



Assam Association, Delhi Platinum Jubilee Celebrations

Srimanta Sankaradeva Bhawan, Satsang Vihar Marg,
A-14/B, Qutab Institutional Area, New Delhi 110067
E-mail: assamassociationdelhi2015@gmail.com
<https://asaamassociationdelhi.com>



ORGANISING COMMITTEE

Ref: AAD/Platinum Jubilee/2023/0087

Date: 14.10.2023

Chief Patron:

Sjt. Sarbananda Sonowal
(Union Cabinet Minister)

Patron:

Sjt. Rameswar Teli
(Union Minister of State)

Advisors:

Sri Bhuvaneshwar Kalita, MP
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Justice (Rtd.) Supreme Court

Sri Bikas Ch. Bora
(Ex CMD, ONGC)

Sri M.P. Bezbaruah, IAS (Rtd.)
(Ex Secy. GOI)

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(Ex President AAD)

Sri Achyut Kr Saikia, IAS (Rtd.)

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(Ex President AAD)

Dr. Nilamani Sarma
(Ex President AAD)

Sri Sibaram Dewri
(Ex President AAD)

Ms. Anjali Barooah
(Ex President AAD)

Sri N.N. Gogoi
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Sri Binaybrata Sarma
(Ex CMD, OIL)

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Vice President:

Dr. Hareswar Deka

Ms. Aruna Baruah

General Secretary:

Sri Dibyojit Dutta

Organising Secretary:

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Treasurer:

Mr. Pranjal Baruah

Members:

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Rupen Goswami,
Deba Prasanna Das, Sangeeta Das,
Enu Nath, Reem Pathak
Prasanta Das, Ananta Bora,
Dipak Saikia, Anshuman Baruah
Dr. Tankeswar Baruah,
Utpal Barpujari, Parag Sharma
Ashokananda Das, Ramen Dutta
Tiranga Sharma, Rajib Gogoi
Dr. Niranjana Bhattacharyya,
Dr. Banajit Mazumder

Abstract of the Sattriya workshop Project

Mahapush Srimanta Sankaradev and his various art Forms :

Mahapurush Srimanta Sankaradeva is the greatest Assamese ever born on the soil of Assam, and also one of the great humanitarians on this earth. His contribution to mankind is astonishingly remarkable. At the same time, he was a religious preacher, philosopher, poet, litterateur, playwright, philologist, architect, sculptor, painter, musician, dancer, and social reformer as well as many sorts of disciplines.

He structured the Assamese society through the assimilation of diverse understandings of different communities. He planted the seed of love and regard within the people's hearts by assembling the people without measuring caste and creed for spiritual discourses under a sole roof which is still blooming in each and every corner of Assam in the form of a community centre known as *Namghar*.

After the demise of Sankaradeva, religious preachers became divided in their point of view and this resulted in the formation of four *Samhatis*. Consequently, some establishments emerged in each *Samhati*. Later on, they are acquainted in the name of *Satra*. Gradually *Satras* became influential and led society as a guide of spirituality

Satras have been taking an important role in the enrichment of the Sankaradeva's art and culture through regular practices not only for rituals but also for showcasing in different occasional ceremonies and considered its aesthetic value to be nothing less than emancipation (*moksha*) which marks the consummation of three social values, namely, moral duty (*dharma*), wealth (*artha*), pleasure (*kama*).

The art form now popularly known as *Sattriya* is recognized as one of the classical art forms of India for its scriptural value.



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Angshuman Baruah,
Dr. Tankeswar Baruah
Dr. Banajit Mazumder

Ref: AAD/Platinum Jubilee/2023/

Date:

Organising the workshop Project on Sattriya Culture as part of the Platinum Jubilee Celebrations By Assam Association, Delhi

Assam Association, Delhi , since its inception in the year 1947 as socio cultural organization of the people from Assam residing in Delhi& NCR has been engaged in promoting, projecting and protecting the rich and varied culture of Assam in particular and NE region in general. For fulfilling these objectives, the Association has been organizing various socio-cultural events in the National Capital Region. While special emphasis has been given by the Association for projecting and promoting the Sattriya culture, the Association has been working on this.

It is great pleasure to inform that Assam Association, Delhi is celebrating its Platinum Jubilee in the month of December this year to mark the 75th anniversary of its establishment. As part of the mega events of Platinum Jubilee Celebrations it has been planned to conduct an Workshop on Sattriya Culture.

