

Nagaon: Despite high cost, Puja spirits in full swing



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When it comes to Durga Puja or Dushera, the typical Assamese town Nagaon turns into just another sub-urban Kolkata and the festive crowd can be located in Dacca Patty, Bara Bazar, A T Road, Marwari Patty, Itachali market area with dawn till late evening. Though, primarily the market is flooded with typical products for forth-coming Eid on Monday, the clothes market is busy with foot-fall of all age group and truly the spirit of Durga Puja can be witnessed from the mood people are roaming in the market with bags full with goodies being purchased. Though, many Puja organizers are facing tough time with their budgets due to high rise in commodity prices involving construction of Pandal, attractive Puja theme, cost of idol etc., the market is cashing on all the annual puja plan being taking its shape in market.

On religious side of Puja, with sponsorships drying up faster with their budget cutting too, many organisers are falling back on the traditional subscription route and turning to small advertisers to meet their budgets. The after affect of recession is taking its toll primarily on Pandal system, but actual expenditure by common mass doesn't seems to be hampered as they are matching shoulder to shoulder to pick the best item for them as looking to their year best is one of the most important agenda on today's youth !

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BY BISHWAJEETSINHA

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