THE 86TH KALIBARI DURGA PUJA'23 SPONSORSHIP PROPOSAL Gujarat's Biggest Durga Puja

Organized by **Bengal Cultural** Association Ahmedabad Venue: Ahmedabad Kalibari, Rajpath-Kalibari Rd, Ambli

Date: 19th Oct'23 - 24th Oct'23

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ABOUT BCA & DURGA PUJA

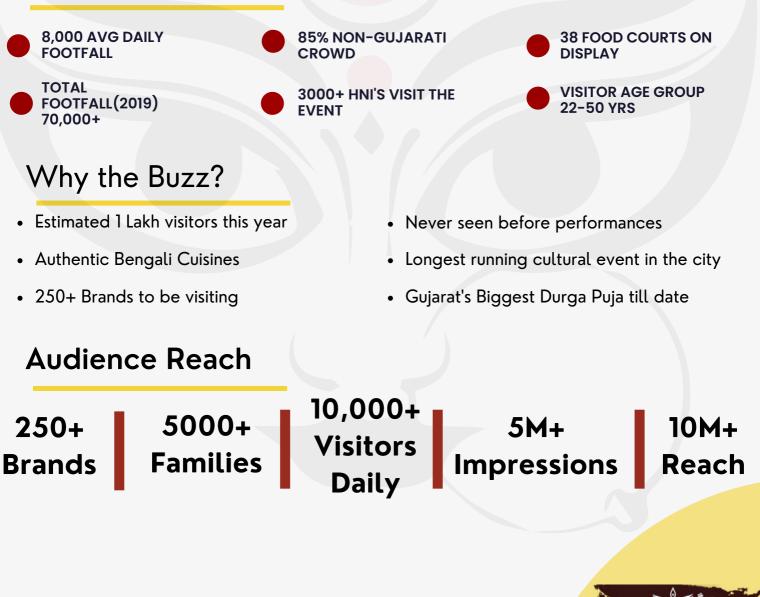


Bengal Cultural Association

BCA is a non-profit, socio-cultural organization dedicated to celebrating and preserving Bengali culture in Ahmedabad. Founded 85 years ago in Ahmedabad,

BCA has grown in strength through the decades, earning a pre-eminent position in Ahmedabad and amongst the entire Gujarati diaspora. Today, we have more than 1000 member families from all walks of life, living, studying, working and contributing to nation-building in and across Gujarat - Ahmedabad. BCA every year organizes the festival of Durga Puja with huge celebrations and grandeur.

Why is Durga Puja so important?





What happens at Durga Puja?



Durga Puja



Drama



Dhunuchi Dance



Celebrity Performances



Brand showcases



Largest Community Gathering for Bhog Prasad



Food & Drinks



Folk Shows

City Ahmedabad

l to be celebrated -Oct 5 festivities

Press & Media Coverage

Durga Puja after two years draws throngs

Kolkata touch is palpable at festivities, from authentic Bhog, making of idol and pandal, to artistes and orchestra



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Engali associations are celebrating Durga Puja in a big way after two long years. Pandals are all packed and get-togethers are being held amid offerings made to Durga Ma. Bengal Cultural Association's (BCA)

Durga Ma. Bengal Cultural Associations' (BCA). Kalibari Durga Puja is the largest puja in the city at the moment. The association expects at least 15,000 people on Ashtami. KDP creative executive Phyanka Roy said, "We are seeing more and more people visiting every day. Saturday was jam-packed, whether at the puja dome, cultural area or the food court. And pacticity and the saturation of the saturation of

puja dome, cultural area or the food court. And it is gaining even more momentum." Anal Mukherjee, secretary, BCA said, "We have made special arrangements for pick-up and drop from the pandal for the senior citizens using an electric golf cart as the area is quite large – 2 lakh square feet. Calural programmes are con-ducted in open air. We expect a total of 70,000 people to attend the six-day festival. Dhaki (drummers) from West Bengal are performing at

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the event." Karnavati Bangiya Parishad Charitable Trust (RBPCT) organised a Sarbojanin Durga Utsav at NK Farm in Thable where at least 500 people gave Anjali and had Bhog Pasad on Sunday. The trust has called in craftmen from Kolkata to build the structure from wood and grass. The 'mitti' and colour have also been brought from Kolkata. Sources said the making of the Darga idol starts from the day of Jagannath Kath Yatra and it is brought in the mandap on Chaturthi. Pradip Chattogadhyay, chairman of KBPCT, said. "We couldn't celebrate Puja on a large scale for the last two years due to the pandemic. But this time there is a lot of excitement among peo-ple for the Puja." He said the idol is 8.5 metres high. "We buing suilt and bunarasi saris for Ma from Rolkata, and also an orchestra and artister or Bengali Cassical and modem songs." Rajli Chakraborty, secretary of Durga Puja Celebration Committee of KBPCT, said, "The Karnavati Bangiya Parishad Charitable Trust

Cel sweets are all there for the Bhog, khichdi/pulav, mixed vegetable s sabji, gobi ki sabji, chutney, etc. This is our 9th Durga Puja celebration in the city." i the fhe Bengs. (A), Ahmedab. Sch Durga Pul Scober 5 Stitl

Bengalis all set for

Kolkata-like Durga

Puja celebrations

દૂર્ગા પૂજા ઉત્સવનો આરંભ...

