

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. This unit has played an important role in establishing the corporate image of the organization. During the year, this wing has been instrumental in commencing publication of quarterly newsletters, styled as "KMDA News". KMDA took part, after a gap of about two decades, in the Republic Day celebrations this year with a Tableau depicting the multifarious activities of KMDA. KMDA, through the PR wing, takes part in various fairs and exhibitions. Participation of KMDA in the Industrial India Trade Fair has become a regular feature. At the 23rd Industrial India Trade Fair held during December 2009 KMDA focused on the theme "Achievements of KMDA in the field of Environmental Protection".

The PR wing of KMDA prepared a documentary film on Redevelopment of Kumartuli. This project is being implemented by KMDA as one of the innovative heritage conservation initiatives.

As part of the continuing work, the PR wing has published around 300 tenders involving different projects of KMDA. As many as 19 Inaugural / Foundation Stone Laying ceremonies pertaining to KMDA projects have been organized by the PR wing during 2009-10.

Apart from public relations functions, the PR wing is also functioning as the Right to Information (RTI) Cell in KMDA. During the year, the Cell has dealt with as many as 290 RTI applications.



Inauguration of Housing for the Poor at Nanadanga



Foundation stone laying at Bally Municipal Area for Pure Water Supply



Inauguration of Pure Water Supply Project of Kanchrapara & Halisahar