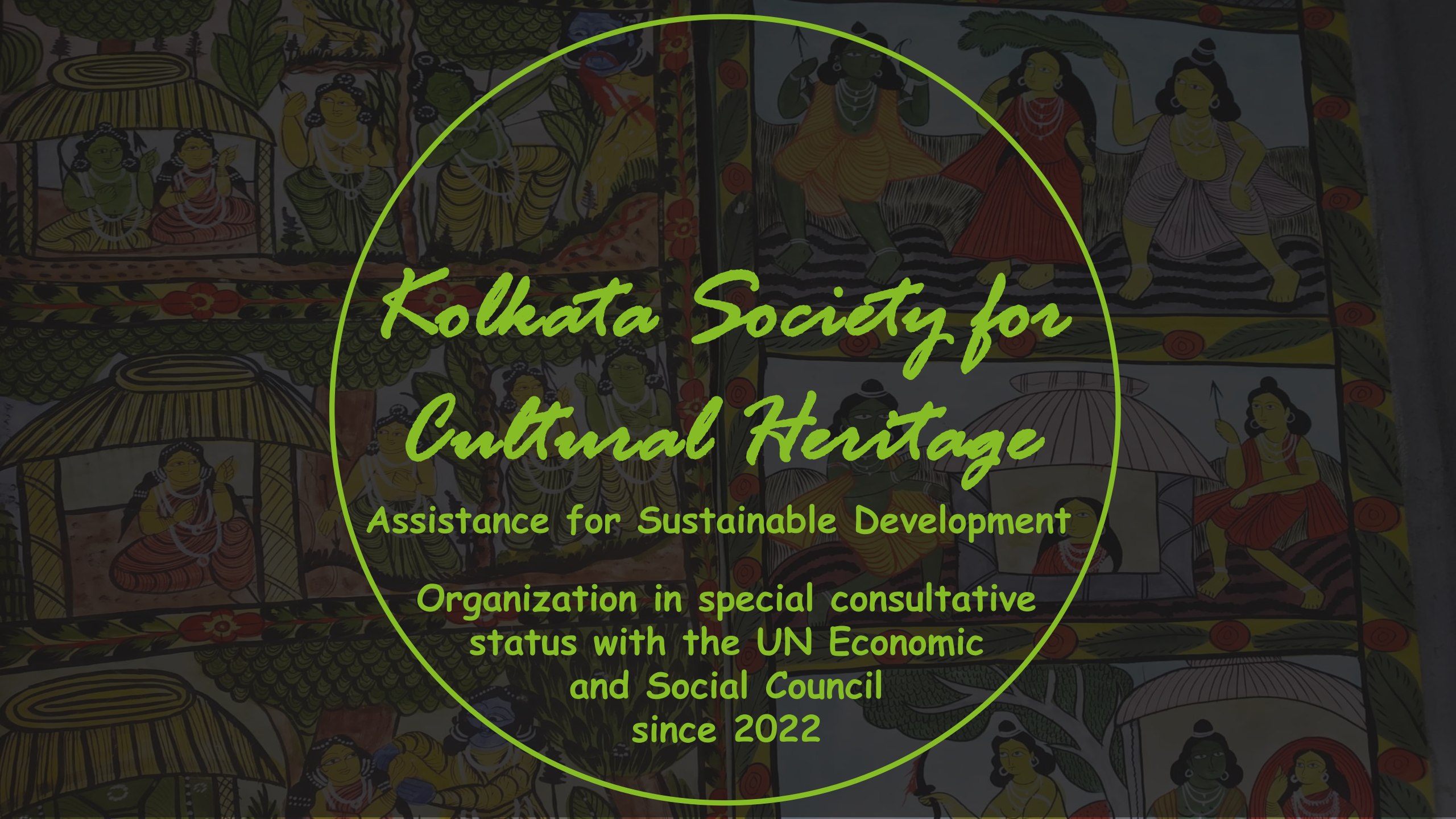




# *Kolkata Society for Cultural Heritage*

Assistance for Sustainable Development

Organization in special consultative  
status with the UN Economic  
and Social Council  
since 2022

# About Kolkata Society for Cultural Heritage (KSCH)

**K**olkata Society for Cultural Heritage (KSCH) holds special consultative status with the UN Economic and Social Council since 2022. Our mission is centered on fostering sustainable development across rural, urban, and tribal regions of India from the grassroots level. We prioritize environmental stewardship as foundational to sustainable development. By enhancing economic conditions and promoting livelihood and skill development in rural and tribal areas, we aim to positively impact education, health, and sanitation outcomes. Our current initiatives focus on implementing eco-friendly solutions to reduce carbon footprints, improve water treatment, promote renewable energy, establish green transport systems, and encourage widespread plantation efforts in these communities.

We provide technical assistance for the development of Education, Health, and Sanitation also. We are also working towards providing a platform for solid waste management, ecofriendly recycled and upcycled products as livelihood generating mechanisms for rural people. We encourage community led developmental programs to foster growth and awareness within the communities.





# What We Do

## Home Stay Tourism

Keeping at par with state government's vision, our business models revolved around the basic the fundamental concept of home-stay tourism

## Cultural Promotion

We are organizing exhibitions, daylong festivals to promote traditional folk art forms.

## Social Inclusion of Rural Artisans

We develop a social inclusiveness model to include the rural tribal artisans and expanding them to the larger part of the globe.

## Skill Development

We are organizing different skill developmental training programs to train the marginalized people. Along with that we are also providing direct market linkage to increase the profit and making the project sustainable.

## Community Development

We are engaged with different Community Developmental projects based on women empowerment (fostering SHGs), alternative income generation and agriculture.

## Direct Market Linkage

We will act as the bridge between the great traditional artists, performing arts experts to the global market with providing them the support for market access.



# How We Started

## Research Work

Our team did an extensive survey based on different cultural hubs in West Bengal and shortlisted different livelihood opportunities for under privileged people.



## Cluster Development

We developed multiple clusters after discussions and cohesive inclusions of local community members (specially artists).



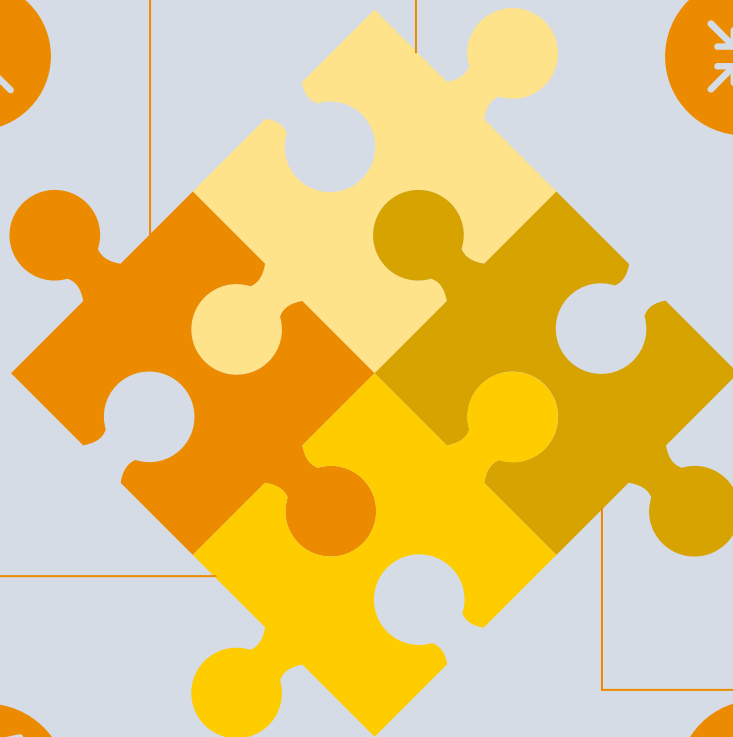
## Cultural Promotion

Our model includes multiple cultural hubs of West Bengal. By the process we are promoting different cultural heritages and activities of Bengal. We are helping the livelihood of the communities to foster by using the traditional arts and cultures.



## Infrastructure Development

We are proving all technical supports to develop the basic amenities infrastructure for the community to maintain proper hygiene, sanitation and uninterrupted education for the children of the community.





# Knowledge, Research and Development Partner



Kolkata Society for Cultural Heritage (KSCH) has signed an MoU with Amity University. It is our privilege to have been associated with a prestigious institute like Amity University. We are extremely happy that the university has agreed to be the knowledge, research and development partner of KSCH. We both will organize workshops and develop practical experiences for the new generation. Our prime focus is to promote the United Nations Sustainable Development Goals and these are; Sustainable Cities and Communities (Goal: 11), Climate Action (Goal: 13), Life on Land (Goal: 15) and Partnerships for the Goals (Goal: 17).

We convey our gratitude to the entire management and the entire faculty of Amity University for this coveted collaboration.



# Where Our Important Projects are

## South 24 Parganas (Sundarban)

- ✓ **Projects we do:**
  - Brown Rice Production (Traditional Husking Machine)
  - Gamchha (traditional towel) Weaving.
  - Thread manufacturing module for textile.
  - Medical Camp for Women and Children.

## West Medinipur (Pingla & Keshpur)

- ✓ **Projects we do:**
  - Promoting Potchitra (scroll painting of Bengal).
  - Hatchery formation with Rural Hatchery Mechanism.
  - Mushroom Cultivation.
  - Poultry.

## Hooghly (Dhaniakhali Block)

- ✓ **Projects we do:**
  - Education (Shikshangan)
  - Agriculture.

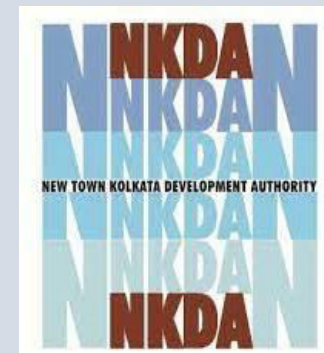
## Jalangi (Murshidabad)

- ✓ **Projects we do:**
  - Promoting tourism.
  - Promoting Bangla Qawali.
  - Agriculture.





# Client List



SONY

accenture



# Glimpse of our Projects

| Sl. No. | Client                                                                                 | Sector                                      | Status    | Time frame          | Project Name                                                         | Project Type                                                                                                        |
|---------|----------------------------------------------------------------------------------------|---------------------------------------------|-----------|---------------------|----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| 1       | Own Project (KSCH)                                                                     | Livelihood                                  | Completed | 2013 to 2016        | Upturn the rural livelihoods through farming                         | Capacity Building, Research & Enterprise Development                                                                |
| 2       | Ministry of Panchayati Raj, GOI.                                                       | Women Empowerment & Livelihood              | Completed | 2014 to 2016        | Women empowerment through micro enterprises                          | Capacity Building & Enterprise Development                                                                          |
| 3       | NABARD                                                                                 | Women Empowerment                           | Completed | 2014 to 2015        | Formation of WSHG                                                    | Creating Clusters & Enterprise Development                                                                          |
| 4       | Technical Support :—<br>Ministry of Panchayati Raj<br>Funded by :— Donations<br>(KSCH) | Disaster Management                         | Completed | 2017                | Flood Relief Mission                                                 | Area Mapping, Distributing Relief Materials & Area Sterilization.                                                   |
| 5       | Own Project (KSCH)                                                                     | Culture (Photography)                       | Completed | 2017                | FolkUs                                                               | Promotion Folk Culture Of Bengal Through Photography                                                                |
| 6       | Own Project (KSCH)                                                                     | Culture (Painting)                          | On Going  | From 2017 — Ongoing | ChitroPot                                                            | Promoting Our Traditional And Contemporary Folk Art Of Bengal Along With Other European Countries                   |
| 7       | Government of West Bengal, WBHIDCO                                                     | Culture (Folk Music & Dance)                | On Going  | From 2017 — Ongoing | Baishakhi                                                            | Promoting Our Traditional Folk Music And Dance To Celebrate Bengali New Year                                        |
| 8       | Government of West Bengal, WBHIDCO                                                     | Culture (Folk Music)                        | On Going  | From 2018 — Ongoing | KoliCulture                                                          | Promoting Our Traditional Folk Music Of Bengal                                                                      |
| 9       | HANS Foundation & KSCH                                                                 | Organic Agriculture                         | Completed | 2017                | Shivangsh                                                            | Promoting Organic Agriculture With Organic Composting                                                               |
| 10      | Government of West Bengal, Department of Forest                                        | Women Empowerment & Livelihood              | Completed | 2017                | Gamcha (Traditional Towel) Weaving                                   | Capacity Building & Enterprise Development                                                                          |
| 11      | Government of West Bengal, Department of Forest                                        | Women Empowerment & Livelihood              | Completed | 2017                | Traditional Dhenki (Pedal Husking Machine for Brown Rice Production) | Capacity Building & Enterprise Development                                                                          |
| 12      | Own Project (KSCH)                                                                     | Promoting Community Led Sustainable Tourism | On Going  | From 2018 — Ongoing | Parijayi                                                             | Capacity Building & Tourism Related Enterprise Development                                                          |
| 13      | KSCH & WBHIDCO                                                                         | Promoting Recycled Products & Composting    | On Going  | From 2019 — Ongoing | Abartani                                                             | Solid Waste Segregation, Making Zero Waste, Promoting Recycled Products To Reduce Solid Waste & Organic Composting. |





# Glimpse of our Projects

| Sl. No. | Client                                                                                                    | Sector                                        | Status    | Time frame          | Project Name                                  | Project Type                                                                                                                                               |
|---------|-----------------------------------------------------------------------------------------------------------|-----------------------------------------------|-----------|---------------------|-----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 14      | State Urban Development Agency, Government of West Bengal                                                 | Promotion of Eco-friendly product             | Completed | From 2019 — 2021    | Promotion of Eco-friendly product             | Promotion of Eco-friendly product                                                                                                                          |
| 15      | State Urban Development Agency, Government of West Bengal                                                 | Creating direct market linkage for SHGs       | Completed | From 2019 — 2021    | Creating direct market linkage for SHGs       | Creating direct market linkage for SHGs                                                                                                                    |
| 16      | State Urban Development Agency, Government of West Bengal                                                 | Consultation for product development for SHGs | Completed | 2019                | Consultation for product development for SHGs | Consultation for product development for SHGs                                                                                                              |
| 17      | Merlin Group                                                                                              | Solid Waste Management Engaging Urban SHG     | On Going  | From 2019 — Ongoing | Abartani                                      | Solid waste management and recycling                                                                                                                       |
| 18      | Government of West Bengal, WBHIDCO Directorate of Forest Block offices and Department of Police (Kolkata) | COVID and Amphan relief work                  | Completed | 2020                | COVID and Amphan relief work                  | We provided more than 4.5L meals for the Amphan and COVID affected people in Sundarban. We also served urban poors as well during this Pandemic situation. |
| 19      | Government of West Bengal, WBHIDCO                                                                        | Solid Waste Museum                            | On Going  | From 2020 — Ongoing | Zero Waste                                    | Showcasing and promoting products made with solid waste                                                                                                    |
| 20      | Government of West Bengal, WBHIDCO                                                                        | Plantation                                    | On Going  | From 2020 — Ongoing | Árvore                                        | Creating and maintaining urban forest                                                                                                                      |
| 21      | Government of West Bengal, Department of Forest                                                           | Mangrove Plantation                           | Completed | 2020                | The Community Forest                          | Creating and maintaining mangrove forest to protect the biodiversity of Sundarban and creating alternative livelihood for the rural people                 |



# Glimpse of our Projects

| Sl. No. | Client                                                                             | Sector                              | Status    | Time frame  | Project Name                   | Project Type                                                                                                                                                                           |
|---------|------------------------------------------------------------------------------------|-------------------------------------|-----------|-------------|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 22      | UK Deputy High Commission                                                          | Solid Waste Management              | Completed | 2019 — 2020 | Queen's Birthday Party         | We organized zero waste events                                                                                                                                                         |
| 23      | Reserve Bank Of India                                                              | Solid Waste Management              | Completed | 2021        | Recycle                        | We collected weeded books and shredded currencies from the Bank and recycled the same                                                                                                  |
| 24      | Government of West Bengal, Department of Forest, 24 Parganas South Forest Division | COVID 2nd Wave and YAAS relief work | Completed | 2021        | COVID and Amphan relief work   | We provided more than 6L meals for the Amphan and COVID affected people in Sundarban. We also served urban poors as well during this Pandemic situation.                               |
| 25      | Coal India                                                                         | Solid Waste Management              | Completed | 2021        | Zero Waste Mart                | We organized workshops and followed by 3days exhibition for solid waste products                                                                                                       |
| 26      | Government of West Bengal, WBHIDCO, NKDA Smart City                                | Solid Waste Management              | On Going  | 2021 — 2023 | Plastic free CB Market Newtown | We provided biodegradable alternatives to the shopkeepers and also distributed cloth bags to residents at their door steps. We are also monitoring the market during the market hours. |
| 27      | Government of West Bengal, Department of Forest, 24 Parganas South Forest Division | Women Empowerment & Livelihood      | Completed | 2021        | Degradable Paper Plate Making  | Promotion of Eco-friendly product                                                                                                                                                      |
| 28      | Government of West Bengal, Department of Forest, 24 Parganas South Forest Division | Women Empowerment & Livelihood      | Completed | 2021        | Crab & Shrimp Cultivation      | Promoting alternative livelihood to reduce human and wild interactions                                                                                                                 |
| 29      | Government of West Bengal, WBHIDCO                                                 | Promotion of Education              | Completed | 2022        | Subway Library                 | We are managing and maintaining a free library under subway in Newtown.                                                                                                                |





# Glimpse of our Projects

| Sl. No. | Client                                                                             | Sector                                 | Status    | Time frame          | Project Name                  | Project Type                                                                                               |
|---------|------------------------------------------------------------------------------------|----------------------------------------|-----------|---------------------|-------------------------------|------------------------------------------------------------------------------------------------------------|
| 30      | WEBEL, Govt. of West Bengal                                                        | Mangrove Plantation                    | Completed | 2020 — 2021         | The Community Forest          | Planted over 10,000 mangrove saplings                                                                      |
| 31      | Reserve Bank Of India                                                              | Solid Waste Management                 | Completed | 2021 — Ongoing      | Recycle                       | We collected weeded books and shredded currencies from the Bank and recycled the same                      |
| 32      | Government of West Bengal, Department of Forest, 24 Parganas South Forest Division | Mangrove Plantation                    | Completed | 2021                | The Community Forest          | Planted over 50,000 mangrove saplings                                                                      |
| 33      | ICICI Technology Finance Group                                                     | Pond Restoration and Water Reformation | Completed | 2021                | Restoration                   | We restored 100 saline water affected ponds in Sundaban                                                    |
| 34      | Government of West Bengal, Department of Forest, 24 Parganas South Forest Division | Women Empowerment & Livelihood         | Completed | 2022                | Crab & Shrimp Cultivation     | Promoting alternative livelihood to reduce human and wild interactions                                     |
| 35      | Government of West Bengal, Department of Forest, Sundarban Tiger Reserve           | Women Empowerment & Livelihood         | On Going  | From 2022 — Ongoing | Degradable Paper Plate Making | Promotion of Eco-friendly product                                                                          |
| 36      | WEBEL, Govt. of West Bengal                                                        | Pond Restoration and Water Reformation | Completed | 2022                | Restoration                   | We restored 8 saline water affected ponds in Sundarban                                                     |
| 37      | Merlin Group                                                                       | Adoptation                             | Completed | 2022                | School Adoptation             | We adopted one school in Rajarhat under NKDA area. 100 underprivileged children are studing in that school |



