

Organized by:



# Let's Celebrate

## Ramlila Manchan & The Big Mela

**A Family Event 2023 at Dwarfia, Delhi**

**Event date: 15<sup>th</sup> October 2023 to 24<sup>th</sup> October 2023**

**Time: 4 pm to 12 midnight**

**Venue: DDA ground sector 10 Dwarka, New Delhi.**

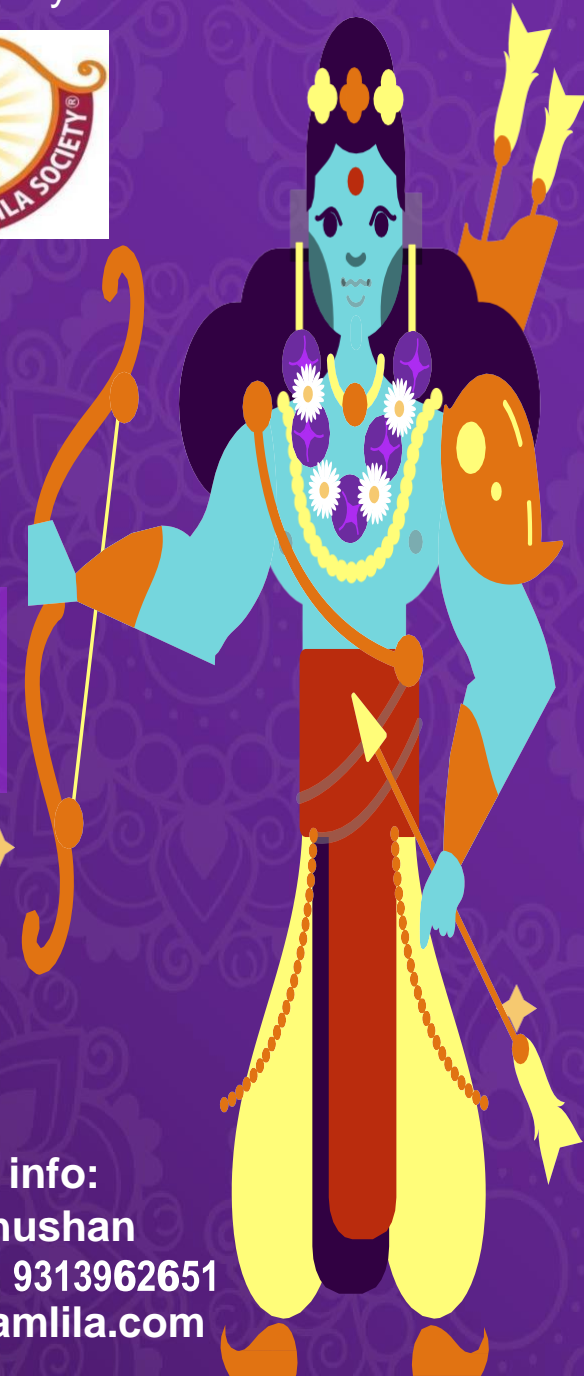
**SPONSORSHIP PROPOSAL**

**For more info:**

**Bharat Bhushan**

**+91-1135770439, 9313962651**

**info@dwarfiaramlila.com**





‘THE BIG MELA’





# Program Format

## 11<sup>th</sup> RAMLILA MANCHAN & THE BIG MELA

Ramlila Manchan for 10 days

Timings: 7 pm to 12 midnight

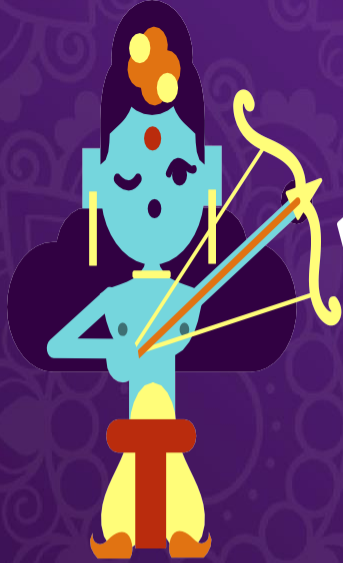
Mela Timing: 4 pm to 12 midnight



Aarti and Deep prajwalan  
Ganesh Vandana  
Folk dance  
Performance by Bhajan Singers  
Guest Felicitation  
Ramlila Manchan



# Celebration Years by Dwarka Sri Ramlila Society



2011

2012

2013

2014

2015

2016

2017

2018

2019

2022





# Highlights

The biggest Mela and the Ramlila manchan of North India. In 2019 our Hon'ble Prime Minister of India Sh. Narendra Modi ji was present on Vijaydashmi for Ravan Dahan in our Ramlila Manchan..

