



NEW TOWN
SANATANI

DURGA PUJA

Kolkata

2024



ONE OF BEST & BIGGEST DURGA PUJA IN BENGAL
@ NEW TOWN, KOLKATA TO BE IN NEAR FUTURE.



CONCEPT

NEW TOWN INTELLECTUALS

ORGANISED BY

MANAB JATI KALYAN FOUNDATION

ARRANGEMENT

NEW TOWN DURGA PUJA COMMITTEE

ONE OF BEST & BIGGEST DURGA PUJA IN BENGAL @ NEW TOWN, KOLKATA TO BE IN NEAR FUTURE.



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॥ নিউ টাউনে এবার সনাতনী দুর্গা পূজা আবার ॥

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AN INTRODUCTION OF INTELLECTUALS

We, 'New Town Intellectuals' mainly constitute of like-minded people who are working in various professional sectors in different parts of Bengal and India and each one of us reside in multi-storied gated complexes & Housing Co-Operatives at New Town Action 1,2,3 and extended area of New Town named as Rajarhat.

With goodwill, we wish to utilize our spare time for the betterment of the society through a plethora of social welfare & social activities which would be helpful for everyone, and we hope to reach out to a mass of people, not only in Bengal but throughout the country. Slowly and gradually but certainly, one step at a time, we are gaining our foothold on various strong platforms of the society, commencing from the areas of different parts of New Town, Kolkata.

Our sole Mission & Vision is social welfare and connecting people with each other for the betterment of mankind through social activities to create an atmosphere of unity and togetherness by nurturing human values, enhancing well-being of individuals and promoting social progress.

New Town Intellectuals



।। নিউ টাউনে এবার সনাতনী দুর্গা পূজা আবার ।।



सत्यमेव जयते

प्रधान मंत्री
Prime Minister

MESSAGE

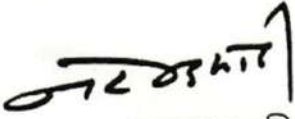
आपनादेर सवईके दूर्गा पूजा ओ नवरात्रिओर आंतरिक शुभेच्छा जानाई। मा आदिशक्तिओर पूजाओर एई शुभ उॄसव आमादेर जीवने सुख, शान्ति ओ समृद्धि वये आनुक एई प्रार्थना करि।

मा जगदम्हार ँश्वरिक कृपा आमादेर प्रत्येकेओर मध्ये विद्यमान एवंग एई नय दिनेओर आध्यात्मिक साधना एई अन्तर्निहित शक्तिओर परिचय। नाना रूपे मायेओर आराधनाओर मध्येई निहित रयेछे जीवनेओर सारमर्म। ताँर स्तुति आमादेओर जीवनेओर विभिन्न प्रतिबन्धकता काटिये उॄठते साहस एवंग आत्तुविश्वास योगाय।

सारादेशे भक्ति ओ विश्वासेओर साथे पालित एई उॄसव आमादेओर सामाजिक सम्प्रीति, शान्ति ओ जनकल्याणेओर चेतना निये जीवने एगिये येते अनुप्राणित करे।

अमृत कालेओर समय, आमरा एकाटि गौरवमय ओ उन्नत भारतेओर संकल्ल निये एगिये चलेछि। मा आदिशक्तिओर आराधना समस्त देशवासीओर मध्ये नतून शक्ति ओ उदीपना सञ्चार करूक एवंग देश उन्नतिओर नतून उच्चताय पौँछाक।

एई आशा रेखे, आमि आवारओ आपनादेओर सकलके शुभ नवरात्रि एवंग दूर्गा पूजाओर शुभेच्छा जानाई। देशवासीओर कल्याण ओ जातिओर उन्नतिओर जन्य मा भवानीओर काछे प्रार्थना करि।


(नरेन्द्र मोदी)

New Delhi
आस्पिन 24, शक संवत् 1945
16th October, 2023

Shri Barun Biswas
New Town Durga Puja Committee
T 2/F 6/S 2, Eastern High Complex
AA-1, New Town, Kolkata
West Bengal-700163

ড° হিমন্ত বিশ্ব শর্মা
Dr. Himanta Biswa Sarma



सत्यमेव जयते

মুখ্যমন্ত্রী, অসম
Chief Minister, Assam

CMS.7/2023/.7

Dispur

29 Magh, 1429 Bhaskarabda

13th February, 2023

MESSAGE

I am extremely happy to learn about Manab Jati Kalyan Foundation's endeavor to observe and celebrate Durga Puja for the second time at New Town Mela Ground, Kolkata.