દિવ્ય ભારકર

અમદાવાદ-સિટીભાસ્કર 06-10-2022



બવગુજરાત સ પ્રવારમિત્રી જિવાથી સાવી રહી છે અને સાથે દૂર્ગા પૂળ ઉત્સવનો પણ આ પશ્ચિમ બંગાળ સંદિતના પ્રદેશમાં દૂર્ગા પૂજાની ભાદ જિવાથી થતી હોસ છે સ્થળોએ દર વર્ષે દૂર્ગા પૂજાના મંડપ્રોમાં માતાજીની મૂર્તિની સ્થાપના કરીને આ વર્ષે પણ આ અભ્ય ધાર્કિક પરંચન પૂળ ઉત્સાદ, દોપા અને ભન્દિતા દૂર્શાંદૂજ, સિંદૂર ખેલા લગેરે ધાર્મિક પરંપરાનું અનેરૂ મહાત્મ્ય હોય છે. म करीने છે દાહર છે વ સાથે ઉજવાઇ રહી છે. તસવીરઃ **પંકજ શુકલ**





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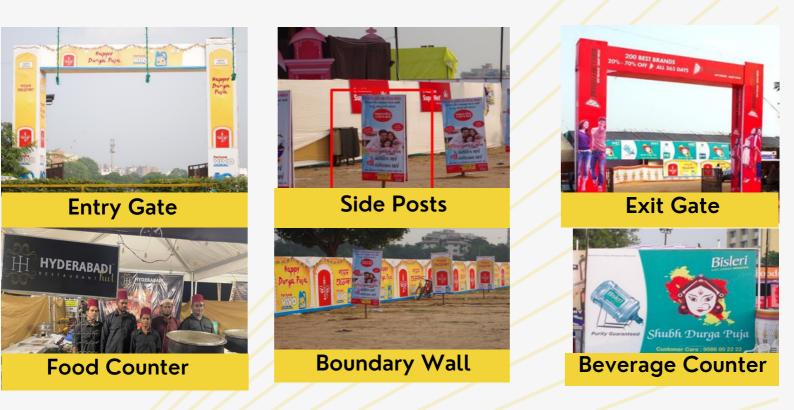




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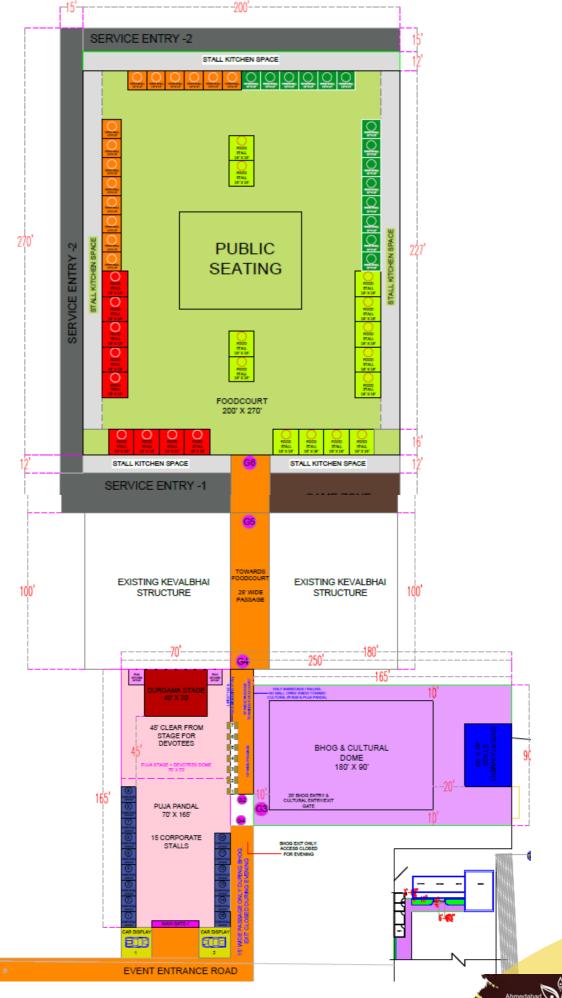


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Corporate Stall in Puja Pandal (10' x 10')	~	~	×	×
Advertising Hoarding (6' x 3')	-public walkway -food court -puja pandal -bhog area	-public walkway -food court -puja pandal -bhog area	-food court -bhog area	-food court -bhog area
Solo Branding Gate	Prime area	Semi-prime area	×	×
15 min stage time on Ashtami	~	×	×	×
Special PR coverage on Press conference day	~	×	×	×
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LED screen display (max. 20 seconds)	\checkmark	 	 	~



Event Layout





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