



THE 86TH KALIBARI DURGA PUJA'23 SPONSORSHIP PROPOSAL



ahmedabad.kalibari



AhmedabadKalibari



ahmedabadkalibari.com



AhmedabadKalibari

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



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?

- 8,000 AVG DAILY FOOTFALL
- 85% NON-GUJARATI CROWD
- 38 FOOD COURTS ON DISPLAY
- TOTAL FOOTFALL(2019) 70,000+
- 3000+ HNI'S VISIT THE EVENT
- VISITOR AGE GROUP 22-50 YRS

Why the Buzz?

- Estimated 1 Lakh visitors this year
- Authentic Bengali Cuisines
- 250+ Brands to be visiting
- Never seen before performances
- Longest running cultural event in the city
- Gujarat's Biggest Durga Puja till date

Audience Reach

250+ Brands | 5000+ Families | 10,000+ Visitors Daily | 5M+ Impressions | 10M+ Reach

CONTACT: 99042 40435/ 99099 41749 for more details





ABOUT BCA & DURGA PUJA

What happens at Durga Puja?



Durga Puja



Drama



Dhunuchi Dance



Largest Community Gathering for Bhog Prasad



Celebrity Performances



Food & Drinks



Brand showcases



Folk Shows

CONTACT: 99042 40435/ 99099 41749 for more details



Why shouldn't you miss out on Durga Puja this year!

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



More and more people are visiting every day. Saturday was jam-packed, whether at the puja dome, cultural area or the food court.

—Priyanka Roy, KDP creative executive



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 in people for the Puja.

—Pradip Chattopadhyay, KBPCT chairman

Ahmedabad Mirror Bureau
feedback@ahmedabadmirror.com

TWEETS @ahmedabadmirror

Bengali associations are celebrating Durga Puja in a big way after two long years. Pandal is all packed and get-togethers are being held amid offerings made to Durga Ma. Bengal Cultural Association's (BCA) Kalbari 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 Priyanka 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 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. Cultural programmes are conducted 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

the event."

Karnavati Bangiya Parishad Charitable Trust (KBPC) organised a Sarbojanin Durga Utsav at NK Farm in Thaltej where at least 500 people gave Anjali and had Bhog Prasad on Sunday. The trust has called in craftsmen 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 Durga idol starts from the day of Jagannath Kati Yatra and it is brought in the mardap on Chaturthi.

Pradip Chattopadhyay, 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 people for the Puja." He said the idol is 8.5 metres high. "We bring silk and banarasi saris for Ma from Kolkata, and also an orchestra and artistes for Bengali classical and modern songs."

Rajib Chakraborty, secretary of Durga Puja Celebration Committee of KBPCT, said, "The sweets are all there for the Bhog, apart from khichdi/pulav, mixed vegetable sabji, paneer sabji, gobi ki sabji, chutney, etc. This is our 9th Durga Puja celebration in the city."

City | AhmedabadMirror

Bengalis all set for Kolkata-like Durga Puja celebrations

Festival to be celebrated in a big way after three years at Ahmedabad Kalbari; Sept 30-Oct 5 festivities to include dance, music, and food from West Bengal

Magha Bhatt
feedback@ahmedabadmirror.com

TWEETS @ahmedabadmirror

Bengalis in the city are gearing up to celebrate Durga Puja on a grand scale after the muted celebrations in the last three years due to Covid. The Bengal Cultural Association (BCA), Ahmedabad will celebrate the 85th Durga Puja from September 30 to October 5 at the Ahmedabad Kalbari. Kiran Kumar Parmar, Mayor of Ahmedabad and Pankaj Kumar, Chief Secretary of Government of Gujarat will inaugurate the celebrations on October 1.

The association has invited famous singers from Kolkata including Laganjeeta Chakraborty, Akash Sen and Abhishek Sinha to perform in the cultural programmes while artists from Kolkata are already here to make the idol of Durga Ma. The event will also have a dance programme mentored by Sadhana Nityalaya from Pune.

Dhaki (Drummers) from West Bengal will be present for six days and showcase their skills during the aarti while for Saptami, Ashtami and Navami the Bhog Prasad will be made by special cooks from Kolkata.