# Glimpse of our Projects

| Sl. No. | Client                                          | Sector                         | Status    | Time frame          | Project Name                                                                                       | Project Type                                                                                   |
|---------|-------------------------------------------------|--------------------------------|-----------|---------------------|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| 38      | Indian Navy                                     | Mangrove Plantation            | On Going  | From 2022 — Ongoing | The Community Forest                                                                               | Providing end to end support to develop mangrove forest in Marve, Mumbai                       |
| 39      | Government of West Bengal, Department of Forest | Women Empowerment & Livelihood | Completed | 2022                | Women empowerment through micro enterprises. Under this project we revived Potochitra in Sundarban | Capacity Building & Enterprise Development                                                     |
| 40      | TCG Real Estate                                 | Renewable Energy               | Completed | 2022-2023           | Installed solar street lights for forest fringe villages. We covered 4 villages.                   | Solar Street Lights                                                                            |
| 41      | Bally Municipality, Govt of West Bengal         | Solid Waste Management         | Completed | 2022-2023           | Vector control management survey to appraise the quality of activity                               | Vector Control Survey                                                                          |
| 42      | Accenture, India                                | Solid Waste Management         | Completed | 2022                | Zero Waste Mart                                                                                    | We organized workshops and followed by 3days exhibition for solid waste products               |
| 43      | IDFC Bank                                       | Sports                         | Completed | 2022-2023           | 41st and 42nd State Cycling Champoinship                                                           | We organized two state cycling cycling championships to promote pollution free green transport |
| 44      | Government of West Bengal, WBHIDCO              | Culture (Folk Music & Dance)   | Completed | 2022                | Sandhya Majlish                                                                                    | Promoting Our Traditional Folk Music And Dance To Celebrate Bengali New Year                   |
| 45      | Government of West Bengal, Department of Forest | Women Empowerment & Livelihood | Completed | 2023                | Potchitra Festival in Sundarban                                                                    | Direct Market Linkage                                                                          |



# Glimpse of our Projects

| Sl. No. | Client                                                       | Sector                         | Status    | Time frame       | Project Name                                                                                       | Project Type                                                                                   |
|---------|--------------------------------------------------------------|--------------------------------|-----------|------------------|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| 46      | Indian Navy                                                  | Mangrove Plantation            | On Going  | From 2022 — 2024 | The Community Forest                                                                               | Providing end to end support to develop mangrove forest in Marve, Mumbai                       |
| 47      | Government of West Bengal, Department of Forest              | Women Empowerment & Livelihood | Completed | 2023-2024        | Women empowerment through micro enterprises. Under this project we revived Potochitro in Sundarban | Capacity Building & Enterprise Development                                                     |
| 48      | Super Shakti Foundation                                      | Renewable Energy               | Completed | 2023-2024        | Installed solar street lights for forest fringe villages. We covered 4 villages.                   | Solar Street Lights                                                                            |
| 49      | Haldia Petrochemical                                         | Mangrove Plantation            | Completed | 2023-2024        | The Community Forest                                                                               | Providing end to end support to develop mangrove forest in Sundarbans                          |
| 50      | West Bengal Cyclists Association                             | Sports                         | Completed | 2023             | 43rd State Cycling Champoinship                                                                    | We organized two state cycling cycling championships to promote pollution free green transport |
| 51      | Sports Authority of India & West Bengal Cyclists Association | Sports                         | Completed | 2023             | Khelo India, Women's League                                                                        | We organized women cycling championships to promote pollution free green transport             |
| 52      | CE Block Durgapuka committee                                 | Urban Mangrove Plantation      | Completed | 2023             | The Community Forest                                                                               | Providing end to end support to develop mangrove forest in Saltlake CE Block                   |
| 53      | UK Deputy High Commission                                    | Waste Management               | Completed | 2023             | Queen Elizabeth II Memorial Cup Reception                                                          | Direct Market Linkage & Networking                                                             |
| 54      | Government of West Bengal, Department of Forest              | Women Empowerment & Livelihood | Completed | 2024             | ChitoPot                                                                                           | We organized a potochitro exhibition in Kolkata                                                |





# Glimpse of our Projects

| Sl. No. | Client                                                       | Sector               | Status    | Time frame          | Project Name                                                                     | Project Type                                                                       |
|---------|--------------------------------------------------------------|----------------------|-----------|---------------------|----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| 55      | Bharat Petroleum Corporation Ltd.                            | Health               | On Going  | From 2024 — Ongoing | Donation of Medical Equipments                                                   | Provided medical equipments to North Barrackpore Municipality Hospital             |
| 56      | Bharat Petroleum Corporation Ltd.                            | Health               | On Going  | From 2024 — Ongoing | Donation of Power Backup System                                                  | Provided power backup system at different hospitals in Cuttack, Odissa             |
| 57      | Haldia Petrochemical                                         | Renewable Energy     | Completed | 2024-2025           | Installed solar street lights for forest fringe villages. We covered 4 villages. | Solar Street Lights                                                                |
| 58      | Webel                                                        | Renewable Energy     | Completed | 2024-2025           | Installed solar street lights for forest fringe villages. We covered 4 villages. | Solar Street Lights                                                                |
| 59      | NKDA                                                         | Free Library Project | Completed | 2024-2025           | Book Club                                                                        | We gathered the donated books and established a free library.                      |
| 60      | Sports Authority of India & West Bengal Cyclists Association | Sports               | Completed | 2024                | Khelo India, Women's League                                                      | We organized women cycling championships to promote pollution free green transport |
| 61      | UK Deputy High Commission                                    | Waste Management     | Completed | 2025                | Queen Elizabeth II Memorial Cup Reception                                        | Direct Market Linkage & Networking                                                 |
| 62      | Garden Reach Shipbuilders & Engineers Ltd.                   | Mangrove Plantation  | Completed | 2024-2025           | The Community Forest                                                             | Providing end to end support to develop mangrove forest in Sundarbans              |



# The Community Forest

Mangroves are highly productive ecosystems at the land-sea interface, with the Sundarbans being the world's largest mangrove forest. They provide vital ecosystem services, including food and water security, coastal protection, carbon sequestration, sediment retention, and habitat for diverse species, including the endangered Royal Bengal tiger. However, over the past two-and-a-half centuries, human activities, climate change, and extreme weather events have significantly impacted this fragile ecosystem. In the Indian Sundarbans, increasing salinity, sea level rise, and land loss are escalating threats. Protecting mangroves is complex, influenced by climatic risks, governance challenges, and conflicting stakeholder interests. Despite legal protections, human pressures like resource extraction and agricultural expansion continue to threaten these critical forests.



# The Idea

## Capacity Building

We mobilized 3,560 people and organized multiple capacity building programs on mangrove cultivation and plantation.

## Adoption, Plantation and Revenue Generation

Individuals, Corporate, Schools and other social institutions will start to adopt these saplings and another team from the community will start the plantation.

## Production

After the capacity building training one unit started to collect the fruits and seeds from the river. Another skilled team prepared the soil and implanted the seeds.

## Saplings maintenance

After seeds implantation the work is to maintain the saplings from insects, birds, heavy rains and other natural calamities.





# Outcome so far



# Zero Waste Museum



Sourav Mukherjee, the maker of the 8-ft tall installation of Goddess Durga, with (right) Debashis Sen, chairman-cum-managing director of NKDA at Eco Park on Thursday



Fridge magnets upcycled from aluminium sheets. Pictures by Sachal Sengupta



A bag made from old newspapers



Paper weights made using waste papers

NKDA and WBHIDCO have granted the waste museum and store to Kolkata Society For Cultural Heritage (KSCH) for managing the store and displaying products here. Kolkata Society For Cultural Heritage (KSCH) has mobilized various self help group members to design, conceive and produce innovative products off waste material here. Kolkata Society For Cultural Heritage (KSCH) will also organize workshop to train women from below poverty line to innovate a wide range of products off waste materials. The store also is beset with a counter where residents of New Town can donate their household solid waste material for making new products. Last year Kolkata Society for Cultural Heritage in collaboration with "I am Kolkata" a CSR wing of Merlin Group organized a base level survey in AA Block Newtown. After the survey they collected solid waste from the community and SHGs are creating upcycled and recycled products with them. In this platform they will showcase those products as well.





# Plastic Free CB Market



Under this project we are going to make plastic free CB community market in Newtown. Here we are going to replace all carry bags with different biodegradable alternatives. This will be a two years project. We are going to organize weekly door to door awareness programs for the community. We also can do awareness programs for the shopkeepers.

**Blocks involved in the project :**

CA, CB, CC, CD and Shankalpa 3 & 4

**Implementation areas :**

CB Community Market & adjacent street shops





Organizing clusters to support collective and individual credit acquisition, as well as formal and informal skills training that can assist people in accessing the capital necessary to initiate micro enterprises and ultimately help to build sustainable livelihoods for families and communities.

Last year we have started a project named “Abartani” involving 6 SHGs to recycle solid waste materials into useful products. Previously we have exhibited the products collaborating with NKDA and WBHIDCO at Ecopark.

This year have scaled the project with the help of a CSR initiative of Merlin Group. We have started our work with 100 households. Our motive is to collect segregated waste from the source and sale the recycled products. We engaged Self Help Groups to develop product from the waste. This venture will help to create alternative livelihood for the poor.



# Zero Waste Event



We organized zero events in collaboration with UK Deputy High Commissionerate. The most remarkable one is to organize The Queens Birthday Party. We provided all bio-degradable alternatives to celebrate the event.





# Zero Waste Event



We organized zero events in collaboration with UK Deputy High Commissionerate. The most remarkable one is to organize The Coronation Party of King Charles III and Queen Consort. We provided all bio-degradable alternatives to celebrate the event.





# Zero Waste Event



Kolkata Society for Cultural Heritage is deeply honored to receive an invitation from the British Deputy High Commission for the prestigious 'Queen Elizabeth II Memorial Cup Reception,' hosted by the UK Deputy High Commission at the esteemed Royal Calcutta Turf Club on February 7, 2025. KSCH's President and Director of Implementation had the honor of attending the event. We extend our heartfelt gratitude to Dr. Andrew Fleming, the esteemed British Deputy High Commissioner for East and Northeast India, for this gracious recognition. It was truly a pleasure to engage in a meaningful discussion with the distinguished Australian Consul-General, Mr. Hugh Boylan.





# Zero Waste Mart



We organized zero events in collaboration with Coal India. We organized a 3days workshop and exhibition. We engaged 23 Self Help Groups for the same. After the economical disaster during the lockdown we created direct market linkage for the beneficiaries.

Cabinet Minister Coal and Mine Shri Pralhad Joshi appreciated the project in tweeter.





# Chitropot

## (Fusion of Traditional & Contemporary Art)



After a study we have come to know that rural folk artistes are deprived because they have not been actually able to get the proper platforms to expose their craftsmanship. ChitroPot is the platform where our rural artisans can showcase their talents along with Famous artistes from different parts of US, Europe and Bangladesh. Also few young contemporary artistes will display their talents in the same platform. Our young artistes from rural areas will get the opportunity to know new creative art forms and style from other countries by this effort. The underprivileged artistes are getting the opportunity to share the same platform with famous contemporary artistes from Europe. We provide complete logistic support to the marginalized participants to come here and participate in this program. Last year artists from Serbia, USA, Albania, Greece, Romania and Bangladesh participated in the festival.



# Heritage Tourism



**We** organized heritage tour for underprivileged children in West Bengal to generate the awareness among the next generation. This year we collaborated with Victoria Memorial Hall to promote the Heritage and Culture of Bengal.

**A**fter indentifying different cultural hubs we started to promote cultural tourism in many places in West Bengal.

We developed Home Stay Facilities, Building Capacities for Cultural Workshop and Hospitality Skills.

Places we Work in :

- Pingla, West Medinipur for Potchitra
- Jalangi, Murshidabad for Bangla Qawali





# Sustainable Eco Cultural Tourism



Parijayi is an initiative to support the community-led performing arts and crafts from the soils of Bengal. Parijayi is working to make an impact to the rural artisans' communities' lives and provide them an exposure to the larger world.

Parijayi is a bridge between the artists communities and the urban market. This collective development initiative also fosters the Bengal's rich traditional cultures. Not only the promotion of traditional arts and crafts, we are helping the hasty, fast and concrete-walled urban lives to breath some fresh air, walk on the greens and alleviate the tensions by chirping of birds.

We are helping the unsung Cultural Heritage to flourish in a Sustainable model, by mitigating the urban impacts on the environment and culture, by not disturbing the nature and rural lives, while helping to create the opportunities for local people.





# Solar Street Light



As we all know that the Sundarbans are biosphere lands and people living here are exposed to nature. Human and wild conflict is one of the major concerns of the forest department in the Sundarbans. Roads are developed with bricks and electricity has been a rarity here. Snake bites are being the common problems in Sundarbans area. Common kraits and Cobras are making the prime damages for the local people. Mortality rate (65%) is very high for snake bite cases. Even Tigers strayed out of the core areas twice in the last five years. Solar lights are the only solution of this concern here.

Around 4,136 families of Bhubaneshwari, Debipur, Modhho Gurguria, Purba Gurguria and Deulbari, Chituri Forest in Kultali range in the Sundarbans are beneficiaries of the proposed street lights. They are the victims of frequent snake bites as these villages are adjacent to the core area of the Sundarbans.





# Survey (Research and Development)



Till now we conducted three surveys in three different fields like,

1. Real Estate
2. Vector Control Survey
3. Early Cancer Detection Survey

We have more than 240 skilled women all over the West Bengal who all are doing the survey. We are providing support from need analysis to process execution. We have expertise in health, real estate and waste management. Till date we conducted more than 3 lakhs door to door surveys. We have experts like; Architects, Doctors, Economists, Statisticians and Info-graphers to provide a complete report if necessary. We have resources in Jharkhand, Odessa, Bihar and Chhattisgarh.



# Promotion of Green Transport



In an effort to promote green sport and environment conservation in West Bengal, Kolkata Society for Cultural Heritage has joined hands with West Bengal Cyclists' Association to present the 42nd West Bengal State Cycling Championship in Kolkata, under the aegis of Cycling Federation of India, the national Cycling Regulatory body. Over 310 cycling enthusiasts from across the state registered for this competition. The Championship also hosted 80+ underprivileged cyclists under the Indian Cycle category providing an equal platform for the talents to prevail.

The event adheres to the sustainable development goals mission of the United Nations. United Nations has also endorsed this initiative with UN's sustainable Goal mission as the championship adheres to all five key goals of the United Nations namely: Goal 5 : Gender equality ,Goal 11 : Sustainable cities and communications, Goal 13 : Climate action, Goal 15 : Life on Land and Goal 17: partnerships for the goal.





# School Adaptation

Under this project KSCH to purchase, supplied and installed vital equipment, including computers, water filters, ceiling fans, and sports materials to the Jatragachi School. This contribution has helped to create an enabling environment for underprivileged students, providing them with the necessary tools and resources to achieve their full potential.

The donation of these items will undoubtedly have a positive impact on the education and well-being of students at Jatragachi School for years to come. We are grateful for your partnership and look forward to continued collaboration in the future. We also renovate toilets and water supply system in different schools in Uttarpara.







**Before**



**After**



**Before**



**After**





# Special Tweets & Social Media



**Pralhad Joshi** @JoshiPralhad · 7h  
Great initiative by @CoalIndiaHQ. Wishing 'Zero Waste Mart' a huge success and that it inspires other PSUs towards similar efforts.

**Coal India Limited** @CoalIndiaHQ · 15h  
CIL is organising a three day "Zero Waste Mart" as part of #AzaadikaAmritMahotsav in association with Kolkata Society for Cultural Heritage, showcasing products made out of discarded materials & transformed into creative products by #Women Self Help Group members.  
@JoshiPralhad



0:15 1.3K views

Cabinet Minister Coal & Mines Shri Pralhad Joshi

## Verified NGOs In Rural India COVID RELIEF

### Kolkata Society For Cultural Heritage

Services Provided: Free oxygen & food to the underprivileged Covid affected patients

Location: Kolkata, North 24 Parganas & South 24 Parganas districts of West Bengal.

Phone No: 8479972824  
(Timings): 24\*7

Email id: mukherjeesourav52@gmail.com

Website: http://ksch.org.in/



In collaboration with Faye D'Souza



**Alia Bhatt**  
May 28 · 🌐

Visit the COVID-19 Information Center for vaccine resources.  
[Get Vaccine Info](#)

36

9 Shares

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Write a comment...

Eminent Film Actress Alia Bhatt



# Special Tweets & Social Media



Directorate of Forest Govt. of West Bengal





# Awards

Kolkata Society for Cultural Heritage received the Chanakya Award for NGO of the year 2020 by PRCI (Public Relations Council of India). The Foundation was conferred this honour at the PRCI Annual Awards Ceremony 2020, which was distributed during the PRCI 14th Global Communication Conclave 2020. This year's theme for the conclave was 'PR Beyond 20:20'.





# Awards

Sourav Mukherjee, Founder of Kolkata Society for Cultural heritage, achieved "The Social Entrepreneur of the Year Award" Conferred by The Times Group on their "Times Power Icon of the year" Ceremony for 2021.





# Awards

By Honorable Chief Minister GOA, Shri Pramod Sawant

Kolkata Society for Cultural Heritage received the Chanakya Award for "Start-up of the year, 2021" for "Parijayi".





# Awards

By Honorable Chief Minister GOA, Shri Pramod Sawant



Kolkata Society for Cultural Heritage  
received the Chanakya Award for "COVID  
19 - Pubic Service Hero, 2021"





# Awards



Kolkata Society for Cultural Heritage received the Ratnagarva Award under "Social Service Sector 2021" by Bengal Chamber of Commerce and Industries (BCC&I)





# Awards



Kolkata Society for Cultural Heritage received felicitation from Sundarban Tiger Reserve (STR) Directorate of Forest Govt. of West Bengal





# Awards



**Kolkata Society for Cultural Heritage received felicitation from Indian NAVY for  
end to end consulting support for Mangrove Plantation**







**Kolkata Society for Cultural Heritage received felicitation from Directorate of Forest South 24 Parganas Division Govt. of West Bengal**





# Awards

Sourav Mukherjee, Founder of Kolkata Society for Cultural Heritage, achieved "The Influential Social Entrepreneur of the Year Award" Conferred by The Economic Times Group for 2023.



# Awards



Economic Times Now - Industry Icons 2025:  
"Iconic Social Organization of the Year. We are truly honored to receive this prestigious recognition from Economic Times Now and Times Group. This award is a testament to our unwavering commitment to sustainability and community empowerment. It strengthens our resolve to drive meaningful change and uplift lives.





# Awards



Unified Brainz Group - 7<sup>th</sup> Global Business Leadership Award 2025: "Emerging NGO of the Year". We are truly honored to receive this prestigious recognition from Unified Brainz Group. This award is a testament to our unwavering commitment to sustainability and community empowerment. It strengthens our resolve to drive meaningful change and uplift lives.