Dignatories	Felicitation ceremony on daily basis of dignatories (Ministers, Artists and social worfiers)
Live on air	Live on TV channels and social media platforms
Print media	Print media coverage on all major and small newspapers
Footfall	Daily approx 1 lafih people and on Dusshra approx 5 lafih people visit the Mela.
Rides and eatries	Various big and small rides for all and eatries from Chandni chowfi
DTC (Direct to consumers) interaction	Various brand stalls, brand placements, TVC on stage, Hoardings, banners, invitation cards and many more (few names: Senco Gold, Dhara, Safal, Patanjali DLF, Chintels, Dwarfia Hospitals)



## STAGE - 2023

**A beautiful stage for the Ramlila  
Ramchan**

**Stage height 92ft**

**Stage front height 60ft**

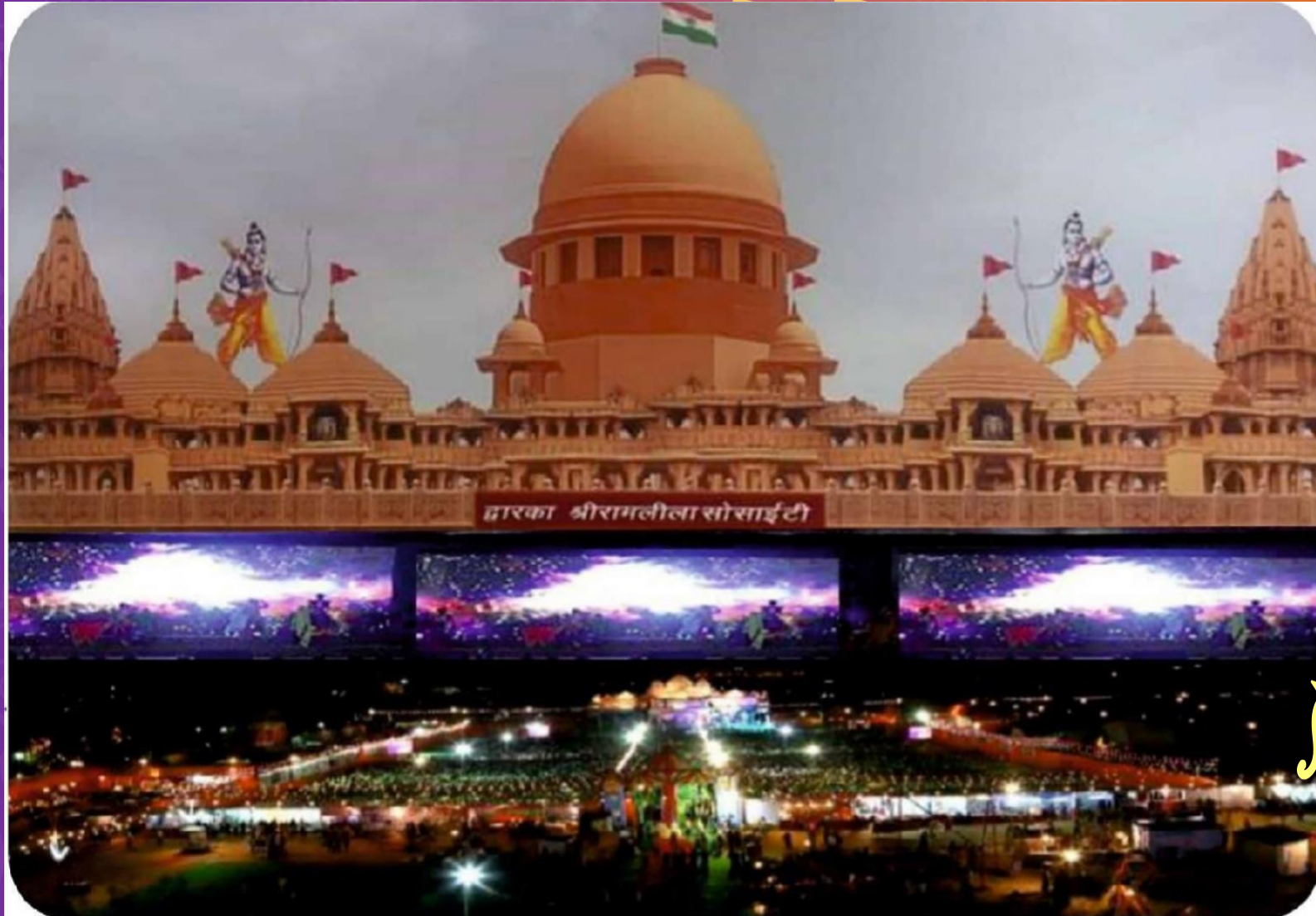
**Length 140 ft**

**3 LED screens on stage and 2 LED screens  
among audience**





# STAGE - 2022





# Site layout





# THE BIG MELA



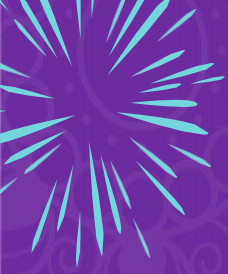
**Mela** is a Sanskrit word meaning 'gathering' or 'to meet' or a 'fair'. It is used in the Indian subcontinent for all sizes of gatherings and can be religious, commercial, cultural or sport-related.

