

National Seminar held at city college



ROMEN DUTTA

"Confederation of Indian Industries" (CII), New Delhi and "International Benevolent Research Foundation" (IVRF), Kolkata organised a national seminar at Basanti Devi College in the city on

the topic 'Gender Equality and Human Rights'. Shyamal Sen, former Governor of West Bengal, former Judge of Kolkata and Allahabad High Courts and Chairman of West Bengal Human Rights Commission inaugurated the seminar by

lighting the ceremonial lamp. Present on the occasion were Head of Basanti Devi College-Dr Indrila Guha, Vice Chancellor of Amity University-Dr Dhrubijoti Chattopadhyaya and Secretary of CII-Dr Tanmoy Rudra, President

of IVRF-Dr Tridib Bandopadhyaya and Member Secretary-Dr Ornesha Guha and President's National Teacher Award winner-Rabindra researcher and Head of Heritage Midnapur Town School-Dr Vivekananda Chakraborty

among other luminaries of the education sector.

Post inauguration, researchers presented their papers at the 'Technical Session' on the main topic. The first days' session saw the lead role taken by Dr Omprakash Mishra-Professor of the Department of International Relations of Jadavpur University, educationist of HMM College for Women-Dr Sujata Mukhopadhyaya and educationist of West Bengal State University-Dr Pronam Dhar.

The second days' session was spearheaded by Dr Vivekananda Chakraborty and the third and fourth day's session was led by Dr Pronam Dhar and Dr Ornesha Guha.

The second days' invite speakers were three luminaries-Dr Tridib Bandopadhyaya, Dr Sujata Mukhopadhyaya and Dr Vivekananda Chakraborty. The first days' session saw 17 researchers present their papers and 28 on the second day.

At the end of the session, the participants were presented with appreciative certificates.

Arijit Singh hits Kolkata

Singing sensation Arijit Singh wooed the audiences in Kolkata as he kicked-started his 1st ever India tour at New Town Eco Park, Kolkata.

On Christmas Eve, Royal Stag Mega Music Arijit Singh MTV India Tour Produced by Wizcraft marked its footprint with The City Of Joy, Kolkata. The concert series, an initiative of GIMA Concerts, began on Arijit's home-turf, Kolkata and will now be held across major cities right up till March 2018. Kolkata witnessed a spectacular evening that featured Arijit Singh's biggest hits such as 'Kabira', 'Channni Mereya', 'Ilahi' among others and a medley of Bengali songs. The evening also saw the audiences enthralled by the special 'Flake It Large' surprise element moments during the event.

Commenting on the occasion, Arijit Singh said, "I am honored to have begun my first integrated and exclusive India tour in Kolkata and on Christmas Eve. This journey along with GIMA & MTV will definitely be an incredible experience for me." Sabbas Joseph, Director & Co-Founder Wizcraft International said "Wizcraft International has always en-



deavoured to bring forth artists, and concepts that are unique and larger than life concerts witnessed never before.

We are extremely excited as we kick-start with a series of live concerts under the aegis of GIMA concerts in partnership with Viacom's MTV with the reigning superstar, Arijit Singh, which also happens to be his first national tour. These concerts are scheduled in different cities across the nation which will bring the superstar closer to his mammoth fan base."

Raj Nayak, COO, Viacom18 added, "MTV has always been a pioneer where music programming is concerned. Be it introducing India to music televi-

sion to creating the biggest ever music format shows such as MTV Unplugged, Coke Studio@MTV, MTV Spoken Word and many more. This is the one brand that not only understands music but is also the ultimate word on the youth and is always in tune with what they like. A multicity concert with one of the most celebrated young singers of today, Arijit Singh ticks all the right boxes for us and who better than Wizcraft to execute such a fantastic initiative at such a grand scale.

All I can say is, what you see is just the beginning of perhaps a new phenomenon where artist tours are concerned. Just remember MTV brought it to you first!"

Khandani Rajdhani's winter menu



There's barely anything better than a hot, delicious meal with the family on chilly winter days. Khandani Rajdhani a world of deliciousness in store with its much-awaited annual treat - the winter menu! From December 15 until 31, savour Khandani Rajdhani's season special that has patrons waiting all year!

