



বাংলা

BENGAL

POWER OF 9 CRORE

Bengal is not just a geo-political region, it is an ethos, culture, historical journey and meeting point of talents. This state has produced some of the best brains of India, best music, handicrafts, literature and superior minds. It is said the fertile soil of Bengal had always been the target of plunderers, yet the resilience of the people of Bengal, turned dark tales of exploitation to stories of success. We are here to celebrate that POSITIVE BENGAL

Addressable Target Audience

- Reach out to 268 million Bengalis worldwide.
- Target 83.369 million Bengalis in India.
- Collaborate with 68.369 million Bengalis in West Bengal.
- Say hello to 15 million Bengalis outside West Bengal.
- Reach out to 155 million Bengalis in Bangladesh.
- Seal a bond with 185 million Bengalis outside India.



Qualified, Access, Prospective

- Growth of Vernacular Local language: 18% (CAGR) in 2016
- Growth of digital content: 22% (CAGR) in 2016
- Internet penetration: 37.7 million (41%)
- Smartphone penetration: 29 million (33%)



ORGANISATION

- **P&M Communications is a decade old organisation engaged in a spectrum of activities ranging from sports, media, television broadcasting, events, publishing, music and more, primarily Bengal centric.**
- **It has always believed in the potential that Bengal can offer. The organisation's commitment has always been to reach the Bengali diaspora spread across the world.**



Bongodorshon and GetBengal, by P&M, are run by committed and culturally sensitive professionals, who are passionate about Bengal and believe Bengal is a land of optimism and we are here to celebrate that essence.

www.bongodorshon.com



বাংলা র স্পন্দন

Quality Bengal centric content on positive essence of Bengal. Only exclusive online portal on Bengal.



Provide quality content in English for Bengalis, Non-Bengalis, Non-resident Indians across the globe.

Targets Bengali reading and speaking community across the state and globe and the language is Bengali.

Committed 67K followers and growing by the day.

Strives to instill a sense of pride among the addressable millions from the state.

Offline potential for last mile connectivity with the people of Bengal.

Facilitates as a knowledge giving platform on Bengal.

To be an interface between the people and the various stakeholders in Bengal.

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The language is English and thereby readership not limited to Bengali speaking only.

Local approach, global appeal

Community building for a committed 20K followers and growing

WINDOW TO OPPORTUNITIES



- Integration and monetization of verticals such as Art, Tourism, Handicrafts, District Block partnership and many more
- Engaging content generated on the above mentioned verticals with an eye to monetise
- Some verticals already commercialised
- Agile in terms of content creation for exclusive information on Bengal and monetisation possibilities
- Global design but local flavour of content
- Both GB and BD are platforms and not news and information aggregators
- Connectedness to familiarity.
- Growth and penetration of digital media in DIGITAL INDIA
- Reader community already developed by the two portals
- Huge addressable audience
- All numbers indicate growth
- Multiple forum representations
- Inclusive development
- Collaboration and community build up. Pool creation and last mile connectivity.
- Ensuring one stop shop: For Government and Public interface
- Involvement of cause centricism in education and health sectors

BENGAL ART

Bengal has contributed and impacted the global art forum and Bengal Art has been a favourite with art connoisseurs across the world. From Abanindranath Tagore to Jogen Chowdhury to the contemporary painters, sculptors and designers, Bengal has been at the centre of India's art renaissance.



CATEGORY	DIMENSION	PRICE
Painting on Canvas	Small (12"X12") – Medium (12X18 – 24X30) Big (30X36 – 48X60)	40K 50K to 80K ----
GRAPHICS: Etching Lithograph Linograph Serigraph	Small format (12X12) Medium format (12X18) Big Format (22X28)	30K 40K 60K
SCULPTURE: Fibre Wood Metal Terracota	Small (Height 12") Medium (Height 20")	Fibre (40K) Terracota (30K) Metal (70K) Fibre (50K) Terracota (40K) Metal (1lakh)
CERAMICS: Pottery Sculpture	(Height 12") (Height 20")	Pottery (20K) Sculpture (30K) Pottery (30K) Sculpture (50K)

DIGITAL PRINTS including prints on Archival Paper pf Photographs/ Paintings/ Places/ Objects/ Wildlife/ Heritage/ New Media (22X30") Price 30K

BENGAL CRAFT

The crafts of Bengal present both the widest canvas of creative activity and the broadest spectrum of development. From village pottery to the dokra art of Bankura, the scroll paintings of Midnapur, the almost extinct Balaposh from the land of Siraj-ud-daullah, the Bengal craft tradition proposes the beauty of integrating materials to create products which provide the artisan a comfort in his daily existence.

We have hundreds of craft forms in 23 districts of Bengal, but to start with we propose to concentrate on a few of them and strive to give functionality to them.



