

TOI

# Amar Para NOTUN PARA NEW TOWN

A drive here can take you on an intergalactic journey. Because, bang in the middle of traffic hovers a spaceship serving as the gateway to the future. No wonder streetlights are solar powered.

Flyovers double up as 'The Hanging Gardens of Babylon'. Roads boast of wi-fi connectivity.

Waste Management Vehicles have GPS.

App-based bicycles fight pollution.

Even simple things like watching sunsets over the Eco Park Lake is so mind-bending that it seems there's a glitch in the matrix. Everything in this go-to place is as smart as they come. New Town is Notun Para, a planned satellite city that is totally a different planet altogether.

# i am Kolkata Amar Para

**YOU LOVE YOUR 'PARA' LIKE NO OTHER.  
NOW GIVE IT A UNIQUE NAME.**

Scan the QR code or visit [www.amarpara.in](http://www.amarpara.in) to drop a name for your para. Share your reel by tagging TOIKolkata and using #AmarPara. Get featured and win cool merch.

i am  
Kolkata  
Amar Para

THE TIMES OF INDIA

CHANGE Begins Here

  /TOIKolkata

# Editorial Articles around various Paras highlight its history, culture, and people love



## TIMES CITY

THE TRUST OF AMBA, AMAR & ANAND SOCIETY



# AMAR KOLKATA, AMAR PARA

The para has been the central building block of Kolkata since its existence. And, much like the DNA to all living beings, the para gives Kolkata much of its character: the city would be soulless without its paras. As we make a fresh start and mark the various new years that millions of Kolkatans are celebrating, TOI launches a series that will pay tribute to the city's spirit and its unique para culture.



**THE VERTICAL PARA**

Back in the 1950s, when the city was still recovering from the devastation of the 1947 Partition, the vertical para was a common sight. These paras were built on narrow plots, often just a few feet wide, and were designed to maximize the use of space. They were a testament to the resilience and ingenuity of the Kolkatans who had to make the most of their limited resources.



**COLOUR AS A COMMENT**

Colour is a powerful tool of expression, and in the world of paras, it is used to create a sense of community and identity. The vibrant colors of the paras are a reflection of the diverse and rich cultural heritage of Kolkata. Each para has its own unique character, and the colors of its buildings are a part of that character.



**THE PARA AS A COMMUNITY**

The para is not just a collection of buildings; it is a community. It is a place where people live, work, and play. It is a place where the bonds of friendship and family are strong. The para is a microcosm of society, and it is a place where the values of community and cooperation are often more prominent than in other parts of the city.

**LOVE YOUR PARA? GIVE IT A NAME!**

Give a unique name for your para that describes it the best at [www.amrapara.in](http://www.amrapara.in) and stand a chance to get featured, and win gifts. Share your reel by tagging #AmaraPara and using #AmaraPara.



## LAKE PARA SOUTHERN AVENUE

**Plans and film-making**

The early residents of Southern Avenue were not just looking for a place to live; they were looking for a place to live and work. The para was a place where the boundaries between work and home were blurred. The residents of Southern Avenue were a mix of professionals, artists, and entrepreneurs, and they were all looking for a place where they could thrive.

## LUNGS OF SOUTH KOLKATA

**LAUGHING PARA**

Many people come here for morning walks. They talk, smile & laugh loudly in the morning, exchanging culture and thoughts with each other.

**SWIMMING PARA**

Lots of swimming clubs are there in my para. I used to go for my swimming sessions in Anderson Club in my childhood days.

**NATURE PARA**

Living in Southern Avenue means morning walks by the lake and chilling under giant trees. It's peaceful, green, and makes Kolkata's chaos feel far away.

**WELLNESS PARA**

Many people come here for a walk, talk, and work out for their wellness. This name is connected with my favourite place, which is Rabindra Sarobar Lake.

**PAAKHIDER PARA**

I love this para for the beautiful nature, it especially hosts a variety of bird species, both resident and migratory.



## PATUAPARA KALIGHAT

**Heritage and a temple**

The para of Patuapara Kalighat is a place of great historical and cultural significance. It is a place where the past meets the present, and where the traditions of the city are still alive. The para is a place where the residents are proud of their heritage and are working to preserve it for future generations.

