



fuel your life



DURGA PUJO : THE HEARTBEAT OF BENGAL

₹50,000+ Cr festive economy
3000+ pandals in Kolkata alone

A celebration of art, devotion, culture and strength

**EVERY YEAR, PANDALS GET BIGGER.
GRANDER. MORE THEMATIC.**



Art, mythology, politics, pop culture for Pujo
pandals have become canvases of collective
imagination

**SO WE THOUGHT OF TAKING THE CELEBRATIONS
TO THE NEXT LEVEL WITH AN FOCUS ON
SUSTAINABILITY TO MAKE THE CELEBRATION NOT
JUST JOYFUL, BUT ALSO ENVIRONMENTALLY
RESPONSIBLE ...**

**ALL IN SYNC WITH OUR 'DHUN BADAL KE TOH
DEKHO' PHILOSOPHY.**

ENTER BIG GREEN DURGA: A NEW TRADITION BORN IN 2022

BIG FM's award-winning festive IP that made sustainability a celebration for uniting listeners via Radio, Digital, RWAs, and colleges across Kolkata.



ABOUT BIG GREEN DURGA

THE NEED

CAN BENGAL'S BIGGEST CELEBRATION
ALSO BE ITS CLEANEST?

THE SPARK

IDOL CRAFTED WITH
BIODEGRADABLE MATERIALS
COLLECTED FROM COMMUNITY DRIVES.

THE CELEBRATION

CITY CENTRE KUND LIT UP IN
THE PRESENCE OF BIG GREEN DURGA, LISTENERS
AND TOLLYWOOD CELEBRITIES

LEGACY OF BIG GREEN DURGA

THE SUCCESS OF THREE SEASONS OF BIG GREEN DURGA REFLECTS A CONTINUED COMMITMENT TO ENVIRONMENTAL CONSCIOUSNESS, CULTURAL CELEBRATION, AND ENGAGING COMMUNITY ACTIVITIES — ALL WHILE PROVIDING IMPACTFUL VISIBILITY FOR THE BRANDS ASSOCIATED WITH THE IP

A SNEAK PEEK INTO THE PAST YEAR CAMPAIGN

BIG FM9s eco-friendly Durga Puja campaign in Kolkata promoted sustainability by collecting biodegradable materials from local communities to create a community-message-based idol. The five-day celebration featured traditional performances, student participation, and inclusive activities, driving awareness through RJs and responsible immersion practices

CAMPAIGN HIGHLIGHTS

- Radio Reach: 46.87 Lacs
- Digital Reach: 3 Mn+
- Media & PR – 16 lacs
- On Ground Reach: 1.65 Lacs



PAST SEASON HIGHLIGHTS



PAST SEASON HIGHLIGHTS



2022 – 2024

CELEBRATING SUSTAINABILITY THROUGH PHYSICAL INSTALLATIONS

FOR THREE CONSECUTIVE YEARS, BIG GREEN DURGA INSPIRED COMMUNITIES BY CREATING ECO-CONSCIOUS PHYSICAL DURGA INSTALLATIONS, REINFORCING THE MESSAGE OF ENVIRONMENTAL RESPONSIBILITY WHILE KEEPING THE FESTIVE SPIRIT ALIVE.

