BATANAGAR TO CALCUTTA RIVERSIDE: from industrial to post-industrial township
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In January 1934 the foundation stone for the first building of Bata was laid in Batanagar near Calcutta in West Bengal. It became one of India´s earliest structured industrial townships and a model for modernity and working class welfare in postcolonial India. The factory compound contained its own temple, schools, cinema, sports ground and 60-bed hospital, with single-storey homes for low grade employees and villas for senior management as well a manager´s club and a swimming pool.

In September 1960 The Rotarian described Batanagar as „a community built for Bata workers, full of sun, pure water, refreshing green and cleanliness, a town of good wages, active business and enterprise — a town with the best schools" (p. 50).

In 2005 Batanagar estate underwent a major redevelopment. It announced a 50:50 joint venture with Calcutta Metropolitan Group, a city-based developer to build the satellite township Calcutta Riverside. According to the HOK master plan, the done-again Batanagar will be segmented into three distinct territories. Zone A will comprise institutional buildings, a hospital, schools, exhibition ground and retail. Zone B is earmarked for the golf community and golf course, the industrial campus with dedicated garments, building materials and IT/ITES sections, and low-density residential component. Zone C will have riverfront retail, the high-density residential component and a convention centre.

This transformation from Batanagar to Calcutta Riverside symbolizes the transformation from industrial to post-industrial production (from shoemaking to IT, from production/cottage industry to retailing) followed by a change of life-style (swimming pool to golf course), values and entrepreneurship (factory to joint-venture). The transformation from a modell township arranged around a factory to an exclusive residental township arranged around a golf course indicates exemplary transformations in an era of accellerated globalization.