## GUESS THE PARA

Do you know this para? Share your answers on TOI Kolkata's Facebook and Instagram posts with #AmaraPara. Stand a chance to win gifts.

Hint | By the early 2000s, this para was home to over 200 IT companies.



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# Visual-driven Print Ads depict the unique character of each Para

**Amara Para Patua Para KALIGHAT**

TOI

Basusree Cinema

কলীঘাট কালাঘাট KALIGHAT

Their grandfathers were Patuas. Their fathers were too. Fingers smeared with natural dyes, today the last of the Patuas are keeping this tradition alive.

Every Patachitra is a portal to another world. Bold lines and vivid shades tell stories with aplomb. Gods and goddesses reign in the immortal world. While in the mortal realm, debauched Babus puff on hookahs, and women rise as catalysts of change.

Kalighat is Patua Para, where for 200 years, generations of Chitrankars have poured their heart into art with the blessings of Maa Kali.

**iam Kolkata Amar Para**

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LOVE YOUR PARA? NOW GIVE IT A UNIQUE NAME!  
Scan the code to name your para, and win cool merch.

QR code

TOIKolkata

**Amara Para POSH PARA BALLYGUNGE**

TOI

Jayanta is Jay. Ananya is Ann. And Mr. Satyen Bose is known as Sata Bose here. Chihuahuas, Shih Tzus and shining Salukis stare from snaking driveways and bark at passing Mercedes and vintage Studebakers.

Lazy afternoons are spent at art galleries, fashion studios and listening to Chet Baker in artisanal coffee bars.

Every tree-lined lane has its own share of celebrity nameplates. From actors and industrialists to writers and magicians, the list is an autograph hunter's dream. Once dotted with European garden houses, Ballygunge is Posh Para. A tribute to the spirit of all those who have stayed back in this city and yet went on to rule the world.

**iam Kolkata Amar Para**

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**Amara Para LAKE PARA SOUTHERN AVENUE**

TOI

into a bio-diversity hotspot. A saunter in the greens reveals a captivating Durga Museum with the most artistic idols from yesteryears. As evening sets in, the swish of sculling oars cutting through the water is drowned by the laughter of gentry gathered on the surrounding club lawns and charm-infused cafes.

Morning walkers declare with a smile that the surrounding air has healing powers. First dates turn into everlasting romances simply by sitting beside the shimmering waters.

There are rare birds and exotic butterflies galore. Over time hundreds of wise, old trees, drooping over tiled pathways have transformed this place

Southern Avenue is Lake Para. A neighbourhood hugging a serene 73-acre lake that has truly embraced paradise.