2025

A BOLD LEAP TOWARDS THE FUTURE: HOLOGRAPHIC DURGA

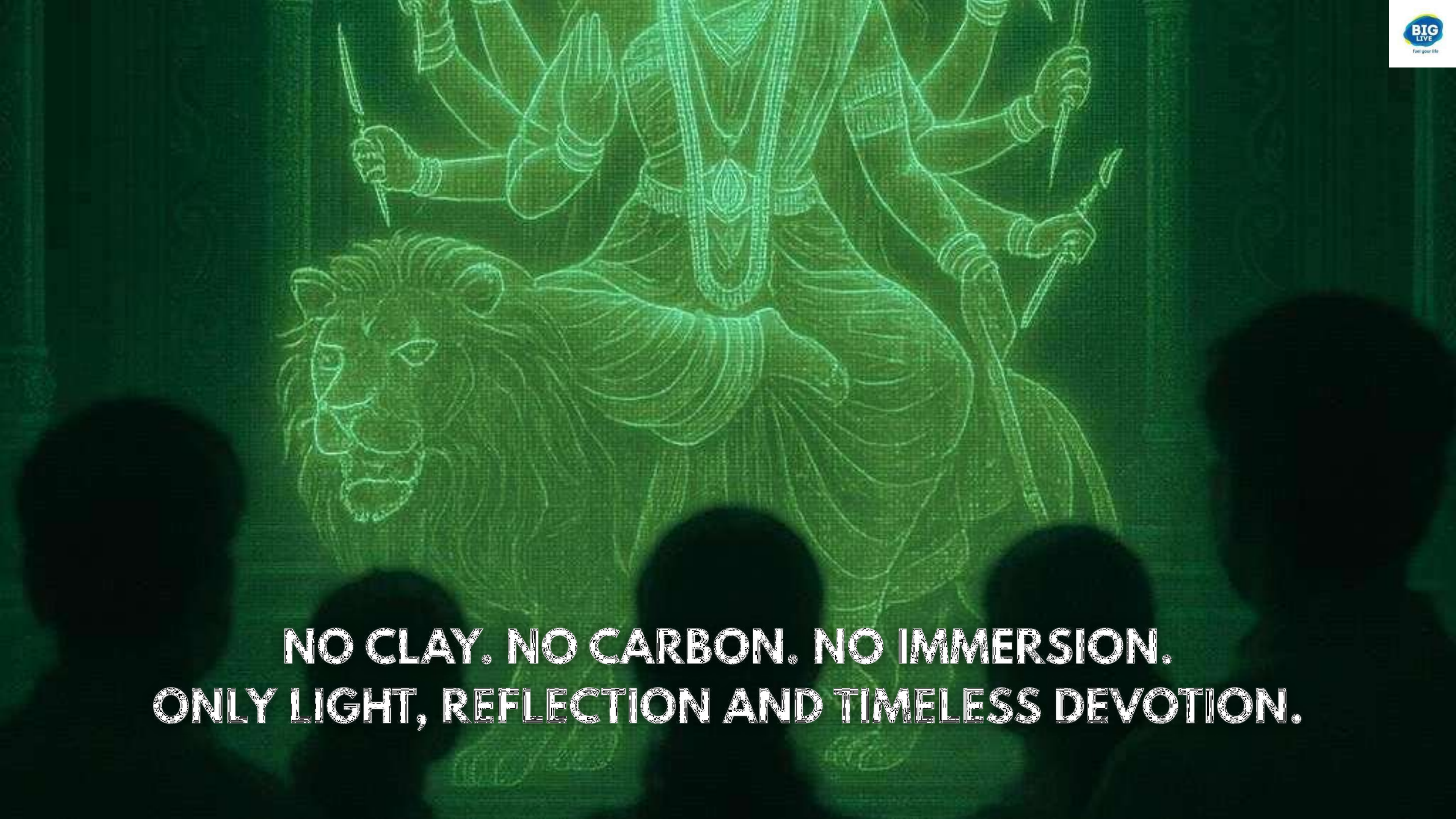
TO FURTHER STRENGTHEN OUR COMMITMENT TO SUSTAINABILITY, WE REIMAGINED THE CELEBRATION THROUGH A **HOLOGRAPHIC DURGA EXPERIENCE**. BY REPLACING LARGE-SCALE PHYSICAL STRUCTURES WITH IMMERSIVE TECHNOLOGY, WE REDUCED MATERIAL CONSUMPTION WHILE CREATING A MODERN, IMPACTFUL AND MEANINGFUL EXPRESSION OF DEVOTION.

A digital illustration of the Hindu goddess Maa Durga. She is depicted with a serene expression, wearing a traditional golden crown (mukuta) adorned with jewels and a large, ornate earring. Her face is partially overlaid with a green wireframe grid, symbolizing digital integration. She holds a golden trident (trishula) in her upper right hand and a lotus flower in her upper left hand. Her lower right hand is in the Varada mudra (boon-giving gesture). The background is a dark green with glowing green squares and circuit-like patterns, creating a futuristic, digital atmosphere.