# Awards

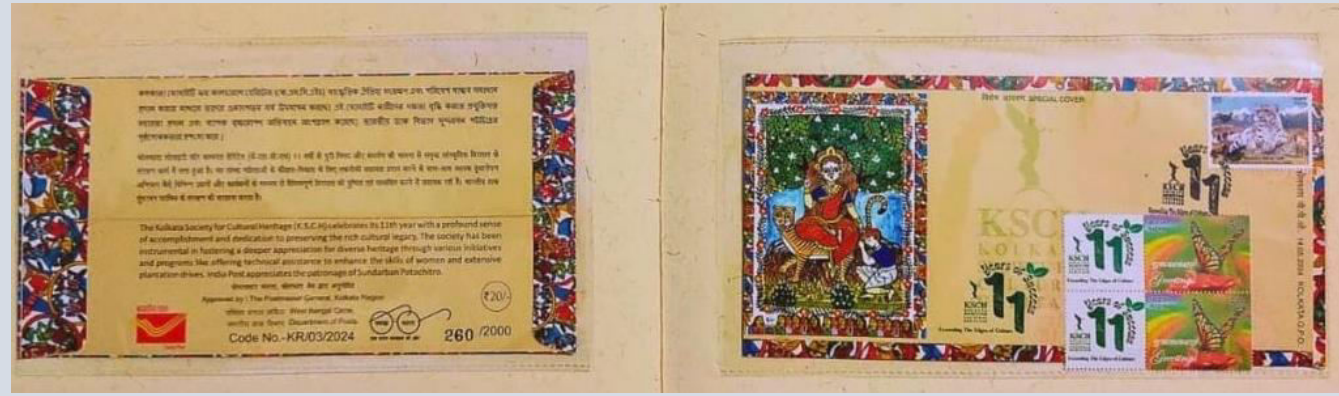
We are truly humbled to have been conferred one of India's highest legal honors, presented by the Hon'ble Shri Chetan Sharma, Additional Solicitor General of India, in recognition of our contribution to sustainable development through the lens of law and justice.





# Recognition

On May 14, 2024, India Post, Govt. of India, unveiled a special cover to commemorate the 11th anniversary of the Kolkata Society for Cultural Heritage (KSCH).



# Accreditation (D-U-N-S, Dun & Bradstreet)

dun & bradstreet

D-U-N-S® Registered™ Profile

English

Kolkata Society for Cultural Heritage



Member Since: 2021/09/21

Corporate Information

Business Address:

43, Sarat Pally Garia, Kolkata, West Bengal, 700084, India

Tel:

+91 (0) 8479972824

Current Website:

[www.dunsregistered.com](http://www.dunsregistered.com)

Main Website:

[ksch.org.in](http://ksch.org.in)

Employee Size (Range):

148

Registration Information

Line of Business:

Kolkata Society for Cultural Heritage is a social organization working across India with a mission to foster inclusive and sustainable development using different rural and urban livelihood generating mechanisms. We work for protection of environment, forest conservation, women' and children' righ

Business Type:

Non-profit Organization

Date of Registration:

2013

Registration Number:

Tax Deduction Account Number AACAK0930EE20198, Permanent Account Number AACAK0930E, Goods and Service Tax Number 19AACAK0930E1Z0

D&B Information

DUNS Number:

854440535

Credit Report Availability:

On Demand

Key Employees

President:

Mr. Sourav Mukherjee

Director - Operations:

Ms. Arpita Mukherjee

Director:

Mr. Gunjan Karmakar

Project Head:

Mr. Atanu Basu

**Kolkata Society for Cultural Heritage is registered under D-U-N-S, Dun & Bradstreet.**

**D-U-N-S Registration Number : "854440535"**





# Accreditation (iso)

Kolkata Society for Cultural Heritage is registered  
under ISO 9001:2015, QRO, EGAC & IAF.

ISO Certificate Number : "305021092128Q"



## Certificate of Registration

This is to certify that

**KOLKATA SOCIETY FOR CULTURAL HERITAGE**  
43, SARAT PALLY, GARIA, SOUTH 24 PARGANAS  
WEST BENGAL, 700084, INDIA

has been independently assessed by QRO  
and is compliant with the requirement of:

**ISO 9001:2015**

**Quality Management System**

For the following scope of activities:

**SOCIAL AND CHARITABLE ACTIVITIES**

Date of Certification: 21st September 2021      2<sup>nd</sup> Surveillance Audit Due: 20th September 2023  
1<sup>st</sup> Surveillance Audit Due: 20th September 2022      Certificate Expiry: 20th September 2024

**Certificate Number: 305021092128Q**



*Chandra*  
Head of Certification

Validity of this certificate is subject to annual surveillance audits to be done successfully on or before 365 days from date of the audit.  
(In case surveillance audit is not allowed to be conducted: this certificate shall be suspended / withdrawn).

The Validity of this certificate can be verified at [www.qrocert.org](http://www.qrocert.org)

This certificate of registration remains the property of QRO Certification LLP, and shall be returned immediately upon request.

India Office : QRO Certification LLP

142, 11nd Floor, Avtar Enclave, Near Paschim Vihar West Metro Station, Delhi-110063, (INDIA)

Website : [www.qrocert.org](http://www.qrocert.org), E-mail : [info@qrocert.org](mailto:info@qrocert.org)

# Letters of Appreciation & Recommendation

**পূর্ণেন্দু বসু**

ভারপ্রাপ্ত মন্ত্রী,  
কারিগরি শিক্ষা, প্রশিক্ষণ এবং দক্ষতা উন্নয়ন দপ্তর  
পশ্চিমবঙ্গ সরকার  
কারিগরি ভবন  
তৃতীয় তল, কক্ষ নং ২২৩  
আকশন এরিয়া বি/৩, রাজারহাট নিউটাউন  
কলকাতা - ৭০০ ১৬০  
দূরত্ব : (০৩৩) ২৩২৪ ৫৮৫৪  
ফ্যাক্স : (০৩৩) ২৩২৪ ৫৮৫৩



**Purnendu Basu**  
Minister-in-Charge  
Technical Education, Training &  
Skill Development Department  
Government of West Bengal  
**Karigari Bhawan**  
2nd Floor, Room No. 223,  
Plot No. B/7, Action Area-III  
New Town, Rajarhat  
Kolkata - 700 160  
Tel. : (033) 2324 5854  
Fax : (033) 2324 5853

Dated, 18<sup>th</sup> March, 2019.

## MESSAGE

I am glad to know that, *Kolkata Society for Cultural Heritage (KSCH)*, a social welfare organization working since 2013 for the overall development of common rural, urban and tribal people, in the districts of West Bengal and also in other States of India. The policy that they believe is the real truth that improved socio economic conditions in the rural and tribal areas can automatically bring permanent change.

Their immediate focus in the development of existing livelihood including agriculture, horticulture, fish harvesting and poultry in the rural and tribal sectors can bring a radical change if the mission and vision are clear and the action taken is prompt, transparent, and target oriented.

I wish all the developmental plans that are taken by the organization in future, a great success.

  
(Purnendu Basu)

Sri Sourav Mukherjee,  
*Kolkata Society for Cultural Heritage.*

  
Government of West Bengal  
Directorate of Forests  
Office of the Chief Conservator of Forests & Field Director  
Sundarban Tiger Reserve  
Canning Town, Dist. 24 Parganas (South)  
Phone - Fax: (03218) 255 280 e-mail : [sundarbantigerreserve@gmail.com](mailto:sundarbantigerreserve@gmail.com)  
PIN-743329



No. 2109/FD/2M-76 Dated: 23/5/2018

**To whom it may concern**

**Sub: Livelihood Promotion Skill training for fringe villages of Sundarban Tiger Reserve Area**

This is with reference to the skill development trainings of the residents of Sundarban Tiger Reserve (STR) Area. The residents are mainly rural and have acquired many indigenous skills through informal methods of skilling. A structured and focused approach in imparting skill development courses will immensely help in recognition of their skills and ensure employability and augmentation of income of the residents.

'Kolkata Society for Cultural Heritage' is known to us and has been entrusted with the work of training of SHG beneficiaries for production and marketing of livelihood generation products in different fringe village areas of Sundarban Tiger Reserve. They have successfully implemented the project during last year and they already have gathered experience of working in this area.

They may be given an opportunity of taking up RPL training for the aquaculture under the Utkarsh Bangla scheme for about 5000 beneficiaries in the fringe villages of Sundarban Tiger Reserve which may be useful for the villagers and reduce their dependence on forest resources.

We may provide necessary support to the organisation in implementing this Training Program, in fringe villages of Sundarban Tiger Reserve Area.

  
Chief Conservator of Forests &  
Field Director Sundarban Tiger Reserve

  
Government of West Bengal  
Directorate of Forests  
Office of the Field Director &  
Chief Conservator of Forests,  
Sundarban Tiger Reserve  
Canning Town, 24-Parganas (South)  
Pin-743 329



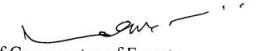
Ph : (03218) 255280, Fax: 255280  
E-mail : [sundarbantigerreserve@gmail.com](mailto:sundarbantigerreserve@gmail.com)

No. /FD/2M-106 /2018 Dated, Canning the 11/04/2018

**To Whom It May Concern**

This is to certify that Kolkata Society for Cultural Heritage (Regd. No. S/2L/1452) has been entrusted with the work of training of Self-Help-Group (SHG) Beneficiaries for Production of livelihood generating products in different Joint Forests Management Committees (JFMC) of Sundarban Tiger Reserve during the year 2017-18.

The organization is now engaged in imparting training programme for production and marketing of Gamcha, Brown Rice and other livelihood generating products for the beneficiaries of JFMC Members and SHG Members of Sundarban Tiger Reserve.

  
Chief Conservator of Forests  
& Field Director  
Sundarban Tiger Reserve





# Letters of Appreciation & Recommendation



GOVERNMENT OF WEST BENGAL  
Office of the Sub-Divisional Officer, Alipore (Sadar),  
South 24-Parganas, New Treasury Building (3rd Floor),  
Alipore, Kolkata - 700 027

Phone No. : 033 24791681, Fax No. 033 24399829, E-mail: sdoalipore@gmail.com

## TO WHOM IT MAY CONCERN

This is to certify that Kolkata Society for Cultural Heritage (Reg No : S/2L/1452) has been engaged in imparting training regarding livelihood generating projects such as Pisciculture, Poultry, Preparation of incense sticks etc. to the rural people of West Bengal. As per report of the Officer-In-Charge, Bansdroni PS, they have no adverse record. Similar kind of activities may be done by the said organization within Alipore (Sadar) Sub-division, South 24 Parganas, following necessary norms and rules in this regard. I wish them success in their future endeavour.

Sub-Divisional Officer, Alipore (Sadar),  
South 24-Parganas.  
Sub-Divisional Officer  
Sadar, Alipore  
South 24-Parganas



Govt. Of West Bengal  
Office Of the Block development officer  
Keshpur Development Block  
Keshpur, Paschim Medinipur

To  
The President,  
Kolkata Society for Cultural Heritage  
43, Saratpally, Garia. Kolkata — 700084

Dear  
Mr. Sourav Mukherjee,

It came to my knowledge that your organization is doing well in implementing SHG related schemes in Amanpur Gram Panchayat under Keshpur Block. I got a positive response about your work from pradhan of the concerned Gram Panchayat and other sources. I hope your organization will do better in near future in implementing SHG related scheme to improve financial condition of the poverty-stricken rural woman of Keshpur Block.

I wish long life of your organization and expect a positive outcome from your organization.

With thanks and regards.

Block Development Officer  
Keshpur Paschim Medinipur

Block Development Officer  
Keshpur Development Block  
Keshpur, Paschim Medinipur



**West Bengal Swarojgar Corporation Limited**  
(Govt. of West Bengal Undertaking)  
Nodal Ministry : Self Help Group & Self Employment Department

No- WBSCL/721/Enlistment/T.P/LD-WBSCL088

Date- 14.09.2020

## Certificate of Enlistment

This is hereby notified that M/S Kolkata Society For Cultural Heritage of 43, SARAT PALLY, GARIA, KOLKATA — 700084 is enlisted with West Bengal Swarojgar Corporation Limited as the Training Provider for the applied trades in the concerned districts for 3 (three) years w.e.f. 15th September 2020.

### Terms and conditions :

1. Validity of enlistment: 3 (Three) years w.e.f. 15<sup>th</sup> September 2020.
2. The authority reserves the right to cancel the enlistment at any time without assigning any reason.
3. The enlistment does not attract any right to get work order for training.
4. Selection of Training Provider in respect of conducting training will be made by West Bengal Swarojgar Corporation Limited on the recommendation of the district SHG & SE officer after physical verification of infrastructure, equipment, faculty and requirement of training on specific trade for the self employment of the unemployed youth and SHG members of West Bengal.
5. The list of trainees should be sponsored by BDO for Panchayet area/ Executive Officer for Municipal area and DY0, Kolkata for Kolkata Municipal Corporation area.
6. The enlistment of Training Provider is bound to follow WBSCL's course module, rate, training hour and other terms and conditions as would be specified in the work order.

(Narayan Chandra Sakar, IAS)  
Managing Director  
West Bengal Swarojgar Corporation Limited

East India House, 1st, 2nd & 3rd Floor, 20B, Abdul Hamid Street, Kolkata - 700 069  
Phone : (033) 2262 1823/24, E-mail : wbscl@yahoo.com  
CIN : U93000WB2009SGC139803

# Letters of Appreciation & Recommendation

**সূচী** **রাজ্য নগর উন্নয়ন সংস্থা** **SUDA**  
STATE URBAN DEVELOPMENT AGENCY  
“ইলগুস ভবানী”, এইচ সি ব্লক, সেক্টর-III, বীদহনগর, কলকাতা-৭০০ ১০৬, পশ্চিমবঙ্গ  
“ILGUS BHAVAN”, H-C Block, Sector - III, Bidhannagar, Kolkata - 700 106, West Bengal

ক্রমিক নং: SUDA-445/2019/5924 তারিখ: 22.08.2019

**From :** Shri Joly Chaudhuri WBCS (Exc.),  
Jt. Secretary, UD & MA Department &  
Addl. Mission Director, WBSULM

**To :** Sourav Mukherjee,  
Director, President,  
Kolkata Society for Cultural Heritage

**Sub : Acknowledgement for collaboration with Kolkata Society for Cultural Heritage**

Sir,

We appreciate your active participation and collaboration with SUDA, in enabling SHGs to display eco friendly “RAKHI” at different mall and corporate houses.

It is understood that 20 nos of SHGs participated and ticked a sale value of ₹ 18,000.

We may also plan to partner SHGs for sale of sarees and costume jewellery manufactured by them at different shopping malls in the city prior to the ensuing Durga Puja festival.

Look forward to an early interaction to finalize the plan.

Yours faithfully,  
  
Jt. Secretary, UD & MA Dept.  
&  
Addl. Mission Director, WBSULM

দূরভাষ : ২৩৫৮ ৬৪০০ / ৫৭৬৭, ফ্যাক্স : ২৩৫৮ ৫৮০০  
Tel : 2358 6403/5767, Fax : 2358 5800, E-mail : wbsudadir@gmail.com  
Account Section : 2358 6408

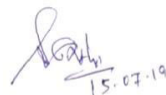
**Joint Secretary UD & MA WBCS**  
**Joint Director SUDA**  
**Government Of West Bengal**

**NKDA** **NEW TOWN KOLKATA DEVELOPMENT AUTHORITY**  
(A Statutory Authority Under Government of West Bengal)  
3, Major Arterial Road, New Town, Kolkata - 700 156

**To Whom It May Concern**

This is to certify that Kolkata Society for Cultural Heritage having its registered office at 43, Sarat Pally, Garia, Kolkata – 700084, India participated with their project named “Abartani” involving 6 SHG’s for sale & display of various products recycled from solid waste materials at the ‘NKDA CORNER’ under New Town Kolkata Development Authority located at Eco Tourism Park, New Town, Kolkata from 09/05/2019 to 08/06/2019.

I wish them every success in the coming future

  
15.07.19  
Executive Engineer – I  
New Town Kolkata Development Authority

Phone : 033-2324-2324 / 2132 / 2148, 18003451571  
Fax : 033-2324-2147  
Website : www.nkdamar.org

**Executive Engineer 1**  
**NKDA**  
**Government Of West Bengal**

**JOINT SECRETARY**  **DEPARTMENT OF URBAN DEVELOPMENT & MUNICIPAL AFFAIRS**  
**GOVERNMENT OF WEST BENGAL**  
“Nagarnyan”, DF-8, Sector-I, Salt Lake  
Kolkata-700064

D.O. No. *IT. Secy - 22* Kolkata, the *05.08.2019*

**To whom it may concern**

**Subject : Project Completion Certificate**

‘Kolkata Society for Cultural Heritage’ (KSCH) is known to us and has been entrusted with the work of community mobilization, organizing events, documentation of events (both video & still photography), designing & managing zero waste events, making of product directory, create strategies for direct market linkage for Self Help Groups and marketing of handicraft products for Self Help Group. They also helped us to identify the talents and developed a database of credible Self Help Groups. KSCH also designed innovative IECs to generate awareness. They have successfully implemented the projects and they already have gathered experience of working with our department.

I wish them all success in the future endeavours.

  
05.08.2019  
Jt. Secretary, UD & MA Dept.  
&  
Addl. Director, SUDA  
Joly Chaudhuri, WBCS (Exc.)  
Joint Secretary, Urban Development & Municipal Affairs Department  
Government of West Bengal

**Joint Secretary UD & MA WBCS**  
**Joint Director SUDA**  
**Government Of West Bengal**





# Letters of Appreciation & Recommendation



Government of West Bengal  
Directorate of Forests  
Office of the Divisional Forest Officer  
24 Parganas (South) Division  
4<sup>th</sup> floor, New Administrative Building  
12, Biplabi Kanailal Bhattacharjee Sarani  
Alipore, Kolkata – 700 027.



Tele & fax: (033) 2479 9032, Email – [dfo24pgss.fd-wb@gov.in](mailto:dfo24pgss.fd-wb@gov.in)

No. 168 /1-1

Alipore dated : 15.11.2021

## TO WHOM IT MAY CONCERN

This is to certify that Kolkata Society For Cultural Heritage, 43, Sarat Pally Garia, Kolkata – 700084 as NGO has supplied 40900 nos of mangrove saplings for creation of mangrove plantation for the year 2020-21 under 24 – Parganas (South) Division. The said saplings were of good quality and faired well in the field.

  
Divisional Forest Officer  
24 – Parganas (South) Division

DFO, 24 Parganas (South)  
Government Of West Bengal



Government of West Bengal  
Directorate of Forests  
Office of the Divisional Forest Officer  
24 Parganas (South) Division  
4<sup>th</sup> floor, New Administrative Building  
12, Biplabi Kanailal Bhattacharjee Sarani  
Alipore, Kolkata – 700 027. Tele & fax: (033) 2479 9032,  
Email – [dfo24pgss.fd-wb@gov.in](mailto:dfo24pgss.fd-wb@gov.in)



No. 1959 /28C-99

Dated: 01.11.2021

To  
The Secretary,  
Kolkata Society for Cultural Heritage  
Kolkata

Sub: Authorization letter for marketing of alternative livelihood products

Sir/Madam,

This is to inform you that, your esteemed society successfully done the assigned work regarding the crab cultivation and establishment of paper plate making unit under Raidighi Range and Matla Range respectively. Now you are also requested to take initiative for marketing of the said products which will be ultimately beneficial for the forest fringe people.