Devi Durga, the Goddess of Shakti, is the embodiment of divine power and feminine energy. We worship Maa Durga to bestow upon mankind all righteousness, knowledge, prosperity and other potent powers. Durga Puja, which marks the victory of good over evil, is also a celebration that strengthens the bond of harmony and peaceful co-existence in our society.

I am deeply moved at the unflinching devotion of the residents of New Town, Kolkata towards Maa Durga and Her supreme powers which envelope the world with peace and probity.

I extend my best wishes to the members of the organizing committee on their endeavor.

(Dr. Himanta Biswa Sarma)



विश्व हिन्दू परिषद् ॐ VISHVA HINDU PARISHAD

टेलीफ़ैक्स : 91-11-26178992, 26103495
तार : हिन्दूधर्म Gram : "HINDUDHARMA"
Telefax : 91-11-26178992, 26103495

Registered Under Societies Registration Act 1860 No. S 3106 of 1966-67 with Registrar of Societies, Delhi
संकट मोचन आश्रम, (हनुमान मंदिर) सेक्टर-६, रामकृष्ण पुरम्, नई दिल्ली - ११००२२ (भारत)
SANKAT MOCHAN ASHARAM (HANUMAN MANDIR), SECTOR-VI, RAMAKRISHNA PURAM, NEW DELHI-110 022 (BHARAT)

Ref : VHP/008/2023



Date : 24/02/2023

To,
Mr. Barun Biswas
Founder & Chairman
Manab Jati Kalyan Foundation

Sir,

I am glad to know that your organization is going to observe **Durga Puja** this year with an idea to create an environment to showcase the thousand years old Hindu Monks, Acharyas, Vaidyas, Kavirajs & Patriots and their contribution towards Indian & the entire world to the new generation here.

I congratulate you for this wonderful event which is going to be held at Kolkata & I extend my best wishes for the program.

Thanks.

Sincerely,

Dr. R. N. Singh
National President
Vishwa Hindu Parishad

Website : www.vhp.org, E-mail : hinduviswa@gmail.com

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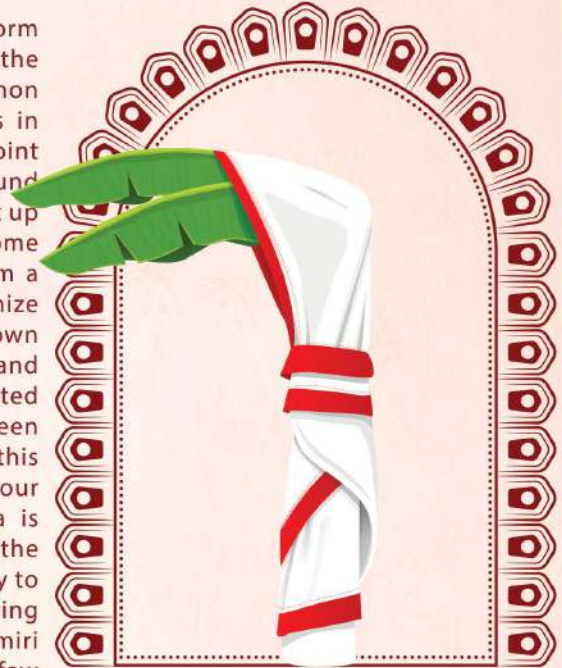
Preview of Durga Puja 2023 & Purview of Durga Puja 2024

Durga Puja is known as Durgotsav in Bengal. According to historians, the celebration of Durga puja started somewhere around the 14th Century. The Jain text from the 11-12th century shows the celebration of Durga puja as well. The name of Maa Durga and words related to it have been seen in Vedic literature such as Rig Veda Hymns and also in Atharva Veda. According to Puranas, it is a spring festival, but we celebrate it in the months of September-October (during autumn). It is a 9-day puja and so it is also known as Navratri.

It was an idea to connect people through the greatest festival on earth which has been declared as an intangible cultural heritage of humanity by UNESCO. We were not prepared but we needed to prepare ourselves for the larger interest of society & religion. We had just 28 days to organize year before last's Durga Puja. It wasn't easy to hold the entire responsibility onto our shoulders but a few people encouraged us & accompany us from the beginning. We were not prepared financially and otherwise to face the situation day by day and from time to time but had a complete set of minds to look forward and think about the future perspective.

