



Press Release

## Seniors Of Snehodiya Indulge In A Cake Mixing Session With Superstar Koel Mallick

**Kolkata, 21<sup>st</sup> November, 2019:** The traditional cake mixing session is usually organised around a month ahead of Christmas, accompanying in good tidings and happiness for the festive season. The residents of **Snehodiya**, a new age co-living space for the senior citizens, organized a **Cake Mixing Session** at the **Activity Centre** of Snehodiya today. **Mr Debashis Sen, IAS, Additional Chief Secretary, IT&E Department, Government of West Bengal and Chairman, HIDCO** and renowned actress & superstar, **Ms Koel Mallick**, the star attraction of forthcoming Bengali film '**Sagardwipay Jawker Dhan**' participated wholeheartedly in this cake mixing session.

**Executive Chef, Mr Susanto Halder** from **Chapter 2**, Kolkata's first retro dining restaurant, helped the Snehodiya residents to mix the ingredients in the right proportion for the traditional ceremony. Varieties of candied fruits, assorted nuts, juices and the all-important spirits like white wine, brandy, rum and juices were used to soak the fruit in and blend for an exotic dough preparation, to mature beautifully in time for Christmas.

"Christmas is one of the most beautiful festivals and we thought of an interesting cake mixing session with the seniors to usher in the Yuletide spirit. I am thankful to Ms Koel Mallick for being present here to participate in the celebrations with Snehodiya residents", said **Mr Debashis Sen, IAS, Additional Chief Secretary, IT & E Department, Government of West Bengal and Chairman, HIDCO**.

"It indeed is a joyous moment for me to be a part of this wonderful initiative hosted by Snehodiya residents. The excitement amongst everybody is palpable. The air now truly has the festive feel coupled with the fragrance of Christmas", said **Ms Koel Mallick**.

The trailer of '**Sagardwipay Jawker Dhan**', which features **Koel Mallick, Parambrata Chattopadhyay Gaurav Chakrabarty** and **Adolina Chakraborty** in pivotal roles and releases on 6<sup>th</sup> December, 2019, was shown for the occasion. **Bickram Ghosh** has composed the music for this **Sayantana Ghosal** directed movie, produced by **Surinder Films & Champion Movies**.

### 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, Swapno Bhor. 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 10<sup>th</sup> 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 a salon coming up at the premises, 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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