



NEW TOWN KOLKATA DEVELOPMENT AUTHORITY

(A Statutory Authority Under Government of West Bengal)
3, Major Arterial Road, New Town, Kolkata - 700 156

To whom it may concern

New Town Kolkata Development Authority (NKDA) has undertaken an initiative for a plastic-free market at CB Block Community Market. To facilitate the above initiative a month-long door-to-door Information Education Communication (IEC) campaign & survey activity is being undertaken by New Town Kolkata Green Smart City Corporation Limited (NKGSCCL) on behalf of NKDA. M/S S.M Marketing has been appointed for the said IEC & survey activity. Their work includes awareness generation for plastic-free environment along with awareness for solid waste management and COVID Advisory.

Cooperation of all concerned, is solicited.

Chief Executive Officer

New Town Kolkata Development Authority

Date: 19.7.2021

Memo No. 8047/NKDA/Engg-239/2011(III)

Date: 19/7/2021

Copy forwarded for information:

1. Chief Executive Officer, NKGSCCL
2. Executive Engineer-I, NKDA
3. Chief Technical Officer, NKGSCCL
4. PA to the Hon'ble Chairman

Chief Executive Officer

New Town Kolkata Development Authority