

92.7 BIG FM CELEBRATED BENGALI NEW YEAR/POILA BAISAKH WITH A MONTH LONG ACTIVITY FOCUSED ON 'NEW YEAR NEW BEGINNINGS'

The radio station engaged with its listeners on Bengali traditions and walked down the memory lane talking about memories of LaalPaarSaree

Kolkata, XX April 2018: 92.7 BIG FM, one of India's largest radio networks celebrated PoilaBaisakh with the theme 'New Year New Beginnings'. The month long celebration emphasized on the number 25 of the 1425th Bengali year by taking into account the contribution of 25 iconic personalities of Bengal. They further enhanced the engagement quotient by building nostalgia around the 'LaalPaarSadaSari' moments through the week of the Bengali New Year by gifting BIG Naboborsho Hampers to celebrities and dignitaries.

BIG FM dedicated a show called '*BarshoBaran*' which was hosted by **MJ Nilanjan, MJ Kaushik, MJ Pamela** and **MJ Sumanta** throughout the month. Celebrities such as **Jishu Sengupta, Subhamita Banerjee, Deb-Rukmini, Koyel Mallick, Abir Chatterjee** and many more shared their childhood/favourite memories of **LaalPaarSadaSari** on the show. **The memories were further posted on the social media pages** of 92.7 BIG FM Bengal, encouraging listeners to share their favourite/childhood memory of a LaalPaarSaree. The best stories were presented with the BIG Naboborsho Hampers and their images were posted on social media pages. Further emphasizing on 25, the radio station created 25 Biopics of iconic legends from Bengal who have contributed to creating a new beginning of a substantial movement/change/invention.

The radio station added to the significance of the New Year by dedicating every week to a new change. The week for new music (Original) had singers like Lagnojita, Anupam Ray, Rupam Islam and new renditions had Singers like Timir, Ujjaini, Anwasha featured on the radio station. Similarly, the week for new age writers featured digital writers and their interviews where they shared exclusive short stories for BIG FM.

On this occasion, **MJ Khas Koushik** of 92.7 Big FM said, *"I feel very delighted to be a part of this celebration and would like to add to the nostalgia surrounding the LaalPaarSaree by encouraging listeners to share their memories. I believe everyone has some memory related to this tradition and it is great to relive all those wonderful days. Wish you all SubhoNoboborsho! Cherish the New Year & your laalpaarsareemoment."*

Memories shared by the celebrities

Speaking about the laalpaarsaree memory, actor Deb-Rukmini said, *"Saree is a traditional element for all Bengali festivals. The first thought that comes to my mind with a LaalPaarSaree is from the Durga Puja season where most of the ladies wear a laalpaarsadasaree at the time of devimass bishorjon. Though I am not that used to wearing a saree, I will never forget the day when my childhood friends and me wore laalpaarsadasarees and went for Maa's bishorjon. This is the one day I look forward to every single year to wear the laalpaarsaree."*

Actor **JishuSengupta** while sharing the **laalpaarsaree memory** related to his mother said, *"I remember, the first saree That I ever bought was for my mother and it was a laalpaarsadasaree. The best part is, I still have the saree even after Maa passed away. My mom loved it & my sister and me have kept it safely as a precious memory. The saree still makes me feel like she's around me."*

On the occasion actor KoyelMullick said, *"I bought two lalpaarsada saris fro my first salary. One for my mom and one for Maa Durga. It was a very special moment for me to see my Maa & MaaDurga wearing laalpaarsaree gifted by me .I am very happy to share this memory with 92.7 Big FM'.*

