



Press Release

‘Vorer Alo’–All Seniors’ Pithe Puli Utsav & Cooking Competition Organised

Kolkata, 23rd January, 2020: ‘Vorer Alo’– an all seniors’ pithe puli utsav and cooking competition was organized in Swapno Bhor today. The programme was inaugurated by **Mr Debashis Sen, IAS, Additional Chief Secretary to Government of West Bengal and Chairman, HIDCO.**

Members of Swapno Bhor and residents of Snehodiya joined the initiative. Women members brought home made pithe puli and other food items. Organic vegetables produced in the gardens of Swapno Bhor were on sale too. The food competition had a huge number of enthusiastic participants. Prizes were given to the best three participants after judgement by an expert Chef.

“Vorer Alo is an initiative which the senior members of Swapno Bhor wait for the entire year. This year the senior residents of Snehodiya have also joined the fun filled initiative. The overall response is massive and it was nice to see everyone enjoying”, said **Mr Debashis Sen, IAS, Additional Chief Secretary to Government of West Bengal and Chairman, HIDCO.**

A cultural programme was also organized in which senior residents of Snehodiya and members of Swapno Bhor took part.

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 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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