Forty stalls promoting Bengali cuisines will be set up by local Bengali hoteliers that will provide sweets, street snacks, starters and main courses. It will also have regional cuisines like Lucknowi, Hyderabadi and South Indian and so on. Over 60,000 people are expected to attend the six-day festival. BCA has over 3,000 families as its



Chief Secretary Pankaj Kumar will inaugurate the festival

Kalbari Community Centre in Ahmedabad

A Kalbari Community Centre will come up at the Ahmedabad Kalbari premises by March 2023. Initiated by Bengal Cultural Association, (BCA) Ahmedabad, it will have a new prayer hall. The centre will also have a homoeopathy dispensary, library and activity centre. BCA officials said the library will be free with over 1500 books from authors from Bengal. The homoeopathy dispensary will provide services at a nominal rate. An activity centre will provide indoor sports, dance and music classes which will only be open for members for a nominal charge. Later a community hall will also be set up.

members and the Bhog Prasad and the idol of Durga Ma are sponsored by Bengali families.

Anal Mukherjee, general secretary, BCA, Ahmedabad said the last big Durga Puja celebration was in 2018. "In 2019 the celebration was low key while in 2020, it was not allowed due to Covid. In 2021 the entries were restricted with an online darshan facility. In fact in 2020 only packaged

Bhog Prasad was distributed," said Mukherjee. There will also be an Anandmela, which will have a pot-luck of sorts where homemakers will prepare Bengali cuisines and sell them for a nominal charge at the event. Priyanka Roy, creative executive of the Durga Puja event said the event also aims to bring Bengali club-dance closer to their cultural and religious traditions.



અમદાવાદ-સિદ્ધિભાસ્કર 06-10-2022

મા ની આરાધના માટે શક્તિ અને ઊર્જાના પ્રતિક સમા ધુનુચી નૃત્યને પરફોર્મ કરાયું



દુર્ગા પૂજા ઉત્સવનો આરંભ...

અમદાવાદની જિવણી ચાલી રહી છે અને સારી દુર્ગા પૂજા ઉત્સવનો પણ આરંભ થયો છે. ખાસ કરીને પશ્ચિમ બંગાળ સહિતના પ્રદેશમાં દુર્ગા પૂજાની ભવ્ય ઉજવણી થતી હોય છે. અમદાવાદમાં પણ ઘણા સ્થળોએ દર વર્ષે દુર્ગા પૂજાના મંડપોમાં ભારતીય મૂર્તિની સજાના કરીને પૂજન-અર્ચન કરવામાં આવે છે. આ વર્ષે પણ આ અવસરને ધાર્મિક પરંપરા મુજબ ઉજવેલું અને ભક્તિભર્યા સ્થળે વિજય શક્તિ છે. દુર્ગાપૂજા, સિંહુર ખેડા વગેરે ધાર્મિક પરંપરાને અનુરૂપ મહત્વ હોય છે.

સંસ્કાર: પંચમ સુકો

City | Ahmedabad | Mumbai | Delhi | Bengaluru | Hyderabad | Kolkata | Chennai | Agra | Agartala | Ajmer | Allahabad

Ahmedabad readies for Durga Ashtami prayers

TNN / Updated: Sep 28, 2017, 08:31 IST

312 PTS SHARE

ARTICLES

Ahmedabad
readies for Durga Ashtami

CIVIC ISSUES CRIME POLITICS SCHOOL AND COLLEGES GUJARAT ELECTIONS VIDEOS PHOTOS WEATHER POLLUTION NEWS EVENTS

NEWS / CITY NEWS / AHMEDABAD NEWS / Durga Puja Festivities Begin in Ahmedabad

THIS STORY IS FROM OCTOBER 4, 2019

Durga Puja festivities begin in Ahmedabad

TNN / Updated: Oct 4, 2019, 13:58 IST

SHARE

ARTICLES

Durga Puja
festivities begin in
Ahmedabad

4in1 flu
vaccination can
help protect from



DNA

ફિદી મે વર્ષે

Top News Bihar political crisis: Future of BJP, JD-U alliance hangs in balance; Nitish Kumar to take call today

Latest News

Home > India

Durga puja festivities begin in Ahmedabad

The city is in the grip of the festive spirit of Navratri. Apart from the nine nights of raas-garba, Durga puja will begin on Friday which the Bengali community celebrates each year with great fervour and enthusiasm.