The objective of this project is to conduct a 10-day workshop on Sattriya Nritya, Geet, and Badya to experience the ecstasy of Srimanta Sankaradeva's teaching of philosophy through practicing dance and music for enriching the spiritual as well as artistic ability to the Delhi based people. We need to invite some Sattriya Guru for imparting this short term training on Sattriya Nritya , Geet and Badya.

A budgeted estimate with details has been placed .

ESTIMATED BUDGET
For conducting a 10-day SATTRIYA WORKSHOP
On

Nritya, Geet and Badya
Venue : Srimanta Sankaradeva Bhawan,
Satsang Marg, Qutab Institutional Area
New Delhi-110067

Organized by Assam Association Delhi as Part of its Platinum Jubilee Celebrations
From 19th to 29th December 2023.

Head of expenditure		Detail Amount	Total Amount
Travel expenses for 4 experts from Majuli, Assam	To & fro Journey : By Flight from Dibrugarh- Delhi By Road from Majuli to air port	20,000/-per head x 4	80,000/-
Remuneration of experts/Gurus		2000/ per day for each expert x 10x4	80,000/-
Rent for Venue for conducting Workshop	Rate@ 7000/day	10x7000	70000/-
Lodging including food for experts	2 room (two bedded) to accommodate 4 experts for 12 days	1500/day 2 rooms for 12 days =1500x12x2	36,000/-
Food expenses for 60 participants of the workshop including experts.	Tea: 30x60x10=18000 Lunch: 200x60x10=120000	Two Tea -with biscuits 30/- a lunch 200/- per day x 10 days x 60 participants	1,38000/-
Total			404000/- (Rupees Four Lacs, four thousand Only)



(Hare Krishna Das)
President , Assam Association



(Dr. Bipul Baruah)
Organising Secretary



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Dipak Saikia, Prashanta Kr. Das
Anghuman Baruah,
Ananta Bora, Khanin Das,
Dr. Tankeswar Baruah,
Dr. Banajit Mazumder.

Ref: AAD/Platinum Jubilee/2023/799

Date: 26/12/2023

To

Shree Vinay Kumar Saxena
Honorable Lieutenant Governor, Delhi
6, Raj Niwas Marg,
Ludlow Castle, Civil Line, New Delhi

Subject: Requesting a message for Platinum Jubilee celebration of Assam Association Delhi (to be inserted in Souvenir to be published on concluding Mega Event on 30.12.2023).

Respected Sir,

Greetings from Assam Association, Delhi. In the very dawn of attainment of freedom by Motherland India an organization named as **Asom Sangha** was incepted by a fistful of erstwhile Assamese people residing in the National capital and it was registered as **Assam Association, Delhi** in 1967. Since inception, this pioneer socio-cultural and educational organization has been working relentlessly to protect and promote varied and valued culture of Assam as well as of Motherland India. The organization has established its office cum cultural center named after Great Saint Mahapurusha Srimanta Sankaradeva. AAD has been pursuing various philanthropic activities and celebrating spectacular events.

With completion of **glorious 75 years journey of AAD** we are celebrating its Platinum Jubilee. Curtain raiser of the auspicious occasion has already been successfully performed with a Unity Marathan and Friendly Cricket Match on 3rd September 2023 in the premises of Talkatora Stadium.

- A week long workshop on Sattriya Dance & Sattriya culture and Art & Culture scheduled from 19th Dec, 2023 to 28th Dec, 2023 at Srimanta Sankaradeva Bhawan, Satsang Marg, New Delhi is going on. We have successfully organized a National Level symposium on the subject of '**Contribution of Assam in the freedom struggle of India**' at India International Centre on 23rd Dec, 2023..


- On 29th Dec, 2023: Prabhat Pheri,

- On 30th Dec, 2023 as concluding day of the ceremony multifarious events with day long programmes are planned which include Food Festival, commendation to the super senior members as well as former Presidents of the Association, **release of a Souvenir** and a book on the history of Assam Association, presenting an Ankia Bhaona, demonstration of Mukha Shilpa by Padmashree Awardee from Majuli and Grand Finale Performance by **Prominent and Popular singer Zubeen Garg** of Assam and Bollywood with other lined up performances.

A souvenir **Maharajat-Jyoti, Platinum Jubilee Issue of 'Samayik'** will be released to commemorate this milestone of AAD.