**iam Kolkata Amar Para**

THE TIMES OF INDIA

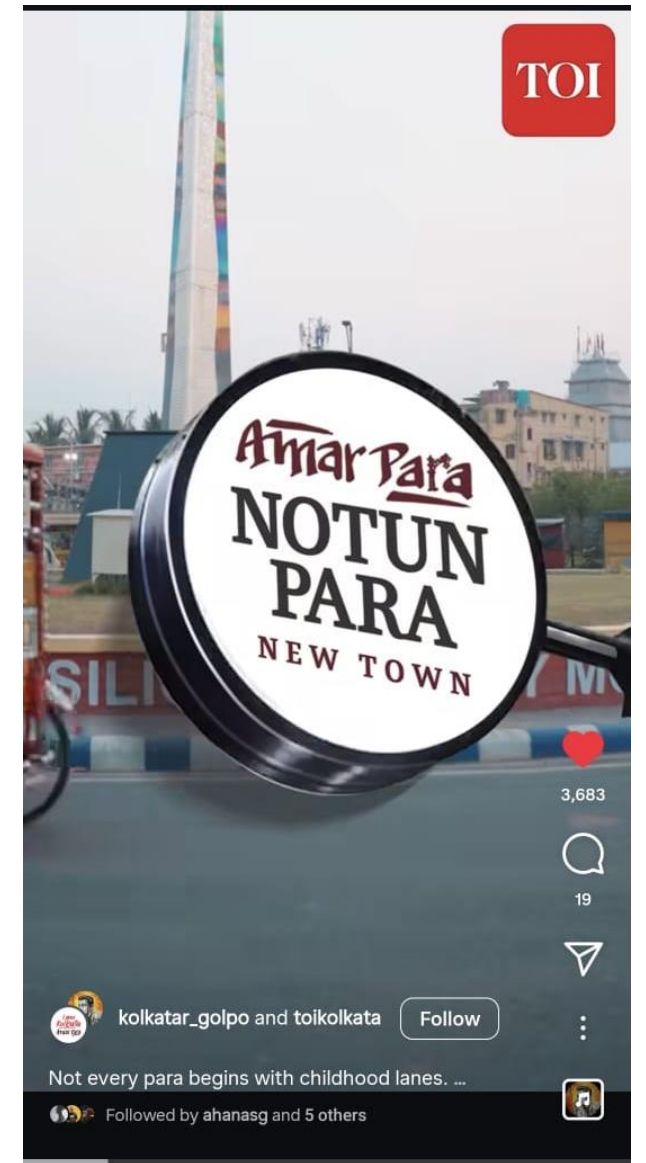
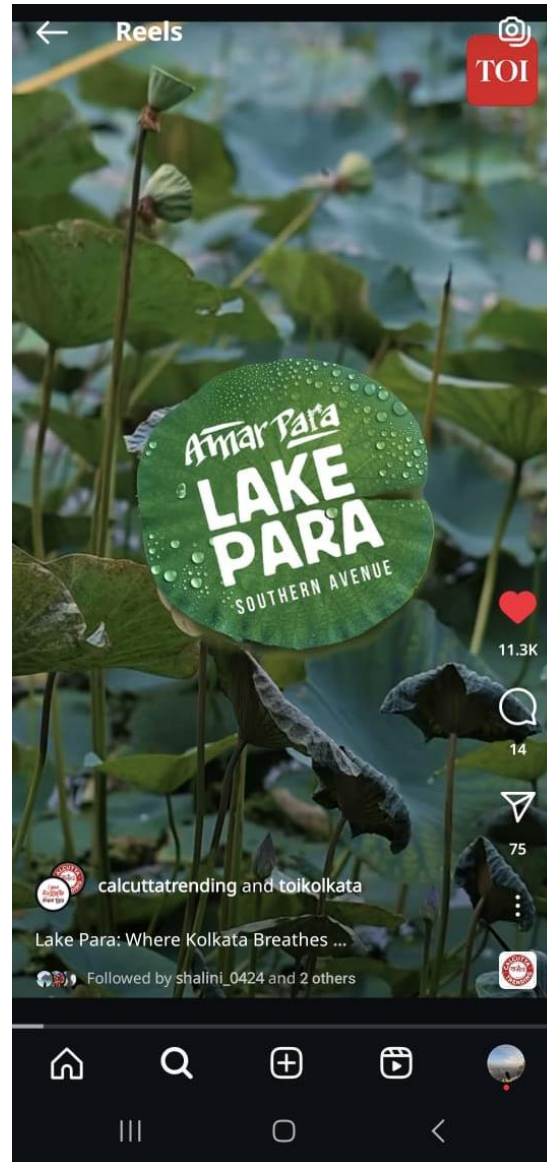
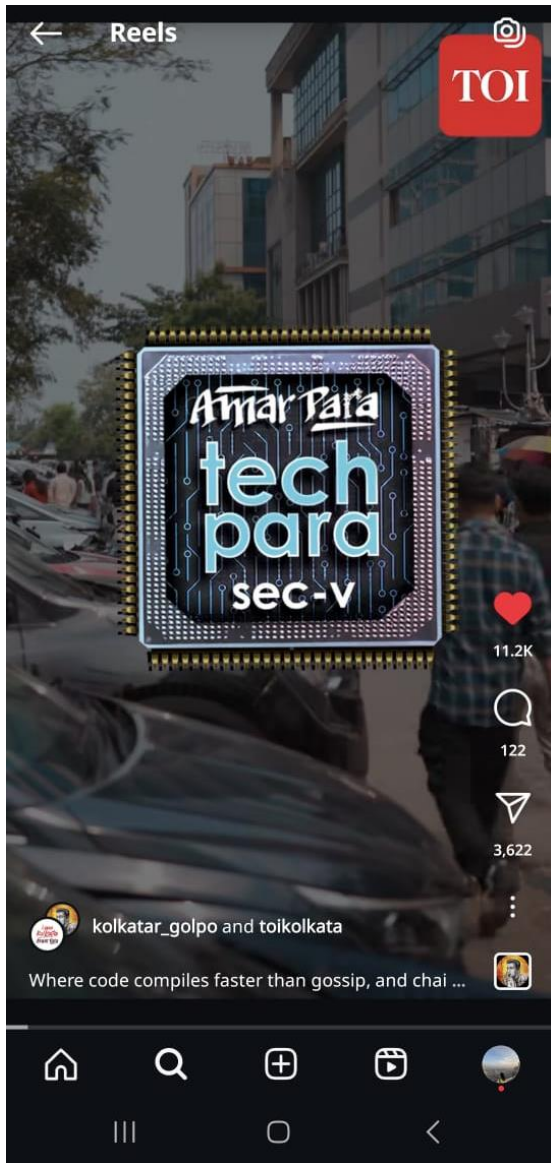
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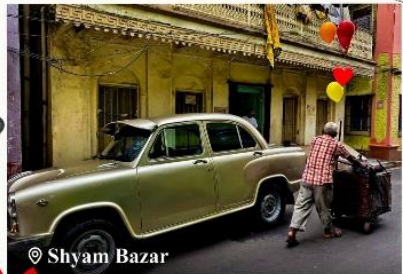
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TOIKolkata

