

# **Rehabilitation Market G+1 Building (provision for G+7) At DJ Block AA-1, New Town Kolkata**

## **Design Competition Brief**

June 2021



## Executive Summary

**New Town Kolkata Development Authority (NKDA) invites design proposal for “Rehabilitation Market G+1 Building (provision for G+7) At DJ Block AA-1, New Town Kolkata” from interested architects, design and architectural consultancy firms.**

- New Town Kolkata is one of India’s latest and fastest-growing planned new cities.
- It is proposed to construct a rehabilitation market at a plot measuring around 1 acre at DJ block AA-1, New Town Kolkata to relocate and accommodate the informal vendors selling their products haphazardly on streets.
- As part of this project a design competition is being conducted to select the best design proposal.
- The details of the project site, eligibility criteria, evaluation criteria, procedure to participate and submission requirements are mentioned in this design brief.



Indicative image

## City overview

- New Town Kolkata is one of India's latest and fastest-growing planned new cities. The Township is strategically located in the north-eastern fringes of Kolkata in the district of North 24 Parganas in West Bengal. The city has a coverage area of 30 Square Kilometers and with a planned population of 10,00,000.
- New Town Kolkata is emerging as a Smart and Green Township, which caters to the housing needs of all classes of people and provides job opportunities to young people mainly in IT sector.
- New Town Kolkata is also emerging as a commercial and educational hub in Eastern India.

## About the Design Competition

- The proposed project site is located at a densely populated residential area of Action Area-1, New Town. Many of the residential apartments at this area are occupied at present. Many street vendors at this area, haphazardly sell their wares, blocking the footpath and part of the carriageway.
- Hence it is proposed to construct a rehabilitation market at DJ block AA-1, New Town Kolkata to relocate and accommodate the informal vendors selling their wares haphazardly on streets.
- As part of this project a design competition is being conducted to select the best design proposal.



Indicative image

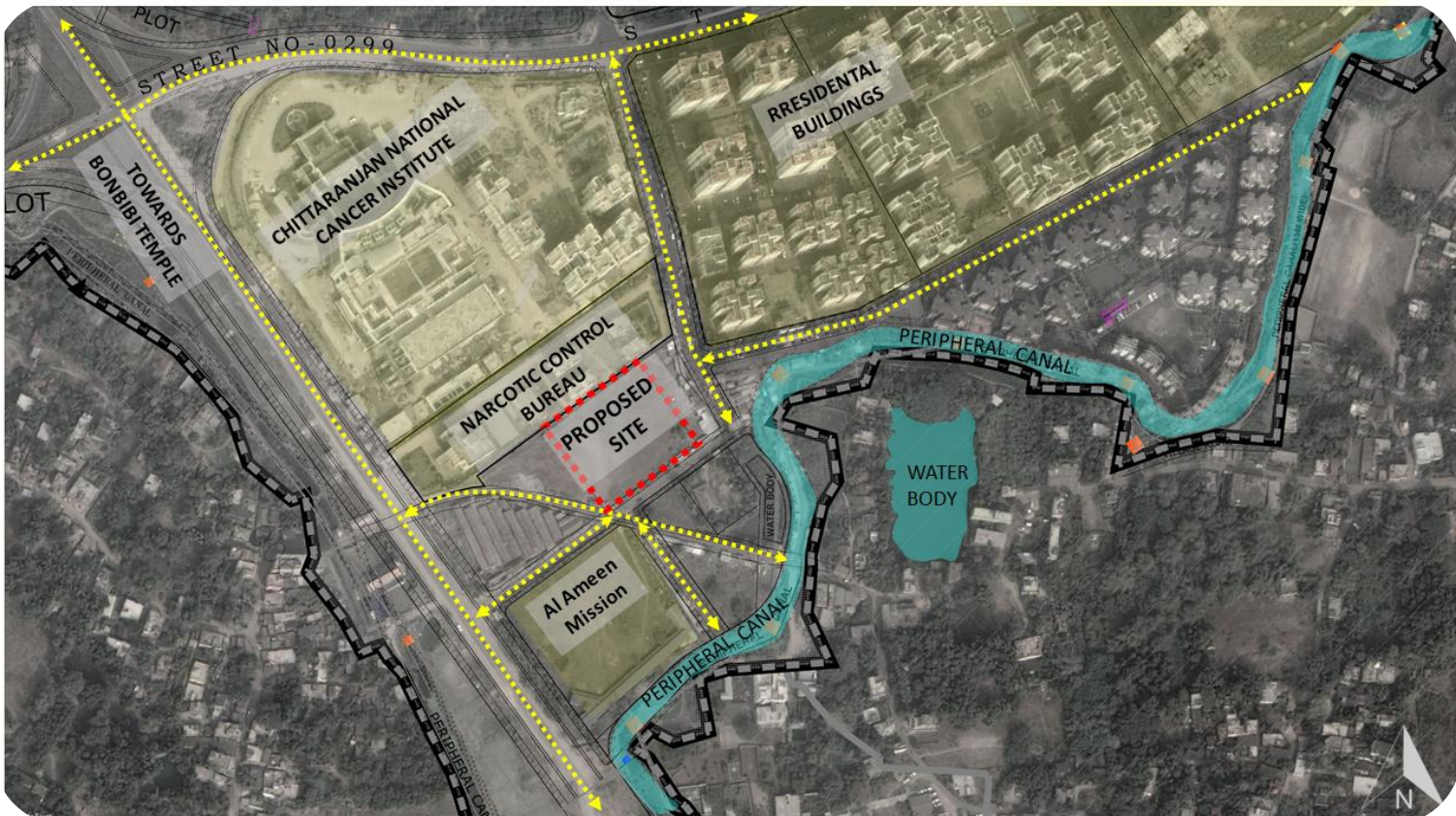
**Project Objectives:** The market facility may be conceptualized with the following objectives

