

28th Sept- 2nd Oct' 2025

AADHYA RAAS

Raag, Raas aur Navratri

Venue

**Shamiyana
Gardens**

www.shamiyanagardens.com



www.aadhyaaras.com

Organised by

Arindam
DREAM DESIGNS

www.amdreamdesigns.com

Our Vision

We invite you to partner in creating Jaipur's most vibrant and inclusive festive celebration, blending the UNESCO-recognized Durga Puja with Navratri's Dandiya and Diwali's warmth. This unique event celebrates Bengal's cultural heritage alongside the joy of Navratri and the Festival of Lights, uniting tradition and community spirit.

Celebrating Cultural Unity

Create a vibrant festival that seamlessly blends the artistic depth of Durga Puja with the lively spirit of Dandiya and the warmth of Diwali, fostering unity across diverse communities.

Promoting Artistic Excellence

Showcase the intricate artistry and heritage of Bengal's Durga Puja alongside the dynamic cultural expressions of Navratri and Diwali, elevating Jaipur's festive landscape.

Inspiring Community Pride

Build a platform that strengthens community bonds, celebrates shared heritage, and leaves a lasting impact through meaningful cultural experiences.



The Venue

Shamiyana Gardens

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Expansive Outdoor Lawn for Durga Puja

A 15,000 sq ft lawn, ideal for a grand pandal, rituals, and cultural performances under Jaipur's starlit sky.

Elegant Air-Conditioned Hall for Dandiya

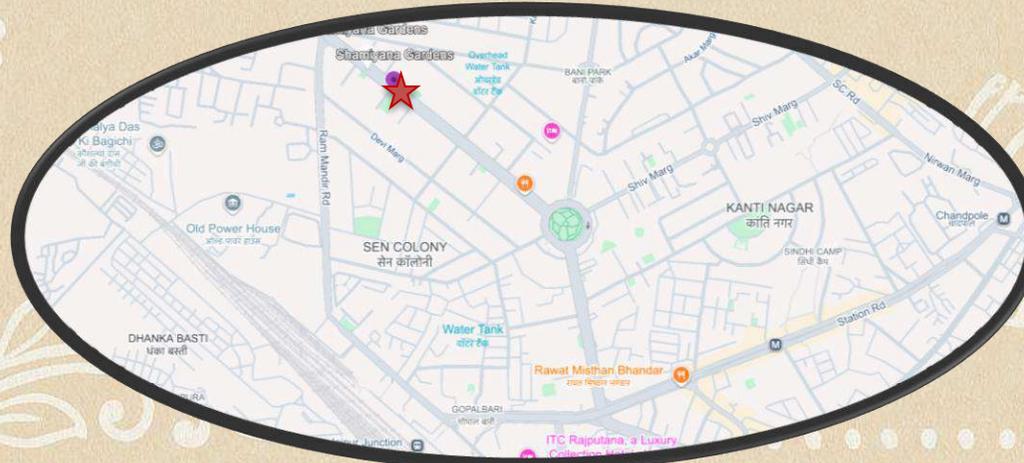
A 6,000 sq ft hall, perfect for vibrant Dandiya nights with modern amenities and comfort.

Unmatched Accessibility and Amenities

Centrally located in Bani Park with parking, air-conditioning, and dining facilities for seamless guest experience.

Proven Excellence in Event Hosting

Renowned for exceptional hospitality, Shamiyana Gardens ensures flawless execution with professional catering & decor.



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The Organisers

Arindam Dream Designs: Proven Expertise in Festive Excellence

Led by Arindam, with a legacy of orchestrating three uniquely themed Durga Pujas, this team brings unparalleled experience to deliver a vibrant and unforgettable festive experience at Shamiyana Gardens.

Design & Arch by Suchaita: Artistic Brilliance of Bengal

Suchaita Mahalik's creative genius infuses the authentic artistry of Bengal's artisans, capturing the true essence and cultural depth of Durga Puja in every detail.

A Legacy of Memorable Events

Our team's combined expertise has crafted iconic celebrations, blending tradition with innovation. Past events have left lasting impressions with their stunning visuals, cultural authenticity, and community engagement.



The Program

4 days of Rituals ,Pujas & Performance



Morning

Bodhon (welcoming of Durga),
Pandal inauguration, Dhak beats

Nabapatrika Snan,

Kumari Puja, Pushpanjali

Navami: Maha Aarti, Grand Bhog

Dashami: Sindoor Khela, Visarjan
Procession, Bijoya Dashami

Shashthi:

Saptami

Ashtami

Navami

Dashami

Evening

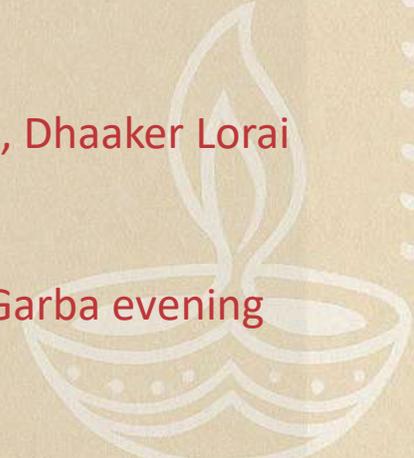
Cultural Evening , Dandiya & Garba

Singer performances, Dandiya & Garba

Dhunuchi Naach contest, Dhaaker Lorai

Maha Aarti, Dandia & Garba evening

Dandia & Garba Evening & Live Show



The Program

What to expect



Huge Daily Footfall



Music & Dance



Dhunuchi Dance



Celebrity Performances



Brand Showcases



Food and Drinks



Folk Shows



Dandiya & Garba In AC hall



Competitions



Promotional Plan

PRE
EVENT

Digital &
Social Media

T-30

T-15

PR

Print

T-5

PUJA
DAYS

Print

T+1

Social
Media

T+5

Digital

T+10

POST
EVENT



Advertisements and promotions will be phased out in a planned and systematic manner to engage maximum audiences and for extensive reachability

Collaboration Opportunities

ATL

- Print
- Fm
- Radio
- Billboards

BTL

- Tieups with societies & organisations
- Influencer marketing
- Local event participation

TTL

- Seo
- Social media
- Google ads
- Collaboration campaigns



Collaboration Category		Presenting	Powered By	Dandiya or Puja Area Presenter	Food Partner	Events Partner	Media Partner	Other Partner	Day partner/ Associate	Stall Partner	Banner (10ftx4ft)
Collaboration Cost		1000000	750000	500000	250000	250000	100000	100000	50000	25000	10000
Media Space in all branding		20%	12.50%	7.50%	5%	5%	2.50%	2.50%	0%	0%	0%
ATL collaborations	The media space in all digital Ads will be limited to the Space mentioned for all branding										
Print Ads		1	1	1	1	1	1	1	0	0	0
Media Ads		1	1	1	1	1	1	1	0	0	0
Fm Brand Mention		20	5	3	2	2	1	1	0	0	0
Billboards		2	2	2	2	2	2	2	0	0	0
Social Media Collaborations		10	7	5	3	3	3		2	2	1
Celebrity Influencer Mention		2	1	1	0	0	0	0	0	0	0
In Venue Stall		2	1	1	1	1	1	1	0	1	0
In Venue Banner		10	5	3	2	2	1	1	0	0	2
AAA VIP passes		25	15	10	5	5	2	2	1	0	0
Guest of Honour per day		8	4	2	1	1	1	1	0	0	0

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FOR MORE DETAILS PLEASE CONTACT:

ARINDAM DREAM DESIGNS

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