In recent times "Mela" also popularly refers to shows and exhibitions. It can be theme-based, promoting a particular culture, art or skill. Generally in "melas" people can find eateries, entertainment activities, shops and games.

We take pleasure in introducing ourselves as "**Dwarka Sri Ramlila Society**" which is a registered Socio religious organization. The society has been organizing Ramlila Since 2011 on big scale in West Delhi in Sector 10 Dwarka New Delhi.

More than 200 Social, religious activities of the area are the main strength of the society. Every year, hundreds of people from different field are felicitated for their valuable contribution in the event.





## Our Motive

The main motive of the Society is to impart the good habits among the new generation through this religious event. This event encourages the small children and young generation to learn and follow the good path, to become a good human being & capable to serve their great nation India. It spreads the message of international brotherhood & peaceful surroundings everywhere in the world.

## The Big Mela

The Big Mela is all about eateries, entertainment activities, shops and games. The fair is a socio-religious and commercial related. Hence the good opportunity for all the sponsor to get highlighted among the live crowd.





# RELEVANCE OF DUSSEHRA



There are two important stories behind celebration of Dussehra festival in India. One story is associated with Lord Rama and another is associated with Goddess Durga. The festival of Dussehra signifies the victory of good over evil.

Lord Rama is the 7th incarnation of Vishnu and central figure of the Ramayana. The Ramayana is based on the life, times and values of Lord Rama. Lord Rama is called the Maryada Purushottam or 'The best among the dignified'.

Ramlila (literally 'Rama's lila or play') is a dramatic folk re-enactment of the life of Rama, ending up in ten-day battle between Rama and Ravana, as described in the Hindu religious epic, the Ramayana. The play is staged annually often over ten or more successive nights, during the auspicious period of 'Navratras', which marks the commencement of the Autumn festive period, starting with the Dussehra festival. Usually the performances are timed to culminate on the festival of Vijayadashami day, that commemorates the victory of Rama over demon king Ravana, when the actors are taken out in a procession through the city, leading up to a mela ground or town square, where the enactment of the final battle place, before giant effigies of Ravana, his brother Kumbhakaran and son Meghanath are set fire, and coronation or abhisheka of Rama at Ayodhya takes place, marking the culmination of festivities and restoration of the divine order







# Importance of Ramayana



## Teachings from India

One of the greatest epics of Hindu Mythology, the Ramayana is not just a tale, but also an educational medium that has taught us the code of conduct or 'Dharma' through the ages. This saga not only defines the ideals of various relationships, but also motivates us to become better versions of ourselves.



## Impact on art and culture

Ramayana reflects the finest values of Indian culture and serves as the warp and weft of the ideal civilization that humanity has yet to achieve. It has unimaginable potential to shape the cultural mindset of India thanks to figures like Rama, Sita, Hanuman, Lakshman, Bharat, and many others who personify ethics.







## BRIEF HISTORY

Since 2010 the event is being successfully organized by Dwarka Sri ramlila Society.

The expected expenditure on amenities, stage, tent, catering, rides and Ramlila

Production having 300 artist would be range of 1.50 CR.

The Ramlila is the safest event guarded by Delhi Police. Entire area is under 100+ CCTV Surveillance, 300+ security guards, metal detectors at entry and exit points. Mela rides are Managed by famous PC Enterprise. All food stall catered by renowned caterers from Chandni Chowk. The biggest stage Is covered by biggest screens, on stage covering 140 ft wide and 92 ft height. There is a provision of five Largest LED screens of size 20ft x 14ft (each screen) in main Ramlila ground.

Some of the main contributors and advertisers were DLF, Chintels, Senco Gold, Dhara oils, Mother Dairy, Safal, Patanjali Easy day, Baba Elaichi, Venkateshwar Hospital, Aakash Healthcare, Kasturi Jewellers, Isuzu cars, Honda cars, Safal, Vision Institute, Narayana Institute, Jio Mobile, Eveready batteries, Dominos, Goyalsons and Other big brands.



जनसत्ता संवाददाता  
नई दिल्ली, 2 अक्टूबर ।

रामलीला मंचन के सातवें दिन दिल्ली के अलग-अलग रामलीला मंचन में दर्शकों की भीड़ जुटी। द्वारका श्रीरामलीला सोसाइटी द्वारका सेक्टर-10 में लंका दहन आकर्षण का केंद्र रहा। रविवार को लंका दहन का मंचन देखकर दर्शक आनंदित हो उठे। दर्शक अभी तक मंथरा की कुटिल चाल, राम वनवास और दशरथ की मृत्यु से विचलित थे। यहां उपनगरी द्वारका बल्कि आसपास के ग्रामीण इलाकों से भी बड़ी संख्या में लोग पहुंचे।

रावण के कटते सिर  
से निकलेगा खून

हवा में उड़ते हनुमान लाएंगे संजीवनी

[illegible][illegible]

