



Subject: “Pujo Adda” at Street for People, New Town Kolkata from 27th September 2024-29th September 2024

The Department of Tourism, Government of West Bengal, is organizing a three-day cultural event, “*Pujo Adda*”, at the NKDA Street for People, in collaboration with the Information & Cultural Affairs (I&CA) Department. The event will showcase cultural performances celebrating the spirit of the festive season. The schedule for the event is as follows:

- 27/09/2024 (Friday) : - 4.00 PM to 9.00 PM
- 28/09/2024 (Saturday) : - 4.00 PM to 9.00 PM
- 29/09/2024 (Sunday) : - 4.00 PM to 9.00 PM

The event will be managed by an event management agency, with the West Bengal Tourism Development Corporation (WBTDC) acting as the nodal agency. Visitors will also have access to a food stall and an information counter, providing online booking services for properties and packages offered by WBTDC.

New Town Kolkata Development Authority’s (NKDA) involvement in this event further strengthens the city’s role in fostering cultural engagement and community participation, making New Town Kolkata a vibrant destination for such initiatives.