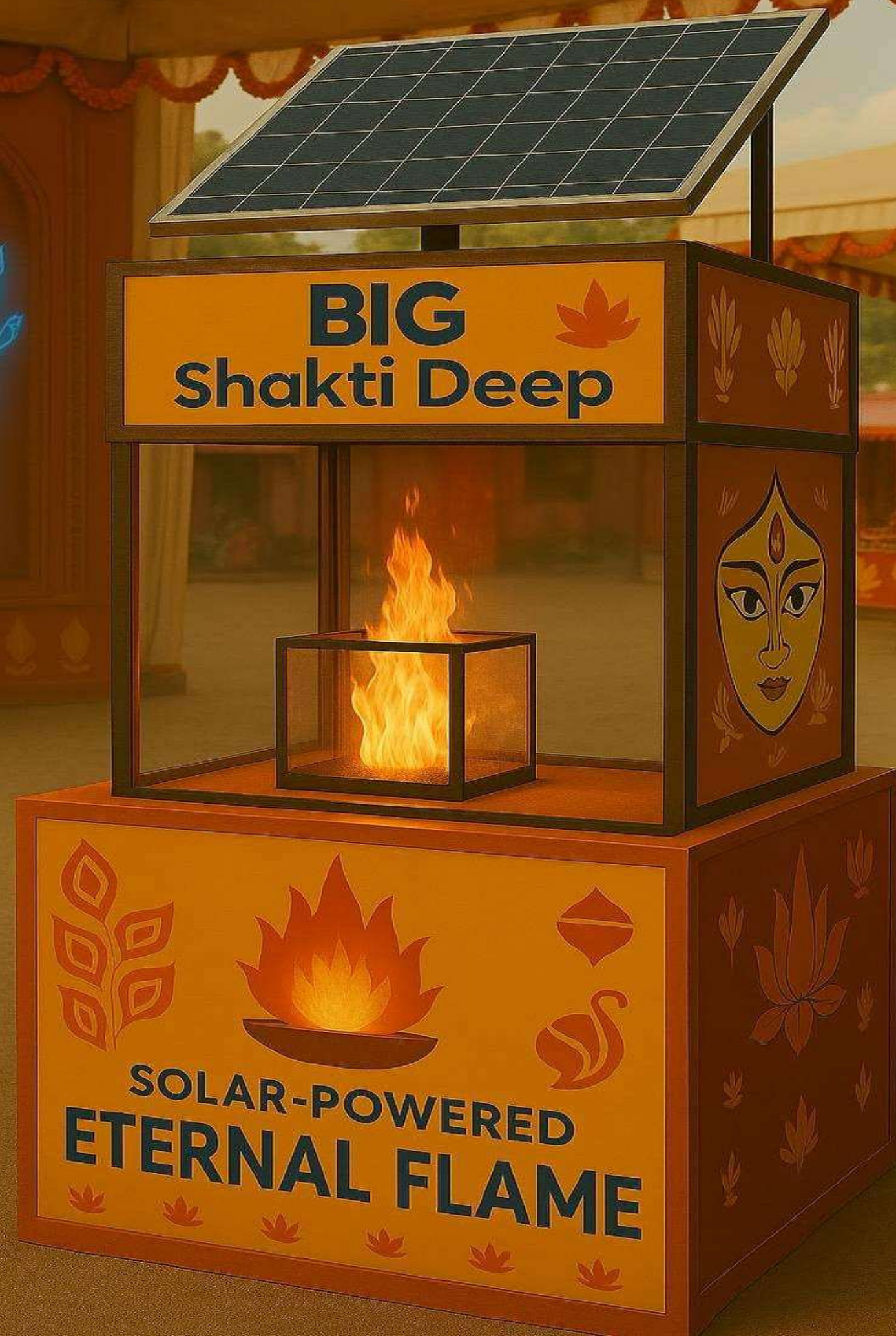
**A FULLY DIGITAL ECO-FRIENDLY AVATAR
OF MAA DURGA, IN THE FORM OF ...**



**A DIGITAL 3D
HOLOGRAM IDOL
AT OUR PUJO
MANDAP.**



**NO CLAY. NO CARBON. NO IMMERSION.
ONLY LIGHT, REFLECTION AND TIMELESS DEVOTION.**



ADDING TO THAT, WE ALSO UNVEILED THE BIG SHAKTI DEEP AT OUR MANDAP — A SOLAR-POWERED FLAME INSTALLATION THAT BURNED NON-STOP FOR FIVE DAYS OF PUJO, SYMBOLISING TIMELESS DEVOTION AND CONSCIOUS CELEBRATION.



**BEYOND THIS INNOVATION, WE
ALSO SEARCHED FOR MAA ER
DOSHOBHUJA (THE 10 ARMS OF
MAA DURGA), CHOSEN BY OUR
LISTENERS**

2026

SUSTAINABILITY MEETS INNOVATION, AGAIN

BUILDING ON THE SUCCESS OF THE DIGITAL FORMAT, BIG GREEN DURGA 2026 WILL CONTINUE ITS JOURNEY OF **ECO-FRIENDLY CELEBRATIONS THROUGH INNOVATIVE 'CYCLE OF SHAKTI' DURGA PUJA EXPERIENCES.**

WE AIM TO CREATE A FUTURE-READY CELEBRATION THAT INSPIRES COMMUNITIES TO EMBRACE SUSTAINABILITY AS A WAY OF LIFE.

EXECUTION

**RJ'S WILL CREATE INTRIGUE AROUND OUR GREEN
DURGA IDOL THROUGH MULTIPLE HOOKS
ACROSS ELEMENTS.**

(This year Maa Durga comes in the form of Shakti)

APujo with no clay. No colours. No immersion. Just energy.
An we give the Maa the energy:)

**ELEMENTS - MENTIONS, TIMECHECKS,
COUNTDOWN PROMOS, LISTENER ENGAGEMENT,
TRAFFIC UPDATES, DIGITAL POSTS/VIDEOS,
INFLUENCER COLLABS**

CORE THOUGHT

THE CYCLE OF SHAKTI

Maa Durga doesn't arrive with power. We give her the power.