CRAFT	DISTRICT	FUNCTIONALITY
Balaposh	Murshidabad	Winter Utility
Mats	Midnapore	All purpose Utility
Leather print	Birbhum	Bags
Dokra	Burdwan/ Bankura	Utensils, Photo Frame
Brass casting	Midnapore	Utensils
Kantha stitch	Birbhum	Stole
Gambhira Mask	Dinajpur	Furniture
Chhau Mask	Purulia	Furniture
Dashavatar Taash	Bankura	Decorations/Game connector
Galar Putul	Purulia/ Bankura	Decorations

TOURISM OVERVIEW IN BENGAL

The Tourism Policy 2016, has laid down the action plan for development of tourism in the state. Two airports namely Netaji Subhas Chandra Bose International Airport, Kolkata and Bagdogra Airport, along with excellent rail and road connectivity has ushered 15.29 lakhs foreign tourists and 744.6 lakh domestic tourists to this state. Bengal tourism circuit has been an ever encouraging revenue earning model.



- West Bengal now ranks 5th among all Indian states in foreign tourist arrival, ahead of Rajasthan and Kerala.
- It ranks 8th for domestic tourist arrival.
- The Kolkata airport traffic increased by 24 percent, from 1.27 crores to 1.58 crores and it is now the 5th busiest airport of India with aircraft movement going up by 19 percent.
- The Bagdogra airport now clocks a 31 percent increase in tourist inflow. It also has night landing facility.
- The room inventory report of various star category hotels of Kolkata shows an increase of rooms from 1500 to 3200 in past 5 years.
- Another 1500 rooms will be added with 3000 crore investment in next 3 years.
- The restaurant sector is growing at 10 percent.

BENGAL TRAVEL

From the mighty Himalayas to the picturesque Gangetic plains, from serene beaches to the mangrove delta of Sunderbans, Bengal is a land of natural splendours. Adding to its charm and appeal are the magnificent heritage architecture, colourful folk festivals, vibrant art and craft, traditional and contemporary music, theatre, films and delicious ethnic cuisine that make West Bengal a unique travel destination.

West Bengal has rich tour and walk potential in all the 23 districts ranging from Temple Trails to Food trails, from heritage walks to forest camps. P&M intends to initiate Kolkata Walks as.. and Tagore Trail as Amader Santiniketan.



Kolkata Walk Possibilities

- General Walks
- Food Walks
- City Tours
- Car/Coach based
- A Half Day City Tour
- A Full Day City Tour
- Bicycle Tours
- Motorbike Tours
- River Cruise
- The Pilgrim's Trail: Chitpore Road Walk
- The Other Colonies Day Tour
- Col. Mark Wood's Map: 1780s European Calcutta Walk (Dalhousie Square)
- South Park Street Cemetery Tomb Hunt
- India's Oldest Chinatown Walk



TAGORE TRAIL:

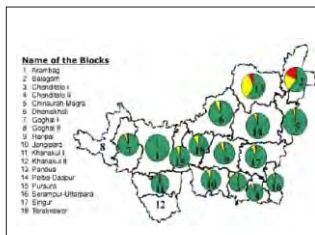
Nobel Laureate Rabindranath Tagore is still the biggest selling brand from Bengal and we propose to do an exclusive Tagore Trail starting from Santiniketan, the abode of peace.

The rickshawpullers and To-to drivers act as tourist guides for the millions of visitors from across the globe to Santiniketan. The information they share are far from reality and lack authenticity. We propose to conduct hourly, daily, one-night two-days and two-night three-days Tagore Trail involving academicians, residents of Santiniketan and Tagore scholars.

Our addressable market would be general tourists, schools, college and university students, foreign tourists specifically from China, Japan, Argentina and other countries where Tagore visited and has left his footprints. Trails will be customised as per the segments.

OTHER PROPOSED ACTIVITIES IN BENGAL

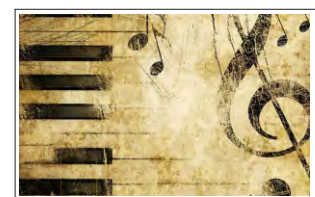
Keeping in mind the addressable audience of 90.3 million across the spectrum in Bengal, we also propose to venture into the following in the near future.



- Make 341 blocks of West Bengal our touch points to share our products and services and generate a revenue stream for us while addressing the socio-cultural requirements of the community.



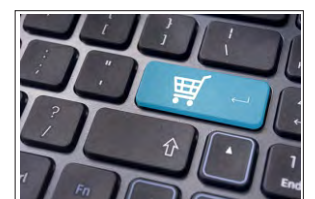
- Build and operate a robust search engine specific to Bengal for the addressable audience. A one touch access to the last mile connectivity and information need of anything and everything to do with Bengal.



