

Public relations activities





THE PUBLIC RELATIONS (PR) WING OF KMDA has been primarily engaged in dissemination of KMDA activities amongst the people at large and also providing a forum for interaction between KMDA and the public. The Wing has played an important role in establishing the corporate image of the organization. During the year, the unit has done a very commendable work in the field of Media-coordination. Print-media feedback analysis has been made and it is found that PR Unit has played a very effective role in sending rejoinders or giving inputs to the newspaper houses. Media-coverage through print and electronic media of KMDA's programmes, Press Conferences, Seminars has been made. Apart from media coordination, the PR Unit has played a remarkable role in public awareness programme. In collaboration with the I & CA Department, Government of West Bengal, KMDA used the hoardings along EM Bye Pass for public awareness programme and publicity.

The PR Wing organized a Seminar on "World Habitat Day – 2010", in collaboration with the Urban Development Department, Government of West Bengal, which was followed by an Exhibition at Gaganendra Shilpa Pradarshansala displaying the development scheme/projects and activities of Urban Development Department, Municipal Affairs Department, KMC, KEIP, SUDA, CREDAI, West Bengal Housing Board, KMDA and Institute of Town Planners of India.

The PR Unit organized celebration of KMDA's 40th Foundation Day at Unnayan Bhavan Auditorium for the first time in 40 years of KMDA's existence.

In collaboration with the Institute of Town Planners of India (ITPI), the PR Unit organized a seminar on "Urban Planning for KMA: Setting an Agenda for KMDA", in conjunction with an exhibition on KMDA's planning activities.

The PR Unit, in collaboration with the Centre for Science & Environment, New Delhi, organized a seminar on "Kolkata City Dialogue on Air Quality and Transportation Challenge: An Agenda for Action".

KMDA through the PR Wing has taken part in various fairs and exhibitions such as:

■ Sustainable City Conclave – 2011, organized by Indian Chamber of Commerce, Kolkata

■ Infrastructure: The Global Growth Driver, organized by Bharat Chamber of Commerce

■ Water Conclave – 2010, organized by Confederation of Indian Industry

As a part of the annual NADI UTSAV – 2010, the PR Unit arranged an Exhibition on Ganga Action Plan projects exclusively at Millennium Park, Kolkata

As a part of the annual Industrial India

Trade Fair, KMDA enclosure displayed exhibits focusing on the theme "JNNURM and BSUP Projects of KMDA" at the 24th Industrial India Trade Fair during December 2010.

The PR Wing commenced publication of KMDA's quarterly Newsletter styled as "KMDA News" and the same has been published at regular intervals. The PR Unit has also published a booklet on JNNURM Projects (English and Bengali versions).



The PR Wing, in collaboration with Seagull (Publications), organized a function for release of the "Kolkata Construction Directory" during the year.

The PR Wing has facilitated preparation of a documentary film on three important Flyovers/Underpasses projects (Ultadanga Flyover/Vivekananda Road Flyover/Bediapara Underpass).

As a part of continuing work, the PR

Wing has published 244 nos. of tenders involving different projects of KMDA. As many as 20 Inaugural/foundation stone laying ceremonies pertaining to KMDA Projects have been organized by the PR Wing during 2010-2011.

Apart from Public Relations, the PR Wing is also functioning as Right to Information (RTI) Cell of KMDA. The Cell has dealt with as many as 653 cases during the year.

As many as 20 Inaugural/foundation stone laying ceremonies pertaining to KMDA Projects have been organized by the PR Wing during 2010-2011.