Every pedal stroke becomes an offering. Every rotation becomes Shakti.

Every citizen becomes part of the battle against evil.

Tagline

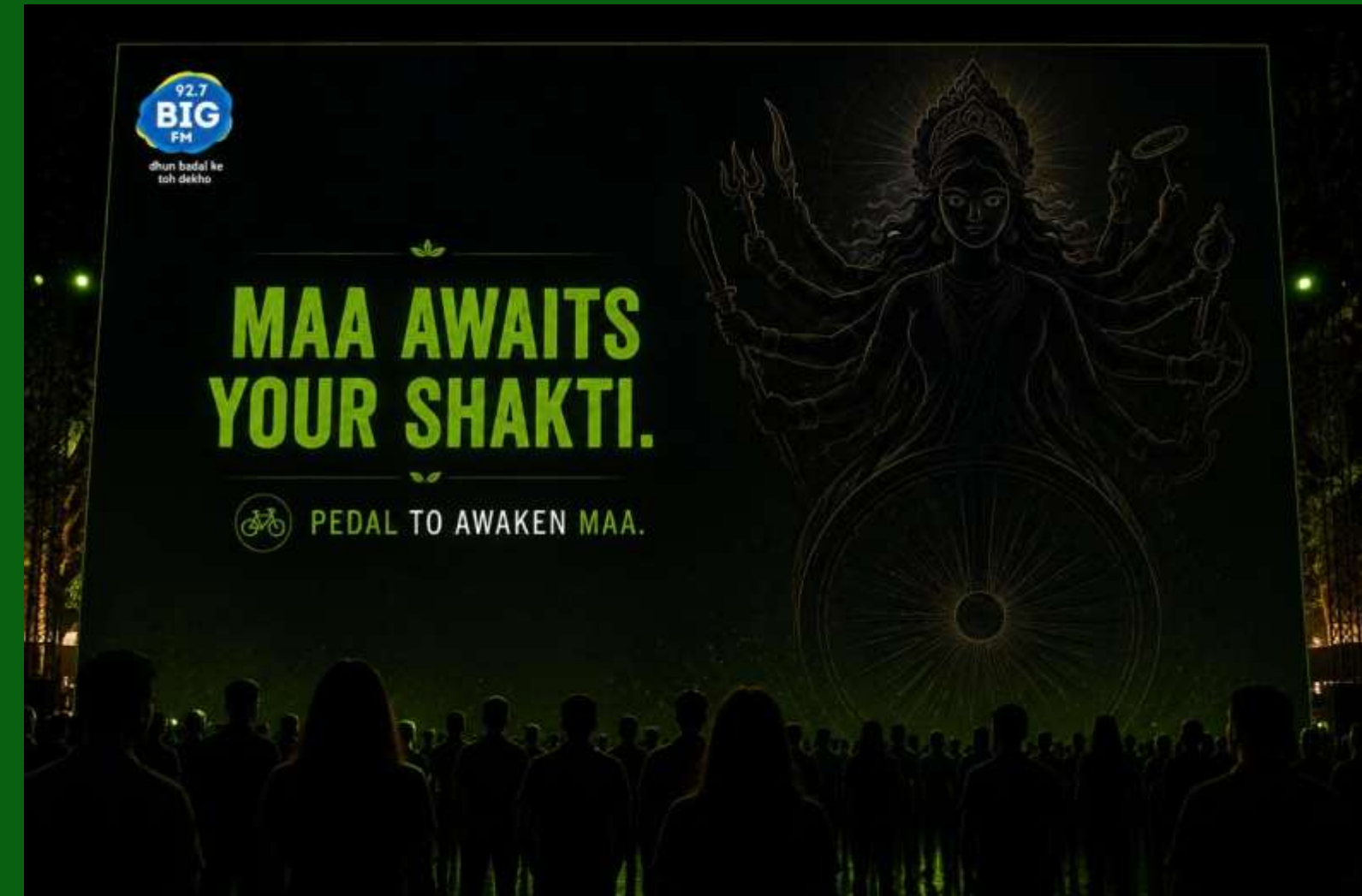
শক্তি আপনার, জাগরণ মায়ের। We're worshipping Maa Shakti. We're celebrating renewable energy. And we're reminding people that the greatest source of power has always been nature.

THE VISITOR EXPERIENCE

Imagine this as 2-3 min of an immersive experience.

Stage 1 — Arrival

Visitors see a 20–30 ft LED wall.
The screen is almost dark. Only a faint clay outline of Maa Durga is visible.
A message appears: "Maa awaits your Shakti."
Below it: Pedal to awaken Maa.