We will be highly grateful if you bless our ceremony by sending **your valuable message** to Assam Association Delhi. It will grace our grand occasion and it will be published in the aforementioned Souvenir **Maharajat-Jyoti, Platinum Jubilee Issue of 'Samayik'** Kindly send it to the E-mail ID- assamassociationdelhi2015@gmail.com.

With Warm Regards,


(Dr. Bipul Kr. Baruah)
Organising Secretary
Platinum Jubilee Celebrations AAD



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Dr. Banajit Mazumder

Ref: AAD/Platinum Jubilee/2023/056

Date: 12.12.2023

To

Mr. Manpreet Singh
Audi

Sub : Soliciting sponsorship to **Platinum Jubilee Celebrations** of Assam Association, Delhi

Dear Sir,

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It is a great pleasure to inform you that Assam Association, Delhi; the Premier Socio-Cultural Organization of Delhi NCR is celebrating **Platinum Jubilee** to mark the **75 years** of its glorious journey. For this purpose we had planned a series of events to hold in the month of Dec 2023.

On 30th Dec 2023 the concluding extravagant event with day long programme has been arranged at Talkatora Stadium, Delhi where a big fat Food Festival, Exhibition on cultural heritage of Assam & NER, Presentation of master class by Master Chef Nayanjyoti Saikia and a Mega Cultural evening with Anika Bhaona, performance of popular and renowned Artists like Zubeen Garg and others will take place. We expect a large footfall of about six thousand people in this event.

Our Targeted Group of audiences includes **Beurocrates, Govt. higher officials, Politicians, families and a large number of students pan India.**

Your sponsorship and participation would be showcased prominently in various mediums/collaterals/Promo/TVC/banner/standee on ground display during the entire session of this event of **Platinum Jubilee Celebrations**. For detailed deliverables against different categories of Sponsorship are mentioned in **Annexure attached.**

Please accept our warmest regards.

(Hare Krishna Das)
President

(Dr. Bipul Kr. Baruah)
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To

Mr. Gaurav Sharma
Maruti-Nexa

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Coca-Cola

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Platinum Jubilee Celebrations

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A-14/B, Satsang Vihar Marg
Qutab Institutional Area New Delhi- 110067
E-mail: assamassociationdelhi2015@gmail.com
<https://assamassociationdelhi.com>



ORGANISING COMMITTEE

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(Union Cabinet Minister)

Patron:

Sjt. Rameswar Teli
(Union Minister of State)

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Dr. Banajit Mazumder

Ref: AAD/Platinum Jubilee/2023/056

Date: 12.12.2023

To

Mr. Amit Agarwal
Air Vista

Sub : Soliciting sponsorship to **Platinum Jubilee Celebrations** of Assam Association, Delhi

Dear Sir,

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Mr. Jyoti Singh
VIVO

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OPPO

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ZEPTO

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Ref: AAD/Platinum Jubilee/2023/056

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ZOHO

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Razor Pay

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Sangeeta Das, Dipak Saikia,
Ashokananda Das, Khanin Das
Dr. Tankeswar Baruah
Utpal Barpujari, Parag Sharma
Ramen Dutta, Tiranga Sharma,
Rajib Gogoi,
Angshuman Baruah,
Dr. Niranjana Bhattacharyya,
Dr. Banajit Mazumder

Ref: AAD/Platinum Jubilee/2023/056

Date: 12.12.2023

To

Mr. Rahul Jain
Paytm Money

Sub : Soliciting sponsorship to **Platinum Jubilee Celebrations** of Assam Association, Delhi

Dear Sir,

Assam Association, Delhi, since its inception in the year 1947 as a socio cultural organization of the people from Assam and North Eastern Region residing in Delhi & NCR, has been engaged in promoting, projecting and protecting the rich and varied culture of Assam in particular and NE region in general. For fulfilling these objectives, Assam Association, Delhi has been organizing various socio-cultural events and philanthropic activities.

It is a great pleasure to inform you that Assam Association, Delhi; the Premier Socio-Cultural Organization of Delhi NCR is celebrating **Platinum Jubilee** to mark the **75 years** of its glorious journey. For this purpose we had planned a series of events to hold in the month of Dec 2023.

On 30th Dec 2023 the concluding extravagant event with day long programme has been arranged at Talkatora Stadium, Delhi where a big fat Food Festival, Exhibition on cultural heritage of Assam & NER, Presentation of master class by Master Chef Nayanjyoti Saikia and a Mega Cultural evening with Anika Bhaona, performance of popular and renowned Artists like Zubeen Garg and others will take place. We expect a large footfall of about six thousand people in this event.

