

Rural Marketing



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Benjamin Kaman 9 January 2013 10620 views

Rural agricultural marketing in North East India is still unorganised and in a poor state though the wheel of time has changed the overall marketing scnerio with trendy adsvetisings.

Benjamin Kaman

BY BENJAMIN KAMAN

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Kokadeuta Nati Aru Hati 2 Set for July 3 Release, Reviving an Assamese Classic



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Prantik Deka 25 June 2026 5017 views

More than four decades after the release of the iconic Assamese film *Kokadeuta Nati Aru Hati*, audiences across Assam are preparing to welcome its sequel, *Kokadeuta Nati Aru Hati 2*, which is scheduled to hit theatres on July 3.

Originally released on November 18, 1983, the Nip Barua-directed film remains one of the most beloved family dramas in Assamese cinema. Built around the emotional bond between a grandfather, his grandson and an elephant, the film captured the simplicity, values and cultural ethos of rural Assam and became a landmark success at the box office.

The original film featured the late actor Nipon Goswami as Kokadeuta and Pranjal Saikia as Moina, the grandson. The story revolved around Moina's childhood, his friendship with the family elephant Brikodor, and his growing companionship with Makon, an orphaned girl adopted by his grandfather. The film continues to enjoy a strong emotional connection with audiences even today.

The movie also holds a special place in public memory as Assam Chief Minister Dr. Himanta Biswa Sarma appeared as a child artiste in the popular song *Ek Dui Tini Saari, Juti Dilu Goru Gari*, a clip that continues to circulate widely on social media.

Produced by Pride East Entertainment, *Kokadeuta Nati Aru Hati 2* has been conceptualised and produced by Riniki Bhuyan Sharma, Chairperson and Managing Director of the media group. The sequel seeks to revive a cherished cultural legacy while presenting a story designed for contemporary audiences.

In a notable role reversal from the original film, Pranjal Saikia will now portray the grandfather, while actor Utpal Das will play the grandson. Actor Jatin Bora appears as the son of Pranjal Saikia's character.

The film boasts an ensemble cast that includes Adil Hussain, Prostuti Porasor, Preety Kongana, Tapan Das, Debajit Mazumdar, Jolly Laskar, Jeanette Bay, Siddhant Kalita, Pankaj Mahanta, Shreya Borthakur, Apurba Goswami and Rajkumar Chutia, among others. Chief Minister Himanta Biswa Sarma also makes a cameo appearance in the film.

Directed by Biswajeet Bora, known for films such as *Aisa Yeh Jahaan*, *Bahniman*, *Raktabeez*, *God on the Balcony* and *Boomba Ride*, the sequel aims to preserve the emotional appeal of the original while adopting a contemporary cinematic style.

The screenplay has been written by Bhaskar Hazarika, with cinematography by Pradip Daimary and editing by Shweta Venkat. Sound design has been handled by Amrit Pritam and Debojit Changmai, while the background score has been composed by Ajay Singha.

Music for the film has been created by Joi Barua, Pranoy Dutta and Tarali Sarma. The soundtrack features voices such as Zubeen Garg, Dwipen Baruah, Tarali Sarma, Joi Barua, Ereka Ann, Arupjyoti Baruah, Nahid Afrin and Prabin Borah. Among the songs already attracting attention is *Runjun*, sung and composed by Zubeen Garg.

With nostalgia surrounding the original film still intact and expectations high among audiences, *Kokadeuta Nati Aru Hati 2* is poised to become one of the most anticipated Assamese film releases of the year.

Prantik Deka

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BY PRANTIK DEKA

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