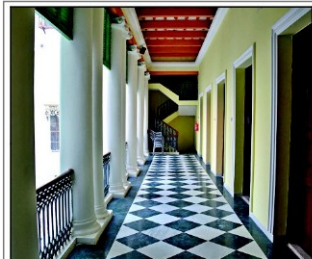


News monitored for: Emami Group



**EXPERTS PRAISE ADAPTIVE REUSE FOR
RESTORATION OF 48B, MUKTARAM BABU ST | 4**

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Focus on ‘adaptive reuse’ for heritage restoration: Experts

TIMES NEWS NETWORK

Pic: Biplob Bhattacharjee

Kolkata: Former secretary of culture and Prasar Bharati chairman Jawhar Sircar described the restoration of the old mansion of the Mullicks at 48B, Muktaram Babu Street, “remarkable” in the sense that it is about friendship and wonderful adaptive reuse. The building is being restored for FMCG conglomerate Emami’s CSR arm.

“While two brothers don’t get along these days, it is amazing how two friends — R S Agarwal and R S Goenka — managed to build a business empire together,” he said during a discussion on private-public partnership in heritage conservation organized by Calcutta Heritage Collective (CHC).

“Adaptive reuse is perhaps the most important part of any restoration. Otherwise, heritage loses its context and becomes a burden of the past for the owner,” said Mukul Agarwal, an architect. “Any conservation must include the current occupants of the building. They are not only part of the heritage, but also have sustained the structure in some way,” said journalist Sohini Chatterjee, who shared her experience as a resident of the heritage property — Park Mansion.

“We thank CHC for their work on heritage awareness. The building holds a special place in our heart as our founders began their journey from here,” said Sushil Goenka, Emami managing director.

CONGLOMERATE BACK AT 48B, MUKTARAM BABU ST



The original look of the building 180 years ago is being restored



- ▶ Just beside the Marble Palace of Rajen Mullick at 46, Muktaram Babu Street, Babu Swarup Chandra Mullick constructed this house in neo-classical architecture on a 36-cottah plot
- ▶ Back in 1968, two friends — R S Agarwal and R S Goenka — began their entrepreneurial journey with a capital of Rs 20,000 from a rented 200-square feet space in this building and the brand Emami was born
- ▶ In fact, till 2008, Emami kept part of its operations in this building
- ▶ In 2016, Emami group bought the building to preserve their entrepreneurial root. It was in ruins at that time
- ▶ Emami group sought to rebuild and restore the building to its former glory. Heritage conservation architect Manish Chakraborty was engaged to restore its stunning look 180 years ago
- ▶ It will be used for the corporate social responsibility operations of the company. The ground floor and first floor will be used as a charitable clinic