

BIG FM KOLKATA FLAGS OFF 'BOLO DUGGA MAI KI' CAMPAIGN TO CELEBRATE DURGA PUJA THIS YEAR

~ The radio network hosted a 3-day live concert where popular artists enthralled the audiences with fascinating performances ~

Kolkata, 6th October 2018: With Kolkata city's biggest festival being just around the corner, **92.7 BIG FM, one of India's largest radio networks** prepares to engage its listeners and hail 'Goddess Durga' with great zeal and fervor. With this year's activity '**Bolo Dugga Mai Ki**', the radio station went a step ahead in bringing real life "**DURGAS**" into the limelight, giving them their due and celebrate their unfathomable power, deep rooted dedication and unmatched sacrifice. Striking the right note by giving the 'City of Joy' something to cheer about in the form of more music promise, BIG FM Kolkata organized a 3-day live concert at iconic places in the city where popular artists joined in to pump up the celebrations with much gusto.

As a part of the celebration, BIG FM Kolkata hosted the concert at Baishakhi Island Salt Lake where BIG MJs Khas Koushik and Nilanjan enlightened audiences about how women are empowering themselves by breaking stereotypes and creating an identity of their own. Taking the entertainment and frenzy at the event to a whole new level, renowned singer, Khanda and Band joined the radio network to celebrate the triumph of good over evil by performing some of their soulful music regaling the audience present there. Well-known ventriloquist, Polash Adhikari was also seen enthralling the crowd with a splendid act that made the event even more memorable.

Supporting the novel cause of keeping the city clean and encouraging citizens to not dirty the surroundings during the festival, Simoco associated with the radio network to spread awareness about their initiative #Kolkataisbeautiful. They shared real life stories on how polluted the environment is getting with each passing day and sensitized people to pledge their support in keeping it clean. Through fun trivia and engaging contests, the team of Simoco elected 5 brand ambassadors from the crowd to present the winners with various merchandises. The concert also saw various compelling acts and contests that kept the audiences glued over the course of the event. Various Benfish vouchers were also given out to appease those who came on board to support the initiative and create awareness about the Benfish eco-tourism resorts.

Speaking on the activity singer **Khanda** said, "Durga Puja is that time of the year when the entire city comes together to join in the celebrations. Women are a substance of power and it is an extremely proud moment for me to associate with 92.7 BIG FM's initiative which highlights women empowerment in today's time."

Commenting on the activity, **BIG MJ Koushik** said, "92.7 BIG FM's '**Bolo Dugga Mai Ki**' campaign is our attempt to celebrate the power of women who play a significant role in shaping our society. While this festival is celebrated with much fanfare in the city, the concert added gaiety and grandeur to the fest engaging the audiences at large."

Expressing his joy about the event, **BIG MJ Nilanjan** said, “It was a privilege to be a part of the ‘Bolo Dugga Mai Ki’ campaign wherein 92.7 BIG FM Kolkata reinforced the spirit of women empowerment. On the pious occasion where we celebrate Durga Ma and the essence of womanhood, it was only apt to highlight how women truly shape and define the world we live in. The activity was supplemented by excellent performances, and it was sheer joy to witness the audience thoroughly embrace the festivities.”

The first day of the concert was held at **Ballygunge Samaj Sebi** on 4th October where Kolkata city's much-loved singer **Miss Jojo** captivate the audience with her foot tapping numbers. The excitement doesn't just end here, as the campaign moves on to **Lake Town** on 6th October where the last day of concert will once again delight music lovers.

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