We are thankful to all the people who stood behind us in crisis and tried their best in all possible ways to overcome every hurdle in both the year of 2022 & 23. Thousands of people came together whom we knew for the first time but they all did extremely well in demand. They are the pioneers; they are the strength of us and they are the backbone of these initiatives whether ladies & gents, boys & girls and old & young otherwise they are those devotees for whom we stand today to celebrate 3rd year of the greatest festival on earth in 2024. We are acknowledged upon those devotees and we express our sincere gratitude for their wholehearted dedication & sacrifices for making it happen after a legal battle and putting a mark into the mind of people here & everywhere.

We are happy to connect, unite & consolidate a platform for the future on which we could stand and look for the upcoming days for the larger interest of the common citizens of New Town Bengal. Durga Puja also helps in Economic, Cultural and Tourism. From an economic point of view, artisans from nearby areas, come to puja ground to sell their stuff, to earn some income, people also put up their food stalls, and because of this, they earn some money, which helps them to feed their families. From a Cultural point of view, in this pandal, they organize cultural singing and dancing program by local Newtown people. Where they dance on some Rabindra Sangeet and sing some old classic Bengali and Hindi songs, dedicated to Maa Durga. From a Tourism point of view, it has been observed that most people, travel to Kolkata during this period, to look around, and to know more about our culture. It has also been observed that, since puja is celebrated for 4 days, nowadays, it is celebrated for the whole 9 days, as it becomes crowded and so, people try to visit the puja pandal as early as possible. Last year during puja days we had an opportunity to felicitated one Kashmiri girl who performed beautifully on stage and few foreigners.



॥ নিউ টাউনে এবার সনাতনী দুর্গা পূজা আবার ॥

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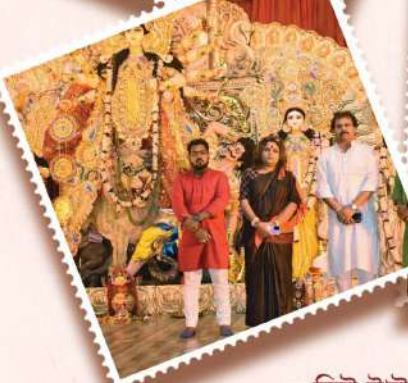
GLIMPSES OF DURGA PUJA 2022



॥ নিউ টাউনে এবার সনাতনী দুর্গা পূজা আবার ॥

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GLIMPSES OF DURGA PUJA 2022



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GLIMPSES OF DURGA PUJA 2023

KHUTI PUJA



॥ নিউ টাউনে এবার সনাতনী দুর্গা পূজা আবার ॥

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GLIMPSES OF DURGA PUJA 2023

INAUGURATION CEREMONY



॥ নিউ টাউনে এবার সনাতনী দুর্গা পূজা আবার ॥

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GLIMPSES OF DURGA PUJA 2023

RELIGIOUS EVENTS



॥ নিউ টাউনে এবার সনাতনী দুর্গা পূজা আবার ॥

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GLIMPSES OF DURGA PUJA 2023

CULTURAL EVENTS



॥ নিউ টাউনে এবার সনাতনী দুর্গা পূজা আবার ॥

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GLIMPSES OF DURGA PUJA 2023

SINDOOR KHELA & IMMERSION



॥ নিউ টাউনে এবার সনাতনী দুর্গা পূজা আবার ॥

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REASONS OF ORGANIZING DURGA PUJA

There are many reasons to celebrate Durga Puja, some of them can be mentioned here:

1. It is said that, when all the gods were helpless to kill a demon named Mahishasura, they all called Maa Durga for help, and later she killed the demon and so we celebrate it in honour of Women's Empowerment. We celebrate it to say, women are as strong as men. We celebrate it to remind ourselves and to teach the next generation that Good always wins over evil.
2. Durga puja is celebrated on a grand scale in kolkata because it is believed that maa kali (the avatar of maa durga) was born and has a special place in this city.
3. This shows the art of Bengal artisans as they make idols and also prepare the Pandal.
4. On the 10th day (dashami) during immersion, married ladies play with vermilion. It is known as sindhur khela. They put some on each other, and some on idols of gods, and they believe that by doing so, god bless them and their families.
5. During this festival many people come together after a long pause for joy & enjoyment and share their respect, love & affection with each other.
6. Durga Puja is a festival when we, organizer think about some social activities like new cloth distribution to the down trodden people and try to make them happier.