देश के सबसे बड़ी रामलीला में 140 फुट लंबा 60 फुट चौड़ा व 92 फुट ऊंचा होगा मंच

**कोशिका शर्मा**  **आई दिल्ली**

एशिया की सबसे बड़ी उपलब्धता  
हवाय का बुकिंग का सबसे सस्ता  
समयों का मंच किता  
जुआ। हवाय सेक्टर 30 दिनांक

का मंच करने। उन्होंने का  
कि 140 फुट लंबे मंच प  
कायदा राजनीति का मंच  
करने। वहीं मंच की चौड़ाई 6  
फुट और ऊंचाई 92 फुट रह  
आई है। जहाजों ने कहा कि ज

होती। डाक्टरों ने अब रामजीलाल को जैविक पौधों के साथ रामजीलाल का तुलनात्मक विश्लेषण कराया। वैज्ञानिकों ने अभी तक एक ही कारण का कारण देकर 120 अमरुदों पर 12 अमरुदों तक लीला को अपना ध्यान भरोसी। डाक्टरों की रामजीलाल लैबोरेटरी के मुख्य लैबराटरी एवं पौधे विभाग का वैज्ञानिक रामजीलाल ने क्या किया है कि यहां की रामजीलाल दिल्ली की जैविक विभाग के रामजीलाल

[illegible]

**पांच** डायरेक्टर कलाकारों को कर रहे तैयार

गुल्लैट ने बताया कि राजस्थान के कलाकारी को तैयार करने वाले पेशेवर वीके खोसला व और हमेशा खन्ना के अलावा लघुटि स्तुतिक डीस को भी हमारे पेशेदार मानते हैं।

**देश के सबसे बड़े मैदान में 150 कलाकार**  
150 कलाकार देश के सबसे बड़े  
पार्क में राष्ट्रीय के पत्र के रूप  
में काम करेंगे। 150 कलाकार के द्वारा  
पार्क में 10 हजार सुरिणी लगाई  
गई है। इसकी लोक के काम के  
लिए स्पेशल में वाटर पार्क लगाए  
गए है।

[illegible]

## मलीला में दिखेना सेना का स्ट्राइक का मंचन और झां

सबसे बड़े 125 फुट सावण

का होगा रहन

करेंगे मंचन

महं हिमालय: तमिलनाडु और सा के बाद पूरे भारतभर में खुली का मंचनीय है। इसी के मन्दिरमंडल इस मंचना की राजकीयता को देखकर है अर्थात् यह राजकीय

**पेटी कैमरे**  
 कलकत्ता पुलिस ने इसे है।  
 हुमायूँजी की दुपार  
 लीला काटते जा  
 में ही छोटा कैमरे से  
 काया चला देखा।  
 गया है।

## सर्जिकल क्रियां

नव श्री धार्मिक की लीला  
का होगा लाइव प्रसारण

**प्रतुषिका, जी विपत्ती**

जब की प्रतुषिक लीला कालेजी की राजसीला में ज फिर लोकाभ और लखनवा का जालाजी सुदु, अलक्षण का के प्रो लोग बालिका लीला के जालनवा के बीमारी के प्रती लोत किता जालन। राजसीला कालेजी की ओर से राज राज लाली के प्रीत हेतु और विकलप्रतुषिक से बचने के लीला जलनवाला अभिवाचन परलगा जालन। लीला अलख प्र प्रतुषिक बचन का लोद। ले लोद की ललगा जालन। राज की पहली लीला का ललख प्रलख किता जालन लालन से बीमारी किता के प्री लोकाभ लोदलगा की जालन जालन।

यस शरीर में एकलिंग जीवन काव्योक्ति की ओर अग्रसरिती प्रेरणाओं में क्या प्रमाण गजब है कि दाम्पत्यजी में कुन बरत कर कल हारिहरी लक्ष्मणजी का प्रयोग होगा। ब्राह्मण परिवारिका लक्ष्मण और जटायु का हाम्य प्रयोग होगा। काव्योक्ति के ये चरित्रक प्रयोग यह भी बताते हैं कि लीला की पैरवारी पुरुष की बुद्धि है और तबूतका प्रयोग लक्ष्मण प्रयोग होगा। काव्योक्ति के प्रमाण प्रयोग अत्यन्त ही बताते हैं कि लीला में दाम्पत्य का अमय साधना किया जाएगा। लीला के प्रमाण प्रयोग यह पक्ष की ओर से और लीला का लुग पक्ष की ओर से दाम्पत्य में समिलन होगा। लीला के ये दम प्रमाण सादृष्ट श्रम्य है काव्य कि पद्योक्ति बरत लीला का लक्ष्मण प्रयोग किया जाएगा। ब्रह्म की ओर अग्रसरिती काव्योक्ति के लिए अग्रजान दाम्पत्य और दाम्पत्य के टैटो की लीला की बरत

