

## PRESS CLIP

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**The Bengal Chamber supported by Exide Industries floats a unique initiative –“Apish Parar Khabar” in an effort to promote Dalhousie area and preserve its unique food street food culture**

রাস্তার খাবারের সংস্কৃতি সংরক্ষণের জন্য বঙগল চম্বেয়ারের উদ্যোগ



কলকাতা: এই শহররে আপসি পাড়া বলতলে মূলত লোকলে ডালহৌসি অঞ্চলটকিই বুঝত । যদওি বর্তমানে কলকাতা শহররে সীমার পরধি বাড়ার পাশাপাশি আপসি পাড়ার ছড়িয়ে পড়ছে অন্ততর । এখন

অনকে অফসি সল্টলকে এবং রাজারহাট অঞ্চলে সরে গিয়েছে। তবুও এখন আপসি পাড়া বলতলে লোকলে প্রথমলে ডালহৌসি অঞ্চলে কথাই মনে পড়ে । এখনও এই ঐতিহাসিক ঐতিহ্যবাহী অঞ্চলে সংরক্ষণ, প্রচার এবং আরও বকিশরে কথা ভবে বঙগল চম্বেয়ার এবং একসাইড ইন্ডাস্ট্রিজ আপসি পাড়ার খাবার নামে একটি অভনিব উদ্যোগ নয়েছে, যার আনুষ্ঠানিক সূচনা হয়েছিল ২০২০ সালে ২৭ জানুয়ারী থকে।

খাদ্য কোনও অঞ্চলে সংস্কৃতির অঙ্গ এবং ডালহৌসি অঞ্চলকে ঘরিরে রাস্তার খাবার এই অঞ্চলে অবশ্যই একটি বশেষ্ট্য। অনকে অফসি যাত্রী এবং পর্যটকদেরে জন্য এটি আকর্ষকি অর্থই একটি লাইফলাইন । রাস্তার বকিরতারা যারা এই জায়গাকে রান্নার বা খাদ্য প্রস্তুতলে মাধ্যমলে জীবতি রখে চলছে। তাদেরে সহায়তা করলে এগিয়ে এসছে বঙগল চম্বেয়ার। তাই

পরচ্ছিন্নতা, অগ্নি নরিপত্তা, পরবিশে, খাদ্য সুরক্ষা, স্বাস্থ্য, স্বাস্থ্যকরতা, দক্ষতা, ব্র্যান্ডিং, বপিগন দক্ষতা, উদ্যোক্তা এবং নারীর ক্ষমতায়ন সম্পর্কিত কর্মশালায় আয়োজন করা হয়।

দ্য বঙেল চম্ভার এর সত্রিসআর কমটির চয়োরম্যান শ্রী জতিনেদ্র কুমার সতি জানান, "আমরা বঙেল চম্ভারেরে এই অনন্য প্রয়াসে সত্রিসআর উদ্যোগেরে অংশ হিসাবে এগিয়ে এসছে যখনে ১৫০ জন বক্রিতোক্বে নযি়ে চারটি কর্মশালায় আয়োজন করা হয়ছে। চূড়ান্ত কর্মশালা ১১ ই ফব্রুয়ারি, যখনে ১০টি স্টল রাখা হয়ছে। আর ২২ শে ফব্রুয়ারি লায়ন্স রঞ্জে – স্টক এক্সচেঞ্জে রাস্তা থকে বঙেল চম্ভারে যাওয়ার রাস্তায় একটি গালা স্ট্রটি ফুড ফসেটিভিয়ালরে য়ে আয়োজন করা হব্বে এবং তার মাধ্যমে এই উদ্যোগ পরিপূর্ণতা পাবে।"

দ্য বঙেল চম্ভারেরে ডরিকেক্টর জনোরলে শ্রী শুভদীপ ঘোষ জানান, "আমাদেরে চন্তিভাবনা ছিল য়ে যাদরে হাতে এত সুস্বাদু খাবার প্রস্তুত হচছে, এই অফসি পাড়ায়, তাদরে সুরক্ষা, তাদরে ঐতিহ্য ক্বে সংরক্ষন করার জন্য আমরা কবি কবি পদক্ষেপে নতি পেরা। আর আমরা এও ভবেছে য়ে এদেরে ক্বে আরও আধুনকি, ও উন্নত, সময়োপযোগী করে তোলা গলে এই শহররে টুরজিমি ব্যবস্থাও আরও উন্নত ও অগ্রসর হব্বে। এছাড়া আমরা সবাই জানি অফসি পাড়ার খাবার এর এক সুপ্রাচীন ঐতিহ্য আছে, সেই ঐতিহ্য ক্বে বজায় রেখে এবং আধুনকিতা ক্বে সঙ্গী করে, কবি কবি ভাবে স্ট্রটি ফুড বক্রিতোদেরে আরও উন্নতি সাধন করা যায় এবং একই সাথে আমাদেরে পরয়ি এই শহর ক্বে সবজ আর পরচ্ছিন্ন রাখা যায়, তার জন্যই আমাদেরে এই ওয়ার্কশপ গুলরি আয়োজন করা।"

## PRESS CLIP

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The Bengal Chamber supported by Exide Industries floats a unique initiative –“Apish Parar Khabar” in an effort to promote Dalhousie area and preserve its unique food street food culture

# *Festival to showcase Kolkata's street food to be held on February 22*

### OUR CORRESPONDENT

**KOLKATA:** A unique festival to showcase Kolkata's street food will be held on February 22. The venue of the festival will be from Lyon's range to The Bengal Chamber.

The Kolkata Municipal Corporation (KMC) has taken an initiative to monitor the cooking medium used to prepare street food. It has also taken an initiative to provide gas oven to street food vendors, to replace the traditional ones in a bid to bring down the pollution level.