New Town Durga Puja Committee



॥ নিউ টাউনে এবার সনাতনী দুর্গা পূজা আবার ॥

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MESSAGE FROM CHAIRMAN'S DESK

I am deeply honoured & glad to know that ManabJati Kalyan Foundation and New Town Intellectuals are Organizing Durga Puja this year in 2024 a grand manner at New Town, Kolkata.



Devi Durga, The Goddess of Power, is the embody of divine power and feminine energy. We worship Maa Durga to bestow upon mankind all righteousness, knowledge, prosperity and other potent powers. Durga Puja which marks the victory of good over evil, is also a celebration that strengthens the bond of harmony & peace in our Society.

“We worship maa durga to bestow upon mankind all righteousness, knowledge, prosperity and other potent powers.”

My sincere appeal to all section of people of entire New Town, West Bengal & India to be part of this greatest festival of India which is also declared as intangible cultural heritage of humanity by UNESCO. I personally welcome Business Houses, Professionals, Artists, Vendors, Social Workers and most importantly common people of New Town & Bengal of all ages without any hesitation Please come and join hands together to create an unmatched & commendable example of religious culture of India & Bengal in presence of millions of people here.

As a Chairman of New Town Durga Puja Committee, I express my Best Wishes to the Organizing Committee Members, Devotees and other Participants who are diligently and emotionally involved in this Puja this year also.

Thanks & Regards

Basant Sethia

Chairman

New Town Durga Puja
Committee



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INVITATION

Dear Sir / Madam,

It is our immense pleasure to inform you that we, **New Town Intellectuals & Manab Jati Kalyan Foundation**, a Social Welfare Organization have taken initiative of "DURGA PUJA" 2024. We are assembling in a grand manner along with other cultural events for the 3rd year at New Town Mela Ground to celebrate the biggest festival in West Bengal declared as intangible cultural heritage of humanity by **UNESCO**.

We the Bengalis are extremely emotional and empathetic with this great festival. In this regard, we request your kind presence & participation in our Durga Puja as our Honourable Guest on the Inauguration Day on 7th October 2024, Monday at around 6p.m or any suitable days on & from 7th October to 12th October 2024.

Please be present on those days to attract million people from different part of West Bengal, as New Town Mela Ground is a most prime & populated location beside BISHWA BANGLA GATE, Kolkata.

New Town is a place of future of Bengal.

Regards,

New Town Durga Puja Committee



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CORPORATE SPONSORSHIP/ ADVERTISEMENT LETTER

Dear M/s.

At Manab Jati Kalyan Foundation, we value each and every DONATION/ SPONSORSHIP/ADVERTISEMENT we receive from our supporters for the Social Welfare & Social Development of the Society. With this in mind, it's our goal to show DONORS / SPONSORERS /ADVERTISERS how they can make the most of their contributions by steering them toward matching gifts.

Since Manab Jati Kalyan Foundation and your esteemed company share so many community members, we'd like to enter into a sponsorship with your organization. Particularly In turn, we would highlight your business as a valuable sponsor to the millions of people whose presence or visualization matter a lot for both of us in entire Bengal and different part of India also during this great festival of Bengal as declared intangible cultural heritage of humanity by UNESCO.

Through this partnership, we hope to help your esteemed Company make the most of your corporate philanthropy budget while ensuring your target audiences to maximize the impact of their choice to our cause in multiple ways of showcasing & penetrate in to the mind of target audiences.

If this excites your team, we'd love to continue this conversation. Please reach out to us at 9830288266 / 8584088801. We're excited to hear from you!

Sincerely with warm regards,
New Town Durga Puja Committee



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AVENUES OF PUBLICITIES FOR ADVERTISERS/SPONSORS

1. Tittle Sponsor
2. Co-Sponsors
3. Associates Sponsors
4. Powered by Sponsor
5. 30 Over Gates- (3 Six Lane Facing) + (Service Lane Facing) + (Inside Lane Facing)
6. 4 LedElectronic Panel Board 4 Corners of Mela Ground-Add/Daily
7. 4 LedElectronic Pannel Board of 4 Junction Point at New Town
8. 1 LedElectronic Backdrop all day
9. Through Tablo Advertisement (ChotaHati & Toto)
10. Cover & Back Page of Book on Durga Puja 2023
11. Size 6 X 4 & 8 X 6 Flexes 150 Pcs Approx
12. Stalls Facials
13. On 200 Pcs Dress Materials for Volunteers
14. FM Radio, Television Channels & Hoarding Add
15. On Gift Packs for Events on Puja Days
16. On Mementos & Uttoriyas
17. 20,000Stickers A4/ A5/ B3
18. 2 Lacks Leaf Lets A4
19. On 5000Copies of Gita
20. Adda Zones (VIPs & Visitors)
21. Online, social media & 2000What's App Group
22. On Bhog Hundy & Food Coupons
23. 50 Road Side Field Tower
24. 50 Cut Outs
25. 4 Jumbo Size Hydrogen Balloons



