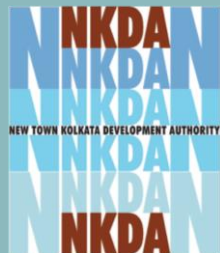




Public Book Club at Futsal Ground



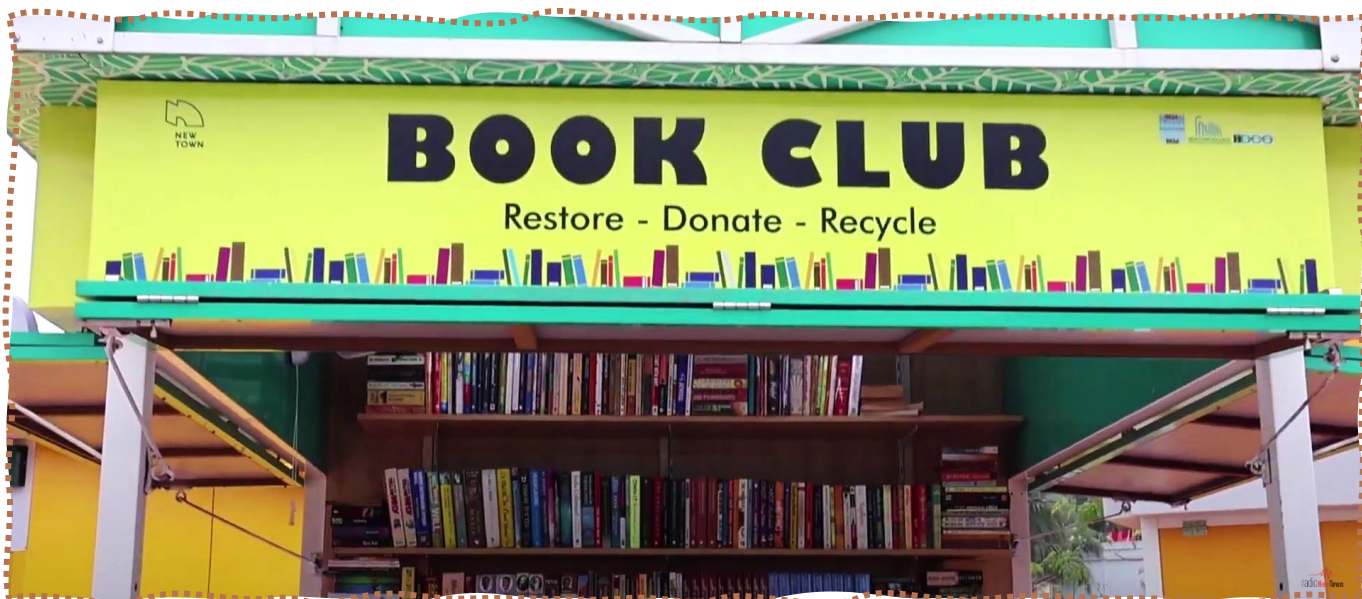
March 2024





During the placemaking drive 4.0 under the Smart City mission, the city officials of New Town Kolkata envisioned a pioneer project where the magic of storytelling meets the generosity of our citizens! We are thrilled to introduce our unique Public Book Club at the Futsal Ground in Action Area II. The Club was inaugurated on the auspicious occasion of the 77th Independence Day of India, on 14th August 2023.

What sets our book club apart is the heartwarming spirit of citizens' book donations, creating a vibrant tapestry of literature woven together by the diverse voices of our community. In this Book Club, every donated book becomes a treasure, a shared experience that transcends individual readers and unites us in the love for literature. Each page carries not only the author's words but also the stories of those who have held the book before, creating a living connection that binds us together as a reading family.



Restore – Donate – Recycle
The Motto of Our Book Club



In the heart of our bustling city, where the urban landscape meets the outskirts, lies a place that was once on the fringes of attention. This area at the outskirts, near the entry and exit points of our city, found itself grappling with challenges that overshadowed its potential. But from the ashes of neglect emerged a story of transformation and community revival.

The location, though strategically positioned, was grappling with encroachments that had taken root. The lack of proper lighting cast a shadow over the area, giving rise to unsocial activities that tainted its reputation. However, amidst these challenges, a beacon of community connection was already in place – a bikers' café that attracted patrons who found solace in this informal hangout zone. As the site is also located in between two buzzing places of the city, namely City Center II & Eco Park, it benefits from a high number of daily footfalls from in and around and even from the outside of the city.



Inauguration of the Book Club by the City Officials



The spark of change was ignited when city officials recognized the untapped potential of this overlooked space. With a vision to formalize and elevate this hangout zone, they embarked on a journey. Drawing inspiration from the existing bikers' café culture, they hatched a plan to revitalize the space and create a hub that would capture the essence of community connection.

In a move that seamlessly aligned with the city's commitment to progress, the funds were secured from the Smart City Mission. This support was channeled into a project that would redefine the area's identity. A futsal (5-a-side football) ground took shape, enticing residents to engage in spirited matches and forge connections but the adjacent park, while brimming with potential, remained overlooked, yearning for its revival.

In the fall of 2023, an opportunity arose to complete the story of this revitalization – Placemaking 4.0. The city officials seized this chance to transform the park into a vibrant haven, a place where the community could gather, create memories, and thrive, and thus the idea for the Donation-based Public Book Club was born.



Before



After

The Components

4



The following are the Components of the Futsal ground:

- Futsal Pitch
- **Public Book Club**
- Mobile Food Trucks

The Details of the Book Club

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- Since its inception, a total of 422 books have been collected in the Book Club and are available for reading.
- 29 individual citizens have donated books for the cause.
- The book club is operated by a Self Help Group, thus generating livelihood.
- All the details of the donors and readers are kept meticulously in the book club. The records are maintained in both online and offline formats.
- Books can be donated at Zero Shop, at the first rotary of NewTown. Alternatively, one can also donate books directly at the Book Club.
- The Book Club is open from 4 p.m. To 10 p.m. every day except for Monday.
- More than 800 readers have visited the book club since its inauguration.



“Being a part of this public book club has been an absolute delight! Not only have I discovered incredible stories through the books donated by fellow citizens, but the act of donating my favorites feels like contributing to a shared literary legacy. It's a beautiful way to connect with my community through the magic of books.” - **Sanlap Dutta, Local Resident, Retired Govt. Employee.**

“I wasn't much of a reader before joining this book club, but the concept of citizens' book donation intrigued me. Now, I can't imagine not being a part of it. The diversity of donated books has introduced me to genres I never thought I'd enjoy, and the sense of community here is heartwarming. I've found a new love for reading, thanks to the generosity of my fellow citizens.” - **Madhuri Sen, Local Resident, Homemaker**

“Being a member of this book club is like having an extended family of bookworms. The variety of books donated by citizens adds a unique flavor to our discussions, and I've built lasting friendships over shared literary experiences. It's not just a club; it's a community that celebrates the joy of reading and the kindness of sharing stories.” - **Suparna Chakraborty, Local Resident, School Teacher**