Our Targeted Group of audiences includes **Beurocrates, Govt. higher officials, Politicians, families and a large number of students pan India.**

Your sponsorship and participation would be showcased prominently in various mediums/collaterals/Promo/TVC/banner/standee on ground display during the entire session of this event of **Platinum Jubilee Celebrations**. For detailed deliverables against different categories of Sponsorship are mentioned in **Annexure attached**.

Please accept our warmest regards.

(Hare Krishna Das)
President

(Dr. Bipul Kr. Baruah)
Organizing Secretary



Platinum Jubilee Celebrations

Srimanta Sankaradeva Bhawan,
A-14/B, Satsang Vihar Marg
Qutab Institutional Area New Delhi- 110067
E-mail: assamassociationdelhi2015@gmail.com
<https://assamassociationdelhi.com>



ORGANISING COMMITTEE

Chief Patron:

Sjt. Sarbananda Sonowal
(Union Cabinet Minister)

Patron:

Sjt. Rameswar Teli
(Union Minister of State)

Advisors:

Sri Bhubaneswar Kalita, *MP*

Dr Mukundakam Sharma
(Justic (Rtd.) Supreme Court)

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Dr. Niranjana Bhattacharyya,
Dr. Banajit Mazumder

Ref: AAD/Platinum Jubilee/2023/056

Date: 12.12.2023

To

Mr. Gurleen Kaur
Puma

Sub : Soliciting sponsorship to **Platinum Jubilee Celebrations** of Assam Association, Delhi

Dear Sir,

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Organizing Secretary



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E-mail: assamassociationdelhi2015@gmail.com
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Angshuman Baruah,
Dr. Niranjana Bhattacharyya,
Dr. Banajit Mazumder

Ref: AAD/Platinum Jubilee/2023/056

Date: 12.12.2023

To

Mr. Anirban Mondol
Times Internet

Sub : Soliciting sponsorship to **Platinum Jubilee Celebrations** of Assam Association, Delhi

Dear Sir,

Assam Association, Delhi, since its inception in the year 1947 as a socio cultural organization of the people from Assam and North Eastern Region residing in Delhi & NCR, has been engaged in promoting, projecting and protecting the rich and varied culture of Assam in particular and NE region in general. For fulfilling these objectives, Assam Association, Delhi has been organizing various socio-cultural events and philanthropic activities.

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Please accept our warmest regards.

(Hare Krishna Das)
President

(Dr. Bipul Kr. Baruah)
Organizing Secretary



Assam Association, Delhi Platinum Jubilee Celebrations

Srimanta Sankaradeva Bhawan, Satsang Vihar Marg.
A-14/B, Qutab Institutional Area, New Delhi 110067
E-mail: assamassociationdelhi2015@gmail.com
https://asaamassociationdelhi.com



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Sangeeta Das, Dipak Saikia,
Angshuman Baruah,
Khanin Das, Ananta Bora
Dr. Tankeswar Baruah
Dr. Banajit Mazumder

Ref: AAD/Platinum Jubilee/2023/ 102

Date: 15.11.2023

To

The Managing Director,
Assam Petro Chemicals Ltd.
4th Floor, Orion Place, Bhangagarh, G.S. Road,
Guwahati, Assam 781005

Sub : Soliciting sponsorship to Platinum Jubilee Celebrations of Assam Association, Delhi

Dear Sir,

Assam Association, Delhi, since its inception in the year 1947 as a socio cultural organization of the people from Assam and North Eastern Region residing in Delhi & NCR, has been engaged in promoting, projecting and protecting the rich and varied culture of Assam in particular and NE region in general. For fulfilling these objectives, Assam Association, Delhi has been organizing various socio-cultural events and philanthropic activities.

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A series of mega events of the Platinum Jubilee Celebrations have been planned as follows:

❖ From 19th Dec 2023 to 28th Dec, 2023 : 10 days long Sattriya workshop Nritya, Geet and Badya at Srimanta Sankaradeva Bhawan, Delhi

❖ On 23rd Dec 2023 : Seminar on Topic – " Assam's Contribution to the Freedom struggle of India"- Vanue : India International Center, Max Muller Marg, Delhi

❖ On 29th Dec 2023 : Prabhat Pheri

❖ On 30th Dec 2023 : the concluding extravagant event of the celebrations will be held at Talkatora Stadium, where Food Festival, release of a souvenir and a book on the journey of Assam Association, Film Screening and a Mega Cultural evening with Ankia Bhaona, performance of popular and renowned Artistes will take place. We expect a large footfall of about five thousand people in this event.

