

Sharodiya Durgotsav 2013



Oishani Women Welfare Organisation

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Durgotsav 2013



Oishani Women Welfare Organisation will be celebrating "Durgotsav 2013" from 9th October to 18th October at the same location of past years. This is our 15th consecutive celebration. The accolade of being the best "Women Managed Durgotsav in South Kolkata" has been earned due to dedication of our members and patrons.

Mahaa Panchami	09th October 2013	Wednesday
Mahaa Shashthi	10th October 2013	Thursday
Mahaa Saptami	11th October 2013	Friday
Mahaa Ashtami	12th October 2013	Saturday
Mahaa Nabami	13th October 2013	Sunday
Bijoya Dashami	14th October 2013	Monday
Lakshmi Puja	18th October 2013	Friday

About Us



Oishani Women Welfare Organisation was founded in the year 1998 by three enthusiastic women from Kolkata, India with an objective of Social Service and Women Empowerment inspired by the works and teachings of Ramakrishna Paramhamsadev and Swami Vivekananda.

We are a fully women managed registered social organization(society) based out of Kolkata, India and have only women members and associates all over the world. We strongly believe that Social Upliftment can only be achieved through Women Empowerment and are working relentlessly towards that. Women Empowerment and Peaceful Coexistence of all is our Motto.

Oishani has earned trust and accolade for organizing the Durgotsav due to the dedication of our members and patrons who have reposed enormous faith in our abilities. We aim to bring in smile and happiness amongst our children's, families, sponsors and guests through this celebration and keep our cultural heritage alive for future generations. Through this Durgotsav we provide the devotees an occasion to enjoy, celebrate and participate.

Advantage Oishani



- 1 The popularity of our Durgotsav generated over last 15 years attract thousands of devotees/ audience / spectators from far off locations.
- 2 The largest community of women organizing the Durgotsav in South Kolkata for the last 15 years.
- 3 The Durgotsav is organized near the busy crossing of Rashbehari Avenue.
- 4 Easy access from all parts of Kolkata. Next to Kalighat Metro Station and near to Tollygunge Railway Station.
- 5 Depth and breadth across all major apartments and reaching out to hundreds of high net worth families across Rashbehari Avenue, Lake Market and Raja Basanta Roy Road.
- 6 Soothing ambience, beating drums, festive mood, social gathering and interaction.
- 7 Minimum expected daily visitor is 5000+.
- 8 Traditional Puja rituals performed with religious fervor- Dhaak, Slokas, Mantras and Dhunuchi Naach. The evening ritual (Sandhya Arati) is adjudged to be the best in South Kolkata.
- 9 Awarded by the Priest's association for stringently following the procedures.

Advantage Oishani



- 10 Attractive cultural and entertainment programs performed by renowned artist and folk groups of Bengal.
- 11 Different avenues of publicity- Gate, Hoarding, Banner – reaching out to a large captive and visiting crowd.
- 12 Net working opportunity with High Net Worth individuals, business men/women, industrialist and corporate executives.
- 13 Associated with International brands like ITC, TATA, Parle and Blackberry.
- 14 Extremely active Facebook page liked by 300+ visitors and having a reach to 100,000+ friends. Exclusively covered by print (ABP group, Bartaman) and audio – visual (Amar FM 106.2, CNBC-IBN, ABP, NDTV) media.
- 15 A home away from home – the best place for family to enjoy the Durgotsav with variety of foods and divine atmosphere.
- 16 Prasad and Bhog are distributed to thousands of visiting devotees.
- 17 Free community lunch attended by 1000+ devotees, highly committed to social responsibility.

Rate Card

★ 15 YEARS ★



Gate	Location	Prices in INR
Platinum	Xing of Satish Mukherjee Road and Rashbehari Avenue	1,25,000.00
	Xing of SP Mukherjee Road and Kalighat Park, South road	
Gold	Along Satish Mukherjee Road (alongside the Pandal)	85,000.00
Silver	Along Kalighat Park, South Road	65,000.00

Hoarding	Location	Prices in INR
Platinum	Along the Rashbehari Avenue Footpath(140 ft)	Rs 45/ sq ft
	Along the S P Mukherjee Road Footpath (200 ft)	
Gold	Along the Rashbehari Avenue Tram line (140 ft))	Rs 40/ sq ft
Silver	Along the S P Mukherjee Road Tram line (300 ft)	Rs 35/ sq ft

Rate Card

★ 15 YEARS ★



Banner	Location	Prices in INR
Platinum	Xing of Satish Mukherjee Road	7,000.00
Gold	Along Kalighat Park, South Road	5,000.00

Podium	Location	Prices in INR
Club House	On Satish Mukherjee Road , Opposite to the main pandal	50,000.00
CULTURAL PROGRAM	On Satish Mukherjee Road	50,000.00

Stall	Location	Prices in INR
Stall (8ftX6 ft)	Xing of Satish Mukherjee Road and Rashbehari Avenue	35,000.00
Stall (8ftX6 ft)	Along Satish Mukherjee Road (alongside the Pandal)	30,000.00
Stall (8ftX6 ft)	Along Kalighat Park, South road	25,000.00

Rate Card

★ 15 YEARS ★



Pillar	Location	Prices in Pair and in INR
Platinum Pillar(Backlit)	Xing of Satish Mukherjee Road and Rashbehari Avenue Xing of SP Mukherjee Road and Kalighat Park , South road	35,000.00
Platinum Pillar(Frontlit)	Xing of Satish Mukherjee Road and Rashbehari Avenue Xing of SP Mukherjee Road and Kalighat Park , South road	35,000.00
Gold Pillar (Backlit)	Along Satish Mukherjee Road (alongside the Pandal)	30,000.00
Gold Pillar (Frontlit)	Along Satish Mukherjee Road (alongside the Pandal)	30,000.00
Silver Pillar	Along Kalighat Park, South road	25,000.00

Online Payment



Bank Name	DENA BANK
Bank Branch	Rashbehrai Avenue Branch
Address	41 A (c), Rash Behari Avenue, Kolkata 26
Account Number	017310004423
Account Type	Savings
IFSC Code	BKDN0910173
MICR Code	700018011
Account Name (for Cheque Payment)	OiSHANI (WOMEN WELFARE ORGANISATION)

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★ 15 YEARS ★



Partners

★ 15 YEARS ★



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