New Town Kolkata Development Authority (NKDA) has taken up a move to improve the quality of food and ambience of street food stalls in Sector V. In a bid to sanitise the street food vendors, The Bengal Chamber



has organised four workshops.

Subhodip Ghosh, director general, The Bengal Chamber, stated: “The idea was to strengthen and encourage food tourism, cultural tourism and livelihood development for

the overall welfare of the very strong force of street vendors, who have been a great source of variety and flavour for all office-goers in this busy stretch since decades. Effort is also on to further the cause of a clean

and green Kolkata and these workshops will help the street vendors greatly.”

Dalhousie or BBD Bag is the business hub of Kolkata and is known as ‘apish para’ in common parlance.

A senior KMC official said thousands of people who come to the city from districts everyday take food from the roadside stalls and so, the quality of the cooking medium becomes very important.

Arindam Sil, chairman of the Media, Music and Films committee, said: “Food is also synonymous with culture of a region and Dalhousie area has not only been associated with our heritage but a thriving food culture exists as well that has been a lifeline for many office-goers and tourists. So, it was an initiative that we designed and conceptualised so that this beautiful tradition of blending heritage and food remain and we lend a helping hand to support our street vendors who have been keeping this place gastronomically alive.”

## PRESS CLIP

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**The Bengal Chamber supported by Exide Industries floats a unique initiative –“Apish Parar Khabar” in an effort to promote Dalhousie area and preserve its unique food street food culture**

Dalhousie in Kolkata was always looked upon as the commercial area or Apish para. As the city grew and extended its city limits and with subsequent growth of IT much of it spread across to Salt lake and Rajarhat areas. Yet Dalhousie continues to be still regarded as the principal commercial area . In an effort to preserve, promote and further develop this very historic and heritage area **The Bengal Chamber and Exide Industries have put forth a novel initiative Apish Parar Khabar that kicked off on 27<sup>th</sup> January, 2020.**

On the occasion, The Chairman of the Media, Music and Films committee, **Mr Arindam Sil**, stated, “**Food is also synonymous with culture of a region and Dalhousie area has been not only associated with our heritage but a thriving food culture exists that has been a lifeline for many office goers and tourists too. So it was an initiative that we designed and conceptualized so that this beautiful tradition of blending heritage and food remain and we lend a helping hand to support our street vendors who have been keeping this place gastronomically alive. Workshops on sanitation, fire safety, environment, food safety, health, hygiene, culinary skills, branding, marketing skills, entrepreneurship and women empowerment would eventually help in preserving the city better.**”

“**We have extended a hand as part of the CSR initiative to this unique effort of the Bengal Chamber where four sensitization workshops with 150 vendors have been started . The final workshop was today that is 11<sup>th</sup> February where 10 stalls showcased creating essence of the Gala Street Food festival to be held on 22<sup>nd</sup> February, 2020 from Lyon’s range-the Stock Exchange road to The Bengal Chamber**”, stated, **Mr Jitendra Kumar** of Exide, Chairman of CSR Committee, The Bengal Chamber.

Subhodip Ghosh, Director General, The Bengal Chamber, stated, "The idea was to strengthen and encourage food tourism, cultural tourism and livelihood development for the overall welfare of the very strong force of street vendors who have been a great source of variety and flavours for all office goers in this busy stretch since decades. The effort is also to further the cause of a clean and green Kolkata and these workshops we have organised will help the street vendors greatly."

The CSR initiative is in association with **Nothing Beyond Cinema**, **Sister Nivedita University**, **Hotel & Restaurant Association of India (HRAEI)**, **National Restaurant Association of India (NRAI) – Kolkata Chapter**, **Radio Mirchi, S&IB**, **6 Ballygunge Place** and **Second Innings Sports and Entertainment**.



## **PRESS CLIP**

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Kolkata, Feb 11 (UNI) Dalhousie in Kolkata was always looked upon as the commercial area or Apish para.

As the city grew and extended its city limits and with subsequent growth of IT much of it spread across to Salt lake and Rajarhat areas.

Yet Dalhousie continues to be still regarded as the principal commercial area .

In an effort to preserve, promote and further develop this very historic and heritage area The Bengal Chamber and Exide Industries have put forth a novel initiative Apish Parar Khabar that kicked off recently.

On the occasion, Chairman of the Media, Music and Films committee, Arindam Sil, stated, “Food is also synonymous with culture of a region and Dalhousie area has been not only associated with our heritage but a thriving food culture exists that has been a lifeline for many office goers and tourists too. ”

" So it was an initiative that we designed and conceptualized so that this beautiful tradition of blending heritage and food remain and we lend a helping hand to support our street vendors who have been keeping this place gastronomically alive," he said.

" Workshops on sanitation, fire safety, environment, food safety, health, hygiene, culinary skills, branding, marketing skills, entrepreneurship and women empowerment would eventually help in preserving the city better," Sil added.

“We have extended a hand as part of the CSR initiative to this unique effort of the Bengal Chamber where four sensitization workshops with 150 vendors have been started . The final workshop was today where 10 stalls showcased creating essence of the Gala Street Food festival to be held on February 22 from Lyon’s range-the Stock Exchange road to The Bengal Chamber,” stated Jitendra Kumar of Exide, Chairman of CSR Committee, The Bengal Chamber.

Subhodip Ghosh, Director General, The Bengal Chamber, stated,” The idea was to strengthen and encourage food tourism, cultural tourism and livelihood development for the overall welfare of the very strong force of street vendors who have been a great source of variety and flavours for all office goers in this busy stretch since decades."

" The effort is also to further the cause of a clean and green Kolkata and these workshops we have organised will help the street vendors greatly," Ghosh added.