Since our budget for the celebrations of this mega event is about 70 Lakhs we look forward sponsorship from your end .Your sponsorship would be showcased prominently during the entire session of the Platinum Jubilee Celebrations. Deliverables against different categories of Sponsorship are detailed in Annexure attached

Please accept our warmest regards.

(Hare Krishna Das)

President

(Dr. Bipul Kr. Baruah)

Organizing Secretary

ANNEXURE

Sponsorship Category	Sponsorship Amount	Deliverables
Title Sponsor	INR. 2000000	<ol style="list-style-type: none"> 1.Back cover Page(Colour) ad on Souvenir 2. Logo to be carried in all collaterals on ground and all other communications (poster, standees, hording, invites, digital etc.) 3. Anchor mention (at least 10 times during the entire event) 4.TVC to be played on ground 5. 1 Stall for product display and public interaction and engagement 6. Additional space for product display (automobile) as applicable or KIOSK Branding (if any) 7. Space for Roller Translite Display branding (if any) 8. Big logo display at both side of the main stage 9. Logo unit on 32' x12' Main stage LED backdrop in loop 10.Logo units on all the collaterals Prints as well as Audio mention 11 Contests for public engagement with Audio Partner (optional)
Co-Sponsor	INR.1000000	<ol style="list-style-type: none"> 1. Overleaf of Front Cover Page(Color) ad on Souvenir. 2. Same as point no. 2,3,5,6,8 and 10 of Title sponsor
Powered by	INR. 500000	<ol style="list-style-type: none"> 1. Overleaf of back Cover Page (Color) ad on Souvenir. 2. Anchor mention (at least 5 times during the entire event) 3. Small logo display at both side of the main stage 4. 1 Stall for product display and public interaction and engagement and same as point no.2 & 9 of Title sponsor 5. Logo size will be 2/3 rd of the Titled sponsor logo
Co powered by	INR Below 500000	<ol style="list-style-type: none"> 1. Half Page (Color) ad. on additional page of souvenir magazine 2. Anchor mention (at least 2 times during the entire event) and logos and company's brief to be carried on standees placed on the venue of events. 3. Small logo display at both side of the main stage



(Hare Krishna Das)
President



(D. Bipul Kr. Baruah)
Organising Secretary

Contact Details :

Sri Deba Prasanna Das.- 9810124829(M)

Dr. Bipul Brauah – 9818467125(M)

Sri Dibyojit Dutta -9968666599(M)

Bank Account details of Assam Association Delhi : Account No.0157101003853, IFSC : CNRB0000157

Name of Bank/ Branch: Canara Bank , Diplomatic Enclave, New Delhi.



Assam Association, Delhi Platinum Jubilee Celebrations



Srimanta Sankaradeva Bhawan, Satsang Vihar Marg.A-
14/B, Qutab Institutional Area, New Delhi 110067E-mail:
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Tiranga Sharma, Rajib Gogoi,
Dr.Niranjan Bhattacharyya,
Dr. Tankeswar Baruah
Angshuman Baruah, Ramen Dutta,
Dr.Banajit Mazumder. Parag Sharma

Ref: AAD/Platinum Jubilee/2023/0104

Date: 18/11/2023

To

Mr. Pranab Baruah
CEO, Textile Bussiness
Aditya Birla Group

Sub : Soliciting sponsorship to Platinum Jubilee Celebrations of Assam Association, Delhi

Dear Sir,

Greetings From Assam Association, Delhi

Assam Association, Delhi, since its inception in the year 1947 as a socio cultural organization of the people from Assam and North Eastern Region residing in Delhi & NCR, has been engaged in promoting, projecting and protecting the rich and varied culture of Assam in particular and NE region in general. For fulfilling these objectives, Assam Association, Delhi has been organizing various socio-cultural events and philanthropic activities.