- Explore and monetize the huge repository of in-house audio and video clippings on various platforms.



- Venturing into elderly care services to the people of Kolkata and suburbs. Providing customised palliative food, relevant companion service and innovating and using fall sensor device for medical emergencies.



- Online store followed by physical stores on products and services generated in Bengal across the spectrum of Art, Craft, Literature, Travel, Food and more.

THE MOVERS



Indrajit Sen
Founder

Indrajit has over three decades of worldwide exposure in multiple media disciplines and has travelled across continents since early eighties, associating himself professionally with major international television and film production companies for business initiatives, collaborations and merchandising content for India and South East Asia.

He has been engaged with International sports coverage, News and Current affairs programming, conceiving and implementing National events, promotion and merchandising of mega brands and their products, publishing music and several other media, sports and entertainment related events and activities.

Indrajit has also been actively involved with coal- gasification plants in India and has pioneered technical knowhow collaborations with world leaders in this discipline.

He is passionate about Bengal and its enriched socio-cultural tradition.



Dr. Madhubani Ghosh
Advisor

Dr. **Madhubani** Ghosh has a Ph.D in Economics from Victoria University in Melbourne, Australia. She completed her Master's degree in Economics from Jadavpur University in Calcutta, India. She serves as a Professor in the International Maritime Business Department at Massachusetts Maritime Academy in the US. She teaches a number of courses like International Business and Ocean Shipping, Business Ethics and Negotiations, Organization Management. She is also the Experiential Learning coordinator of the department. In this role, Dr. Ghosh has set up a worldwide network of maritime universities where she takes her students on experiential learning trips every year. She has been the key driver for MMA in collaborating with International Universities all around the world at various levels. Prior to joining MMA in Fall, 2000, Dr. Ghosh taught at Pennsylvania State University (University Park campus) in State College, PA. She has also taught at Boston College, Boston University and Wellesley College as an adjunct faculty member.

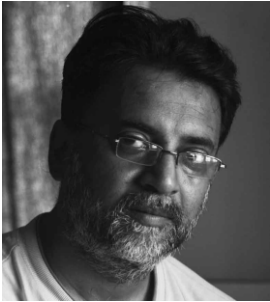
Her connect with Bengal and her keen interest to see the community grow in all aspects have engaged her with the two portals from its inception and she has been guiding them with her knowledge and expertise towards maximum value proposition. She is an avid traveler and has been writing both in Bengali and English on her experiences.



Mr. S H Rahman
Advisor

An Alumnae of St. Xaviers' Kolkata & IISWBM **Mr. Rahman** started his career in office automation Industry and switched to Hospitality sector in 1995 by joining Apeejay Surrendra Park Hotels, since then he has contributed immensely to the development of the Brand and expansion of the Hotel division. He has also been an entrepreneur and consultant established value budget hotels and restaurants pan India, for about seven years. Currently he is Director of Sales & Marketing function of The Park Hotels pan India looking after three Brands.

THE SHAKERS



Partha Dasgupta

Partha Dasgupta is a painter, ceramic and an installation artist of National repute. His works have been showcased internationally and appreciated by art connoisseurs. He was among the first to bring public installations during Durga Puja in Bengal and has been doing the same over a decade now, apart from mainstream art. He is one of the most knowledgeable persons on Bengal craft and its possible functionalities.

Partha has been an integral part of our team in all matters of art, craft, design and related executions. His leadership skill in these domains is unquestionable.



Debdutta Gupta

Debdutta Gupta is one of the most respected art historians of India with innumerable show curations, publications and seminars to his credit. An ex-professor with prestigious Rabindra Bharati University and presently a professor with St. Xaviers College, he is one of the pioneers in Bengal Art history and practice. A regular contributor to regional and national news platforms, **Debdutta** has been assigned with several academic projects by Lalit Kala Academy and many such national institutions to work on art heritage.

He is associated with both Bongodorshon and Getbengal since inception and has been a constant source to the most authentic information on Bengal Art, Craft, Music and History.



Saheli Mitra

Saheli Mitra has more than 22-years experience as a working journalist with a leading English daily of Eastern India -- The Telegraph. She is passionate about Bengal and has been an anchor spearheading the content of Getbengal across spectrum.

She is a poet of national and international repute and has several internationally published anthologies and short story collections to her credit. She is associated with prestigious publishing houses of India on several projects, is a blogger on women issues and engaged in reporting various stories on Bengal. She has been a translator with Sahitya Akademi and has been instrumental in translating short stories of well-known Bengali authors. Her meticulous and structured approach to problem solving has been helping the platforms to accelerate its reach and credibility at a commendable speed.

**THANK
YOU**