THE VISITOR EXPERIENCE

Stage 2 — Awakening

Visitors sit on one of several bicycles. As they begin pedaling, a live energy meter starts increasing.

Immediately...Golden light starts flowing into Maa.

Her crown appears. Then her face. Then her ten arms. Then the lion. Then Mahishasura.

Every watt generated fills another portion of the artwork.

The audience literally watches Maa being created.



Stage 3 — The Battle

Once a target energy level is reached...
The animation changes. Maa opens her eyes. The conch blows.

Dhak begins. Her hair moves. Her weapons glow.
Mahishasura attacks. Now the riders must continue pedaling.

The faster they pedal... The stronger Maa becomes.

Her weapons shine brighter. The lion charges.
Mahishasura weakens.

The entire audience starts cheering the cyclists.
This becomes a participative spectacle.



THE VISITOR EXPERIENCE

Stage 4 — Victory

Once the required energy threshold is crossed...

Maa strikes Mahishasura. Victory. Flowers bloom. Birds fly. The earth turns green. A message appears.

The greatest power against evil is our collective power

Then...Every participant receives a QR code. It tells them "Today you generated 0.18 kWh of clean energy". Shareable. Rewardable.





dhun badal ke
toh dekho



MAHISHASURA WAS NEVER DEFEATED BY ONE HAND.

HE WAS DEFEATED BY
COLLECTIVE SHAKTI.

THIS YEAR,
**KOLKATA WILL
AWAKEN MAA TOGETHER.**



ONE PEDAL.
Your effort



ONE WATT.
Your energy



ONE CITY.
Our strength



ONE SHAKTI.
Ma's victory



TOGETHER, WE CREATE **ENERGY.**
TOGETHER, WE CREATE **CHANGE.**



THIS ISN'T JUST A PUJA. THIS IS POWER IN OUR HANDS.

VIDEO REPRESENTATION



<https://www.instagram.com/reel/DPJTmXbgXhd/?igsh=MTRyMDBjZmhxYTAxOA==>

FACE OF THE CAMPAIGN



Swastika Dutta



Sauraseni Maitra

Durga Puja is deeply rooted in Bengali culture, and both actresses enjoy significant recognition and affinity among Bengali audiences through their work in television, films, and digital platforms. Their presence adds authenticity and cultural relevance to the campaign.

Both perfectly embody the spirit of BIG Green Durga—celebrating Bengal's rich cultural heritage while inspiring a new generation to embrace sustainable and responsible festivities."

Tentative Names. 1 celeb as face of the campaign.

BIG GREEN HEROES

Unsung Hands. Unstoppable Shakti.

Every year, we worship the ten-armed Goddess Durga, the embodiment of Shakti. But around us live countless ordinary people whose everyday work protects our rivers, forests, soil, air, and traditions. They may not have ten arms—but through their dedication, they safeguard the Earth for all of us.

This year, Big Green Durga celebrates these real-life protectors as Big Green Heroes.

BIG GREEN HEROES

Unsung Hands. Unstoppable Shakti.

Rather than celebrities, we recognize those who create a greener Bengal:

- ❖ Clay artisans preserving sustainable idol-making traditions.
- ❖ Boatmen protecting Bengal's rivers and waterways.
- ❖ Organic farmers nurturing the soil without harmful chemicals.
- ❖ Waste collectors and recyclers enabling a circular economy.
- ❖ Handloom weavers preserving sustainable craftsmanship.

These individuals are the true custodians of nature. They don't seek recognition. They don't walk the red carpet. Yet every day, they protect the very Earth that sustains us. Big Green Durga brings them to the centre stage.

ON THE REVAL DAY, RJ'S WILL DRIVE CONVERSATIONS AROUND:

‘Cycle of Shakti’ & reminding people that the greatest source of power has always been nature.

And we honour the people who remind us that the greatest source of power has always been Nature.

প্রকৃতিকে রক্ষা করেন যাঁরা, তাঁরাই আজকের প্রকৃত শক্তি।

(Those who protect Nature are the true embodiment of Shakti.)

ELEMENTS - MENTIONS, TIMECHECKS, OB LINKS, VOX POPS, SOCIAL LIVE, POSTS/VIDEOS OF SHORTLISTED CANDIDATES, SHORTLISTED CANDIDATE BYTES WITH VOTING DETAILS



92.7 BIG FM
dhun badal ke toh dekho

BIG GREEN DURGA 2026

BENGAL'S GREEN HEROES

UNSUNG HANDS. UNSTOPPABLE SHAKTI

HONOURING THOSE WHO PROTECT OUR PLANET. EVERY DAY. SELFLESSLY.