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- ❖ On 23rd Dec 2023 : Seminar on Topic – "Assam in Indian Freedom Struggle" - Venue : **India International Center, Max Muller Marg, Delhi**
- ❖ On 29 th Dec 2023 : Prabhat Pheri and a cultural programme at Srimanta Sankaradev Bhawan, Delhi
- ❖ On 30th Dec 2023 : the concluding extravagant event of the celebrations will be held at **Talkatora Stadium**, Delhi where Food Festival, release of a souvenir and a book on the journey of Assam Association, Film Screening and a Mega Cultural evening with Ankia Bhaona, performance of popular and renowned Artistes will take place. We expect a large footfall of about six thousand people in this event. Since our budget for the celebrations of this mega event is about 70 Lakhs we look forward sponsorship from your end. Your sponsorship would be showcased prominently during the entire session of the Platinum Jubilee Celebrations. Deliverables against different categories of Sponsorship are detailed in **Annexure attached**

Please accept our warmest regards.

(Hare Krishna Das)
President

(Dr. Bipul Kr. Baruah)
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Note : The detail Presentation of the events will be sent on your e-mail.



(Hare Krishna Das)
President



(Dr. Bipul Kr Baruah)
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Angshuman Baruah,
Ananta Bora, Khanin Das,
Dr. Tankeswar Baruah,
Dr. Banajit Mazumder.

Ref: AAD/Platinum Jubilee/2023/104

Date: 18/11/2023

To
The Chairman and Managing Director
Gas Authority of India. Gail Bhawan
Bhikaji Cama Place, New Delhi- 110066

Sub : Soliciting sponsorship to Platinum Jubilee Celebrations of Assam Association, Delhi

Dear Sir,

Assam Association, Delhi, since its inception in the year 1947 as a socio cultural organization of the people from Assam and North Eastern Region residing in Delhi & NCR, has been engaged in promoting, projecting and protecting the rich and varied culture of Assam in particular and NE region in general. For fulfilling these objectives, Assam Association, Delhi has been organizing various socio-cultural events and philanthropic activities.

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- ❖ On 23rd Dec 2023: a Seminar on the topic "Assam's Contributions to the Freedom Struggle of India" at India International Centre, Max Muller Marg, Lodhi Area, Delhi
- ❖ 29th December 2023 : Prabhat Pheri
- ❖ On 30th Dec 2023 the concluding extravagant event will be held at Talkatora Stadium, where Food Festival, release of a souvenir and a book on the journey of Assam Association, Film Screening and a Mega Cultural evening with Anika Bhaona, Performance of popular and renowned Artists will take place. We expect a large footfall of about six thousand people in this event.

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Please accept our warmest regards.


(Hare Krishna Das)


President



(Dr. Bipul Kr. Baruah)
Organizing Secretary

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Note : The Presentation of the events details shall be sent on your e-mail


 (Hare Krishna Das)
President


 (Dr. Bipul.Kr. Baruah)
Organizing Secretary

Contact Details :
 Sri Deba Prasanna Das.- 9810124829(M)
 Dr. Bipul Brauah – 9818467125(M)
 Sri Dibyojit Dutta -9968666599(M)
 Bank Account details of Assam Association Delhi : Account No.0157101003853, IFSC : CNRB0000157
 Name of Bank/ Branch: Canara Bank , Diplomatic Enclave, New Delhi.



Platinum Jubilee Celebrations

Srimanta Sankaradeva Bhawan,
A-14/B, Satsang Vihar Marg
Qutab Institutional Area New Delhi- 110067
E-mail: assamassociationdelhi2015@gmail.com
<https://assamassociationdelhi.com>



ORGANISING COMMITTEE

Chief Patron:

Sjt. Sarbananda Sonowal
(Union Cabinet Minister)

Patron:

Sjt. Rameswar Teli
(Union Minister of State)

Advisors:

Sri Bhubaneswar Kalita, *MP*

Dr Mukundakam Sharma
(Justic (Rtd.) Supreme Court)

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Sangeeta Das, Dipak Saikia,
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Dr. Tankeswar Baruah
Utpal Barpujari, Parag Sharma
Ramen Dutta, Tiranga Sharma,
Rajib Gogoi,
Angshuman Baruah,
Dr. Niranjana Bhattacharyya,
Dr. Banajit Mazumder

Ref: AAD/Platinum Jubilee/2023/056

Date: 12.12.2023

To

Mr. Ruchir
Collage dekho

Sub : Soliciting sponsorship to **Platinum Jubilee Celebrations** of Assam Association, Delhi

Dear Sir,

Assam Association, Delhi, since its inception in the year 1947 as a socio cultural organization of the people from Assam and North Eastern Region residing in Delhi & NCR, has been engaged in promoting, projecting and protecting the rich and varied culture of Assam in particular and NE region in general. For fulfilling these objectives, Assam Association, Delhi has been organizing various socio-cultural events and philanthropic activities.