# Reels showcase people's reactions, capturing the essence of that Para visually



# Digital amplification through posts and Reader Engagement Contests



© Shyam Bazar


## Maayar Para

I grew up in a simple neighborhood, where cracked sidewalks and warm streetlights felt like home. The smell of dinners, kids laughing at sunset, and neighbors waving made every day feel familiar and safe. Little moments—ice cream trucks, birds singing, gardens tended—are now cozy memories that wrap around me like a warm blanket. It wasn't perfect, but it was full of love.

EVERY PARA HAS A STORY.  
NOW IT'S YOUR TURN TO SHARE YOURS.

*iam*  
**Kolkata**  
Amar Para

THE TIMES OF INDIA  
CHANGE BEHAVIOR




## Can You Guess This Para?

Hint: This neighbourhood was once known for idol makers and scroll painters.

COMMENT YOUR ANSWERS BELOW  
AND WIN EXCITING MERCHANDISES

*iam*  
**Kolkata**  
Amar Para

THE TIMES OF INDIA  
CHANGE BEHAVIOR



## Zoo Para

Alipore Zoo is a place where the beauty of wildlife shines for everyone. From majestic lions to birds, this place is a world of fascination, in plain sight. In the heart of Kolkata, it's a treasure to behold, a gem that's truly in sight.

- Pratiksha Das  
Content Writer

*iam*  
**Kolkata**  
Amar Para

BUNGALOW  
PARA  
ALIPORE

COMMENT YOUR PARA NAME BELOW  
AND WIN EXCITING MERCHANDISE

*iam*  
**Kolkata**  
Amar Para

THE TIMES OF INDIA  
CHANGE BEHAVIOR



## GARIAHAT IS SHOPPING PARA.

What unique name would you give to your para?

YOU LOVE YOUR 'PARA' LIKE NO OTHER.  
NOW GIVE IT A UNIQUE NAME.

To participate visit : [www.amarpara.in](http://www.amarpara.in)

*iam*  
**Kolkata**  
Amar Para

THE TIMES OF INDIA  
CHANGE BEHAVIOR

# Topical Day Celebrations | Bengali New Year, International Yoga Day



**Amar Para**

Give a unique name to your para and stand a chance to win cool merch and feature in The Times of India.

What unique name would you like to give your para?  
.....

Your Name: .....

Why would you like to give this name to your para?  
.....