- CLAY ARTISANS
- BOATMEN
- ORGANIC FARMERS
- WASTE COLLECTORS
- FOREST GUARDS
- RIVER CLEANERS
- HANDLOOM WEAVERS

REAL PEOPLE. REAL IMPACT. REAL SHAKTI.



ALL 5 DAYS OF PUJO WE WILL HAVE MULTIPLE CULTURAL EVENTS BEING HELD AT OUR MANDAP, ALONGSIDE PARTNER SPECIFIC ACTIVATIONS LED BY BIG FM RJ'S.



BUT THAT'S NOT ALL.

WHAT IF THE **SOURCE OF LIFE ON EARTH SUSTAINABLY
POWERED THE MOST LOVED VOICES OF KOLKATA, AT
OUR MANDAP?**



WE WILL SET UP A SOLAR-FUELLED LIVE BIG FM STUDIO AT OUR MANDAP, WHERE KOLKATA'S MOST LOVED RJ'S WILL HOST THEIR DAILY SHOWS WITH VISITORS, CELEBRITIES AND LIVE UPDATES FROM THE VENUE.

BRANDING OPPORTUNITIES



**LOGO PRESENCE AND
TAGS**



**BRANDED
ZONE/KIOSK**



PHOTOBOOTH



GAMES/CHALLENGES



VOX POP



**BRANDED
WORKSHOPS**



**INTERACTIVE
EXPERIENCES**



**DISPLAY AND
SAMPLING**



LEAD GENERATION



PRODUCT ADVOCACY

***Each of the BIG Heroes Awards can also be named and sponsored by partners who relate with the initiative.**

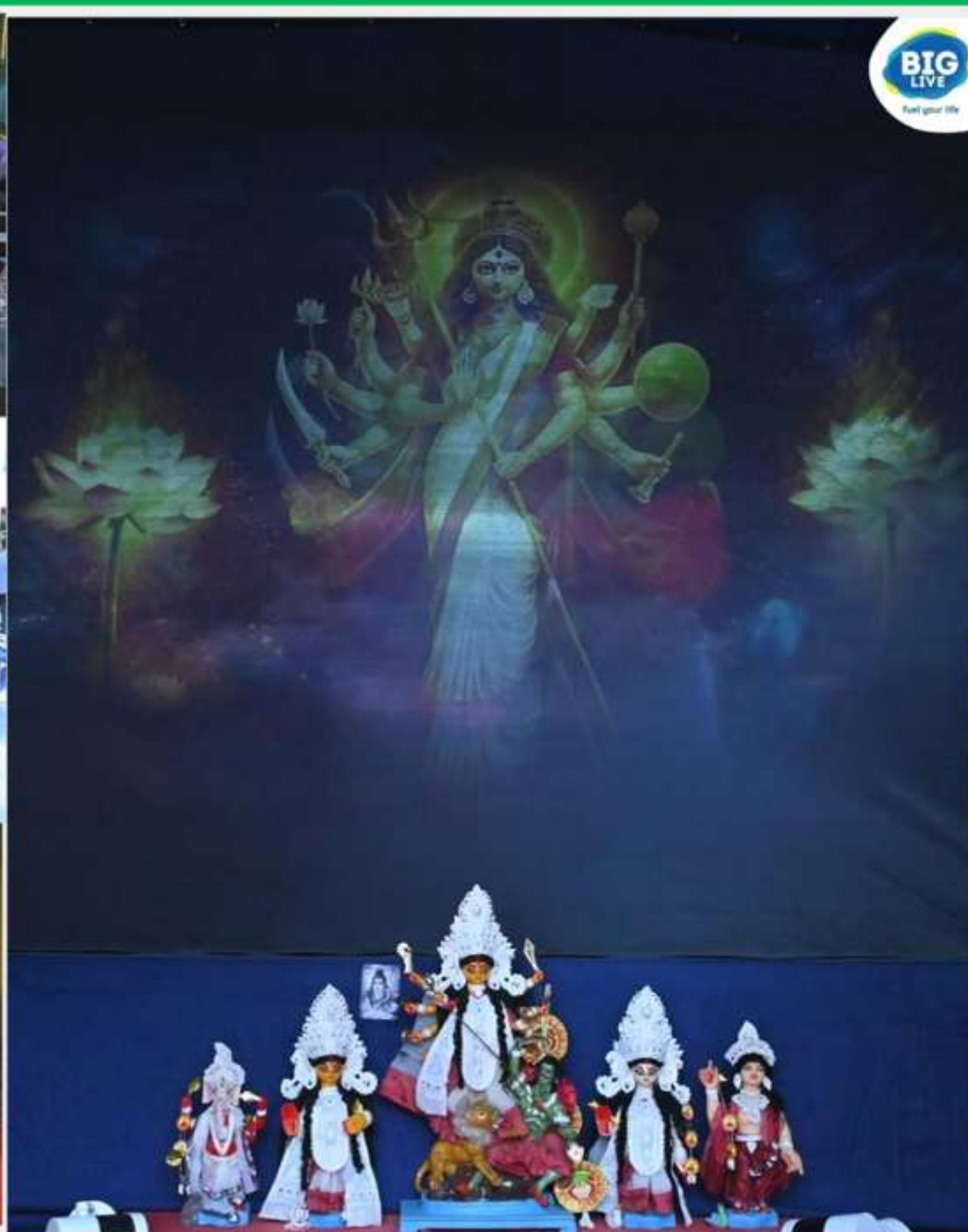
RWA ACTIVATION HIGHLIGHTS - BGD 2025