Thanking You

  
Divisional Forest Officer  
24 Parganas (South) Division

No. 1959 /28C-99

Dated: 01.11.2021

Copy forwarded for information to

1. The Range Officer, Matla Range
2. The Range Officer, Raidighi Range

  
Divisional Forest Officer  
24 Parganas (South) Division

DFO, 24 Parganas (South)  
Government Of West Bengal



# Letters of Appreciation & Recommendation



Government of West Bengal  
Directorate of Forests  
Office of the Divisional Forest Officer  
24 Parganas (South) Division  
4<sup>th</sup> floor, New Administrative Building  
12, Biplabi Kanailal Bhattacharjee Sarani  
Alipore, Kolkata – 700 027.

Tele & fax: (033) 2479 9032, Email – dfo24pgss.f-d-wb@gov.in



## TO WHOM IT MAY CONCERN

We know Kolkata Society for Cultural Heritage (KSCH) is the environment conservation organization in West Bengal who collaborated with Directorate of Forest, 24 Parganas (South) Division, Govt of West Bengal to provide end to end solution to reduce human and wild conflict. Previously they successfully implemented multiple projects under our jurisdiction with able supervision of our department.

This year on 11<sup>th</sup> January 2023 'KSCH' & 'Banani' successfully completed the installation of 25 solar street lights in forest fringe areas in collaboration with 'Bengal Intelligent Parks Pvt. Ltd. under TCG Real Estate of The Chatterjee Group' and 'TCG Foundation'. The project covered 4 Forest Protection Committees (FPCs) that helped more than 4,000 underprivileged people residing in these areas. Our officials visited and supervised the entire project and all lights are working fine.

Your contribution really helped us to reduce the human and wild conflict. We are expecting your support in future as well.

Wishing you all the best.

  
(Milan Kanti Mandal, W.B.F.S)  
Divisional Forest Officer  
24 Parganas (South) Division

**DFO, 24 Parganas (South)**  
**Government Of West Bengal**



Government of West Bengal  
Directorate Of Forest  
Office of The Chief Conservator Of Forest and Field Director  
Sundarban Tiger Reserve  
Canning Town, Dist : 24 – Paraganas ( South )  
West Bengal – 743329



Ph : (03218) 255280, 257008, Fax : 255280,

No. 76 /FD/2B-2(Misc)

E-mail : sundarbantigerreserve@gmail.com

Dated : 06.01.2023

## TO WHOM IT MAY CONCERN

This is to certify that **Kolkata Society for Cultural Heritage (KSCH)**, (Reg. S/2L/1452) successfully organized training program on scroll painting (potochitra) for SHGs in SWLS Range head quartered at Pakhirala and Bashirhat Range head quartered at Jhila. **KSCH** also provided training to develop different merchandise products like, lantern, kettle, t-shirts, clay pots and etc. They used different folklores like Banabibi r pala, Manasha Mangal, Chandi Mangal to beautify the products. The project will also help to revive the intangible cultural heritage of Sundarban.

Now **Kolkata Society for Cultural Heritage** is also requested to take initiatives for marketing of the said products which will be ultimately beneficial for the forest fringe people.

  
Deputy Field Director  
Sundarban Tiger Reserve

**DFD, Sundarban Tiger Reserve**  
**Government Of West Bengal**





# Letters of Appreciation & Recommendation

**MERLIN ACROPOLIS PROJECTS PVT LTD**



**MERLIN GROUP**  
Quality Homes. By Quality People.

KV/F.2010  
16.08.2019

To  
**M/s. Kolkata Society for Cultural Heritage**  
43 Sarat Pally, Garia,  
Kolkata - 700084.

**"LETTER OF APPRECIATION"**

This is to certify that **Kolkata Society for Cultural Heritage (KSCH)** in collaboration with **State Urban Development Agency, Government of West Bengal** organized a 3-day Rakhi Exhibition-Cum-Sale at **Acropolis Mall** from 13.08.2019.

As part of its ongoing **CSR** activities, **Merlin Group** played the role of a "Perfect Host" by providing the ground floor of Merlin Acropolis Mall for this noble cause.

We appreciate the initiative of **KSCH** to uplift the underprivileged Self Help Groups to promote Rakhi made with recycled and eco-friendly products. The initiative also helped to create direct market linkage between buyers and sellers. We are very much honored to be a part of this non-profit venture.

We wish **KSCH** all the very best for all its future ventures.

Thanking you and assuring you our best of services at all times,

Yours sincerely,  
For **Merlin Acropolis Projects Limited**

  
**K. Vijayan**  
General Manager-Operations

CIN : U45400WB2009PTC132389  
Registered Office : "Merlin Oxford" 2nd Floor, 22 Prince Anwar Shah Road, Kolkata - 700 033 | Tel : 91-33-4015 4545 | Fax : 91-33-4015 4500 | [www.merlinprojects.com](http://www.merlinprojects.com)

Email : [info@merlinprojects.com](mailto:info@merlinprojects.com)

**Merlin Group**

**AmbujaNeotia**

Date: 14-08-2019

To whom it may concern

"Letter of Appreciation"

This has come to my knowledge that Kolkata Society for Cultural Heritage organized a Rakhi exhibition cum sale counter at Ecospace Business Park on 8th & 9th August 2019 collaborating with Ambuja Neotia.

We think it is a great initiative of underprivileged Self Help Groups to promote Rakhi made with recycled and eco-friendly products.

We wish all the very best for all the future ventures of the organization.

Thanks & regards

  
**Ramesh Pandey**  
Sr. G.M. - Marketing & Events  
Ambuja Neotia

**Ambuja Realty Development Ltd.**  
**Regd. Office :** Ecospace Business Park | Block 4B | 6<sup>th</sup> Floor | Premises No. IIF/11 | Action Area II | New Town | Kolkata 700160  
**P :** +91 33 4040 6060 | **F :** +91 33 4040 6161 | **W :** [www.ambujanetia.com](http://www.ambujanetia.com)  
**CIN :** U45201WB2005PLC105860

REALTY | HOSPITALITY | HEALTHCARE | EDUCATION

**Ambuja Neotia Group**



# Letters of Appreciation & Recommendation

**MERLIN PROJECTS LIMITED**

Date : 13/05/2023

To  
The President  
Kolkata Society for Cultural Heritage  
43, Sarat Pally Garia Kolkata – 700084 India

Subject: Completion and Appreciation letter for Jatragachi school project

Dear Arpita Mukherjee,

I am pleased to provide this letter of completion and appreciation for the exceptional work done by Kolkata Society for Cultural Heritage (Registration No: SO201452 of 2012-2013) for providing necessary equipment to Jatragachi School for underprivileged students in Rajarhat, Kolkata.

As per the CSR initiative of Merlin Group- "I am Kolkata", KSCH has utilized the funds provided to purchase and supply vital equipment, including computers, water filters, ceiling fans, and sports materials to the Jatragachi School. This contribution has helped create an enabling environment for underprivileged students, providing them with the necessary tools and resources to achieve their full potential.

We acknowledge the remarkable work done by the Kolkata Society for Cultural Heritage. The donation of these items will undoubtedly have a positive impact on the education and well-being of students at Jatragachi School for years to come. We are grateful for your partnership and look forward to continued collaboration in the future.

Thank you for your exceptional work and dedication to this project.

Thanking you

*Sarbani Bhattacharya*  
Sarbani Bhattacharya  
Vice President – Corporate Communications, Corporate Affairs & CSR  
Merlin Group  
Email : [sarbani.bhattacharya@merlinprojects.com](mailto:sarbani.bhattacharya@merlinprojects.com)

CIN : U70109WB1984PLC038040  
Registered Office : "Merlin Outlook" 2nd Floor, 22 Prince Anwar Shah Road, Kolkata – 700 033 | Tel : 91-33-4015 4545 | Fax : 91-33-4015 4500 | [www.merlinprojects.com](http://www.merlinprojects.com)

Email : [info@merlinprojects.com](mailto:info@merlinprojects.com)

Completion Certificate for School Adoption

  
**British Deputy High Commission  
Kolkata**

1A, Ho Chi Minh  
Sarani Kolkata, West  
Bengal India, 700071  
Tel: +91 (33) 4082 2200

13 May 2023

The President  
Kolkata Society for Cultural Heritage  
43, Sarat Pally Garia Kolkata – 700084 India

Dear Arpita,

Please allow me to express my warm and genuine thanks to you and the **Kolkata Society for Cultural Heritage** for their active participation as our waste recycling partner at the celebratory event on the occasion of The Coronation of Their Majesties, The King Charles III and The Queen Consort, organised by British Deputy High Commission Kolkata at Taj Bengal on 6 May 2023. We appreciated your support in helping us contribute to the sustainability theme of the event. Thank you for showcasing and promoting recycled and upcycled products from solid waste developed under your project Abartani involving 16 Self Help Groups. I saw for myself the impressive display and the creative talents of the women from the self-help groups that produced the craft pieces. Several guests at the event shared with me their surprise and pleasure at the display. It made a fascinating talking point for the event itself and helped highlight the sustainability theme that His Majesty King Charles seeks to champion. Thank you for making that all more possible.

I wish you and your team every success in the coming future.

Yours most sincerely

*Peter Cook*  
**Peter Cook**  
British Deputy High Commissioner (Acting)

1/1

UK Deputy High Commission

  
**British Deputy High Commission  
Kolkata**

1A, Ho Chi Minh Sarani  
Kolkata, West Bengal  
India, 700071  
T: +91 33 40822200  
[www.fco.gov.uk](http://www.fco.gov.uk)

To,  
Ms Arpita Lahiri,  
President  
Kolkata Society for Cultural Heritage  
43, Sarat Pally Garia  
Kolkata – 700084  
India

13 Feb 2024

Dear Arpita

Thank you for partnering with us at for the Queen Elizabeth II Memorial Cup Reception and helping ensure we could truly badge it as a green event.

This as a matter of personal importance to me and pride to our team, we need more such events to take place across the city and country if we are to mainstream responsible events that minimise detrimental impacts on our planet.

More specifically, thank you for being our recycling partner and reduce the carbon footprint of the event. Thank you for showcasing the recycled items put together by the women self-help-groups supported by your organisation. It has always been a pleasure working with you and your team and we value our partnership. Look forward to continuing our collaboration in the future. Please feel free to be in touch with my colleague Haimanti.Poddar@fco.gov.uk on the new ideas discussed.

I very much hope we can continue to collaborate and partner in the future.

Yours  
*Dr. Andrew Fleming*  
**Dr. Andrew Fleming**  
British Deputy High Commissioner to East and Northeast India



UK Deputy High Commission





# Health Care (Advanced diagnostic, maternal and child health care)

**OFFICE OF THE  
CHIEF DISTRICT MEDICAL & PUBLIC HEALTH OFFICER  
-CUM-DISTRICT MISSION DIRECTOR, CUTTACK**  
(District Programme Management Unit, NHM)  
Telefax - 0671-2305377, E-mail: cuttackdpmu2020@gmail.com  
Letter No. 6201 Date 23/04/2020

To  
The Secretary  
Kolkata Society for Cultural Heritage (KSCH)  
43, Sarat Pally, Garia, Kolkata-700084

Subject: Confirmation of the installation of 15kVA DG Sets in Government Hospitals

Ref: Letter No. : Your Letter No – 021/KSCH/P-IB/2025

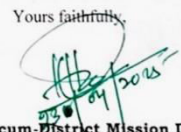
Sir,  
We sincerely extend our heartfelt gratitude for your generous support towards our govt hospitals. We are pleased to confirm the successful installation of the following items in the respective government hospitals:

| Name of Health Facility                      | Name of the Equipment | Quantity |
|----------------------------------------------|-----------------------|----------|
| PHC AAM, Bhatimunda of Tangi Block           | 15 kVA DG Set         | 1        |
| PHC AAM, Tentol of Salipur Block             | 15 kVA DG Set         | 1        |
| PHC AAM, Nagaspur of Nischintakoili Block    | 15 kVA DG Set         | 1        |
| PHC AAM, Krushnaprasad of Niali Block        | 15 kVA DG Set         | 1        |
| PHC AAM, Baranga of Baranga Block            | 15 kVA DG Set         | 1        |
| PHCAAM, Talabasta of Dompada Block           | 15 kVA DG Set         | 1        |
| PHC AAM, Kishorenagar of Cuttack Sadar Block | 15 kVA DG Set         | 1        |

All of these DG Sets perfectly matched the required specifications and are working well. They have been thoroughly tested by our skilled technical officers, demonstrating excellent performance. This addition will significantly enhance our ability to provide uninterrupted medical care to our patients.

It's great to see **Bharat Petroleum Corporation Ltd. (BPCL)** stepping up with this CSR initiative and we truly value **Kolkata Society for Cultural Heritage (KSCH)** for their efforts in driving forward healthcare improvements in our community. We are eager to continue our collaboration and build on this partnership further.

Thanking you,

Yours faithfully,  
  
CDM & PHO cum-District Mission Director  
District Health Mission, Cuttack

**Chief District Medical & Public Health Officer Cum-District  
Mission Director Cuttack  
Government of Odisha**

**সুডা** **রাজ্য নগর উন্নয়ন সংস্থা** **SUDA**  
**STATE URBAN DEVELOPMENT AGENCY**  
“ইলুগাস ভবন”, এইচসি ব্লক, সেক্টর-৩, বিধাননগর, কলকাতা-৭০০ ১০৬, পশ্চিমবঙ্গ  
“ILGUS BHAVAN”, HC Block, Sector - III, Bidhannagar, Kolkata - 700 106, West Bengal

Date : 17.01.2026

To,  
The President & Secretary,  
Kolkata Society for Cultural Heritage (KSCH)  
43, Sarat Pally Garia Kolkata – 700084 India.

**Completion Certificate**

This is to certify that Kolkata Society for Cultural Heritage (KSCH) has successfully completed the supply, installation, testing, and commissioning of medical equipment at designated government healthcare facilities in the State of West Bengal, under the supervision and guidance of the Department of Urban Development & Municipal Affairs (UD & MA), Government of West Bengal, and the State Urban Development Agency (SUDA), Government of West Bengal.

The medical equipment supplied and installed at Jamini Bhusan Memorial Maternity & General Hospital, North Barrackpore, North 24 Parganas, includes a High-End USG Machine, a Portable Ventilator, and an Automated Haematology Analyser. Additionally, a Digital X-ray System, comprising a Digital Radiography Panel and a 300 mA X-ray Machine, has been successfully installed at Monirampur Polyclinic, North Barrackpore, North 24 Parganas.

All the above-mentioned equipment has been installed in accordance with the approved technical specifications and has been thoroughly tested by competent technical personnel. The equipment has been found to be fully functional and operating satisfactorily, meeting the prescribed standards for clinical, diagnostic, and surgical use.

The successful execution of this project has significantly strengthened healthcare infrastructure and enhanced access to advanced diagnostic, maternal, child health, and surgical services for the local communities in the concerned areas. The project has significantly reinforced the urban & rural public healthcare infrastructure by enhancing diagnostic and critical care facilities and improving access to quality medical services for the local population. The initiative is expected to help save millions of lives across the North 24 Parganas district.

The overall performance, coordination, and implementation of the project by Kolkata Society for Cultural Heritage (KSCH) have been found to be satisfactory, and the organization has complied with the approved scope of work and implementation guidelines.

This certificate is issued in recognition of the successful completion of the said work, with the approval of the competent authority.

  
Director, SUDA  
**Joy Chaudhuri, WBCS (Exe.)**  
Director,  
State Urban Development Agency  
Government of West Bengal

দুরকায় ২৩৫৮ ৬৪০০ / ৭৭৬৭, ফ্যাক্স ২৩৫৮ ৫৮০০  
Tel : 2358 6403/5767, Fax : 2358 5800, E-mail : wbsudadir@gmail.com  
Account Section : 2358 6408

**Urban Development and Municipal Affairs |  
State Urban Development Agency  
Govt. of West Bengal**









# News Paper Headlines Last One Year





2 **METRO** THE TELEGRAPH CALCUTTA SATURDAY 1 MAY 2011 KICA

**According to the Oxford** dictionary, "to up-cycle something is to treat an item that has already been used in such a way that you make something of greater quality or value than the original item."

True to the dictionary definition, an 8-ft tall installation of Ganesha, Durga, colourful paper weapons and other religious symbols can be seen spiced with modern-day references.

The artist, who was born in

**A long made from old newspapers**

**Sourav Mukherjee**, the maker of the 8-ft tall installation of Goddess Durga, with (right) Debashis Sen, chair-man cum managing director of NSE at Ero Park during inauguration

[illegible][illegible]

4 | mp city

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[illegible]


**প্রাচীন ঐতিহ্যবাহী বাংলাদেশী সাহিত্যের**  
 বিশেষত্ব: অতি নূরু ও নীতি বহুল প্রবন্ধ।  
 « অতীত থেকে ভবিষ্যৎ পর্যন্ত  
 পরিচয়: অতীত থেকে ভবিষ্যৎ পর্যন্ত

**এই শহর**

• **প্রথম প্রকাশের সময়:** ১৯৮০ খ্রি: ১ম প্রকাশ  
 পুনঃ প্রকাশের সময়: ২০১০ খ্রি: ২য় প্রকাশ  
 পুনঃ প্রকাশের সময়: ২০১০ খ্রি: ২য় প্রকাশ

॥ श्रीगणेशाय नमः ॥

\_\_\_\_\_



নৃতনের খেলা পানীয় জলের প্রাস্তিক বোতলই হোক বা গাড়ির টায়ার—পরিভ্যক্ত জিনিস দিয়েই ফুলদানি থেকে বাসার চমায় বা ফটো ফ্রেম মিলছে নিউ টাউনের ইকো পার্কের ৪ নম্বর গেটে। বৃহস্পতিবার এমনই তিনটি দোকানের পথচলা শুরু হল নিউ টাউনে। উপনগরীকে ‘জিরো ওয়েস্ট’ শহর হিসেবে গড়ে তোলার লক্ষ্যে এই পরিকল্পনা হাতে নিয়েছে নিউ টাউন কলকাতা উন্নয়ন পর্ষদ (এনকেডিএ)। সংস্থার এক আধিকারিক বলেন, ‘বাড়ি-বাড়ি গিয়ে পরিভ্যক্ত জিনিস সংগ্রহ করে তা দিয়েই তৈরি হয়েছে এই নতুন জিনিস। এই পরিকল্পনায় নিউ টাউনে বর্জ্য কমবে।’ — এই সময়

Friday  
14



"Abertan" is a Bengali word which signifies something that arrives cyclically. Kolkata Society for Cultural Heritage (KSCCH, a Non-Governmental Organisation (NGO), has chosen "Abertan" as the name for their project that deals with waste-recycling and management.

Last year, KSCCH started this project to create rural livelihood by producing different artefacts by using solid waste materials. The NGO works with numerous handicrafts be projects over West Bengal.

