

Smart Connect: Co-working Co-living Space in New Town Kolkata



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1. Introduction to Smart Connect

Nested in the heart of New Town, Kolkata, the 'Co-Working Space: Community Living and Working' promotes the concept of '**Walk to Work**', i.e., the idea of living near one's workplace to reduce the need for long commutes and to encourage walking as a sustainable, healthy, and eco-friendly mode of transportation.

New Town Kolkata is developing shared work and living spaces that integrate office facilities like business centers, co-working spaces, and virtual offices with communal living arrangements to cater to emerging businesses, startups, and freelance professionals.

The co-working space is situated in a prime location of the city, near the expanding Central Business District (CBD), Bengal Silicon Valley, and the Fintech Hub. It's conveniently positioned **in close proximity to Kolkata's international airport** and has excellent road connectivity. The **forthcoming metro network** will further enhance the site's accessibility.

Smart Connect is located in Biswa Bangla Sarani, Diplomatic Enclave, Action Area-11, 7th rotary, Newtown and was inaugurated in February 2023.



2. Components of Smart Connect

The site covers an area of 2 acres and comprises of two blocks: one for co-working (G+2) and the other for co-living (G+2).



CO-LIVING SPACE:

The foot plate areas of the Co-Living block is 16,387 sq ft. The co-living block consists of 84 living units and provides various amenities such as a library, cafe, laundry, restaurant, indoor sports room, health club, visitor's lounge, and many more. Each individual living unit serves as a service apartment and is equipped with a sleeping area, study space, restroom, and a small kitchenette.

CO-WORKING SPACE:

The foot plate areas of the Co-Working block is 12,374 sq ft. The co-working block on the ground floor features a cafe, lounge, and reception area, while the first and second floors offer open office spaces with conference facilities. Each floor of the co-working block can comfortably host nearly 100 individuals.



OTHER FACILITIES:

Restaurant:

Hospitality, dining facility and house-keeping services are provided here at Smart Connect. 24*7



Restaurant

Games Room:

A fully dedicated indoor games room

Parking:

100 cars open space parking facility

Banquet/ Conference Hall:

02 numbers of A/C banquet hall of 3000 sqft. for conference & other social events



Banquet/Conference Hall

Fitness Centre:

Fully A/C multi-GYM and fitness centre

Lawn:

6000 sq ft lawn for banqueting social events

3. Trend of Occupancy

❑ Co-Living Space:

No. of Rooms- 84

Tariff per day- 999+ GST

Tariff per month- 22,470 + GST

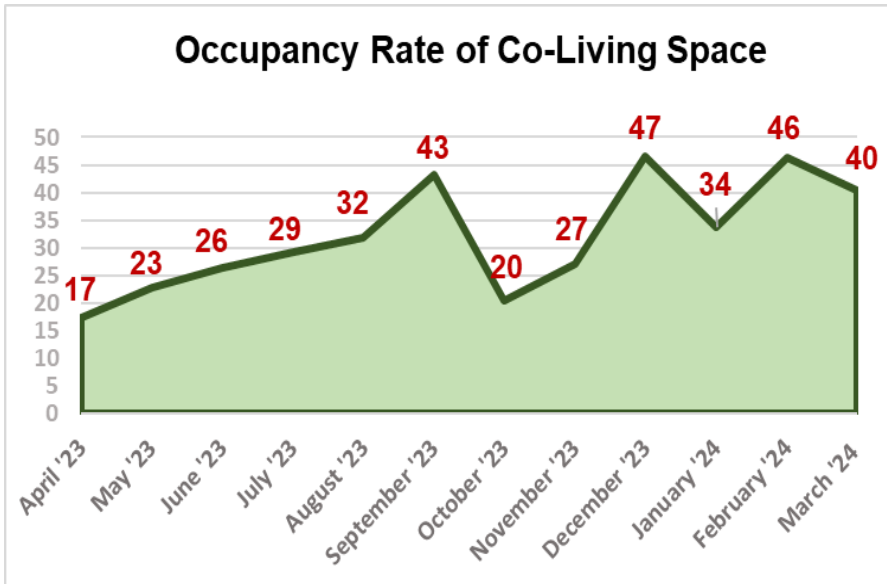
with complimentary Breakfast

❑ Co-working Space:

Period of Engagement- Initially for 11 months, renewable up to 5 years.