It is a great pleasure to inform you that Assam Association, Delhi; the Premier Socio-Cultural Organization of Delhi NCR is celebrating **Platinum Jubilee** to mark the **75 years** of its glorious journey. For this purpose we had planned a series of events to hold in the month of Dec 2023.

On 30th Dec 2023 the concluding extravagant event with day long programme has been arranged at Talkatora Stadium, Delhi where a big fat Food Festival, Exhibition on cultural heritage of Assam & NER, Presentation of master class by Master Chef Nayanjyoti Saikia and a Mega Cultural evening with Anika Bhaona, performance of popular and renowned Artistes like Zubeen Garg and others will take place. We expect a large footfall of about six thousand people in this event.

Our Targeted Group of audiences includes **Beurocrates, Govt. higher officials, Politicians, families and a large number of students pan India.**

Your sponsorship and participation would be showcased prominently in various mediums/collaterals/Promo/TVC/banner/standee on ground display during the entire session of this event of **Platinum Jubilee Celebrations**. For detailed deliverables against different categories of Sponsorship are mentioned in **Annexure attached**.

Please accept our warmest regards.

(Hare Krishna Das)
President

(Dr. Bipul Kr. Baruah)
Organizing Secretary



Assam Association, Delhi Platinum Jubilee Celebrations



Srimanta Sankaradeva Bhawan, Satsang Vihar Marg.A-
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Organising Secretary:

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Members:

Dhiraj Adhikari, Rupen Goswami

Deva Prasanna Das, Sangeet Das,

Utpal Barpujari, Prashanta Kr. Das

Ashokananda Das, Reem Pathak,

Pranjal Baruah, Enu Nath

Ananta Bora, Khanin Das

Tiranga Sharma, Rajib Gogoi,

Dr. Niranjan Bhattacharyya,

Dr. Tankeswar Baruah

Angshuman Baruah, Ramen Dutta,

Dr. Banajit Mazumder, Parag Sharma

Ref: AAD/Platinum Jubilee/2023/093

Date: 08/11/2023

To

Make My Trip

Sub : Soliciting sponsorship to Platinum Jubilee Celebrations of Assam Association, Delhi

Dear Sir,

Greetings From Assam Association, Delhi

Assam Association, Delhi, since its inception in the year 1947 as a socio cultural organization of the people from Assam and North Eastern Region residing in Delhi & NCR, has been engaged in promoting, projecting and protecting the rich and varied culture of Assam in particular and NE region in general. For fulfilling these objectives, Assam Association, Delhi has been organizing various socio-cultural events and philanthropic activities.

It is a great pleasure to inform you that Assam Association, Delhi; the Premier Socio-Cultural Organization of Delhi NCR is celebrating Platinum Jubilee to mark the 75th anniversary of its establishment. On 3rd September 2023 the Curtain Raiser event of the platinum Jubilee Celebrations has been accomplished successfully with "Unity Marathon" and a Friendly Cricket Match (Day and night) at Talkatora Cricket ground. A series of mega events of the **Platinum Jubilee Celebrations** have been planned as follows:

❖ From 19th Dec 2023 to 28th Dec, 2023 : 10 days long Sattriya **workshop Nritya, Geet and Badya** at Srimanta Sankaradeva Bhawan, Delhi

❖ On 23rd Dec 2023 : Seminar on Topic – "Assam in Indian Freedom Struggle" - Venue : **India International Center, Max Muller Marg, Delhi**

❖ On 29th Dec 2023 : Prabhat Pheri and a cultural programme at Srimanta Sankaradev Bhawan, Delhi

❖ On 30th Dec 2023 : the concluding extravagant event of the celebrations will be held at **Talkatora Stadium**, Delhi where Food Festival, release of a souvenir and a book on the journey of Assam Association, Film Screening and a Mega Cultural evening with Ankia Bhaona, performance of popular and renowned Artistes will take place. We expect a large footfall of about six thousand people in this event.

Since our budget for the celebrations of this mega event is about 70 Lakhs we look forward sponsorship from your end. Your sponsorship would be showcased prominently during the entire session of the Platinum Jubilee Celebrations. Deliverables against different categories of Sponsorship are detailed in **Annexure attached**

Please accept our warmest regards.