The organisation is working with the West Bengal Housing Infrastructure Development Corporation (WBHIDCO) that is in charge of the development of New Town – a planned satellite township on the eastern fringes of Kolkata. Presently, they have been given the opportunity to present their recycled artefacts in form of New Town as part of their tie up with WBHIDCO. New Town is a gold rated green city. It is now getting a platform tag by the Green Building Council and has launched several initiatives in waste management waste recycling. Promoting organisations that encourage waste recycling is also an important agenda of this newly planned township.

Debabasu Sen, Chairman, WBHIDCO, informed BE, "New Town is a green city, but presently it's rained as a waste city. The city is now getting for the platform rating. Developing environment friendly waste disposal system is one of the ways to achieve this and we are trying to target a zero waste system. One way is to segregate waste at source and other the way is to recycle them. We are following both. We are also encouraging people to buy used clothes as it's quite hard to recycle cottons."

Arpita Lahiri Mukherjee, founder, KSCCH, told BE, "We have items that are made by recycling newspaper, waste clothes, online shopping paper boxes and other products. We have a variety of range of various designs in West Bengal. Other than these waste products and turn them into beautiful artefacts. We are thankful to the WBHIDCO authorities give us a platform to showcase these products and look to enhance our collaboration with them in case of waste recycling by entering into this new township. We have also collaborated with popular Kolkata based artists. The iconic Durge that is available with is designed from recycled newspaper pulp by artist Kankol Chattertophy."

Speaking about her gallery in Eco Park, Mukherjee stated, "This is the first ever outlet in India initiated by WBHIDCO for recycled products. In the near future, we are planning to organise workshops to create new products using solid waste materials."

This endeavour has been widely appreciated. Recently, Bruce Buckland, a British Deputy High Commissioner, Kolkata, visited the gallery in Eco Park.

KSCCH is initial dialogue with the Mercantile Government for a project aimed at opening new avenues for inter cultural exchange, development of marketing, and solid waste management.



# News Paper Reviews Last One Year

## millenniumpost

PUBLISHED FROM DELHI & KOLKATA VOL. 6, ISSUE 41 | Monday, 11 February 2019 | Kolkata | Pages 16 | Rs 3.00

GOVT JOINS HANDS WITH TERI FOR REFORMS IN POWER SECTOR **P63**

NATIONS SHOULD NOT GIVE SHELTER TO ECONOMIC FUGITIVES: V-P **P65**

NO CONCLUSION REACHED DESPITE TALKS: TALIBAN **P610**

WOMEN NEED MORE REPRESENTATION IN MOVIES **P616**

2 | mp around town

## Eminent artists come together for KSCH's art festival

**OUR CORRESPONDENT**

Kolkata Society for Cultural Heritage (KSCH) is a social enterprise functioning at the grass root level for permanent developmental changes of rural, urban and tribal areas of India. KSCH believes that livelihood is the most important component of any sustainable developmental model and if they can improve economic conditions in the rural and tribal areas, then other social aspects like Education, Health and Sanitation will automatically be addressed.

This year, the society organised third edition of International Art Festival named 'Chitropot', where eminent and world-famous artists from Bangladesh and India participated actively.

The event saw a day-long workshop, inaugurated by Debashis Sen, Chairman (CMD), West Bengal Housing Infrastructure Development Corporation Ltd, at Rabindra Tirtha, on February 3, 2019, 11:30 am. This was followed by an exhibition, which was inaugurated by Purnendu Basu, Minister-in-Charge, Department of Technical Education and Training and Skill Development of West Bengal, on February 4, 5-30 pm, at Gaganendra Shilpa Pradarshalaya.

KSCH is also working towards providing a platform for traditional folk music, dance, and artifacts as livelihood generating mechanisms for rural people. They encourage community-led developmental programs to foster growth and awareness within the communities.

The event saw a day-long workshop, inaugurated by Debashis Sen, Chairman (CMD), West Bengal Housing Infrastructure Development Corporation Ltd, at Rabindra Tirtha, on February 3, 2019, 11:30 am. This was followed by an exhibition, which was inaugurated by Purnendu Basu, Minister-in-Charge, Department of Technical Education and Training and Skill Development of West Bengal, on February 4, 5-30 pm, at Gaganendra Shilpa Pradarshalaya.

## আজকাল বিনোদন

### আন্তর্জাতিক শিল্প উৎসব

বিনোদনের প্রতিবেদন: গ্রামীণ ও উপজাতীয় এলাকায় বিকল্প জীবিকা তৈরির লক্ষ্যে কাজ করে চলেছে কলকাতা সোসাইটি ফর কালচারাল হেরিটেজ। আর সেই জীবিকা উৎপাদনের জন্য তাঁরা বেছে নিয়েছেন লোকসঙ্গীত, নাচ ও শিল্পকর্মকে। এই বছর তাঁদের উদ্যোগে আয়োজিত হল 'চিত্রপট' নামে আন্তর্জাতিক শিল্প উৎসবের তৃতীয় সংস্করণ। যেখানে অংশ নিলেন বাংলাদেশ ও ভারতের বিখ্যাত শিল্পীরা। অনুষ্ঠানের উদ্বোধন করেন দেবশিস সেন। আন্তর্জাতিক কাব্য পাঠ সূচীর পরিচালনা করে 'পরিয়াদী'। আমেরিকা নিবাসী প্রখ্যাত দুই কবি নাটক পাঠ করেন। গগনেন্দ্র শিল্প প্রদর্শনশালায় আয়োজিত হয় শিল্প প্রদর্শনী।

## একদিন

কলকাতা সোসাইটি ফর কালচারাল হেরিটেজ 'চিত্রপট' নামে আন্তর্জাতিক শিল্প উৎসবের আয়োজন করে। বাংলাদেশ ও ভারতের বিখ্যাত শিল্পীরা এই উৎসবে অংশগ্রহণ করেন। সারাদিন ব্যাপী কর্মশালায় পর প্রদর্শনীও হয়। উদ্বোধনী অনুষ্ঠানে উপস্থিত ছিলেন হিজকো চেয়ারম্যান দেবশিস সেন। 'পরিয়াদী' নামক এক আন্তর্জাতিক কাব্যিক পাঠ্যসূচি ও 'মুরাত নেমেত নেজাত' ও 'আদেনা কারাসিক' এর নাটকীয় পাঠ উপস্থাপন করা হয়। পাঁচ দিন ব্যাপী এই শিল্প উৎসব স্যাটিনস্টেট বিতরণের মাধ্যমে শেষ হয়।

## প্রতিদিন

চিত্র প্রদর্শনী

স্টাফ রিপোর্টার : কলকাতা সোসাইটি ফর কালচারাল হেরিটেজ আয়োজন করেছে চিত্রপট ২০১৯। ৪ থেকে ৭ ফেব্রুয়ারি চলবে চিত্র-প্রদর্শনী। গগনেন্দ্র শিল্প প্রদর্শনশালায় এর উদ্বোধন করবেন রাজ্যের কারিগরি শিক্ষামন্ত্রী পূর্ণেন্দু বসু। ৩ ফেব্রুয়ারি চিত্রপ্রদর্শনী উপলক্ষে গুরুত্বপূর্ণের উদ্বোধনে হাজির থাকবেন হিজকো সচিব দেবশিস সেন।

## THE TIMES OF INDIA

### Chitropot workshop

Kolkata Society for Cultural Heritage (KSCH) organized the third edition of its International Art Festival named 'Chitropot' from February 3-7. Artists from Bangladesh and India participated in the festival. This year the KSCH hosted a daylong workshop followed by an exhibition. The event was inaugurated by Debashis Sen, chairman of WBHIDCO, at Gaganendra Shilpa Pradarshalaya.

## THE KOLKATA AGE

### Society holds art festival

Kolkata Society for Cultural Heritage (KSCH), a social enterprise functioning at the grassroots level for the permanent developmental changes of rural, urban and tribal areas of India, organised the third edition of international art festival, Chitropot, at Rabindra Tirtha in New Town. Eminent world famous artists from Bangladesh and India participated in the festival on February 3. Chairman and managing director of the West Bengal Housing Infrastructure Development Company Debashis Sen inaugurated the event.





# News Paper Reviews Last One Year



41<sup>th</sup>  
ANNIVERSARY  
SPECIAL

UNsung HEROES

**SOURAV MUKHERJEE, 33**  
Director, Kolkata Society for Cultural Heritage, KOLKATA

## REVIVAL INSTINCT



s a database administrator at IBM, Sourav Mukherjee was drawing a fat salary, but deep down he knew this was not what he wanted in life. Trekking trips to the remote corners of the country

had shown him how women were still second-class citizens. "I realised early that our society cannot develop without women having pride of place in it. Women are excellent managers and have good leadership qualities, but they need to be financially independent to earn that position," says Banerjee. He first started in 2014 with a pilot project in a village in Bengal. He distributed 300 eggs each for incubation to 30 women of Amanpur village in Keshpur block, West Midnapore district. He also distributed cardboard boxes, a kerosene lamp and taught them how to hatch eggs at home, all learnt from YouTube videos. All this was done with his own money. The idea was to start the women off in the poultry business. Later, he distributed seeds and other agricultural inputs to initiate the women of Murshidabad and West Midnapore into organic farming.

The seeds for the Kolkata Society for Cultural Heritage (KSCH) were sown. Mukherjee left his job in 2012 to be involved full-time in the work. "I was looking at a broader canvas, changing the outlook of the people, the way men treat women, the way the rich judge the poor," he says. Meanwhile, he kept exploring new avenues. Home-stays was his next big idea. "We started with 35 families in scenic regions of Kurseong, Murshidabad and West Midnapore in 2015, but within some time the business was supporting 300 families. Some were running canteens, some transport arrangements, some worked as tourist guides and arranged entertainment for the guests," he says.

Apart from this, KSCH has also helped revive tra-



**EARTH WARE**  
Mukherjee with women in Habra, North 24 Parganas

### CHANGE METER

KSCH has helped hundreds of rural women in West Bengal become financially independent

"I REALISED EARLY ON THAT OUR SOCIETY CANNOT DEVELOP WITHOUT WOMEN HAVING PRIDE OF PLACE IN IT"

ditional arts and crafts and used the expertise of village women in weaving, handloom and pottery. "These women had tremendous potential, what they lacked was a marketing strategy. I helped them develop a brand (Swayamsiddha), a logo and removed the

middlemen by linking the buyer with the supplier/producer. An integrated marketing model has worked wonders." Today, 4,400 women, hand-held by the KSCH, are earning Rs 5,000 to 10,000 a month.

KSCH is also collaborating with 7,000 self-help groups to market their paper-pulp products made from recycled waste. As India prepares itself for a no-plastic future, Sourav has been asking potters of North 24 Parganas to make clay water bottles. The idea seems to have caught on. They have bagged an order worth \$5,000 (Rs 3.5 lakh) from New Jersey and the Jharkhand government has also expressed interest.

—Romita Datta

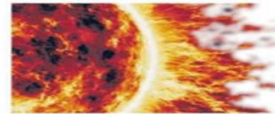




# The Telegraph



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GOODLIFE 3

## HELPING HAND

**K**olkata Society for Cultural Heritage (KSCH), an NGO working for Covid relief and also extensively involved in relief work and upliftment in the Sunderbans, was founded by Sourav Mukherjee in 2012. KSCH has worked with the urban development and municipal affairs, the state urban development agency, Self-Help Group & Self-Employment, government of Bengal, apart from coordinating with HSDCO, NKDA, and the forest department.

KSCH focuses on projects on skill development, Biosphere Reserve Restoration, disaster management, Covid management, reduction of human and wild interaction in the Sunderbans and women empowerment in Sunderbans. It has also worked with corporates like IBM, Techno India, Merlin and Webel.

After Cyclone Amphan had ravaged Bengal last year, they had carried out relief programmes and provided salt-resistant paddy seeds to more than 12,000 farmers in the Sunderbans.

The members of the social enterprise also provided meals to 2.5 lakh villagers, and tarpaulins to 4,000 people.

During Cyclone Yaas this year, KSCH collaborated with the forest department of Bengal and took part



Sourav Mukherjee

## CITY-BASED SOCIAL ENTERPRISE HAS A MULTIPRONGED APPROACH TO RELIEF AND UPLIFTMENT WORK IN THE SUNDERBANS



Relief operations after Amphan



Food distribution post Cyclone Yaas



Planting mangrove saplings

### GREEN DRIVE

- No. of saplings: 4 lakh per year
- Age of saplings: 3 months (avg)
- Height of saplings: 8 inch (avg)
- Local beneficiaries: 3,560
- Areas: Hingalganj & Gosaba (The Gosaba Gram Panchayat has approved 40 acres of forest fringe land to build the forestry)

in disaster management when the cyclone struck. They went out to far-flung places such as Gosaba, Sagar Island, Patharpratima and others to gauge the possible impact of the cyclone and carry out the preemptive barrage strengthening. They distributed 12 tonnes of food to 43,000 villagers and dry food to 1,500 families.

At the moment, they are carrying out one of the biggest

first-relief operations in Kultali with help from the forest department and Merlin Group. They are reaching out to 800 families with tarpaulin, dry food, puffed rice and medicine.

Also in line with Bengal chief minister Mamata Banerjee's vision, they have planned to plant mangrove this year as well like last year. "We built 14 community-led nurseries to cultivate 4,00,000 mangrove saplings at Hingalganj and Gosaba blocks under the name of 'The Community Forest' involving local community and underprivileged women from self-help groups," said Sourav.

Talking about working for Covid victims, Sourav said: "This year, we reached out to more than 1,700 people in Calcutta with oxygen cylinders. Merlin Group, IBM, Techno India, Don Bosco



**Covid-19 has ravaged rural areas across the country and it is time for us to extend our resources to all of them. Please save the relevant ones and share this with people in need**  
— Alia Bhatt's tweet

School's Covid care centre and others supported us."

"We are working to improve the lives of rural people in Bengal. We are working to foster socio-economic structures by using different livelihood-generating methods. KSCH has already done several capacity-building activities with a self-help group run by local women and we have established many rural start-ups. In addition, our core team members are now focusing on the disaster management plan and restore biodiversity in the areas of Sunderbans," added Sourav.

The initiatives of the organisation have been applauded by many, including Bollywood star Alia Bhatt who tweeted about them recently.

Aniruddha Biswas





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GREEN EARTH

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**WBHIDCO promoting waste recyclers**

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Kuntala Sarkar




'Abortani' is a Bengali word which signifies something that arrives cyclically. Kolkata Society for Cultural Heritage (KSCH), a Non-Govern-mental Organisation (NGO), has chosen 'Abortani' as the name for their project that deals with waste-recycling and management.

Last year, KSCH started this project to create rural livelihood by producing different artefacts by using solid waste products. The NGO works with numerous handicrafts based projects all over West Bengal.

The organisation is working with the West Bengal Housing Infrastructure Development Corporation (WBHICO) that is in charge of the development of New Town – a planned satellite township on the eastern fringes of Kolkata. Presently, they have been given the opportunity to present their recycled artefacts in Eco Park in New Town as part of their tie-up with WBHIDCO. New Town is a gold-rated green city. It is now eyeing a platinum tag by the Green Building Council and has launched several initiatives in waste management and waste recycling. Promoting organisations that encourage waste recycling is also an important agenda of this newly planned township.

Debashis Sen, Chairman, WBHIDCO, informed BE, "New Town is a green city, but presently it's rated as a gold city. The city is now eyeing for the platinum rating. Developing an environment friendly waste disposal system is one of the ways to achieve this and we are trying to target a zero waste system. One way is to segregate waste at source and the other way is to recycle them. We are following both. We are also erthusing people to buy used clothes as it's quite hard to recycle cotton."

Arpita Lahiri Mukherjee, Founder, KSCH, told BE, "We have items that are made by recycling newspaper waste, clothes, online shopping paper boxes and other products. We have encouraged rural artisans of various districts in West Bengal to collect these waste products and turn them into beautiful artefacts. We are thankful to the WBHIDCO authorities to give us a platform to showcase these products and look to enhance our collaboration with them in case of waste recycling pertaining to this new township. We have also collaborated with popular Kolkata based artisans. The iconic Durga that is available with us is designed from recycled newspaper pulp by artist Kakoli Chattyopadhyay."

Speaking about her gallery in Eco Park, Mukherjee stated, "This is the first ever outlet in India initiated by WBHIDCO for recycled products. In the near future, we are planning to organise workshops to create new products using solid waste materials."

This endeavour has been widely appreciated. Recently, Bruce Bucknell, British Deputy High Commissioner, Kolkata, visited the gallery in Eco Park.

KSCH has initiated dialogue with the Mexican government for a project aimed at opening new avenues for inter cultural ex-change, development of marketing, and solid waste management.







**DETOX, HYDRATE WITH JAZZED-UP WATER IN THE MORNING** **PAGE 2**

# Calcutta Times

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**TIMES  
POWER  
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2021

## TIMES POWER ICONS

2021

### A unique initiative to help women earn their bread & butter

**A**s a database administrator at IBM, Sourav Mukherjee was drawing a fat salary, but deep down he knew this was not what he wanted in life. Trekking trips to the remote corners of the country had shown him how women were still second-class citizens. "I realised early that our society cannot develop without women. Women are excellent managers and have good leadership qualities, but they need to be financially independent to earn that position," says Mukherjee. He first started in 2012 with a pilot project in a village in Bengal. He distributed 300 eggs each for incubation to 30 women of Amanpur village in Keshpur block,

West Midnapore district. He distributed cardboard boxes, a kerosene lamp and taught them how to hatch eggs at home. All this was done with his own money. The idea was to start the women off in the poultry business. Later, he distributed seeds and other agricultural inputs to initiate the women of Murshidabad and West Midnapore into organic farming.

The seeds for the Kolkata Society for Cultural

Heritage (KSCH) were sown. Mukherjee left his job in 2012 to be involved full-time in the work. He created a local women-led brand, Banani, in Sundarban, where all the stake holders are the women. From last 10 years long years Sourav and his organisation is improving the lives of more than 1 lakh marginalised women by various projects.