Tariff- Rs.54 per square foot per month+ GST

The major occupants till date are-



West Bengal
Cyber Crime
Department



HDFC
Bank
Parivartan



Other
Corporate
Offices

❑ Banquet/ Conference Hall:

Till date, the space has hosted 7 major functions

Online Booking Facility is available.

Despite being operational for a very short period of time, the occupancy rate is commendable.

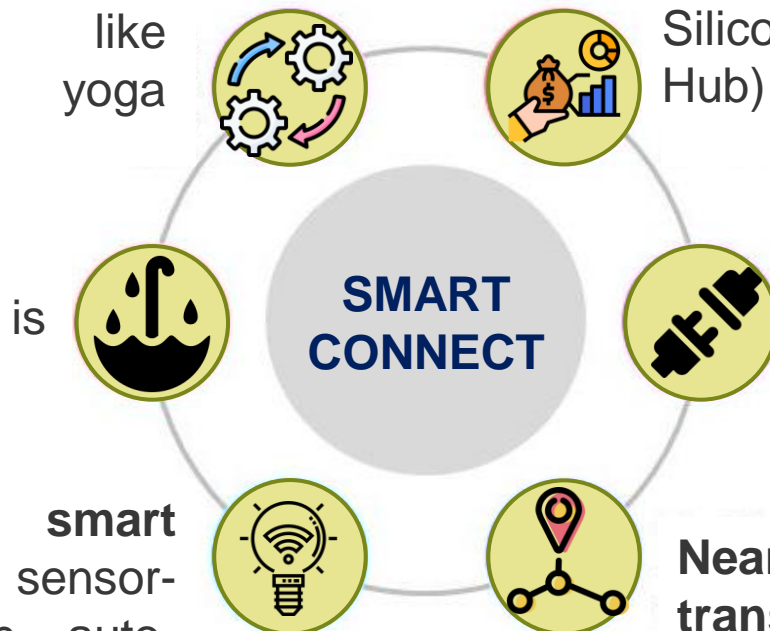
4. Innovative Approaches of Smart Connect

The following are the innovative approaches:

Integration of hard infrastructure with soft infrastructure like meditation hall, yoga center, Spa, etc.

Rain-water harvesting practiced

Integration with smart technologies like sensor-based lights with auto-operating and auto-dimming facilities



Closer proximity to the high investment zone (Bengal Silicon Valley and the Fintech Hub)

Endorses 'plug to work' culture

Nearness to the major transport routes, particularly upcoming metro shall trigger TOD based development

5. Other Festivals

Smart Connect hosts a number of other festivals from time to time:



Khichdi Festival

21st July 2023- 31st July 2023

No. of visitors
1584



Brishti Mach Misti Festival

2nd Sept. 2023- 17th Sept. 2023

No. of visitors
830



Biryani Festival

1st Dec. 2023- 10th Dec.2023

No. of visitors
1288



Puli Pithe Festival

12th January 2024 – 18th February 2024

No. of visitors
1432

6. Impact of Smart Connect

The following are the impacts of the project:



Facilitates economic activity

Encouraging entrepreneurs, startups, and freelancers by simplifying establishment setup and proximity to workspaces boosts economic activity in the city



Synergy promotes efficiency

Synergy between the co-working co-living space promotes efficient land use, minimizes transportation needs, and encourages social interactions



Avoids downtime period

Due to readily available infrastructure, one can start working / living from day one.



Ensures cost effectiveness

Cost per seat / bed is much lesser compared to the conventional leasing costs. Also, the working capital requirement is low



Ensures Safety and Security

The space hosts a considerable number of women populations, who feel safe due to the 24*7 CCTV surveillance

7. Awards and Recognition

The project “Walk to Work: Co-working Co-Living in New Town” has received the Smart Cities Expo 2023 Award for best Innovation in Real Estate, held at New Delhi on 19th January 2024.

This recognition not only validated the vision but also underscored the meticulous planning, and commitment to sustainable urban development, and have redefined the concept of living and working in urban spaces.



8. Conclusion

In conclusion, the "Co-Working Space: Community Living and Working" project epitomizes a pioneering approach to urban living. Embracing the "Walk to Work" ethos, it not only minimizes commuting hassles but also fosters a sustainable and healthy lifestyle. This project redefines the standard for urban development with its smooth integration of co-working and co-living areas, enhanced by state-of-the-art facilities and intelligent technologies. Its locational advantage, coupled with robust infrastructure and eco-friendly practices, not only enhances productivity but also elevates the overall quality of life for residents and professionals alike, exemplifying the essence of modern urbanism.