

Press Release

Snehodiya Ushers In Festivities With The First Ever DurgaPujo Organized Only By The Seniors

Kolkata, 3rd October, 2019: The beats of *Dhaak*, bunch of swinging *KaashPhool*, the smell of *Bhog* and bright blue sky with cotton-like clouds floating -all sum up to Bengali's biggest festival, Durgotsav. The season of festivities has just begun and the Bengali community around the globe have geared up in full steam to celebrate their most important festival. Senior Residents of **Snehodiya** and Members of **Swapnobhor** have joined hands to organise their first ever Durga Puja entirely by themselves. The inauguration of the Pujo on *Panchami* evening was graced by **Swami Suviranandaji Maharaj, General Secretary, Ramakrishna Math & Mission** and **MrDebashis Sen, IAS, Additional Chief Secretary, IT & E Department, Govt of West Bengal and Chairman, HIDCO.**

The Durga Puja at **Snehodiya**, a first of its kind co-living space for the senior citizens, situated in New Town's Action Area just opposite the senior citizen's park, **SwapnoBhor**, is something with a difference. This is for the first time in Kolkata that people will witness a Puja that is being fully organized and managed by senior citizens. Every activity like bringing the '*Sabeki*' idol from Kumartuli, arranging for the *Bhog*, cultural programmes in the evening, etc will be undertaken by the seniors. Responsibilities have been shared enthusiastically by them and the excitement among the seniors is sky high.

"Durga Puja brings harmony amongst everybody. The Goddess comes every year to spread happiness to the numerous devotees and people at large get soaked in the festive fervor. This year, she came within us as we invoke the goddess by arranging the Mahapuja at **Snehodiya**. We are indebted to **Swami Suviranandaji Maharaj**, who kindly consented to inaugurate the Puja by performing *Sandhya-Arati*. The residents of **Snehodiya** will also participate in a cultural evening on the evening of *Maha Ashtami*. Let the goddess bestow her blessings on all of us, said **MrDebashis Sen, IAS, Additional Chief Secretary, IT & E Department, Govt of West Bengal and Chairman, HIDCO.**

The transport department is arranging for special bus routes for the general public to visit this unique Puja. The department has also included **Snehodiya's Puja** as a destination for their 'Puja Parikrama'.

About Snehodiya:

Snehodiya is a first of its kind co-living space for the senior citizens situated in New Town's Action Area just opposite the senior citizen's park, SwapnoBhor. Spread over three acres Snehodiya is a G+10 air-conditioned, furnished senior residency with round the clock fully equipped emergency health services and security. It boasts of facilities like a swimming pool with hydro-therapy classes, video conferencing facilities, doctor's chamber with nurses and attendants, housekeeping facilities, laundry and proper F&B arrangements. There are CCTV cameras fitted at relevant points. The building walls are adorned with film posters and landscapes of Kolkata giving it a nostalgic - laden feel. The terrace has provisions of natural lights, so one can stand on the 10th floor and have a clear look of the first floor. There is an Activity Centre to keep the residents engaged in some social activities. Also, there is an ATM and a medical store just outside the building. There are also counseling rooms, if needed, for the elderly. Snehodiya has 57 double bed and 90 single occupancy rooms. Snehodiya is a project conceived by West Bengal Housing and Infrastructure Development Corporation (WBHIDCO).

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