Sourav Mukherjee receives an award from Rahul Bose

#### TIMES POWER ICONS, EAST (SECTOR: ENTERTAINMENT)

|                      |                                    |
|----------------------|------------------------------------|
| Rituparna Sengupta   | Iconic Bengali Actor               |
| Ranjit Mallick       | Iconic Bengali Actor               |
| Rudraprasad Sengupta | Iconic Bengali Theatre Personality |

#### TIMES POWER ICONS, EAST

|                                                                                                         |                                                   |
|---------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| Chandrima Gupta, CEO & co-founder, Ivan Infotech Pvt Ltd                                                | Entrepreneur (Innovation in technology)           |
| Manab Paul, Founder, Shree Balaji                                                                       | Entrepreneur, real estate sector                  |
| Lalit Kumar Gupta, chief business officer, Vision RX Lab Pvt Ltd                                        | Entrepreneur, ophthalmic lens manufacturing       |
| Sandeep Haranjit Singh, joint managing director, JIS Group                                              | Entrepreneur, education sector                    |
| Jaydeep Saha, chairman, Morning Bells Academy (High School), Shyamnagar                                 | Entrepreneur, education sector                    |
| Soham Saha, founder & MD, The Spirits & The Maureen                                                     | Entrepreneur, hospitality                         |
| Vivek Bajaj, co-founder director, Kredent Infododge Pvt Ltd                                             | Fintech cum education entrepreneur                |
| Swati Panari, artist, Soulink                                                                           | Artist & sculptor                                 |
| Anirban Aditya, chairman, Aditya Academy, Kolkata                                                       | Entrepreneur in education & sports sector         |
| Manas Ranjan Panda, vice-chairman, Gandhi Engineering College, Bhubaneswar                              | Entrepreneur, education sector                    |
| Ram Chandra Joshi & Mayank Joshi, chairman/CEO, Baghav Gita Nirman Private Limited                      | Entrepreneur & next-gen entrepreneur, real estate |
| Nirmalya Nag, founder & chairman, Infinity (a division of Hiya Computer Academy & Hiya Educare Pvt Ltd) | Entrepreneur, education sector                    |
| Subirajyoti Paul Chowdhury, founder-director, Rival Fitness Studio Pvt Ltd                              | Entrepreneur, fitness & well being                |
| Kailash Chand Agarwal, chairman, Sona Biscuits Ltd (Sobitos)                                            | Entrepreneur, FMCG sector                         |
| Animesh Shastri, astrologer                                                                             | Astrologer                                        |
| Pratik Chandra, business head, Mukharochak                                                              | Next-gen entrepreneur, FMCG                       |
| Saket Mohita, managing director, Merlin Group                                                           | Next-gen entrepreneur, real estate                |
| Girish Kumar Khaitan, trustee & secretary, The BSS School                                               | Educationist                                      |
| Shama Biswas, principal, St Augustine's Convent School, Barrackpore                                     | Leader in education sector                        |
| Rev Rodney Berneo, principal, St Augustine's Convent School, Shyamnagar                                 | Leader in education sector                        |
| Sourav Mukherjee, founder president, Kolkata Society for Cultural Heritage                              | Social entrepreneur                               |
| Muhtab Alam, director & founder, Zainab Group                                                           | Young entrepreneur, FMCG sector                   |







## আজকাল



কলকাতা ৩০ তার ১৪২৬ মঙ্গলবার ১৭ সেপ্টেম্বর ২০১৬ শহর সংস্করণ \*\*

৪.০০ টাকা ১৬ পাতা

রাজ্য



কলকাতা মঙ্গলবার ১৭ সেপ্টেম্বর ২০১৬

## মার্কিন চাকরি ছেড়ে গ্রামবাংলার সেবায় সৌরভ

রিনা ভট্টাচার্য

তথ্যপ্রযুক্তি থেকে গ্রামোন্নয়ন। বাংলার গ্রামোন্নয়ন আন্দোলন পড়ে থাকা লোকসংস্কৃতিক দেশবিশেষের মানুষের কাছে পৌঁছে দেওয়া। এই ব্রত নিয়ে গত সাত বছর ধরে নিরলস কাজ করে চলেছেন সৌরভ মুখোপাধ্যায়। তথ্যপ্রযুক্তিতে ডিজি ল্যান্ড করে চাকরি পেয়েছিলেন আমেরিকার সফটওয়্যার সংস্থায়। সেই পেশা ছেড়ে বানিয়েছেন কলকাতা সোসাইটি ফর কালচারাল হেরিটেজ নামে একটি সংগঠন। অমন লোভনীয় চাকরি ছাড়লেন কেন? সৌরভ বলছেন, সফটওয়্যার সংস্থায় বড় একচেয়ে কাজ। তার মধ্যে সৃজনশীলতা নেই। আমি চেয়েছিলাম কাজের মধ্যে আনন্দ পেতে। স্বপ্ন ছিল, একা নয়, অনেককে সঙ্গে নিয়ে কাজ করব। তাতে সমাজের দরিদ্র ও প্রান্তিক মানুষ, বিশেষত মহিলাদের জীবনযাত্রায় আর্থিক সম্বলতা আসবে। জীবনযাত্রার মান উন্নয়ন করা সোজা কাজ নয়। তার জন্য চাই যথাযথ জীবিকার সংস্থান। দরিদ্র আদিবাসী মানুষ যদি আর্থিক সম্বলতার মুখ দেখে, তবে শিক্ষা, স্বাস্থ্য ও পরিচ্ছন্নতাও তার অধরা থাকবে না। কীভাবে জীবিকার সংস্থান করা যাবে? গ্রামে জীবিকা অর্জনের যে চিরাচরিত পথগুলি আছে, সেগুলিরই বিকাশ ঘটতে হবে সকলের আগে। সেজন্য সৌরভের সংগঠনের কর্মীরা বিভিন্ন গ্রামে, বিশেষত আদিবাসী এলাকায়

কৃষি, ফলের বাগান করা, মাছ চাষ ও মুরগি পালনের পদ্ধতিগুলি উন্নততর করে তোলার চেষ্টা করে চলেছেন। সেই সঙ্গে তারা শিক্ষা, স্বাস্থ্য ও পরিচ্ছন্নতার প্রসারেও প্রয়োজনীয় প্রযুক্তিগত জ্ঞান নিয়ে গ্রামবাসীদের সহায়তা করেন। গ্রামীণ সংস্কৃতি যথা লোকগান, লোকনৃত্য এবং নানা কারিগরিও বহু লোকের জীবিকার মাধ্যম হতে পারে। সৌরভের সংগঠন গ্রামের সেই সম্পদের বাণিজ্যিক উৎপাদন ও তার বিপণনে সাহায্য করে। পাশাপাশি গ্রামাঞ্চলে নতুন নতুন পর্যটন কেন্দ্র গড়ে তোলাও তাদের লক্ষ্য। কলকাতা সোসাইটি ফর কালচারাল হেরিটেজ কাজ শুরু করেছিল পশ্চিম মেদিনীপুরের পিংলা



রক থেকে। সেখানকার পটচিত্র বিখ্যাত। ২৩ জন দরিদ্র পটচিত্রশিল্পীকে নিয়ে সংগঠনের কাজ শুরু হয়। ১৬ মাসের মধ্যে শিল্পীর সংখ্যা বেড়ে হয় ১৯০। এখন এই সংগঠন পশ্চিমবঙ্গ, বিহার ও ওড়িশার ২১১৫ জন গরিব শিল্পীকে নিয়ে কাজ করছে। হিজকের সঙ্গে যৌথভাবে সৌরভের সংগঠন চেষ্টা করছে যাতে শিল্পীরা নিজেদের কাজ বিধের দরবারে তুলে ধরার জন্য একটা মঞ্চ পান। প্রতি বছর ওই সংগঠন বাংলা নববর্ষ পালন করে। সেই উপলক্ষে ইকো পার্কের কাফে একান্তে দিনভর সাংস্কৃতিক অনুষ্ঠানের আয়োজন করা হয়। এর পাশাপাশি গত তিন বছর ধরে একটি আর্ট কার্ণিভালেরও আয়োজন করা হচ্ছে।

তার নাম চিত্রপট। গত বছর বাংলাদেশ, ইরান, আলবানিয়া, সার্বিয়া, গ্রিস, নিউ ইয়র্ক, রোমানিয়া এবং স্লোভেনিয়ার চিত্রশিল্পীরা সেই উৎসবে অংশ নিয়েছিলেন। আগামী বছরের ফেব্রুয়ারি মাসে সেই কার্ণিভাল হওয়ার কথা আছে। পশ্চিম মেদিনীপুরের কেশপুর রকে সৌরভের সংগঠন ৩৫৬ জন প্রান্তিক মহিলাকে বিকল্প কর্মসংস্থানের সুযোগ করে দিয়েছে। মানুষ ও পশুর সম্মত কর্মানোর জন্য সুন্দরবন টাইগার রিজার্ভ অঞ্চলে ওই সংগঠন বন দপ্তরের সঙ্গে কাজ করে চলেছে। এতে স্থানীয় মানুষের অরণ্যের ওপরে নির্ভরতা কমেছে। সংগঠন সেখানে ৩২টি স্বনির্ভর গোষ্ঠীর সঙ্গে কাজ করছে। সংগঠন মনে করে, কর্তন বর্জ্য পদার্থের পুনর্বিকল্পণের মাধ্যমে দরিদ্র মানুষ বিকল্প জীবিকার সন্ধান পেতে পারেন। সেজন্য গত বছর 'আবতী' নামে এক প্রকল্প চালু হয়েছে। কর্তন বর্জ্যের পুনর্বিকল্পণ যে পথগুলি তৈরি হয়েছে, গত বছর এনেকিডিএ এবং হিজকের সহায়তায় সেগুলি ইকো পার্কে প্রদর্শিত হয়েছিল। সেই প্রদর্শনীর উদ্বোধন করেছিলেন হিজকের চেয়ারম্যান দেবশিস সেন। রাজ্য সরকারের নগরোন্নয়ন দপ্তরের স্টেট আরটন ডেভেলপমেন্ট এজেন্সির বিপণনের দিকটাও দেখে সৌরভের সংগঠন। ওই সহায়র অধীনে হবে স্বনির্ভর গোষ্ঠী আছে, তাদের পণ্য যাতে বাজার পায়, তার চেষ্টা করে কলকাতা সোসাইটি ফর কালচারাল হেরিটেজ।

গ্রামবাসীদের সঙ্গে আলোচনায় সৌরভ মুখোপাধ্যায়।



## METRO

### PROPER SEGREGATION OF WHAT WE BIN CAN BE THE FIRST STEP IN CREATIVITY When the divine rises out of waste at Eco Park

SNEHAL SENGUPTA

New Town: Upcycled articles made from waste items such as old newspapers, thermocol, bottles, tyres and clothes will be on display at Eco Park to encourage people to segregate household waste and dispose them off in a sensible manner.

The New Town Kolkata Development Authority (NKDA) feels judicious segregation of waste can be the first step in creativity and those who use the stunning creations at the counter set up at the park's gate number 4 on Thursday have returned convinced.

According to the Oxford Learner's Dictionary, to "up-cycle something is to treat an item that has already been used in such a way that you make something of greater quality or value than the original item".

True to the dictionary definition, an 8-ft tall installation of Goddess Durga, colourful paper weights, fridge magnets and clothes have been upcycled using household wastes and are on display at the park's counter. And if you wish to take some of them home, you are more than welcome. But then, some of the items come with a price tag.

To run the counter at the park, the NKDA has tied up with several NGOs that up-cycle waste products. Even the NKDA is trying to recycle and upcycle waste items. Though the space at the park comes free, the counter will be allotted to NGOs and self-help groups on a rotational basis, said an NKDA officer.

According to the officer, the first step to such creativity starts with waste segregation. The authority has asked New Town residents, particularly those living in housing complexes, to separate dry waste such as thermocol, discarded clothes and broken glass from wet waste such as vegetable and fruit peels before handing them over to waste collection teams. To widen the scope of the campaign, the NKDA has placed several bins at New Town bus stops to collect dry waste and e-waste.

NKDA chairman-cum-



Sourav Mukherjee, the maker of the 8-ft tall installation of Goddess Durga, with (right) Debashis Sen, chairman-cum-managing director of NKDA at Eco Park on Thursday



Fridge magnets upcycled from aluminium sheets. Pictures by Snehal Sengupta

managing director Debashis Sen said that several houses in the township were handing over old used items such as clothes, used computers, old television sets to waste collectors almost every day.

"We have decided that instead of dumping them we can add some value to them for reuse," said Sen.

Two bins have also been placed outside the counter at the park to collect e-waste and old clothes. People can also drop electronic wastes such as used batteries and old clothes in the bins.

These items are then upcycled with an idea to reduce the amount of waste we put in the landfill, Sen added.



Paper weights made using waste papers

On Thursday, NKDA had invited three NGOs to display their upcycled products at the park. On the first day, Guria resident Sourav Mukherjee had come with his papier-mâché beauties. His 8-feet tall installation of Goddess Durga has been made using more than 15kg of newspaper.

"I want to make upcycling of waste popular and this is the perfect platform for people like us," said Mukherjee, who is the director of Kolkata Society for Cultural Heritage. Like him, Sujata Chatterjee was happy to find the city realising the need to throw less things in waste baskets.





## পেশাদারিত্ব ছেড়ে সমাজের পিছিয়ে পড়া অংশের উন্নয়নের জন্য এগিয়ে এল আইটি পাশ সৌরভ

**নিজস্ব প্রতিনির্দেশ—** পেশাদারিত্ব ছেড়ে সমাজের পিছিয়ে পড়া অংশের উন্নয়নের জন্য এগিয়ে আসার খাটা আজকের সময়ে বিরল না হলেও সংখ্যাটা নিতান্তই কম। তবে পেশাদারিত্বের মধ্যে দাঁড়িয়েও একাজ করে যাওয়াটা খুব কঠিন। সে উদাহরণটা খুবই কম। তবে সে উদাহরণের অন্যতম একজন সৌরভ মুখোপাধ্যায়। তথ্যপ্রযুক্তির দ্বার অন্বেষণেই তাদের গুরু হয়, রাজ্যের অনগ্রসর জেলায় সংস্কৃতিকে কাজে লাগিয়ে কিভাবে তাদেরই অর্থনৈতিক, সামাজিক জীবনযাত্রার উন্নয়ন ঘটানো যায়। এরপর তথ্য প্রযুক্তি(আইটি) পাশ করেই পুরোপুরি নেমে পড়েন একাজে। তবে তথ্যপ্রযুক্তি সংস্থার সঙ্গে যুক্ত থেকেই নিজের ভাবনাকে সফল করার প্রয়াসী হন তিনি। কারণ রিনা অর্থে একাজ করা সম্ভব নয়। তাই চাকরির সঙ্গে সঙ্গে চলতে থাকে একাজ। আসল লক্ষ্য সামাজিক উন্নয়ন। আর তাই এখন বেশি গুরুত্ব দিয়েছেন সমাজের পিছিয়ে পড়া গ্রামা মনুষ্যের জন্য কাজ করার পথকেই। কিভাবে রাজ্যের অনগ্রসর মানুষজনের অর্থনৈতিক ও সামাজিক জীবনের উন্নতি ঘটানো যায় তারই পরিচয়না গ্রহণ করেছেন।

২০১২ সালে কলকাতা সোসাইটি ফর কালচারাল হেরিটেজ (কেএসসিএইচ) প্রতিষ্ঠা করে নিজের পরিচিত মহলের যুবক-যুবতীদের নিয়ে একটি টিমও তৈরি করেন। যাক্ষের হাত ধরে রাজ্যের চারটি জেলার (দুই ২৪ পরগনা, হুগলি ও নদীয়া) বেশ কয়েকটি ব্লকে এই উন্নয়ন প্রকল্পের পথ চলা শুরু হয়। কেএসসিএইচ-এর প্রথমে আদিবাসী অধ্যুষিত প্রত্যন্ত গ্রাম ঘুরে তাদের জীবনযাত্রা, সংস্কৃতি ও নিজস্ব শিল্পকে অনুধাবন করে এই সংস্থার কর্মীরা। এরপর আদিবাসী শিল্পকে বাণিজ্যিক করার চিন্তাভাবনা শুরু হয় তাদের মধ্যে। শুধুমাত্র তাদের কৃতিবিশিষ্ট উৎপাদিত দ্রব্যকে বাণিজ্যিক করা হয়, এর পাশাপাশি তাদের জীবনযাত্রা, সংস্কৃতি ধরে ওই গ্রামগুলিকে পর্যটন কেন্দ্র করেও অর্থিক উন্নতির বিকল্প ভাবনা ভেবেছে এই সংস্থা।



সংস্থা অধিকর্তা সৌরভের দাবি, অর্থনৈতিক কারণেই নিজস্বের সংস্কৃতিকে হারাতে বাসছে এই অংশের মানুষ। কিন্তু তাদের যা আছে, তাকে ব্যবহার করেন। অনেকই এগিয়ে যেতে পারে এই অংশের মানুষজন। কলকাতা সোসাইটি ফর কালচারাল হেরিটেজ শুধু সেই কাজটাই করে চলেছে। এতদিন তাদের উৎপাদিত দ্রব্য কমানামে ফড়লের মাধ্যমে বাজারে যেত। যার ফলে ন্যায্য মূল্য পেত না তারা। কিন্তু এখন তাদের তৈরি দ্রব্য সরাসরি বাজারে বিক্রি করার মাধ্যমে একসঙ্গে যেমন লাভের মুখ দেখছে তারা, তিক তেমনি নতুন করে কাজের উৎসাহও বেড়েছে তাদের মধ্যে। নতুন করে বাজার চেষ্টা করছে তারা। আগামীদিনে আরও

অনেক আদিবাসী অধ্যুষিত এলাকাকে এই প্রকল্পের আওতায় আনারও ইচ্ছে প্রকাশ করেন সৌরভ। তিনি দাবি করেন, ইতিমধ্যেই জটিলভাবে হাতিয়ার করে 'মাননিজু' নামে একটি প্রকল্পের কাজ শুরু করা হয়েছে। হাবড়া ১ নং ব্লকে এই প্রকল্পের আওতায় প্রায় ৬০০টি আদিবাসী পরিবার কাজ করে চলেছে। সরকারিভাবে আদিবাসী উন্নয়নের কাজ হলেও বেশ কিছু বেসরকারি সংস্থাও একাজ নিজেদের যুক্ত করেছে। সরকারের তরফেও একাজে যুক্ত হওয়ার জন্য বেসরকারি সংস্থাগুলিকে আহ্বান জানানো হয়েছে। কেএসসিএইচ-ও একাজে নিজেদের যুক্ত করে উন্নয়নের সঙ্গে এগিয়ে চলেছে। ভবিষ্যতে আরও অনেকটাই এগিয়ে যাবে বলেই আশা রাখছে তারা।

প্রসঙ্গত, আগামী শনিবার শুভ নববর্ষের দিন কেএসসিএইচ-এর উদ্যোগে আদিবাসীদের উন্নয়নকল্পে 'বৈশাখী' বলে একটি অনুষ্ঠানের আয়োজন করেছে ইকো পার্ক। ওইদিন দুপুর থেকে সন্ধ্যা পর্যন্ত নানান সাংস্কৃতিক অনুষ্ঠানের পাশাপাশি আদিবাসী সাংস্কৃতিকও তুলে ধরা হবে বলে জানা গিয়েছে।



## KSCH aims to project Patachitra through lens

EOI CORRESPONDENT

KOLKATA, DEC 28/-/Twenty photographers from different parts of West Bengal as well as North-East and neighbouring countries like Bangladesh assembled together to participate in 'Folk US' - a two days long photographic workshop on Bengal's cultural heritage organized by Kolkata Society For Cultural Heritage in collaboration with Sony. The special emphasis was patachitra of Pingla - a dying art form of the villagers.

Pallav Mitra, an IT employee from Sreebhumi, Kolkata, participated in the workshop and he feels that he could learn new things about modern landscape photography, handmade portraits and handicrafts whereas Sayan Das, a businessman from Garia came here to explore the culture of Pingla and to know about the community. The group of participants included members from Arunachal Pradesh and Bangladesh as well. Aradhika Bhattacharya, a photographer from arunachal Pradesh came to conduct research on Tribal culture and heritage of pingla and explore the local handicrafts. Md. Razaul

Karim from Dhaka is a tourist who also writes travelogue and came to satisfy his quest for new culture exploration.

The workshop has been organized by Kolkata Society For Cultural Heritage which is a social organization working at the grassroots level for permanent sustainable development change of rural, urban and tribal areas of India.