Your RWA's name: .....

Address: .....

**i am Kolkata Amar Para**

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To know more, visit [www.amarpara.in](http://www.amarpara.in)



Name the Para Contest carried out in RWAs during Bengali New Year

# Amar Parar Pujo during Durga Puja

**FESTIVE FERVOUR GRIPS AMAR PARA**

Newtown BC Block Sarbajonin Durgotsab

This is the 12th year of the puja, where the theme is 'Tasher Deshe Dash Avatar', based on the 'Dashavatar Tash' of Bishnupur

Garia Subhas Palli Sarbojonin Durga Utsav Committee

The theme for this year's puja is 'Durgalok', the home of Maa Durga

Pally Unnayan Samity

The theme of the puja is 'Charikolpo' where the artisans have depicted four different aspects of how Goddess Durga is worshipped in various parts of Bengal

Share a photo of your parar pandal on social media by tagging @TOIKolkata & using #AmarPararPujo. Stand a chance to win prizes and be featured

Editorial Coverage

TOI TOI TOI TOI TOI TOI

1M 10.5K 13.9K 943K 777K 789K

Reels highlighting local Pujas

#amarpararpujo

For you Accounts Reels Audio Tags

#amarpararpujo @toikolkata ... sanghasakticlub

Here is my entry @toikolkata #AmarParar... esha.goswami

@Neelesh Nandi

Bharat Nagar Durga Mandap

Thank You sooo much @toikolkata for making ... neeleshnandi585

#AmarPararPujo The Times Of India Kolka... samantasomnath

Hundreds of Entries poured in

# Events under Amar Para | Natun Para Marathon

## From first-timers to veterans, TOI Natun Para 10K Marathon brings New Town alive

Aditya Adhikari

**SUNDAY BEGINS ON A HIGH NOTE**

Kolkata: The Times of India, in association with Bidhannagar City Police, organised the TOI Natun Para 10K Marathon at New Town on Sunday, which saw an enthusiastic crowd of participants.

The starting point of the marathon was the Biswa Bangla Gate on the Main Arterial Road. Participants, ranging from the youth to those over 50, gathered at the place early on Sunday morning.

The event was divided into three categories — a 3-km run, a 5-km run, and a 10-km run. Commissioner of Police, Bidhannagar, Shri Mukesh, Rajarhat-New Town MLA Tapash Chatterjee, and chess grandmaster Dibyendu Barua were present as chief guests at the flag-off. The route of the marathon extended to Loha Pool and back.

There was much enthusiasm among the participants. "I came to know about this TOI marathon event and applied immediately. I am enjoying it a lot, and hope TOI organises more events like this every year," said Sandip Mridha, one of the participants.

"I am from Hyderabad. I heard about this TOI marathon event and it felt really thrilling. I am happy and thankful to TOI to be part of this event," said Sahithi Narkadamilla, another participant.

Shri Mukesh, Bidhannagar commissioner, said that such events strengthen the bond between citizens and the police. "We deployed adequate security and medical support to ensure a safe and smooth experience for all participants. I appreciate The Times of India for taking this initiative, and we look forward to supporting more such public fitness events in the future," he said.

Rajarhat-New Town Trinamool MLA Tapash Chatterjee said that he was extremely delighted and happy to join in the event.

"I love sports, so I came very early in the morning to be part of this. I want more such sporting activities to be held where the youth can become more active," he said.

"This is a very good initiative by TOI. We want more events like this where physical activity is encouraged," said chess grandmaster Dibyendu Barua.

Actor Parag Bandyopadhyay was also present at the event.

"I am happier than many people older than me, and even happier than many young people. I want to enjoy the life I have. Many of my friends complain of different pains, but I don't want to live like that. I prefer staying young at heart by being around young people," he said.



**TOI NATUN PARA NEW TOWN**  
**HALF MARATHON**  
 In association with  
 Kolkata POLICE  
 Powered by  
**Texmaco**  
 Text & Engineering Ltd.

Set your morning alarms, Kolkata! Join us at Eco Park for the TOI Natun Para Half Marathon.

