



NEW TOWN KOLKATA DEVELOPMENT AUTHORITY

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

Subject: Online Cultural Competition for Durga Puja 2020

NKDA will conduct contests based on cultural events to be recorded fresh in Radio New Town Studio, Nazrul Tirtha. Resident Welfare Associations (RWAs) can present good cultural performances (song/ dance/ recitation/ drama snippet/ srutinatak etc) of duration 30-40 minutes each at the studio. After editing, a maximum of 30 minutes' programme will be broadcast simultaneously through YouTube/ Facebook Live / Radio New Town (internet radio) . The date/time of broadcast will be intimated in advance to the RWA/Cultural Association. They may invite friends and families to "like" the event on FaceBook and YouTube. At the end of all broadcasts, prizes will be given to the group earning the maximum amount of "likes", added for the FB and YouTube channels.

The broad rules are as follows:

1. Only fresh recordings in the studio at Nazrul Tirtha will be considered. No pre-recorded performance will be valid.
2. There is no age bar. The content mix will be the prerogative of the group presenting it. Duration of broadcast, to be done after recording, will be not more than 30 minutes for each RWA
3. Only residents and their families staying in New Town may participate: no outside artist would be allowed.
4. Music / accompaniments will be organised by the participants. NKDA will not provide these.
5. All applications must reach Station Director, Radio New Town , by email to pghosh.ext@deloitte.com or **9836109962** (WhatsApp) by 31 Oct 2020
6. Recordings would be made within 1-15 Nov 2020. Broadcasts will be between 1-15 Dec 2020.
7. Contents so recorded shall be the property of New Town Radio.
8. A cash prize of Rs 10,000 will be given to the broadcast winning the largest number of "likes", Rs 5,000 to the second largest and Rs 3,000 to the third. Prizes will be announced and given in January 2021.
9. The period of giving "likes" shall be exactly 10 days for each RWA, irrespective of when it starts. At end of the period of 10 days, the content would be withdrawn from the FB/YT channel.
10. The following details may be given by email as indicated above for each application: Name of RWA/ Address/ Contact Person Details, Address, Mobile. Email/ Names of participants with age/ Minute-to-minute schedule not exceeding 30-40 minutes.

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