KSCH believes that working for livelihood is the most important component of any sustainable development model. Marginalized and vulnerable women are the main focus of the organization. The goal of KSCH is to empower rural and tribal women who are victims of systematic problems at social, cultural and economic level through sustainable livelihood to support

and preserve the cultural heritage, and create Cultural Hubs (KSCH) for folk art, music and dance in the rural and tribal areas.

Two years back, the organization started exploring different traditional cultural hubs of West Bengal under the brand name of "Parijayi". The main motive is to promote the art form along with the artisans. Parijayi is promoting



cultural tourism to develop a cultural tourism in West Bengal. Director of the organization Sourav Mukherjee said, "Cultural tourism can develop an alternative sustainable livelihood for the indigenous artisans". He added we have created 6 home stays at different parts of Bengal. KSCH is working with Jhumur, Bauls, Potchitra, Chhau Dance and other

traditional folk culture of Bengal.

KSCH also believes that recycling solid waste products can be a tool to generate income for the underprivileged people of the society. Last year they started a project named "Abartani" involving 112 underprivileged women to recycle solid waste materials into useful products. They exhibited the products collaborating with NKDA and WBHIDCO at Ecopark, near gate no. 4. They have collaborated with the art forms of traditional crafts of Bengal to beautify the products. The initiative makes the products more lucrative and authentic.

The organization is also working to archive various traditional dying art forms. This is the only way to preserve these art forms for future generations. KSCH is playing a role as catalyst for development. They are creating a bridge between buyer and seller through direct market linkage.

The organization is founded by Mr. Sourav Mukherjee is a software engineer and professional turned social entrepreneur; he left his job in a US base software firm and went on to launch Kolkata Society for Cultural Heritage to promote culture for development.





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NO HALF TRUTHS

GOVT JOINS HANDS  
WITH TERI FOR  
REFORMS IN POWER  
SECTOR **PG3**



NATIONS SHOULD  
NOT GIVE SHELTER  
TO ECONOMIC  
FUGITIVES: V-P **PG5**



NO CONCLUSION  
REACHED  
DESPITE TALKS:  
TALIBAN **PG10**



'WOMEN  
NEED MORE  
REPRESENTATION  
IN MOVIES' **PG16**



## 2 | mp around town

MILLENNIUM POST | Kolkata | Monday, 11 February, 2019

## Eminent artists come together for KSCH's art festival

OUR CORRESPONDENT

Kolkata Society for Cultural Heritage (KSCH) is a social enterprise functioning at the grass root level for permanent developmental changes of rural, urban and tribal areas of India. KSCH believes that livelihood is the most important component of any sustainable developmental model and

if they can improve economic conditions in the rural and tribal areas, then other social aspects like Education, Health and Sanitation will automatically be addressed.

This year, the society organised third edition of International Art Festival named 'ChitroPot', where eminent and world-famous artists from Bangladesh and India participated actively.

The event saw a day-



long workshop, inaugurated by Debashis Sen, Chairman (CMD), West Bengal Housing Infrastructure Development Corporation Ltd, at Rabindra Tirtha, on February 3, 2019, 11:30 am. This



was followed by an exhibition, which was inaugurated by Purnendu Basu, Minister-in-Charge, Department of Technical Education and Training and Skill Development of West Bengal, on February 4,



5:30 pm, at Gaganendra Shilpa Pradarshashala.

KSCH is also working towards providing a platform for traditional folk music, dance, and artifacts as livelihood generating mechanisms



for rural people. They encourage community-led developmental programs to foster growth and awareness within the communities.



## Patachitra through lens

Twenty photographers from different parts of the Kolkata, the northeast and Bangladesh participated in 'Folk US' — a two-day photography workshop on Bengal's cultural heritage organized by Kolkata Society For Cultural Heritage.

The patachitra of Pingla — a dying art form, which has been certified as an intangible cultural heritage by Unesco was highlighted. Two mentors at the photography workshop will select and compile photographs, depicting colourful patachitra, that will be exhibited at an exhibition in collaboration with Indian Museum in January. The assorted photographs will provide the village and the art exposure.







## Mangrove unit kindles hope

DEBRAJ MITRA

Calcutta: A paper plate manufacturing unit in the Sunderbans started production in late August last year with two objectives, generating some income for the local women and reducing the adverse impact of plastic on the fragile ecosystem of the mangrove delta.

In the subsequent six months, the unit — near the Jharkhali market in Basanti block of South 24 Parganas, about 110km from Calcutta — has delivered on both fronts.

From making around 600 plates every day in September, the unit now makes over 4,500. The unit, which started with around 40 women workers, now employs over 65.

Among the regular buyers are around 75 tourist boats and 60-odd homestays across the Sunderbans — in Basanti, Gosaba, Kultali and Mathurapur II blocks.

The buyers have shifted from thermocol plates to cheaper biodegradable paper plates.

Rajkumar Mondal of Gosaba, who owns four boats ferrying tourists in the Sunderbans, is one of the customers. He had placed a bulk order of 30,000 plates in November and is about to finalise another order of 42,000 plates.

The earlier lot was exhausted before New Year. I would have needed a fresh lot much earlier but the new Covid curbs had stalled everything," said Mondal.

Plastic waste is one of the biggest threats to the Sunderbans ecosystem.



A woman works at the paper plate manufacturing unit in the Sunderbans

The presence of plastic increases the toxicity of the saline water, which, in turn, is feared to have a long-term impact on fishing and aquaculture, the livelihood of tens of thousands of Sunderbans residents.

"We cannot change everything. But this is a step in the right direction. The way our volume has gone up shows this is a sustainable model," said Sourav Mukherjee, founder of the Kolkata Society

for Cultural Heritage, an NGO that supports the manufacturing unit in Jharkhali.

The project is being funded by the South 24 Parganas forest division. Besides training the women who work in the unit, the NGO looks after marketing and promotion.

The unit started with supplying plates to local retailers and homes in Jharkhali. It has also supplied to a handful of markets and retail chains in Calcutta. The unit found buyers in some Durga Puja committees abroad, in the Netherlands, New York and New Jersey.

Between October and December-end, the Sunderbans had been brimming with tourists. The third wave of

Covid infections then brought tourism to a halt.

Before the forests were shut for tourists, the unit had been making between 4,500 and 5,000 plates every day.

With cases under control, the government greenlighted tourism in the Sunderbans from February. "The fresh orders have been encouraging," said Gunjan Karmakar, a member of the NGO.

Pallabi Halder, a worker at the plant, lives with her husband and son in Jharkhali. Her husband, a construction labourer, was often without work over the past two years.

For the past three months, she has been earning "around Rs 3,000" a month from the unit.

"I bought a phone two months ago, the first time I got something with my own money," she told this newspaper, talking over the same phone.



## GROUND REALITY

### Two more work pods open in New Town

BRINDA SARKAR

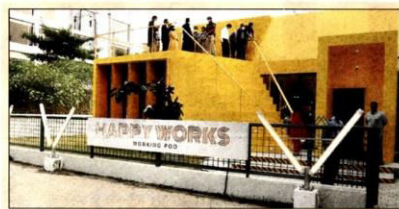
Start-ups looking for affordable office space now have two more options in New Town.

Hidco's first Happy Works working pod had opened in August, opposite Coal Bhavan. On Friday, two more opened doors. One is opposite Eco Park's Seven Wonders attraction while the second is next to Sankalpa 2, at walking distance from Biswa Bangla Gate.

The pods are co-working spaces that allow users to bring their laptops and sit at desks separated by transparent dividers. Wifi and air-conditioning are on the house but one has to pay for food and snacks. In winter, one can even sit on the open-air staircases outside the single-storied buildings. The design and bright yellow colour scheme are common for all three pods but two new features have been added to the new spaces.

"From users' feedback, we realised that besides individual working space, there is a need for sitting arrangement that allows group discussions," said Hidco managing director Debashis Sen, who inaugurated the two spaces on November 26.

"So besides 11 individual seating



The third working pod next to Sankalpa 2.

(Left) A conference room has been added to the two new working pods based on customer feedback at the first pod

spaces, we are offering nine seats in a conference room setup."

The timings have also been extended. "Users pointed out that 10am — that was when the first pod opened — was too late for those working in the stock market. So we have decided to open the pods at 9am instead," said Sen, adding that the footfall at the first pod had now touched 500.

"We built the pods in different residential areas so people living across New Town could access them easily. But we have also seen people coming from Salt Lake, Lake Town and Dum Dum," said Sen.

The units will be run by a Self Help Group, Banani, under Kolkata



## METRO

WHAT'S NEW IN CMC VACCINE SCHEDULE P6 • SUNDERBANS WOMEN TIE RAKHIS ON MANGROVES P6

### PAPER PLATES ON STREAM FROM TODAY

#### Women's unit to nurture nature and livelihood

DEBRAJ MITRA

Calcutta: A paper plate manufacturing unit in the Sunderbans, run by a team of local women, is set to start commercial production on Monday.

Plastic has for long been the bane of the ecologically sensitive mangrove delta. The danger gets aggravated after every cyclone when hundreds of groups from Calcutta visit the Sunderbans with relief materials, almost all of which wrapped in plastic.

Thermocol plates, plastic water jerrycans, bottles and cups are dumped in water bodies by relief workers. Much of the plastic waste was left behind by tourists before the Covid curbs suspended tourism. All this, despite an official ban on plastic in the Sunderbans.

The paper plate manufacturing unit is set to supply biodegradable plates to hotels, homestays and boats in the Sunderbans. With the Covid cases on the decline, the hoteliers hope the ban on tour was would be lifted soon.

The unit has come up near the Jharkhali market in South 24 Parganas, around 125km from Calcutta. Over 40 women, from various self-help groups in the Sunderbans, have received a four-day training in making the final product from recycled paper rolls.



Women work at the paper plate manufacturing unit in Jharkhali of the Sunderbans

The project is being funded by the South 24 Parganas Forest Division. An NGO called the Kolkata Society for Cultural Heritage is assisting by training the women and marketing the finished products.

"The project, if successful, will benefit the women and the local economy," said Milan Mondal, the division forest officer of South 24 Parganas.

This newspaper had reported that more than 9 lakh plastic bottles had been fished out from the ecologically sensitive Sunderbans in 10 days after Cyclone Yaas. According to estimates of the South 24 Parganas district administration, around 1 crore plastic jerrycans, 20



METRO

### Unit to nurture nature

► FROM PAGE 5

"The training ended on Friday. Commercial production will start on Monday. To start with, the unit will produce around 600 plates every day," said Sourav Mukherjee, the founder of the NGO at the helm of the project.

"The bulk of the produce will be sold to local hotels, homestays and boats. The rates will be competitive so that they choose our products instead of plastic, which is anyway banned by the government. We also want to supply our products to retail players



A woman works at the paper plate manufacturing unit in Jharkhali of the Sunderbans

fixed salaries but a commission on every product sold, said Mukherjee.

Shikanta Barhori is one of the women working at the unit. Her husband is a fisherman. His income has dropped since April, when fresh Covid curbs set in and taking the catch to markets became challenging.

Rajal Adhikari used to grow seasonal vegetables on a small plot of land. But the cyclone inundated her land with saline water, rendering it infertile. "This (the unit) is my only shot at any income now," she said.

CONTINUED ON PAGE 6





## Plastic use continues at mkts despite ban

Krishnendu Bandopadhyay & Saikat Ray | TNN

Kolkata: Use of banned polybags continued unabated in markets across the city on the day a ban on plastic bags thinner than 75 microns kicked in. State officials, though, said they were seriously considering imposing a fine of Rs 2,000 for those flouting the norm. Kolkata Municipal Corporation (KMC) has started informing market committees about the ban. "We are telling the committee to ask traders to strictly avoid plastic bags thinner than 75 microns. It will take a few days to implement it," said a senior market department officer. Once implemented, the solid waste management department will conduct raids against violations.

While Bangur had banned plastic bags years ago, the only market that

### ECO-FRIENDLY PRACTICES



A vendor hands over vegetables in a plastic bag at Janbaraz on Thursday

- Buy loose fruits or vegetables instead of pre-packed or pre-chopped packs
- Use your own bag when buying meat or buying takeaway from eateries
- Buy milk in reusable or returnable glass bottles
- Request zero-plastic packaging when ordering online

From today, you cannot use plastic thinner than 75 microns

TOI | SEPT 30, 2021

dictate that the volume of plastic being discarded daily in Kolkata may be anything between 500 tonnes and 1,200 tonnes. The studies also point out that the volume is growing rapidly. The government is also concerned about the ill effects of the use of plastic products. The ministry notification on the Plastic Waste Management Amendment Rules, 2021, has banned single-use plastic, including polystyrene and expanded polystyrene commodities, with effect from July 1, 2022.

"If we are asked to not use plastic bags, we will carry our own bags. But traders keep giving us plastic bags even if we don't ask for it," said Ambika Gupta, a retired government officer at Parnasree.

"The biggest problem is carrying fish. We cannot carry it in a cloth bag, nor in porous nylon bags," said Tuhina Sarkar, a homemaker from Bhubaneswar.

## কাগজের প্লেট তৈরি, গ্রামেই কাঁকড়া ও চিংড়ি চাষ

# নিরাপদ ও পরিবেশ-বান্ধব জীবিকা সুন্দরবনবাসীর জন্য

এই সময়: জলে কুমির, ডাঙায় বাঘ। সুন্দরবনের মানুষকে এমন বিপদ মাথায় নিয়েই ক্রান্ত-রাজি জোগাড় করতে হয়। সেই বিষয়টি এবং পরিবেশের কথা মাথায় রেখে সুন্দরবনের বাসিন্দাদের জন্য এ বার চালু করা হয়েছে তিনটি বিকল্প জীবিকা। বন দপ্তরের সঙ্গে হাত মিলিয়ে পদক্ষেপ করেছে জনকল্যাণ সংস্থা 'কলকাতা সোসাইটি ফর কালচারাল হেরিটেজ'। মূলত অরণ্য সংলগ্ন গ্রামগুলির বাসিন্দাদের স্থায়ী জীবিকার জন্য এই প্রকল্পের পরিকল্পনা করা হয়েছে। পর পর প্রাকৃতিক দুর্যোগ এবং মানুষ-পশুর দ্বন্দ্ব স্থানীয় বাসিন্দাদের জীবন সংগ্রাম ক্রমশ কঠিন হয়ে উঠেছে। আশা করা হচ্ছে, নতুন এই প্রকল্পে এলাকার গ্রামীণ অর্থনীতির ভিত্তিও শক্তিশালী হবে।



বনরক্ষীরাও যাচ্ছেন এবং আশেপাশে পটকা ফাটিয়ে সুরক্ষিত করে তবেই কোনও জঙ্গলে ঢোকা হচ্ছে। আবার প্রতি বছর কয়েক লক্ষ পর্যটক সুন্দরবনে যান এবং সেই জন্য প্রধানত খামেকিলের প্লেট থেকে ব্যাপক দূষণের শিকার হয় এই অঞ্চল। তাই, কাগজের প্লেট তৈরি শেখানো এবং গ্রামের মধ্যেই কাঁকড়া চাষ ও চিংড়ি উৎপাদন— এই তিনটি প্রকল্প শুরু করা হয়েছে কাভর্মি লাগোয়া ছাটী গ্রামে। সুব্রের খবর, প্রকল্প সফল হলে স্থানীয় প্রায় ২০ হাজার মানুষ সরাসরি উপকৃত হবেন বলে মনে করা হচ্ছে।

বছরে প্রায় ৫৬ লক্ষ টাকা আয় হবে বিকল্প রোজগার থেকে। কলকাতা সোসাইটি ফর কালচারাল হেরিটেজের তরফে সৌরভ মুখোপাধ্যায় বলেন, "সাময়িক ত্রাণ নয়, আমরা চাইছি স্থায়ী রোজগারের বিকল্প উপায়। সেইমতো প্রকল্পের রূপায়ণ করা হয়েছে।"

সুন্দরবনের ২ নং লঙ্গরপুর, বিবেকানন্দ পল্লি, ঝড়খালি বাজার, ত্রিদিপনগর এবং পূর্ব গুড়গুড়িয়া—সহ বিস্তীর্ণ এলাকার প্রায় ৩৫০ জন মহিলাকে প্রাথমিক ভাবে এই প্রকল্পের আওতায় আনা হয়েছে। বন দপ্তরের মাতলা রেঞ্জের অধীন ১৫৪কিগ্র তিন প্লাস্টিক ব্যাগ। From Thursday, there will be none," said Sourav Mukherjee of Kolkata Society for Cultural Heritage, which works with New Kolkata Development Authority. Paper bags have been introduced for smaller quantities of materials, cloth bags for heavier things and starch bags for wet items, like fish and meat. Each starch bag costs Rs 2. NKA, which initiated the pilot study, subsidized it to make it available to traders at 16p, the same as that of a 12x16 inch thin plastic bag. Kolkata and the neighbouring localities, including Salt Lake and New Town, have been the worst sufferers with the thin plastic poly bags choking drains, blocking canals and causing severe inundation. Various studies in-



## মহানগর

# প্রান্তিক মানুষের উন্নয়নে চালু তিন প্রকল্প

স্টাফ রিপোর্টার : জলে কুমির, ডাঙায় বাঘ নিয়ে ঘর করা মানুষের স্বার্থে উদ্যোগ। দক্ষিণ চব্বিশ পরগনা জেলার বনবিভাগের সাহায্য নিয়ে সুন্দরবনের গ্রামবাসীদের জন্য বিকল্প আয়ের সংস্থানে তিনটি প্রকল্প শুরু করেছে কলকাতা সোসাইটি ফর কালচারাল হেরিটেজ। কাগজের প্লেট উৎপাদন, কাঁকড়া এবং চিংড়ি চাষ এই তিনটি প্রকল্পের মাধ্যমে বনভূমি সীমান্তবর্তী ছাটী গ্রামের প্রান্তিক অংশ থেকে একাধিক স্থানীয় গোষ্ঠীর মহিলাদের কাজে অর্থভুক্ত করা হয়েছে। বার ফলে আর্থিকভাবে লাভবান হবেন এলাকার ২ নং লঙ্গরপুর, বিবেকানন্দপল্লি, ঝড়খালি বাজার, ত্রিদিপনগর এবং পূর্ব গুড়গুড়িয়া গ্রামের প্রায় ৫৫০ প্রান্তিক মহিলা। তারা কাগ প্রকল্পের সুবিধা পাবেন, তা ঠিক করবে বন দপ্তর। বন দপ্তর প্রত্যন্ত গ্রাম থেকে সুবিধাবঞ্চিত মহিলাদের একত্রিত করার কাজটি করে। ইতিমধ্যে কলকাতা সোসাইটি ফর কালচারাল



সুন্দরবনের সেলফ হেল্প গ্রুপের মহিলারা।

হেরিটেজ-এর উদ্যোগে প্রকল্পের কাচামাল সরবরাহের পাশাপাশি প্রশিক্ষণও শুরু হয়েছে। এর মধ্যে মাতলা রেঞ্জের অন্তর্গত ঝড়খালি এলাকায় শুরু হয়েছে কাগজের প্লেট উৎপাদন প্রকল্পটি। প্রাথমিকভাবে বারোটি স্থানীয় গোষ্ঠীর মহিলারা এতে অংশ নিয়েছেন। এছাড়া, রায়দিঘি রেঞ্জের কুলতলিতে শুরু

হয়েছে কাঁকড়া ও চিংড়িচাষের প্রকল্প। যেহেতু লোকালয়ে মাছ এবং কাঁকড়ার চাষ সহজলভ্য নয়, তাই অসহায় গ্রামবাসীদের কাছে জীবনের ঝুঁকি নেওয়া ছাড়া আর কোনও বিকল্প থাকে না। সেই সম্ভাবনা ঠেকাতে গ্রামের মধ্যেই কাঁকড়া ও চিংড়িচাষের উদ্যোগ নেওয়া হয়েছে। ইতিমধ্যেই এর জন্য পুকুর চিহ্নিতকরণ এবং তালিকাভুক্ত

করার কাজ শুরু হয়েছে। এর ফলে গ্রামবাসীদের গভীর জঙ্গলে যাওয়ার প্রকটতা কমবে। কলকাতা সোসাইটি ফর কালচারাল হেরিটেজের প্রতিষ্ঠাতা পরিচালক এবং সভাপতি সৌরভ মুখোপাধ্যায় বলেন, "উপকূলবর্তী মানুষগুলিকে নতুন রোজগারের পথ দেখাবে এই ত্রিমুখী প্রকল্প। প্রকল্পের সাফল্যের উপর নির্ভর করে আমরা আরও বেশি গ্রামবাসীকে এর আওতায় আনতে পারি। সুন্দরবনে ২০,০০০-এরও বেশি প্রান্তিক মহিলাদের এটি আর্থিকভাবে সহায়তা করবে।"





# News Paper Reviews Last One Year



## Solar lights brings a glow for Sundarbans residents

**STATESMAN NEWS SERVICE**  
KOLKATA, 23 FEBRUARY

Directorate of forest, South 24-Parganas, has installed 25 solar street lights across five villages in Kultali range.