Prepared with love by expert maharajas from winter's freshest vegetables, the special menu is a foodie's delight. At the centre of it is everyone's favourite, the Surti Undhiyu that comes paired with perfectly done Puri and Jalebi. Another beloved preparation, Sarson ka Saag with Makai Rotla and Gajar Halwa is sure to find numerous takers. Giving a winter twist to arbi, is Sukhi Arbi with piping hot Jerra Parathas. Perfect for the weather is the Smooth Ladoo, prepared with traditional recipes that help keep the cold away. Gujarati specialty Sukhdi is a must-have. For those who love their greens, should dig right into the Liwa Dana Sabji with Jowar Rotla that's both, tasty and healthy. Another seasonal specialty that you won't get to savour any other time of the year is Haldi Nu Shaak, nutritious and absolutely delectable. The winter menu is also available as take-me-home parcels, so that you can continue the feast even after you get back home!

What: Khandani Rajdhani's Winter Menu
When: December 15-31, 2017
Where: Khandani Rajdhani
Price: Weekday Rs 400 lunch/425 dinner/Weekend Rs 425

Take extra
Khandani Rajdhani unit: 21 Park Street, Next to Park Hotel, Kolkata-700016. Contact: 033-2630408

'Benadryl Big Golden Voice' incity

BIG FM is back with the 5th season of the biggest and most successful running on-air singing talent hunt 'Benadryl BIG Golden Voice' presented by Benadryl Cough Syrup, powered by LIC Housing Finance and online talent partner Songdew.com. With a commendable show put forth each season, this year will be even bigger and better with the property's extended presence across digital platforms and an altogether new theme - Folk Recreated. Fortifying this essence with the tagline 'WhMhTke Sur Kor RoknaPasye', BIG FM will unearth hidden talent across the country and give all the finalist an opportunity to record their original songs and videos. The participants will be judged by ace Bollywood composer, Anu Malik and the winner will get a mega opportunity to sing an original song specially composed by him.

Entries will be invited through digital platforms of the radio network and a dedicated micro-site. 30 singers will be shortlisted from offline and online auditions. Listeners will then get the opportunity to select top 10 finalists among these singers through online/sms voting. Celebrity judge, Anu Malik will help contestants groom their skills and become perfectionists to compete in the finale for the title. The video of the song featuring the Top 10 finalists will be released through BIG FM's social media handles and will be amplified on digital.

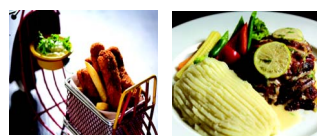
Dimple Sidhar, Vice President - Marketing, Consumer Products Division at Johnson & Johnson Pvt. Ltd. said, "Benadryl is proud of the association with Big Golden Voice for the 5th year. With more than 50 years of Doctor's trust and being the Number 1 OTC cough syrup brand in India, Benadryl understands the chaos a cough creates in a consumer's life. This chaos can rattle a singer's performance. Benadryl's promise is to provide efficacious solutions to stop this chaos so that you perform at your best. Benadryl BIG Golden Voice is a celebration of this promise."

Emerging travel trend for 2018

As 2017 nears an end, Booking.com, online booking accommodations providers conducted a survey amongst 4,000 Indian travelers of upcoming travel trends in the new year. The survey highlights the preferences of travellers from West Bengal, which they would take into consideration while planning their trips in 2018. Whether it's a beach holiday or road trip, the key preferences for 2018 include the following: Vikas Bhola, Head of Indian Sub-Continent at Booking.com, said, "Indian travellers have become savvier and are spending on holidays that provide them with personalized experiences.

We foresee this trend to continue in 2018 as well. We will increasingly see travellers planning their trips based on unique accommodation options, activities that match their interests and places that they can tick off their bucket list. Freedom from the daily trappings of technology and indulging in wellness activities are other trends that will be gaining momentum in 2018. As these new trends emerge, we at Booking.com will continue to provide our customers with the accommodation options that will enable them to get the best experience for 2018.