।। নিউ টাউনে এবার সনাতনী দুর্গা পূজা আবার ।।

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TARIFF PLAN

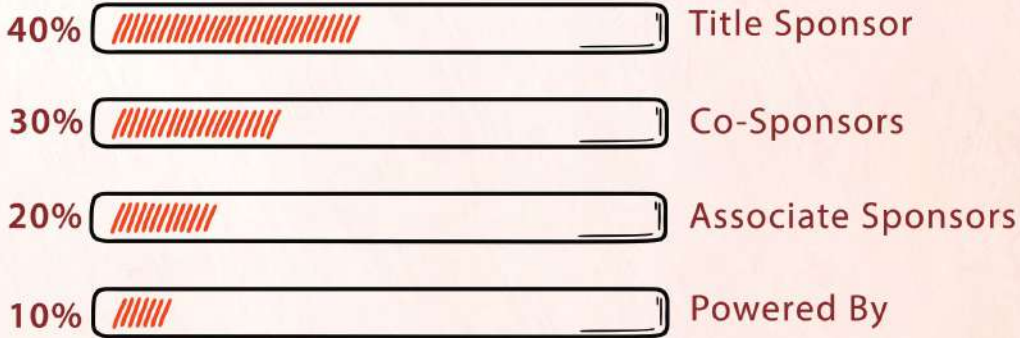
Category	Quantity	Quantity(₹)
TITLE SPONSOR	1	40,00,000/-
CO-SPONSORS	Each	30,00,000/-
ASSOCIATE SPONSORS	Each	20,00,000/-
POWERED BY	Each	10,00,000/-
OVER GATE	30	
3 Main Road Facing		2,00,000/-
10 on Service Road		1,00,000/-
17 on Inside Road		50,000/-
ELECTRONIC PANEL BOARD 9 Days on Daily Continuous Display	5	10,000/- Per Advt.
COVER & BACK PAGE OF BOOK ON DURGA PUJA	500 Copies	3,00,000/-
BANNER-6x4	100 Pcs.	@5,000/-
BANNER 8x6	100 Pcs.	@10,000/-
STALLS/SHOP	100	@30,000/-
ROAD SIDE FIELD TOWER/ Salute Gate	50	@8,000/-
CUT OUTS	50	@10,000/-
40 POLE BRANDING	Each	@3,000/-

।। নিউ টাউনে এবার সনাতনী দুর্গা পূজা আবার ।।

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SPONSORS/ADVERTISERS COVERAGE AREA



Title Sponsor	Co-Sponsors	Associate Sponsors	Powered By
Backdrop LED	1 Main Over Gate	1 Main Over Gate	2 Over Gates on Service Road
1 Main Over Gate	1 Hydrogen Balloon	1 Hydrogen Balloon	1 Hydrogen Balloon
Hydrogen Balloon	All Dress Materials	All Stickers	10 Field Towers
Page of Book on Durga Puja	10 Field Towers	Gift Packs	Tableaus
Paper Printed Materials	Leaflets	Tableaus	
Hoardings	Tableaus		
All Events Coverages			
All Media			