## द्वारका श्री रामलीला में उमड़े भक्त

द्धारक श्री रामलीला सोसाइटी में आयोजित रामलीला को देखने के लिए श्रद्धालुओं की अपार भीड़ जुटी नजर आई। लीला में मंगलवार को राम जन्म से लेकर, अहिल्या उद्धार, पुष्प वाटिका, लक्ष्मण फसुराम संवाद, सीता स्वयंवर के अन्तर्वा मंथरा केकयी संवाद एवं राम वनवास के आकर्षक दृश्यों को प्रतिभाशाली कलाकारों ने पेश कर खूब तालियाँ बटौरी।

सोसाइटी के संरक्षक राजेश गहलीत ने कहा कि द्वारका के सेक्टर 10 स्थित रामलीला ग्राउंड में पिछले छह सालों से लीला का मंचन किया जा रहा है। जो दिल्ली की सबसे

द्वारका श्री रामलीला सोसाइटी की लीला में राम सीता जयमाल का मनोहारी दृश्य।

से आए सैकड़ों कलाकार इसमें हिस्सा ले रहे हैं। उन्होंने कहा हमारी रामलीला में सिकन्दर जर्मन राजा जर्जर से अधिक दर्शक रमलीला देखने पहुंचे थे इस बार यह आकड़ा पर होता नज आ रहा है।



HON'BLE PRIME  
MINISTER OF INDIA  
SHREE.  
NARENDRA MODI  
JI

Hon'ble Prime Minister of India  
Shree Narendra Modi ji visited the  
Ramlila ground sector 10 Dwarka.  
The event was organized by  
Dwarka Sri Ramlila Society.







Sh. Rajesh Gahlot Chief Patron of Dwarka Sri Ramlila society felicitating the Hon'ble Prime Minister of India

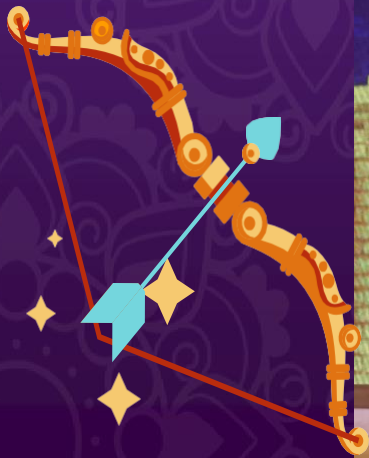




Sh. Rajesh Gahlot Chief Patron of Dwarka Sri Ramlila society  
felicitating the Hon'ble Defence Minister Shree. Rajnath Singh