COLLEGE ACTIVATION HIGHLIGHTS - BGD 2025



MANDAP HIGHLIGHTS - BGD 2025



DELIVERABLES

RADIO

MENTIONS
TIMECHECKS
PROMOS
LISTENER ENGAGEMENT
WINNER ENGAGEMENT
CELEB ENGAGEMENT
TRAFFIC UPDATES
OB LINKS

DIGITAL

DIGITAL POSTS/VIDEOS
INFLUENCER COLLAB
SOCIAL LIVE
LIVE STREAMING
WINNER ENGAGEMENT VIDEOS
CELEB ENGAGEMENT VIDEOS
VOX POP VIDEOS
DIGITAL PR

ONGROUND

RJ VISIT AND ENGAGEMENT
BRANDED ACTIVITIES

DIGITAL DELIVERABLES

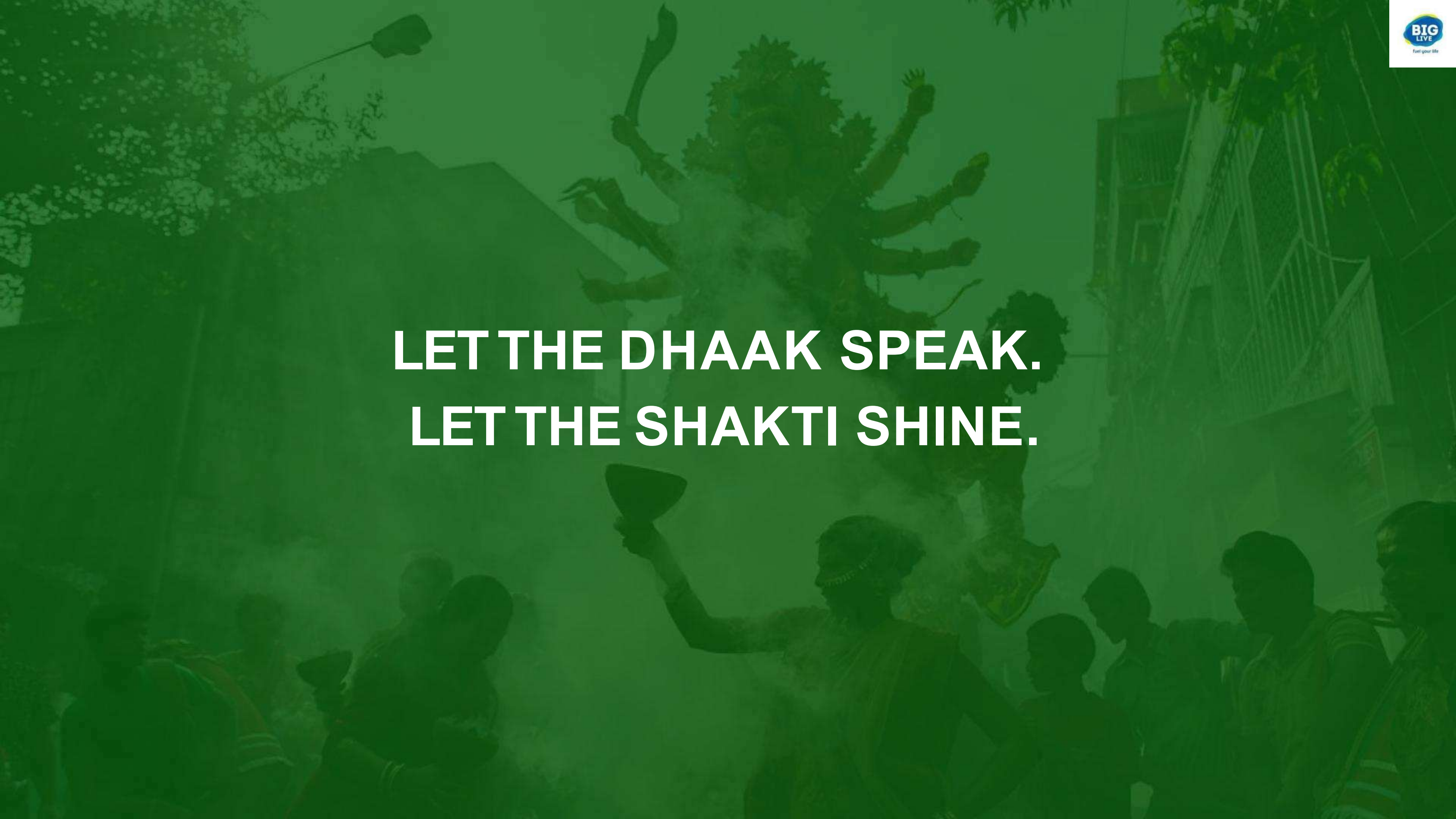
Elements	Topic	Count	Presenting	Powered By	Category	Associate
Teaser Post	BGD	3	Y	Y	Y	Y
RJ Live	BGD Pre–Buzz	4	Y	Y		
RJ Live	BIG Heroes	2	Y			
Celeb/Influencer Videos	Promoting BGD	5	Y	Y		
Static Post	BIG Heroes	3	Y	Y	Y	Y
Static Post	Celeb integration	4	Y		Y	
Reels	BIG Heroes	10	Y			
RJ Videos	Concept revealing videos on RJ handles	2	Y	Y	Y	Y
RJ Reels/Posts	Durga Pooja	4	Y	Y	Y	Y
On–ground activity posts	RWA, Colleges, Para activations	10	Y	Y	Y	
Videos	RJs visiting Pandals /Main BGD Event	4				
Culmination video	A round up of all things we did on–air, digital and onground	1	Y	Y		