**Date:** 14th December 2025  
**Time:** 5:00 a.m. onwards  
**Venue:** Eco Park (New Town)  
**Categories:** 21k • 10k • 5k

Scan the QR code to register now

Associate Partner: EDCI  
 Fitness Partner: Unibic  
 Event Partner: Rony  
 Entertainment Partner: Rony  
 Snacks Partner: Unibic

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Editorial Coverage

Reels highlighting the Marathon

Print Ad

# Events under Amar Para | International Kolkata Book Fair, Heritage Walk in Medical College



Stall at International Kolkata Book Fair



## A walk through the 192-year-old heritage of the country's first medical college

**Dipawal Mitra**  
@timesofindia.com

**Kolkata:** An immersive walk through the historic buildings and grounds of Calcutta Medical College, the first institution in Asia to impart systemic education in Western medicine, traced the evolution of medicine, education and society, while situating history within the living and breathing campus of today.

The heritage walk was organised on the occasion of the 192nd foundation day by Medical College Ex-students Association (MCESA). "This walk honours the layered legacy of the institution — medical, architectural, intellectual, and human," said MCESA vice-president Abhik Ghose. Another member, Anirban Dahi, felt there was a need to make medical history accessible to non-specialist audiences through storytelling.

Medical College was established on Jan 23, 1855, when colonial Calcutta faced repeated public-health emergencies — malaria, cholera, kala-az

— making modern, evidence-based healthcare an urgent civic need. Mountford Joseph Bramley was appointed the first principal of Medical College of Bengal in 1835, and Henry Goodeve was the first professor of medicine, although there was no separate department of medicine then.

Around 150 participants who met in front of the administrative block — a Victorian structure erected in 1911 — were guided through a curated selection of distinguished institutional spaces.

Alumnus of Medical College and convener of the event, Amit Ghose, who conducted the walk, said, "It was at the anatomy building that Madhusudan Gupta performed the first human cadaver dissection by an Indian in 1836, under Goodeve's guidance, challenging deep-seated taboos. The building still houses the dissection hall and has a museum, which has 150 anatomical specimens preserved."

The next stop was Swarnamoyee Hostel and Bidumukhi Hostel. "Maharani Swarnamoyee of Cossimbazar Raj estate donated Rs 1,20,000 to build the hostel for female medical students," said Sujoy Majumdar, another alumnus who conducted the walk.

The group then visited Eden Hospital, which was inaugurated as a 100-bed facility in April 1882 by Sir Ashley Eden, Lt Governor of Bengal. "A crucial feature was the isolation ward for cholera patients, the first example of an isolation ward in Asia. It was here that Sir Leonard Rogers carried out research on cholera. When the cholera ward shifted elsewhere, this ward became a septic ward for Eden Hospital — described as the first of its kind in the subcontinent. Over time, it grew into a 259-bed obstetrics and gynaecology unit," Ghose said.

The David Hare Block opened in 1910 as there was no separate surgical ward at Medical College. It was named Prince of Wales Hospital to commemorate his visit to India and renamed David Hare Block in 1976 as a tribute to the only non-medical principal on his bicentennial birth anniversary. "I spent 10 years in this ward, and we had the privilege of a sunlit OT with Italian marble and the gallery from which we used to see the operations," Ghose recalled.

The walk ended on the iconic stairs of the "oldest building on the premises" — the MCH building — which came up as the college required greater space to accommodate a hospital to get recognition from Royal College of Surgeons of England and University of London. "Lord Dalhousie laid the foundation stone in 1848, and it was inaugurated in 1852 to accommodate 350 patients," Ghose added.