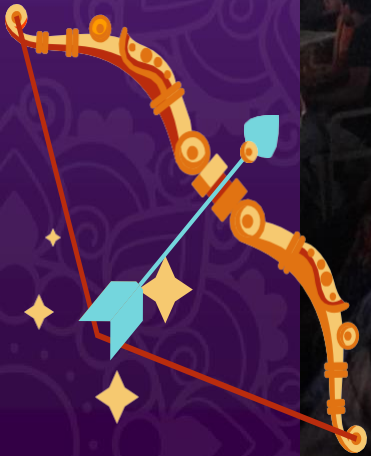


# Past event photos Ramlila Manchan





# Past event photos Ramlila Manchan





## Past event photos



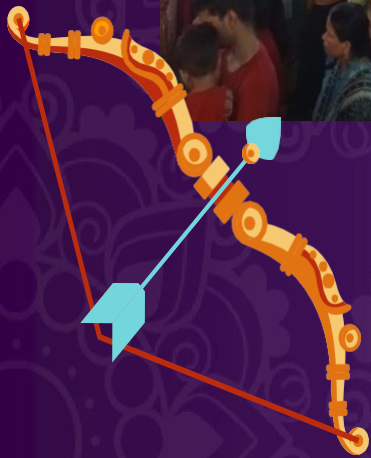


## Past event photos





## Past event photos





## Past event photos





## Brand Stall Display

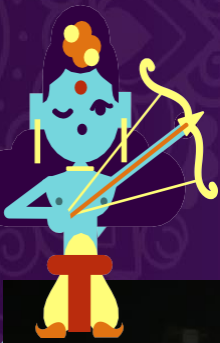




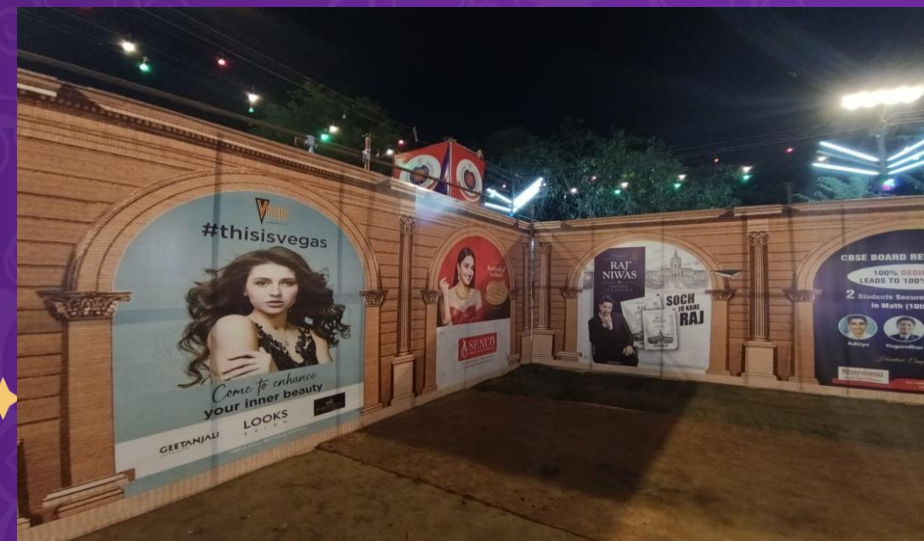
## Gate Display







# Advertising Wall Display







## On Stage TVC





## Hoardings & Unipole





# Invitation Card

**Dwarka Sri Ramlila Society**

**Organized By :**

**The Big Fair 10<sup>th</sup> Ramlila Manchan**

**Sponsored By :**

**SENCO** GOLD & DIAMONDS

**Dhāra**

**Safal** CHINTELS VEGAS BCC

**Channel Partner :**

**MH ONE** **You Tube Live** **f LIVE** **मजल** **दीर्घ** **हर खबर** TV

**www.dwarkaramila.com**

75  
आजादी का  
अमृत महोत्सव

द्वारका श्री रामलीला सोसायटी  
द्वारा  
10<sup>वीं</sup>  
**रामलीला मंचन**  
एवं भव्य मेला

सीमा प्रखण्ड रात्रि 9 बजे से  
26 सितम्बर से 5 अक्टूबर रात्रि 8 से 12 बजे तक  
स्थान :  
रामलीला ग्राउण्ड द्वारका सेक्टर-10 नई दिल्ली-110077

प्रवेश  
मेला की कुल चार गेट  
Gate No.  
**1**  
VVIP  
For 4 Persons  
Only

राजेश गहलोट  
चेयरमैन एवं मुख्य संयोजक  
पूर्व फिरोज नटियाल  
9818168485  
8586923136

**Dwarka Sri Ramlila Society**  
Office: Gokul Garden, Sector-7, Dwarka, New Delhi-110075  
info@dwarkaramila.com rajesh.gahlot.dwarka@gmail.com dwarkasriramleela@gmail.com  
www.dwarkaramila.com Facebook.com/dwarkasriramilasociety Twitter.com/dwarkasriramila



## Sponsored By :

**Dhāra**

**VENKATESHWAR  
HOSPITAL**  
...Rethinking in Healthcare  
The Leading Multi-Specialty Hospital

**DLFA**  
BUILDING INDIA

**Aakash Healthcare**

**Jio**

**SENCO**  
GOLD & DIAMOND  
JEWELLERS

**CHINTELS**  
Building the Future NOW

**KASTURI  
JEWELLERS**  
PVT. LTD.

**Vision**  
FUTURE  
A Unit of V.V. Education Pvt. Ltd.

**ISUZU**  
NEVER STOP

**Andhra Bank**  
Where India Ranks

**Bank of India**  
Samarpana. Apni Bank.

**GoyalSons**  
Serving to Connect

**HUNGER TRIPTI**  
SHAKH KHANA

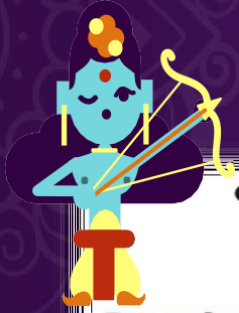
**Safal**

**SURYA**

**NARAYANA**  
NRI ROY ASSOCIATES

**MD**  
Developers  
TECHNOLOGICAL





# Sponsorship Opportunity

**Dwarka Shri Ramlila Society** is an excellent opportunity to take you and your brand to a huge and coveted cultural and social platform. This is the platform that can help your brand in reaching the next level in almost no time. We strongly believe that an effective sponsorship must-

- Serve the business interest of the sponsoring company
- Serve the best interests of the event and its participants
- Have a positive impact upon the sponsors' direct consumers
- Benefit the consumers who use the products or services

To achieve the desired goals for sponsors and the organisers, we have laid out a marketing and media plan that will not only create acceptance for the event but also take the sponsors' brand communication to the desired target audience in an appropriate way.