Kolkata Society for Cultural Heritage and TCG Foundation have also joined hands with the directorate of forests.

The project is based on a public private partnership (PPP) model. The streetlights have been installed by the Kolkata Society for Cultural Heritage and funded by the TCG foundation.

The street lights have helped 4,136 families of Bhubaneshwari, Debipur,



Moddho Gurguria, Purba Gurguria and Deulabari, Chituri forest in Kultali range in the Sunderbans. Due to lack of street lights the villagers had often become victims of snake bites.

Milan Mandal, DFO, 24-Parganas, south division, said, "Mortality rate due to snake bite is very high, around 65 per cent. Even tigers strayed out of the core areas twice in the past five years. Solar lights are the only solution."

Kolkata Society for Cultural Heritage has been working in the Sunderbans for the past 15 years. It is providing training to the local people, including women whose income has gone up to Rs 8,000 per month. The state forest department has identified areas where solar lights have been installed, said Sourav Mukherjee, founder director of Kolkata Society for Cultural Heritage.



## Solar street lights to brighten up five Sundarbans villages

**Krishnendu Mukherjee**  
@timesgroup.com

**Sundarbans:** Around 4,516 villagers in the Sunderbans are set to enjoy brighter evenings from now on as solar street lights are being installed across five villages in the Kultali range. These solar lights will also reduce the man-wild conflict.

Villagers of Bhubaneshwar, Debipur, Moddho Gurguria, Purba Gurguria and Deulabari, Chituri Forest in Kultali range are victims of frequent snake bites as these villages are adjacent to the core area of the Sunderbans. The villagers stumble upon poisonous snakes in the dark, leading to death or serious injury on a regular basis. The Kultali range falls under the jurisdiction of directorate forest, South 24 Parganas division, government of West Bengal.

There are no street lights and electricity distribution is interrupted in these villages. The forest department and Kolkata Society for Cultural Heritage



The street lights being installed

The closest hospital is 36km away.

"Human and wild conflict is one of the prime problems in Sundarbans. There are brick roads with electricity crisis. The mortality rate (65%) is very high for snake bite cases. In the last five years tigers intruded twice in the village land," said Milan Mandal, DFO, South 24 Parganas.

There are no street lights and electricity distribution is interrupted in these villages. The forest department and Kolkata Society for Cultural Heritage

(KSCH) came up with a solution to install solar lights here. TCG foundation has extended its support to make this project a reality.

"To cover major parts of the villages, we have installed 25 solar street lights. We are promoting renewable green energy and reduced carbon footprint. These poles will generate 182.5 kilowatt of renewable electricity every year. Street lights will help to distract the tigers as well," said Mandal.

The solar lighting will provide lighting for an uninterrupted period throughout the night. The forest department has identified the specific locations to install the poles. It also has formed communities among villagers to monitor the poles and maintain the solar panels. "KSCH will provide capacity building training shortly," said Sourav Mukherjee, the founder director of the society.



## Solar lights to stop stray tigers

**DEBRAJ MITRA**

**Calcutta:** Solar street lights have come up on a patch of the Sunderbans that is prone to straying of tigers.

Twenty-five poles have been set up on a 47km stretch in Kultali in the Barulpur subdivision of the South 24-Parganas. Each pole is powered by an overhead solar panel. The LED light runs on lithium batteries.

The lights were formally inaugurated on Wednesday.

The road on which the lights have come up runs along the embankments of creeks of rivers like the Piyali and Matla. Villages like Bhubaneshwari, Debipur, Madhya Gurguria, Purba Gurguria and Deulabari are on one side of the road, across the dams.

On the other side is the Chituri forest. Two sets of nets, along the dam and the forest, act as barriers against the possible straying of wild animals.

Around 4,500 people live in the villages along the road. Electricity is a luxury in these villages, available in hourly slots. After sundown, the narrow road — made of mostly bricks — becomes pitch dark.

Most people who take the road walk with mobile torches.



A solar street light being set up along a road in Kultali in the Barulpur subdivision of South 24-Parganas

The nets are not enough. Between December 2021 and February 2022, at least eight tigers strayed from the forests into villages or their fringes in the mangrove delta.

Each tiger was eventually captured and released back into the forest.

Holes made by people entering the forest and natural damages in the nets have been blamed for the intrusions.

"The terrain of the Sunderbans is very challenging and no step is full-proof. But we hope these street lights will go a long way in preventing the intrusion of tigers and other

wild animals like fishing cats. "The areas where the lights have been set up are prone to tiger intrusions. If this is successful, we will scale the project up and install solar lights in other conflict-prone areas," said Milan Mandal, the divisional forest officer of South 24-Parganas.

Snakebites are also a common problem in this area. Common kraits and cobras have killed several people in the past few years, said forest officials. The nearest hospital is over 30km away.

"In the dark, it is impossible to spot a snake in the gap between two bricks. The lights are expected to mitigate snakebites as well," said Mandal, the DFO.

An NGO called the Kolkata Society for Cultural Heritage has executed the project.

"Solar energy is an affordable and sustainable solution. The lights are charged throughout the day. They have a 24-hour backup. We are considering this as a baby step. If it is successful, these lights can be a game-changer in the Sunderbans," said Sourav Mukherjee, the founder of the NGO.





# News Paper Reviews Last One Year



## Lost art form of the Sunderbans revived

DEBRAJ MITRA

Calcutta: A livelihood project led by local women aims to revive a long-lost art form of the land of mangroves and tigers.

Around 40 women from villages around the Sunderbans Tiger Reserve have for the past four months been trained in scroll painting (*patachitra*), which, organisers said, once had a vibrant history in the mangrove-delta.

The training culminated in a month-long exhibition at Sajnekhali that started on Sunday.

Scrolls and paintings inspired from scroll art are being sold from one stall at the exhibition. Another is selling other merchandise — T-shirts, clay pots, kettles, and lanterns — inspired from the Sunderbans scroll painting.

A live workshop, where women are painting scrolls, is also a part of the show.

"This is the peak tourist season in the Sunderbans. We are banking on a solid foot-fall," said Sourav Mukherjee of the Kolkata Society for Cultural Heritage, the NGO that trained the women and is now supporting them in marketing the products.

The training and the exhibition are funded by the Sunderbans Tiger Reserve.

"The women were selected from the joint forest manage-



A training session at Pakhiralay in the Sunderbans Tiger Reserve

ment committees. We want this project to do well because that will reduce their families' dependence on the forest," said Ajay Das, field director of STR.

The training, which happened at Pakhiralay of STR, was the first time most of the women picked up a brush or colours.

Some of the women had to travel for close to two hours to reach the camp. Some brought little babies along.

"I knew nothing about this *patachitra*. I travelled for close to two hours every day to reach the camp. I did so because I liked the work and it offered a chance to earn," said Smritikona Mrishda Mondol, who lives in a village called Dayapur in Gosaba. She walked till the riverbank, took a boat and then walked again to reach the camp. Mon-

dal carried her one-year-old son along. Her husband is a fisherman. Like many others, he ventures into the forests risking his life to sustain his family.

"The lives of these women are extremely taxing. At the start, I was doubtful of the time they would be able to spare for art. The style of *patachitra* looks simple but is not. I was surprised at their dedication. They have done an incredible job," said the trainer, Chinmay Mukhopadhyay, a contemporary artist and illustrator focussed on Bengal folk art in general and scroll painting in particular.

Scroll painting usually sees the use of natural colours from leaves, fruits, stones and soil. But because of constraints, Mukhopadhyay and his team used acrylic and poster colours.

*Patachitra*, or cloth-based scroll painting, is one of the oldest folk arts of Bengal. Though there is very little written documentation of its origin, the form is believed to trace back to the 13th century. The content on the scroll ranges from mythological lore and folk tales to social sagas. Back in the days, *pata* was used to carry the scrolls to village fairs and sing the stories painted on them.

Naya Pingla, a village in West Midnapore and home to many *pata* artists, has shot to international fame for reviving the art form.

"The *patachitra* of Kalighat and Midnapore are well known. But the form was once thriving in the Sunderbans as well. The local environment is inseparable from local art. The *patachitra* of Sunderbans drew from the tales of local legends like the Bon Bibi (the protector of humans and the forest) and the



Items on display at the exhibition at Sajnekhali

tiger," said Mukhopadhyay.

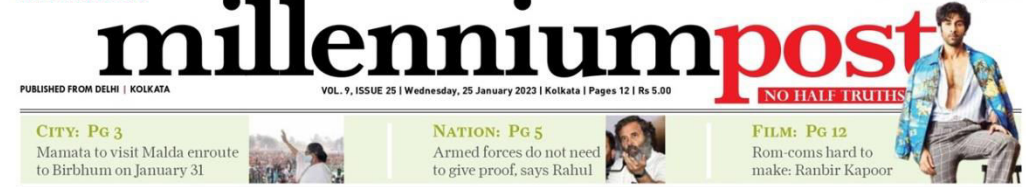
"The absence of a sustainable revenue model possibly led to the dwindling popularity of *patachitra* in the Sunderbans. The scrolls did not make much headway outside the delta perhaps because of its geographical location."

Dipankar Ghosh, author of multiple books on folk art of Bengal, said there is evidence of *pata* settlements in many areas of South 24 Parganas. "They lived in areas like Diamond Harbour, Mathurapur and Patharpratima. But by the 1970s, they had either moved out or their future generations

had switched to other professions," he said.

"We have come across multiple journals and other documents that offer a peek into a vibrant *patachitra* tradition in the Sunderbans, in the archives of the National Library," said Mukherjee of the NGO behind the project. "Our aim is to make this art economically viable and sustainable. These women won't have to work in the jungle to survive if the project is commercially successful. It can be a story of women empowerment and revival of a lost art form," he said.

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## Alternate source of income: Villagers in the Sunderbans turn to 'Patachitra' for livelihood

**Theme:** The art comprises folktales of the region, such as 'Bon Bibir Pala'

SOUMYADIP MULLICK

**KOLKATA:** Serving as an alternate source of income, the *Patachitra* — once an inherent culture of the Sunderbans — has returned to the rescue of villagers of the mangrove region by providing them with an opportunity to sell their artworks directly to tourists.

Survival is an everyday affair for the human inhabitants in this region, whose source of livelihood is fishing and honey collection, and art has become the saviour. Villagers either fall prey to Royal Bengal Tigers when venturing into the forest for honey or get pulled away by crocodiles while fishing. Besides cyclones, tides also pose a major threat as islands disappear and reappear with the rise and fall of the water level. Amidst this, mankind has not lost touch with creativity. With the support of the West Bengal forest department, the Kolkata Society for Cultural Heritage (KSCH),



*Patachitra* is a traditional cloth-based scroll painting indigenous to the eastern Indian states of Odisha, West Bengal and parts of Bangladesh

a United Nations Economic and Social Council-accredited-social organisation began research in Sunderbans last year to find an alternative source of living for the inhabitants.

*Patachitra* is a traditional cloth-based scroll painting indigenous to the eastern Indian

states of Odisha, West Bengal and parts of Bangladesh.

It is known for its intricate details with which mythological narratives and folktales are inscribed on it.

Explaining Sunderban's connection with *Patachitra*, the founder and director of

"We discovered that Sunderban artisans gave up on *Patachitra* as it didn't fetch them sustainable livelihood, mainly due to the absence of kings or maharajas in this region..."

KSCH, told *Millennium Post*: "We discovered that Sunderban artisans gave up on *Patachitra* as it didn't fetch them sustainable livelihood, mainly due to the absence of kings or maharajas in this region, unlike in other districts, such as Midnapore, where the royals rewarded and appreciated this art form. It eventually disappeared from the Sunderbans." He added that

Sunderban's *Patachitra* comprises folktales of the region, such as 'Bon Bibir Pala'.

"Colours that complement a forest region, such as green, are extensively used in Sunderban's *Patachitra*, unlike in Midnapore where red is prominent due to the red soil there. We selected about 40 women with a working knowledge or basic understanding of painting and trained them in this art form. The design has been used in harmony with most things, such as paper, cloth, clay pots, kettles, lanterns etc," he highlighted.

He shared that the state government intends to host two exhibitions on this work at the Sunderban Tiger Reserve.

An exhibition has just started at the Sajnekhali forest office inside the Mangrove Information Centre. This will go on till February 15.

The place is both a live workshop and a gallery where tourists can directly purchase products from the artisans.





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**WHAT'S UP**

**THE 41ST WEST BENGAL STATE CYCLING CHAMPIONSHIP AT ECOSPACE BROUGHT FORTH A GREEN COMPETITION**

The 41st West Bengal State Cycling Championship presented by I Am Kolkata from Merlin Group, Argo events, CNG and Kolkata Society For Cultural Heritage brought together over 300 young cycling enthusiasts to celebrate the sport as part of a green initiative. On January 2, the competition commenced from Ecospace and had over nine categories.

"We need to provide serious thought over developing a healthy way of living, especially in this age of increasing pollution, and the attack of the pandemic. We at I am Kolkata feel that cycling is a new mantra for creating a sustainable city as it reduces pollution and saves the environment. Promoting a sustainable city is the need of the hour for all of us," said Saket Mohita, MD, Merlin Group and founder, I Am Kolkata, the CSR arm of Merlin Group.

**Saket Mohita, MD, Merlin Group and founder of I Am Kolkata presented the winning prize to Premnaji Lahiri from Calcutta who championed the Women's Elite Individual Time Trial**

**Calcutta boy Hardik Kumar Shaw, who won the Men's Junior Mass Start and Men's Junior Individual Time Trial, was awarded the winning prize from Bishop Sarkar, DC, New Town**

Compiled by Hannah Nicole D'souza

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কলকাতা শনিবার ১ জানুয়ারি ২০২২

## কাল নিউ টাউনে সাইকেল প্রতিযোগিতা

আজকালের প্রতিবেদন

নতুন বছরে নিউ টাউনে সাইকেল চালানো প্রতিযোগিতা। পরিবেশ দূষণ নিয়ে সচেতন করতে এই প্রতিযোগিতার আয়োজন করেছে মার্লিন গ্রুপ। মার্লিন গ্রুপের 'আই অ্যাম কলকাতা' -র উদ্যোগে ৪১তম পশ্চিমবঙ্গ রাজ্য সাইক্লিং চ্যাম্পিয়নশিপ। ২ জানুয়ারি হতে চলছে এই প্রতিযোগিতা। সহযোগিতায় অর্গো ইভেন্টস, সিএনজি এবং কলকাতা সোসাইটি ফর কালচারাল হেরিটেজ। পরিচালনায় ভারতের সাইক্লিং ফেডারেশন। বৃহস্পতিবার ছিল অংশগ্রহণের জন্য নাম নথিভুক্ত করার শেষ দিন। ১৬৫ জন পুরুষ, মহিলা অংশ নিয়েছেন এই প্রতিযোগিতায়। বিশেষ সুযোগ পেয়েছেন ৪৫ বছরের উর্ধ্ব পিছিয়ে পড়া সাইক্লিষ্টরাও। রাজ্যের ৬ লেনের কাছে মার্লিন রাইজ সাইটে সূচনা হবে। একটি পুরস্কার বিহীন অনুষ্ঠানও হবে। 'আই অ্যাম কলকাতা' দূষণ মুক্ত, সবুজযান হিসেবে সাইকেলকে তুলে ধরতে চাইছে। খেলা হিসেবে সাইক্লিং-এর গুরুত্ব অনস্বীকার্য।

পাশাপাশি স্ট্রোক, হার্ট অ্যাটাক, অবসাদ, ডায়াবেটিস-সহ একাধিক রোগ নিয়ন্ত্রণে সাইক্লিং-এর ভূমিকা অনস্বীকার্য। 'আই অ্যাম কলকাতা' -র প্রতিষ্ঠাতা ও মার্লিনের এমডি সাকেত মোহিতা জানিয়েছেন, পরিবেশ দূষণ কমিয়ে স্বাস্থ্যকর জীবনযাপন পদ্ধতি গড়ে তুলতে বিশেষ চিন্তাভাবনা দরকার। তাই কলকাতায় সাইকেলের প্রচার চালানো হচ্ছে। শহরকে দূষণমুক্ত করায় অস্বীকারবদ্ধ আই অ্যাম কলকাতা। উল্লেখ্য, জাতিসংঘ সংস্থার এই উদ্যোগকে সমর্থন জানিয়েছে। গ্রাসগোতে জাতিসংঘের সদ্য সমাপ্ত সিওপি ২৬ সেমিনারে এই সবুজ পরিবহণের প্রচারের সিদ্ধান্ত নিয়েছে ৭২টি দেশ। হিডকোর উদ্যোগে ইতিমধ্যেই নিউ টাউনে সাইকেল লেন তৈরি হয়েছে। লকডাউন পরিস্থিতিতে সাইকেলের চাহিদাও বেড়ে গিয়েছিল অনেক। সাংগঠনিক কর্মটির সেক্রেটারি অভিজিৎ শেঠের আশা, শীঘ্রই এ দেশকেও আন্তর্জাতিক প্রতিযোগিতার মধ্যে দেখা যাবে। সাকেত মোহিতা আরও জানিয়েছেন, হিডকো এবং এনকেডিএ-কে এই উদ্যোগে शामिल হতে আহ্বান জানানো হয়েছে।

নিউ টাউনে সাইকেল চালানো প্রতিযোগিতা





# Gallery





# Gallery





# Gallery







THE END