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LOCATION MAP



North
Eco Park & Air Port

East
Tata Cancer Hospital
& Saporji Housing

South
Kolkata

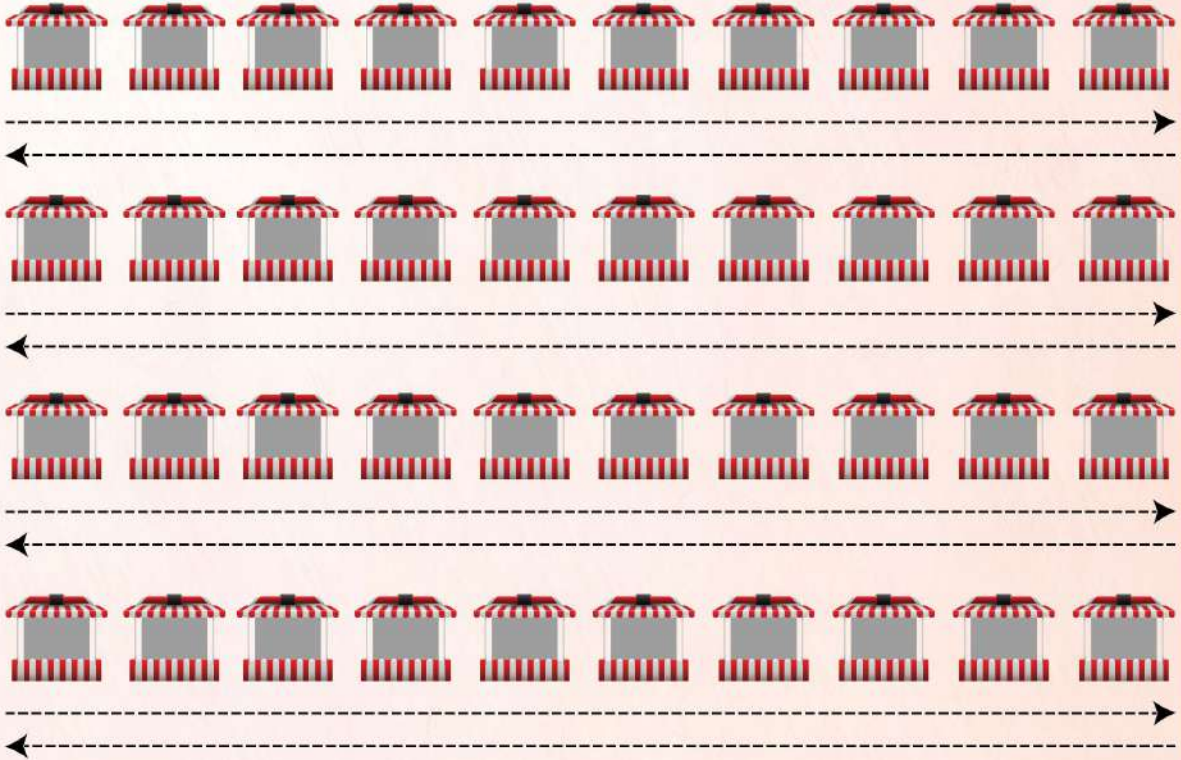
West
Salt Lake City

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SAMPLE DIAGRAM OF STALLS/SHOPS



- 8 x 10 = 80 sq. ft. Each Stall / Shop
- Front: 8 ft, Depth: 10 ft, Height: 8 ft
- A Printed Facial each Stall/Shop
- Two LED lights & One Fan along with Three 5 points Electrical socket Board to be given for each Stall / Shop
- Stall/Shop to be given to any vendor/vendors only for any Dry Item / Items or Purely Veg Food / Foods
- Security to be provided for the safety purpose
- A small area of preparation of food items may be given to the Food Stall / Shop owners only

।। নিউ টাউনে এবার সনাতনী দুর্গা পূজা আবার ।।

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Company Name: _____

Company Full Address: _____

Contact Person: _____

Contact Number: _____

E-Mail IDs: _____

GSTN No: _____ PAN No: _____

Advertisement / Sponsorship Type: _____

Payment Details	Date	Cheque No./NEFT	Bank Name	Branch	Amount

Declaration: I/We have read all the terms & conditions of Organizing Committee and agree with all above mentioned points and understood the Objectives.

Name of Authorized Person	Sign & Seal	Date & Time

Bank Details for Payment:

Account Name	MANAB JATI KALYAN FOUNDATION
Account Number	104905002447
Bank Name	ICICI Bank
IFSC	ICIC0001049
MICR	700229031
UPI Id	MSMANABJATIKALYANFOUNDATION.eazypay@icici



Bank Details for Payment:

Account Name	MANAB JATI KALYAN FOUNDATION
Account Number	40400751545
Bank Name	State Bank of India SBI Terminus Building, New Town
IFSC	SBIN0014528
MICR	700002429
UPI Id	MANABJATI@SBI



Perforation here

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To

The Chairman,

New Town Durga Puja Committee

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Kolkata- 700 163,West Bengal

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Thank You

NEW TOWN DURGA PUJA COMMITTEE

Flat No.: A2,2nd Floor,BF-56
AA-1, New Town,Near New Town Mela Ground
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CHEQUE/DRAFT or UPI QR SCAN

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