BHOOMI POOJAN



## TITLE SPONSOR (NO. OF SPONSOR – 1)

Amount : Rs. 12,00,000

### BRANDING BENEFITS:

- VVIP main Entry Gate & on other Gate 4 Archs (6.5'x8' both sides of gate)
- Unipole-1 (20'x10') Adjacent to Mela ground
- 35 Arch in Event ground Wall
- 20 sec TVC advertisement 10 times every day during program on main stage screen
- Special invitation for opening & closing ceremonies
- Coverage with Media along with organizer
- 3 stalls in Prime Location at Mela Ground (size 10'x10' one stall size)
- Company's logo placement on invitation card (one lakh)
- 100 VVIP passes, 200 VIP passes
- Stage announcement of sponsor during the event
- Felicitation of company's representatives on stage
- Logo on social Media (twitter, facebook, Linkdin, mailings etc.
- Branding on security stands
- Logo on all hoardings/banners/posters of Ramlila committee



## DIAMOND SPONSOR (NO. OF SPONSOR – 2)

Amount : Rs. 9,00,000

### BRANDING BENEFITS:

- VVIP main Entry Gate & on other Gate 2 Archs (6.5'x8' both sides of gate)
- 25 Arch in Event ground Wall
- 20 sec TVC advertisement 8 times every day during program on main stage Screen
- Special invitation for opening & closing ceremonies
- Coverage with Media along with organizer
- 2 stalls in Prime Location at Mela Ground (size 10'x10' one stall size)
- Company's logo placement on invitation card (1lakh)
- 75 VVIP passes, 100 VIP passes
- Stage announcement of sponsor during the event
- Felicitation of company's representatives on stage
- Logo on social Media (twitter, facebook, Linkdin, mailings etc.
- Branding on security stands
- Logo on all hoardings/banners/posters of Ramlila committee





GOLD SPONSOR (NO. OF SPONSOR – 4)

Amount : Rs. 6,00,000

**BRANDING BENEFITS:**

- Public Entry Gate & on other Gate 2 Archs (6.5'x8' both sides of gate)
- 15 Arch in Event ground Wall
- 20 sec TVC advertisement 6 times every day during program on main stage screen
- Coverage with Media along with organizer
- 1 stall in Prime Location at Mela Ground (size 10'x10' size of one stall)
- Company's logo placement on invitation card (75 thousand)
- 50 VVIP passes, 75 VIP passes
- Stage announcement of sponsor during the event
- Felicitation of company's representatives on stage
- Logo on social Media (twitter, facebook, Linkdin, mailings etc.
- Logo on all hoardings/banners/posters of Ramlila committee



## SILVER SPONSOR (NO. OF SPONSOR – 8)

Amount : Rs. 3,00,000

### BRANDING BENEFITS:

- 10 Arch in Event ground Wall
- 20 sec TVC advertisement 3 times every day during program on main stage screen
- Coverage with Media along with organizer
- 1 stall in Prime Location at Mela Ground (size 10'x10' size of one stall)
- Company's logo placement on invitation card (75 thousand)
- 25 VVIP passes, 30 VIP passes
- Stage announcement of sponsor during the event
- Felicitation of company's representatives on stage
- Logo on social Media (twitter, facebook, Linkdin, mailings etc.
- Logo on all hoardings/banners/posters of Ramlila committee





## SPONSOR (NO. OF SPONSOR – 10)

**Amount : Rs. 2,00,000**

### **BRANDING BENEFITS:**

- 1 stall at Mela Ground (size 10'x10')
- 4 Arch in Event ground Wall
- 5 VVIP passes, 10 VIP passes
- Felicitation of company's representatives on stage

## BRAND STALL DISPLAY

**Amount : Rs. 1,00,000**

### **BRANDING BENEFITS:**

- 1 stall at Mela Ground (size 10'x10')
- 4 Arch in Event ground Wall
- 5 VVIP passes, 10 VIP passes
- Felicitation of company's representatives on stage

# VEHICLE DISPLAY

Amount : Rs. 3,50,000

## BRANDING BENEFITS:

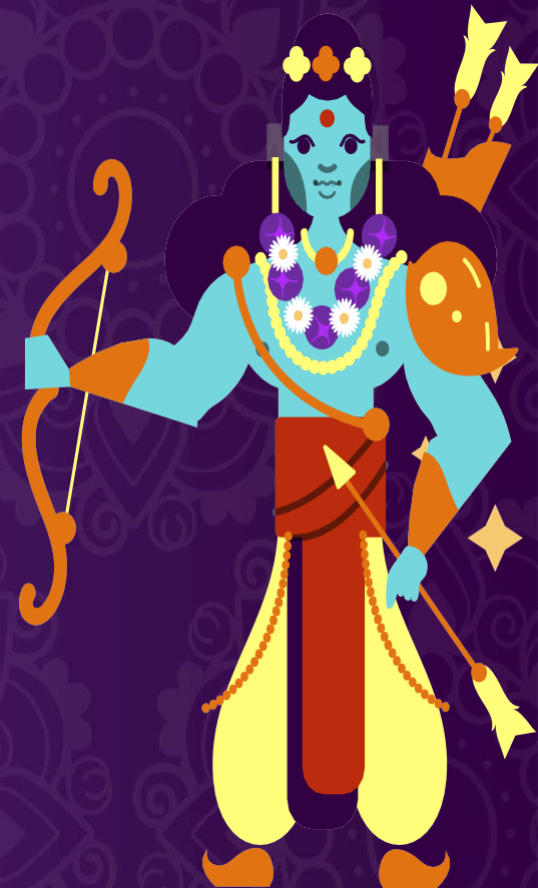
- 1 wooden floor (carpeted) at VVIP Gate (size 20'x10')
- Promo table and chair
- 1 backdrop (size 20'x6')
- 4 Arch in Event ground Wall
- 5 VVIP passes, 10 VIP passes
- Felicitation of company's representatives on stage