ON-GROUND DELIVERABLES

Phases	Deliverables	Presenting	Powered By	Associate
Pre-Puja Branded Canter Activity	BIG Canter Logo Presence	Y	Y	Y
(15 days)	Client Ads on LED Screen in the Canter	Y		
	Product Sampling & Data Collection	Y		
	Client Branding on all Collaterals	Y	Y	Y
	Brand Announcement by Anchor	Y	Y	Y
Pre-Puja RWA, College, Para (Neighborhood) activity	Co-branded Backdrop, Standee	Y	Y	Y
(15 RWA, 15 Colleges, 15 Para's)	Co-branded Standee	Y	Y	Y
	Product Sampling & Data Collection	Y	Y	
	Exclusive Branding	Y		
Puja Activity at Kund Area, City Centre -1 Mall	Branding on Overhead Gate	Y		
(5 days)	Branding on Stage Skirting, Side wings, Pillar, Standees, Runner	Y	Y	Y
	Brand Mention by Anchor	Y	Y	Y
	Stage Back Drop Branding & LED	Y	Y	
	Exclusive Branded performances	Y		
	Stall space branding	Y		

ON-AIR DELIVERABLES

BGD 2026 - ON AIR DELIVERABLES										
Element	Description	Start Date	End Date	Total no. of Days	Rotation per Day	Total Rotations	Presenting (5 sec tag)	Co-Powered By (5 sec tag)	Category (5 sec tag)	Associate (5 sec tag)
Teaser Promo	Create Awareness and set the context	TBD	TBD	15	15	225	Y	Y	Y	Y
RJ Integration		TBD	TBD	10	4	40	Y	Y	Y	
Promo	Venue-wise canter activity promo	TBD	TBD	45	16	720	Y	Y	Y	Y
RJ Integration		TBD	TBD	45	3	135	Y	Y	Y	
Promo	BIG Heroes	TBD	TBD	14	6	84	Y	Y	Y	Y
RJ Integration		TBD	TBD	14	2	28	Y	Y	Y	Y
Promo	Celeb Promo	TBD	TBD	30	8	240	Y	Y	Y	Y
Promo	Invitation promo	TBD	TBD	15	6	90	Y	Y	Y	Y
RJ Integration	Build excitement	TBD	TBD	15	6	90	Y	Y	Y	
Voxpops	Culmination – Puja / Vijaya Dashami	TBD	TBD	5	3	15	Y	Y		Y
RJ Integration		TBD	TBD	5	2	10	Y	Y		
Promo	Vijaya Dashmi Promo	TBD	TBD	15	4	60	Y	Y	Y	Y
Poltu'r Puja Barshiki	Interstitial – quirky and funny typically Bengali insights presented in a comical way	TBD	TBD	8	4	32	Y			
Green Durga Festival – Update from the venue	OBs – Coverage from inauguration to Visarjan	TBD	TBD	5	3	15	Y	Y	Y	Y
Celeb Integration	Celebs upholding the cause and wishing Happy Pujo to all	TBD	TBD	12	4	48	Y	Y	Y	
				Total		1832	1832	1800	1775	1477



**LET THE DHAAK SPEAK.
LET THE SHAKTI SHINE.**