

Bengali New Year or Poila Boishakh is the first day of the Bengali calendar, celebrated in West Bengal, and by Bengali communities in Assam, Tripura and Bangladesh. Poila Boishakh connects all ethnic Bengalis irrespective of religious and regional differences.

Under the Mughals, agricultural taxes were collected following the Hijri calendar. However, as the Hijri calendar is a lunar calendar, it does not coincide with the harvest. As a result, farmers were hard-pressed to pay taxes out of season. In order to streamline tax collection, the Mughal Emperor Akbar ordered a reform in the calendar.

Accordingly, Fatehullah Shirazi, a renowned scholar and astronomer, formulated the

Poila Boishakh

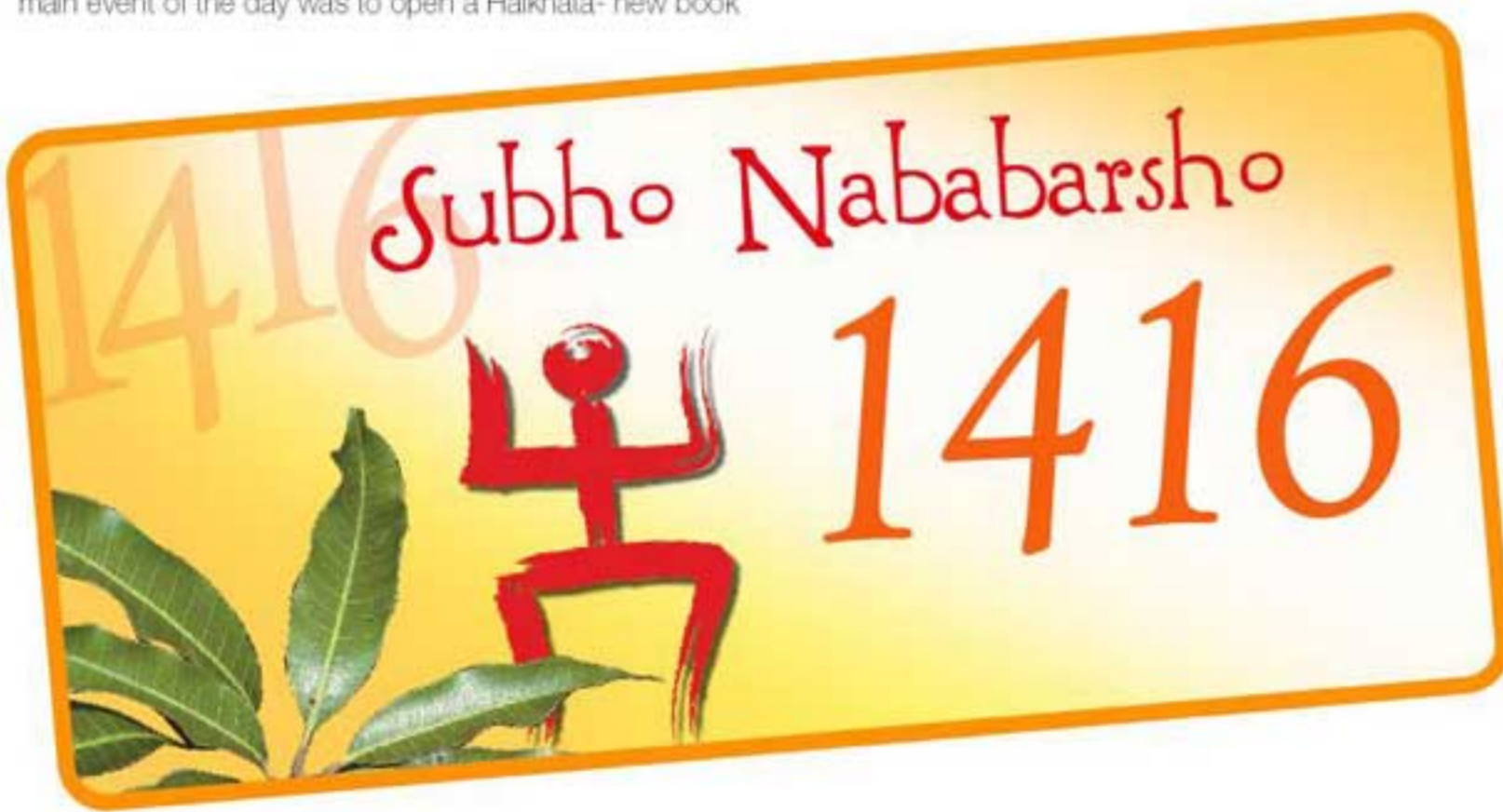
Bengali year on the basis of the Hijri lunar and Hindu solar calendars. The new Fasli San (agricultural year) was introduced on 10/11 March 1584, but was dated from Akbar's ascension to the throne in 1556. The New Year subsequently became known as Bongabdo or Bengali year. It was customary to clear up all dues on the last day of Choitro. On the next day- the first day of the New Year, landlords would entertain their tenants with sweets. On this occasion there used to be fairs and other festivities. The main event of the day was to open a Halkhata- new book

of accounts. Traders and businessmen used to invite their customers to share sweets and renew their business relationship with them. This tradition is still practised, especially by jewellers. In due course the occasion became part of domestic and social life, and turned into a day of merriment.

