

Jul 1, 2018

Mishti Hub to open doors on July 5

KOLKATA: The Mishti Hub in New Town, where one will get traditional sweets as well as those from reputable brands under one roof 24X7, will be thrown open to public on July 5. Ten reputable sweet brands will be setting up their outlets in the hub.

Located near gate number 3 of Eco Park, the hub has been developed by the Housing Infrastructure Development Corporation (Hidco) off the Biswa Bangla Sarani on way to the airport on the VIP Road-bound flank. “It has been set up strategically so that people leaving the city by air can stop by on way to the airport and pack traditional Bengali sweets,” said an official.

Ten reputable brands, including Balaram Mullick & Radharaman Mullick, Banchharam, KC Das and Ganguram Sweets, have been allotted space in the hub. Condition of the bid was that the brand had to be in operation for 25 years or more and that in other things being equal, older outlets would be preferred over the comparatively younger ones.

Apart from the 10 brands, there will be a special counter where various kinds of traditional Bengali sweets like Burdwan’s sitabhog and mihidana, Shaktigarh’s lyangcha, Behrampore’s chhanabora and Krishnagore’s sarpuria and sarbhaja will be displayed and sold.

Officials said that the structure has been designed in such a way that it will offer an old Kolkata charm. While a central atrium with glass walls will bring in sunlight inside, cast iron carvings outside will offer a feel of the sweet traditions of Bengal.

A parking lot has been carved out at the front side where customers can park their vehicles for free for a limited period of 30 minutes.

The project was conceptualised by Hidco in 2016 and work was started in February 2017. The idea was to have traditional sweets and those from reputable bands under one roof.

Link - https://m.timesofindia.com/city/kolkata/mishti-hub-to-open-doors-on-july-5/amp_articleshow/64812416.cms