- Improving the working conditions of street vendors
- Providing opportunities for the street vendors, to participate and economically benefit from the transformation of New Town Kolkata into a smart city
- De-cluttering the streets and enhancing the aesthetics and vibrancy of the city through re-habituating the haphazard street vending activities.
- Providing vending rights in a dedicated space to the vendors and thereby increasing the vendors' accountability towards the space and its surroundings, ultimately leading to the vendors maintaining hygiene.
- Optimizing revenues for the vendors as well as for the authority.
- Enhancing the consumers' experience, through appealing, innovative and planned vending concepts.
- Develop a space that meets defined minimum physical-space standards
- To create smart market facility that is safe and user-friendly by the introduction of new or improved facilities such as CCTV, signage, seating, lighting, trash bins etc.



## About the site

- The site selected for the development is about 1 acre in area, located towards the southern part of the New Town Kolkata, it falls within the Action Area-I of New Town Kolkata.
- The surroundings of the proposed site are mostly of residential units and institutional centers. Narcotic Control Bureau and Chittaranjan National Cancer Institute are towards the northern part of the proposed site.
- The Site is well accessed by roads on all sides and is also well connected with the surrounding urban centers.
- The proposed location of site located in google maps:  
<https://goo.gl/maps/ne2iVzCPFKYcWDoS9>



Indicative plan showing the location of the proposed project

**Please refer to the site cad drawing and site photos also.**

In addition to the site details shared, that provide an understanding of the existing site; interested participants are encouraged to conduct a site visit to familiarize themselves with the project. For any further queries participants may contact us on [support@nkda.in](mailto:support@nkda.in)

## Design Requirement

- Ground Floor- Should predominantly contain raised (on platform) linear shops of carpet size approx. 1.5 M \* 3.3 M (approx. 5 SQM Carpet Area). The area below each shop platform shall be storage area (with locking facility) for that particular shop.
- 1st Floor/ Upper Floor- Should predominantly contain backend services like cloud kitchen, warehouse, data center and staff quarters.
- The design proposal will be G+1 structure with provision for construction of 6 additional floors (that is G+1 building with provision for G+7).
- Other than the required service and circulation core(s), It is proposed that floors above (2nd to 7th floor, proposed for future expansion) will comprise open floor plate which the client may lease/ sell in future as retail/ commercial/ institutional space.
- The proposed design including structure, services and circulation should have provision for future expansion as mentioned above.
- The proposed design must comply with relevant codes and building regulations.
- For purpose of designing a rehabilitation market a joint principal use of Business-Mercantile (retail) or any other suitable use type may be considered for deriving statutory requirements as per relevant NKDA building rules and regulations (including amendments).

The design proposal should gel with New Town's ethos as a smart futuristic city.

## Eligibility Criteria

- Qualified architects, design and architectural consultancy firms.
- At least 1 team member should be a local resident\* of the city, who will serve as the representative.
- Multi-disciplinary collaboration is highly encouraged.

\*The local resident representative can be a professional staying/ working in in New Town Kolkata or in vicinity of New Town Kolkata.

## Evaluation Criteria

- Originality of idea.
- Understanding of the local context.
- Feasibility of implementation.
- Integration of future expansion provision in the proposal.
- Fulfillment of submission requirement

Evaluation of the entries will be conducted by a panel of judges comprising city officials, experts and other stakeholders.

Shortlisted entries will be invited to present their proposal to the panel.

The panel of judges will declare the winners based on the proposal and presentation of the participants.



## Submission guidelines

- All participants are requested to send their entries in pdf format only (maximum 20 MB). The submission of entries can be by via email: [support@nkda.in](mailto:support@nkda.in)
- If submitting by email and the file is too large to be attached, then a link can be mentioned in the mail (Google Drive/ Drop Box etc.).
- The submission should include site plan, floor plans, relevant sections, relevant elevations and at least 2 relevant rendered views.
- Other than indicative view(s) of the G+1 structure, it is suggested that the participant also include view(s) of G+7 (future expansion) proposal.
- The submission should include a rough budgetary estimate and a brief writeup explaining the concept.

## Participation guidelines

- Participants are free to submit more than one proposal.
- Plagiarism will lead to disqualification.
- Any team assisted by the competition organizers or jury members will be disqualified.

## Timeline

Competition roll-out: 08/06/2021  
Submission: 19/07/2021  
Presentation: 26/07/2021  
Announcing of results: 02/08/2021

Any change in timelines will be notified to the participants in advance

## Awards

- The winning entries will be published on the websites and social media pages of NKDA and its associates.
- If the authorities decide to implement the winning proposal, the winning team will be given an opportunity for development of detailed design for implementation of the project.

**1st prize**  
**Rs. 30,000**

**2nd prize**  
**Rs. 15,000**

**3rd prize**  
**Rs. 10,000**



**Disclaimer: All entries in the competition will be the property of NKDA. NKDA reserves the right to use any of the ideas/designs received without any compensation to the participants.**

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**Thank you**