The Melting Pot



A brand new inclusion in the gastronomic map of Kolkata, has been discovered in the by-lanes of Ballygunge. Melting Pot, the Casual Dining Restaurant has opened its door for gourmands and food enthusiasts of Kolkata few months ago. Since then, this place is endearing the zeal of Kolkatans with exotic & tasty food, minimalist decor, vibrant wooden interior, fancy ambience & a warm-hearted service. This 1000 sq.ft, 36 seater eatery is a dream of Srabani, a Master degree in Journalism, was always very confident & curious about the new & experimental challenges. From an urge to perform something out of the box she initiated the journey of Melting Pot where she ensures each & every nitty-gritty's to sustain a growth & establish the brand as an end most shelter for the foodies who cherish it to be acquainted in a perfect combination of exquisite taste & serene mood. To satisfy your food cravings with Oriental & Continental Cuisines accompanied by a wide range of beverages & melt your heart with an indelible memory, the competent team of Melting Pot would always be unfailingly mindful in patrons' satisfaction & comfort.

fbf's Super 60% Sale

As we near the end of 2017, fbb, the fashion destination by Future Group is all geared to offer the best discounts and amazing deals to help its customers welcome the New Year with a BANG! fbb, India's Fashion Hub will offer upto 60% off on latest fashion and apparel for women, men and also kids from 26th December 2017 to 10th January 2018 during fbb Super 60% Sale.

Conducted for half a month, fbb Super 60% Sale will display a wide range of party clothing for women in dresses, skirts, fancy tops & elegant ethnic wear, formal clothing in trousers, skirts, tops, shirts, comfort clothing like kurtas, cigarette trousers, kurtis and much more. For men, the collection will include stylish regular and slim fit shirts, trousers, casual shirts & t-shirts, denims, kurtas, etc.

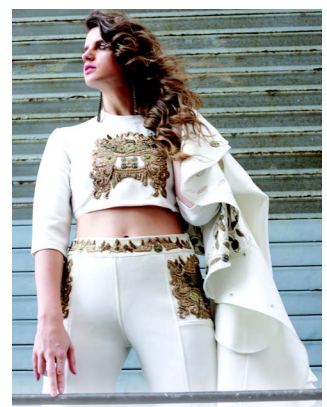
The collection will also feature a wide variety of clothing for kids which includes party wear, daily wear and night clothing. Adding to the New Year cheer, fbb Super 60% sale will also have upto 60% off on all types of footwear like formal, casual and fitness wear for one and all.

VREDE launches party wear collection in Kolkata

VREDE is jazzing up this party season by launching party wear collection in Kolkata. VREDE, a contemporary fashion label conceptualized for those curious expressive women who are seeking collector pieces for their wardrobes.

The brand is aimed at women who are fashion forward and are not afraid of experimenting with different cuts, styles, prints and fabrics. The brand fuses art-directed prints and embellishments with high quality fabrics and exceptional dexterity which gives shape to the bold and quirky ideas. Moreover, the brand inspires to create meaningful, comprehensive and affordable fashion which can be customized to create unique pieces for each of their clientele.

VREDE, has presently launched the following collections under their party wear collection: Antique, Ginkgo, Birds & Borders, Psychedelic Prints, Three Elements and World of Sea. On the occasion, the owners of the label Anirudh Mohta & Isha Mohta said, "VREDE aims to bridge the gap in the affordable fashion market as there aren't many players who cater to the fashion enthusiasts who



don't want to burn a hole in their pockets. We have done extensive research to understand the psyche of the consumers so that we can offer unique and impeccably crafted pieces to our customers. We not only want to cater to young and independent women but also oblige

older women who cannot buy high street fashion apparels. Majorly, the brand refuses to express fashion by age; instead it concentrates on structured and individualistic attires to fall in love with. VREDE is located at 22 Lee Road, Kolkata.



1) Assembly Speaker Biman Bandopadhyay (2nd from left) along with Swami Bishwamayandanji of RKM, Baharampur and Gautam Das, vice-chairman Baruijuri Municipality, at the inauguration of Golden Jubilee celebrations of Sri Ram Krishna Ashram Institute in Baruijuri. 2) Ratni Chakraborty, cultural director of the institute performing on stage. 3) Students performing at a dance drama, which was also a part of the event. Pix: Rohan Das