**REMEMBRANCE & RECONNECTION**

**65** The Medical College Heritage Walk is an act of remembrance and reconnection, with an intention to position the campus as a cultural and intellectual heritage site  
**Amit Ghose**  
CONVENER

**65** Some of the architecture of the older building is really interesting, but I think it's more the stories behind them and a reminder of how many groundbreaking scientific discoveries were made in Calcutta  
**Andrew Fleming**  
BRITISH DEPUTY HIGH COMMISSIONER TO EAST & NORTH-EAST INDIA

**65** When I was restoring Presidency University, I saw the buildings of Calcutta Medical College from outside. This is my first visit to the premises, and the architecture and the stories are engrossing  
**Partha Ranjan Das** | ARCHITECT

**65** My grandfather and uncle, who studied here, but I did not know about such a rich history  
**Reetasi Ghosh**  
PRESIDENT, INDO-BRITISH SCHOLARS ASSOCIATION

**65** My connection with Calcutta Medical College is through my grandfather and uncle, who studied here, but I did not know about such a rich history  
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Participants at the heritage walk at Calcutta Medical College

Heritage Walk in Medical College

# Uco Bank Collaboration

## City colleges take to social media to hold on to flock in admission season

The latest trends in social media have taken a month ago, with colleges using the platform to reach out to prospective students. The use of social media is not just for recruitment, but also for providing information to current students. The use of social media is also for providing information to current students. The use of social media is also for providing information to current students.

### MISSION ADMISSION

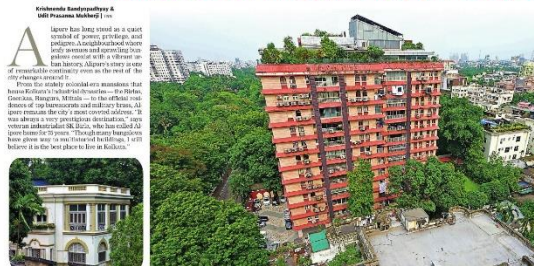
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Key dates for admission season: July 1st, July 15th, July 31st, August 1st, August 15th, August 31st. The use of social media is not just for recruitment, but also for providing information to current students. The use of social media is also for providing information to current students. The use of social media is also for providing information to current students.

## IIT death: Cops summon boy's friend in suicide probe

Police on Saturday summoned a friend of a student who died in a suicide probe. The student was a student of IIT. The police are investigating the case. The student was a student of IIT. The police are investigating the case.

## BUNGALOW PARA ALIPORE



Alipore has been listed as a smart city. The project is a residential complex. The project is a residential complex. The project is a residential complex. The project is a residential complex.

**ALIPORE: WHERE HISTORY LIVES**

1700s: The British built the first bungalow in Alipore. The British built the first bungalow in Alipore. The British built the first bungalow in Alipore.

**ELITE NEIGHBOURHOOD**

The area is known for its elite residents. The area is known for its elite residents. The area is known for its elite residents.

**LOVE YOUR PARA? GIVE IT A NAME!**

Participate in the naming contest. Participate in the naming contest. Participate in the naming contest.

## I am Kolkata Amar Para



Alipore is a beautiful area. The project is a residential complex. The project is a residential complex. The project is a residential complex.

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## PCB identifies air pollution hotspots in cities and beyond

The Central Pollution Control Board (CPCB) has identified air pollution hotspots in cities and beyond. The board is conducting a study to identify areas with high pollution levels. The board is conducting a study to identify areas with high pollution levels.

## Implementing order within limited period a challenge'

Implementing the order within a limited period is a challenge. The government is working to improve air quality. The government is working to improve air quality.

**MAXIMIZING THE POWER OF YOUR SALARY EVERY MONTH**

**Uco SUVIDHA SALARY ACCOUNT**

FREE RUPAY SELECT DEBIT CARD

GROUP PERSONAL ACCOUNT INSURANCE & AIR ACCIDENTAL

75A Back, New Alipore, Kolkata-750004

## Baguiati cops slap cruelty FIR on puppy killer

Police in Baguiati have filed a cruelty FIR against a man who killed a puppy. The man was found guilty of the crime. The man was found guilty of the crime.

## Street dogs poisoned in New Town, 1 dead

Street dogs in New Town were poisoned, resulting in one death. The incident has caused concern among residents. The incident has caused concern among residents.

## HAPPENING PARA KASBA

**SHOPPING, FOOD & HANGOUT**

**ARTISTE PARA**

**INTELLECTUAL PARA**

**DURGA PUJA PARA**

**RISING STAR PARA**

**MODERN PARA**

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75A Back, New Alipore, Kolkata-750004

# Merchandise



Merchandise were distributed to contest winners