In Kolkata, Poila Boishakh (and indeed the entire month of Boishakh) is considered to be an auspicious time for marriages. On this day people wear new clothes and go about socialising. Poila Boishakh is the day for cultural programmes. Prayers are offered for the well-being and prosperity of the family. Young ladies clad in white saris with red borders and men clad in dhuti and kurta take part in

the Probhat Pheri processions early in the morning to welcome the first day of the year.

On Poila Boishakh various fairs are held in West Bengal. Special foods are prepared to entertain guests. Boishakhi fairs are arranged in many parts of the city. Various agricultural products, traditional handicrafts, toys, cosmetics, as well as various kinds of food and sweets are sold at these fairs. The fairs also provide entertainment, with singers and dancers. Many old festivals connected with New Year's Day have disappeared, while new festivals have been added.



The Chairman speaks

Hello friends,

Of late, the property graph in India is showing a downward trend but this is not true of the Kolkata scenario. The city's real estate market remains hot amidst cooling realty prices in other Indian metros. In fact, at a rate that belies most expectations.

If the response at the city's recently concluded Realty Expo '09 is any indication, the real estate market is on its way to revival. The Expo witnessed record footfalls, enquiries and spot bookings. Developers are confident of accomplishing significant incremental business in the coming weeks. What is behind this revival? It seems to be a combination of recent spate of home loans rate cuts, EMI waiver and lowered property prices.

It is encouraging to see that Kolkata has been in a very positive state. I am sure it will remain so in spite of all the depressive trends that are making headlines today.

Best wishes,

Shyam Agarwal (CMD)



Investment prospects in Kolkata

Kolkata is increasingly becoming the hotspot for property investments. Since capital values and rentals in residential, retail or commercial properties are low, investments in the city offer low risks.

cannot deny that the demand for investment property in Kolkata is on rise. Top notch real estate developers have caught the market nerves and are now coming up with projects that are focused on investors. These developments in the city will surely give it a new recognition and status. So, go ahead and invest in the hottest properties of Kolkata.

The real estate market in Kolkata is far more stable than Delhi, Mumbai and Bangalore. One of the best advantages of investing in Kolkata is that the property values are not irrational and usually it is the end user segment that drives the real estate markets here. This nature of Kolkata real estate has attracted many investors. One





Srijan Heritage Enclave

Srijan Heritage Enclave a residential complex of 246 thousand sq.ft will have 13 blocks housing a total of 225 flats with world class facilities at a well set locality near VIP road. A project with superior specifications which are displayed in the model flat at site.



Srijan Midlands

Srijan Midlands a residential complex of 335 thousand sq.ft. having 15 blocks with 308 well ventilated flats on Jessore road very close to the Airport and the IT zone in Newtown. It is hosting all world class facilities and exclusive specifications making a life full of legacy in a brand new style. Model flat on display will be coming soon.



Heritage Srijan Park

Heritage Srijan Park a highrise residential complex of 306 thousand sq.ft. situated on Darga Road, adjacent to Don Bosco School and just 2 minutes from Park Street and 5 minutes from Ballygunje. It has 221 exclusive flats. Phase - I is ready for possession. Located in the heart of the city, it has a host of exclusive amenities and luxurious specifications. Model flat on display will be coming soon.



Sherwood Estate

Sherwood Estate a mega residential project of approximately 1300 thousand sq.ft. comprising 1254 flats located opposite to Narendrapur Ramkrishna Mission and close to EM bypass and upcoming Garia Metro which is in the southern Kolkata. It also offers complete modern facilities and premium specifications of an urban lifestyle together with its stretches of greenery. Phase -I has already been handed over with 400 families staying happily in their dream home. Model flats are on display.





PS Srijan Sonargaon

Ps Srijan Sonargaon is a residential complex of 185 thousand sq.ft. comprising of 168 flats, located near Garia and close to EM bypass and upcoming Garia Metro. It beckons you to live amid nature yet enjoy every modern benefits. Model flat is on display. Sonargaon has everything to turn your life into golden moments.