(Hare Krishna Das)

President

(Dr. Bipul Kr. Baruah)

Organizing Secretary

Annexure

Sponsorship Category	Sponsorship Amount	Deliverables
Title Sponsor	INR. 2000000	<ol style="list-style-type: none"> 1.Back cover Page(Colour) ad on Souvenir 2. Logo to be carried in all collaterals on ground and all other communications (poster, standees, hording, invites, digital etc.) 3. Anchor mention (at least 10 times during the entire event) 4.TVC to be played on ground 5. 1 Stall for product display and public interaction and engagement 6. Additional space for product display (automobile) as applicable or KIOSK Branding (if any) 7. Space for Roller Translite Display branding (if any) 8. Big logo display at both side of the main stage 9. Logo unit on 32' x12' Main stage LED backdrop in loop 10.Logo units on all the collaterals Prints as well as Audio mention 11 Contests for public engagement with Audio Partner (optional)
Co-Sponsor	INR.1000000	<ol style="list-style-type: none"> 1. Overleaf of Front Cover Page(Color) ad on Souvenir. 2. Same as point no. 2,3,5,6,8 and 10 of Title sponsor
Powered by	INR. 500000	<ol style="list-style-type: none"> 1. Overleaf of back Cover Page (Color) ad on Souvenir. 2. Anchor mention (at least 5 times during the entire event) 3. Small logo display at both side of the main stage 4. 1 Stall for product display and public interaction and engagement and same as point no.2 & 9 of Title sponsor 5. Logo size will be 2/3 rd of the Titled sponsor logo
Co-Powered By	INR Below 500000	<ol style="list-style-type: none"> 1. Full Half Page (Color) ad. on souvenir magazine 2.Anchor mention (at least 2 times during the entire event) and logos and company's brief to be carried on standees placed on the venue of events. 3. Small logo display at both side of the main stage

Note : The detail Presentation of the events will be sent on your e-mail.



(Hare Krishna Das)
President



(Dr. Bipul Kr Baruah)
Organizing Secretary

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Dr. Niranjana Bhattacharyya,
Dr. Banajit Mazumder

Ref: AAD/Platinum Jubilee/2023/056

Date 20.12.2023

To

Mr. Mr. Vijay Singh

Dear Sir,

Sub : Soliciting sponsorship to **Platinum Jubilee Celebrations** of Assam Association, Delhi

Dear Sir,

Assam Association, Delhi, since its inception in the year 1947 as a socio cultural organization of the people from Assam and North Eastern Region residing in Delhi & NCR, has been engaged in promoting, projecting and protecting the rich and varied culture of Assam in particular and NE region in general. For fulfilling these objectives, Assam Association, Delhi has been organizing various socio-cultural events and philanthropic activities.

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Our Targeted Group of audiences includes **Bureaucrats, Govt. higher officials, Politicians, families and a large number of students pan India.**

Sir, we feel glad to bring in your notice that we are projecting the 200 years of Assam Tea in this gala event through banners and all. We are sure, your collaboration with us in this opportunity is going to give a huge milestone to your upcoming TEA Brand.

Your sponsorship and participation would be showcased prominently in various mediums/collaterals/Promo/TVC/banner/standee on ground display during the entire session of this event of **Platinum Jubilee Celebrations**. For detailed deliverables against different categories of Sponsorship are mentioned in **Annexure attached**.

Please accept our warmest regards.

(Hare Krishna Das)
President

(Dr. Bipul Kr. Baruah)
Organizing Secretary



Assam Association, Delhi Platinum Jubilee Celebrations

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Angshuman Baruah,
Ananta Bora, Khanin Das,
Dr. Tankeswar Baruah,
Dr. Banajit Mazumder.

Ref: AAD/Platinum Jubilee/2023/ 721

Date: 20/12/2023

To

Ms Anupama Bhatnagar
Director General
Publication Division
Ministry of Information & Broadcasting
Govt. of India
Soochna Bhavan
CGO Complex
New Delhi-110003

Respected Madam;

We have the pleasure to inform you that, Assam Association Delhi is celebrating its Platinum Jubilee this year with a series of programs. A symposium as a part of this event -symposium will be held on 23rd Dec 2023 (Saturday) in this historic occasion.

Venue: C. D Deshmukh Auditorium
India International Centre
Max Muller Marg
Lodhi Estate, New Delhi

Topic of Symposium: Contribution of Assam in the freedom struggle of India

We earnestly request to attend the above event as a special guest to grace the occasion.

With sincere regards,


(HARE KRISHNA DAS)

PRESIDENT


(DR BIPUL KUMAR BARUAH)

ORGANISING SECRETARY