Reported By DNA | Edited By: | Source: | Updated: Oct 19, 2012, 06:37 PM IST

EDITION IN

THE TIMES OF INDIA

City | Ahmedabad | Mumbai | Delhi | Bengaluru | Hyderabad | Kolkata | Chennai | Agra | Agartala | Ajmer | Allahabad

CIVIC ISSUES CRIME POLITICS SCHOOL AND COLLEGES GUJARAT ELECTIONS VIDEOS PHOTOS WEATHER POLLUTION NEWS EVENTS

NEWS / CITY NEWS / AHMEDABAD NEWS / Ahmedabad: Bengali Culture And Cuisine Delight On Durga Ashtami

THIS STORY IS FROM OCTOBER 6, 2019

Ahmedabad: Bengali culture and cuisine delight on Durga Ashtami

TNN / Updated: Oct 6, 2019, 11:36 IST

SHARE

india.com

Switch to हिंदी मराठी

LATEST CWG 2022 INDIA ENTERTAINMENT PHOTOS VIDEOS

World States Auto Business Tech Festivals Health Travel Topics Coupons

Home > Articles

Durga Puja 2017: This Famous Durga Puja Pandal In Ahmedabad Should Not be Missed

City | AhmedabadMirror

Bengalis all set for Kolkata-like Durga Puja celebrations

Festival to be celebrated in a big way after three years at Ahmedabad Kalbari; Sept 30-Oct 5 festivities to include dance, music, and food from West Bengal

Magha Bhatt

Bhupendra Patel
Chief Minister, Gujarat State

Message
Indian culture is a unique blend of pure life, imagination and richness of moral values through religious and spiritual symbolism. The Maa Durga isn't only a divine deity holding weapons in her ten hands and destroying the Devil Mahisasura, but 'SHE' is also the symbol of how the society can destroy the evils by getting together in ten hands and using the weapons of values in life! I am pleased to learn that the Bengal Cultural Association, Ahmedabad is planning and celebrating DURGAs Puja known as 'Sharadotsav' mark 84th year of celebration. I am much pleased to learn that this year is being celebrated as a festival on Digital Platform, observing

Shri Bhupendra Patel
Chief Minister, Gujarat

CONTACT: 99042 40435/ 99099 41749 for more details





Influencer Shoutouts



Digital Coverage



Trends on social media



Big Media Houses Feature us



Brands associated in past



& 250+ More





Brand Industry Integrations

- Banking
- Lifestyle
- Education
- Automobiles
- Media
- Real Estate
- Hospitality
- Food & Beverages

Branding done in the past



Entry Gate



Side Posts



Exit Gate



Food Counter



Boundary Wall



Beverage Counter





SPONSORSHIP PACKAGES

Articles	5 LAC	3 LAC	2 LAC	1 LAC
Branding	✓ -road side -main entrance -puja pandal -food court -bhog	✓ -road side -main entrance -puja pandal -food court -bhog	✓ -puja pandal -food court -bhog	✓ -food court -bhog
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	✓	✗	✗	✗
Social Media Shoutouts	✓	✓	✓	✓
LED screen display (max. 20 seconds)	✓	✓	✓	✓

CONTACT: 99042 40435/ 99099 41749 for more details





CONTACT: 99042 40435/ 99099 41749 for more details



Contact Details

Please connect with us if you have any sponsorship queries or want to connect regarding customized packages

PRIYANKA ROY : 99042 40435

SAURIN BASU : 99099 41749



ahmedabad.kalibari



AhmedabadKalibari



ahmedabadkalibari.com



AhmedabadKalibari





Payment Details

The Bank details are as under :

Account Name : Bengal Cultural Association

Bank: Bank of India Thaltej Branch

Account No. : 211110110006277

Account Type: Savings

IFSC Code : BKID0002111

Once you remit, please send the Bank acknowledgment so that we can issue a receipt. Please mention your PAN card number if you want to avail ITAX benefit under section 80G

One can donate through Paytm (9327022149) or directly in our Bank Account.