Srijan Pearl

Srijan Pearl is a modern complex of 214 thousand sq.ft. located in Burdwan with most of the modern facilities and quality specifications ensuring a lifestyle with all its glamour and luxuries.



PS Srijan Heights

PS Srijan Heights is a highrise residential complex of approximately 122 thousand sq.ft. comprising of 62 well ventilated premium flats located in a sophisticated urban living zone in Ballygunje. This project provides a life pampered with imperial comfort and premium facilities. Model Flat is on display.



PS Srijan Tech Park (IT Park)

PS Srijan Tech Park an IT and ITES commercial building built on the principles of green building concept comprising of 400 thousand sq.ft. located in Sec-V, Salt Lake, Kolkata. This ready building addresses environmental sustainability





Realty Expo 2009- revival of Kolkata real estate market.

CREDAI's Realty Expo 2009 conceptualised to showcase an ensemble of Real Estate projects in West Bengal. It proved to be a brilliant opportunity for finance and mortgage institutions, building construction material manufacturers, home and office interiors industry to directly interact with customers. The emphasis at the Expo was on interaction, networking and face-to-face business. Through direct interaction, Developers and Corporates were offered the largest platform to launch, exhibit, assess and access potential buyers. The Expo offered all categories of Bengal properties under one roof and showcased the potential and growth in WB realty to investors.



The Expo held at Science City from March 4 to March 8 witnessed a huge footfall of around 15,000 people. Held in an area of over 60,000 sq. ft. it showcased various real estate projects. It witnessed an active participation from 51 real estate companies, 7 banks, and 12 associate industries. 39 spot bookings is an indication of the fact that while real estate scenario around the country's metros are hit by recession, Kolkata opts to differ. The reasons behind such a glad response can be

a combination of facts. The recent lowering of home loan rates and EMI waivers introduced jointly by government run banks and various developers is a prime reason. Price reduction and offers from developers added to it. Some developers also claimed to have interested buyers who will close even more bookings in the coming two months.



Different spot prizes and lucky draw announced during the event included cars, foreign holidays, jewellery sets and white goods sets. These were reasons to lure huge investors and buyers.



Various measures were taken to educate and inform potential real estate buyers and make them understand new trends and technologies. Issues pertaining to buying process were also addressed. Participants were overwhelmed by the opportunities at the Expo.



Indoor plants can be very beneficial in our homes and workplaces. They purify and renew our stale indoor air by filtering out toxins, pollutants and the carbon dioxide we exhale - replacing them with life sustaining oxygen! You can use plants in your home or office to improve the quality of the air to make it a more pleasant

Indoor plants

place to live and work - where people feel better and perform better. House Plants do more than just brighten up a room with color and living energy. Along with being pleasing to the eye, they bring real health benefits to our body. Not only do complaints about headaches, stress, heart/circulation-symptoms and colds decrease when indoor plants are present, they also help to keep the air clean.

The indoor plants in your office or home are not only decorative, but NASA scientists have found them to be useful in absorbing potentially harmful gases and cleaning the air inside modern buildings. NASA research on indoor plants has found that living plants are so efficient at absorbing contaminants in the air that some will be launched into space as part of the biological life support system aboard future orbiting space stations.



Indoor plants act as filters for air pollutants - Air pollutants are generated by computer equipment, furniture, paint and air conditioning. The air pollutants are circulated in the air in your office.

Indoor Plants make the work environment livelier. Indoor plants make every office look great and have been shown to reduce illness and increase productivity.

Ponytail Palm for those of you who forget to water your plants -- this is the one for you!

With a whirl and a flick, the foliage of ponytail palm arises from an unusual swollen trunk and needs little attention to maintain its beauty by the droves.

Moth Orchid, Novelty Stripes if you love fresh flowers, but your garden doesn't produce enough bouquets to place in every room, try a living bouquet -- an easy-to-grow orchid.

Ivy is a great air purifier or you may call it money plant. Just a pinch off your neighbour's plant will give you a great start. Put the stem in water and watch the roots grow.

Ginger plant probably the least expensive thing you could do is to get a piece of ginger root and grow a ginger plant. You don't need a very big piece and once planted, it will grow quickly. It will also make wonderfully scented flowers and let you get fresh ginger from the roots whenever you want it.

The Dragon Tree plant is one of the most effective in removing harmful impurities from the air. Plus, its exotic looks add character to any room. Even major corporations and work environments are beginning to catch on that adding plants indoors does wonders for employee health and morale.

India has a tropical climate and this offers a huge selection of rich and exotic plants. Some such plants are:
Ferns, Pothos (commonly known as money plant), Mogra (Jasmine), Palm tree (the smaller variety)