# PROFILE

**Third eye harkhabar private limited** company is in the business since its inception. We have the expertise to work with prospective clients of it's to produce and organize, marketing, advertising, media, production house, detective service, security service. Events Managements & Consulting etc. Services are performed by our young & vibrant team of professionals who have years of experience in the field of festival, celebration and event management industry, Branding and Marketing. Board retreats, sponsorship, site lay out and logistics volunteer managements and theme developments are available programs. Understanding the unique needs of event planners, branding of companies and marketing strategies. Call us for assistance - we will make it happen.





## OUR SERVICES

We are involved in managing all kinds of events including offering precious services to the different organization. We are promoting all types of corporate events. In a nutshell, our services includes following

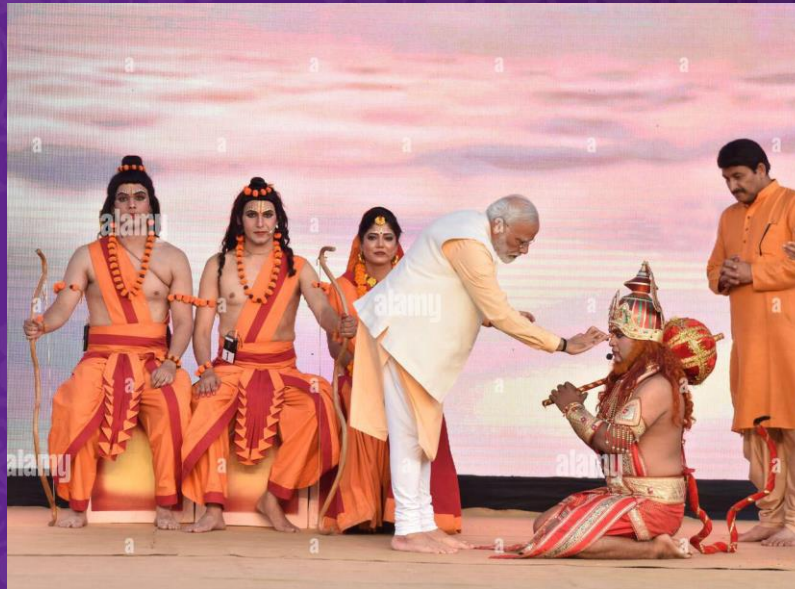
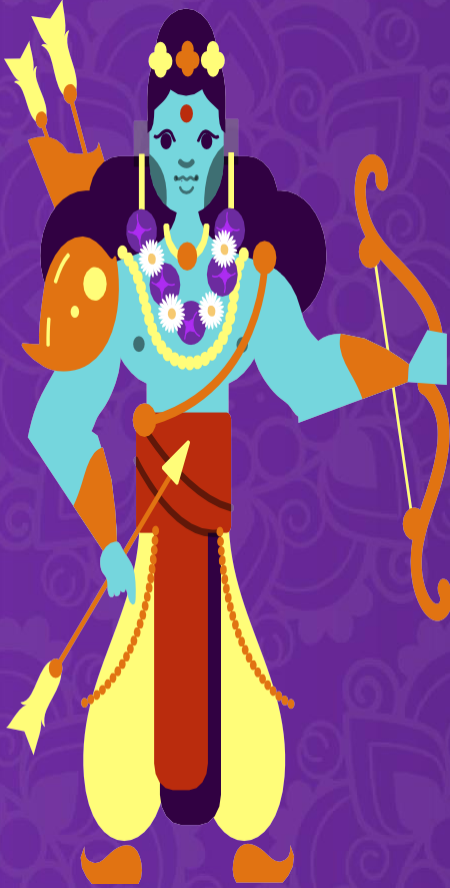
PRODUCTS LAUNCHES  
PRODUCT PROMOTION  
THEME EVENTS  
SOCIO-RELIGIOUS EVENTS  
DEALER MEETING  
PRESS CONFERENCES  
TV/RADIO ADVERTISING  
AD DESIGNING  
OUTDOOR ADVERTISING

ROAD SHOWS  
CORPORATE FILMS  
THEME SONGS  
CORPORATE BROCHURES  
BRAND IDENTITY  
WEDDING  
SPORTS EVENTS  
AD FILMS  
DOCUMENTARY FILMS  
DIGITAL MARKETING  
ONLINE SERVICES





# LAST EVENTS



# Thanks!



## DWARKA SRI RAMLILA SOCIETY

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