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Greenply redefines 'Sarbojanin' this Durga Puja

Brand new initiative to spread awareness on building 'wheelchair friendly' ramps in Puja pandals

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KOLKATA: Greenply Foundation wants the Kolkatans to rethink and take notice of its thought-provoking initiative this Durga Puja season aimed to make the celebration accessible for all.

Over the years, with the evolution of lifestyle, we have witnessed the transformation of the way Durga Puja is celebrated in Kolkata. While generations have amalgamated themselves into the revolution whichera term it has been uttered to them, the question which hasera arises is 'Has the festival been able to make room for all over the years?' Greenply wishes to bring forth the different perspectives.

The festival of Durga Puja thatset forth in Kolkata sometime between







the 16th and 17th centuries has gone on to become an integral part of a Bengali ethnic identity, initially a property confined to the mighty and affluent communities of the state, with the conception of the 'sarbojanin' puja it became an affair to be enjoyed by

the common people as well. sarbojanin was coined by blending two words which individually stand for 'for all' (sarbo) and 'people' (jan) respectively. The nomenclature signifies that the festival is an all-inclusive affair that people from all backgrounds should be able to take part in, but has the concept been justified?

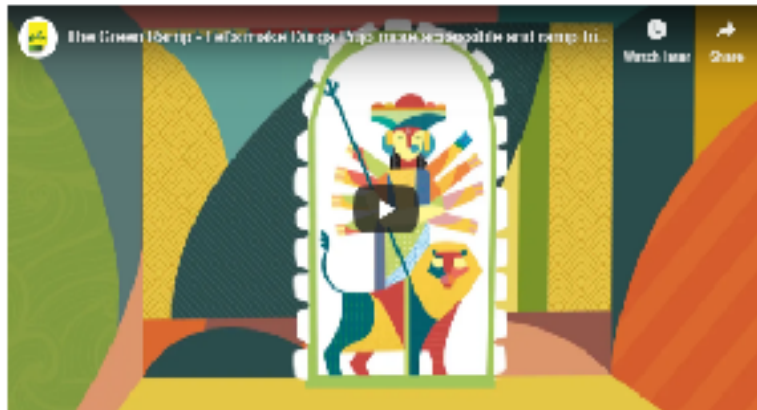
In a video spanning two very insightful minutes, Greenply takes the wheelchair around the city and captures what might be an eye opener for Durga Puja committees and around Kolkata, irrespective of the ground or indoors. The video features four citizens who may have been deprived of going out and seeking in the festivities due to physical limitations. While some are seen recalling their younger days when they were not bound by limitations, some mention that since they are differently-abled, they have only ever been able to take part in Durga Puja through their television sets.

These statements are followed by a message from Greenply which says that they have come up with the idea of a simple ramp made of plywood that will make the pandal a little more accessible, a little more wheelchair-friendly. The structure which will be known as The Green Ramp will start its success journey by making the pandal of Badamta's Ashar Sangha a wheelchair-friendly pandal.

Further, to encourage more Puja committees to follow in their footsteps, Greenply is inviting them to upload pictures of their pandals on social media (Facebook and Instagram) with the message: 'Name of the Puja' needs a name accompanied by the hashtag #pujafirst. Greenply will promptly send their plywood to build a ramp for their pandal. Puja committees which have already planned the construction of ramps can upload a photo of their premises with the message: 'Name of Puja' has a name accompanied by #pujafirst. Based on the information, a ramp with ramp-enabled puja will be published as a social media post by Greenply.



This will help people who've been unable to visit pandals discover Pujas they can have access to for a hassle-free pandal hopping experience.



Greenly AVP and local marketing Sanchi Kulkarni says, "This flip side of the festival is a novel idea only to turn things around for the people who share similar fate with the ones we have featured in the video. Greenly expects to be much ahead of 'his 11 plywood manufacturing company' We have had our ways of giving back to the community over the years. This was the best we could do considering the sentiment of the residents of Kulkarni towards the festival. I am certain that pandals across the city will share our empathy and compassion towards the cause. Hopefully, they will welcome this initiative and take it ahead for years to come."