



# Durga Darshan

## Celebrate the Puja Spirit

#DurgaViralMoments



Durga Puja, Bengal's most celebrated festival, has a history as colourful and layered as the region itself. While folklore suggests that Durga was initially worshipped by zamindars in Bengal's Maldah or Dinajpur, the first documented Durga Puja in Bengal dates back to 1606 in the Nadia district.

It was organised by Bhavananda, who was the ancestor of Maharaja Krishnachandra. The festival gained prominence during Maharaja Krishnachandra's reign. However, in Calcutta, now Kolkata, the oldest continuing Durga Puja belongs to the Savarna Chowdhury family of Barisha, initiated in 1610. This puja still happens today in the old-fashioned way.

A pivotal moment in the festival's history came in 1757 when Raja Nabakrishna Dev's Durga Puja at Sovabajar Rajbari became a template for others to follow. The festival established a new paradigm where the festival evolved into a symbol of fashion, status, and prestige among traders and the elite. The number of European guests or 'Sahibs' attending these family pujas became a measure of social standing, further cementing the festival's importance in Bengali society.

This is how Durga Puja changed from only a religious festival to a prominent social event. Today, Durga Puja is still the most important festival in Bengal, bringing everyone together to celebrate. UNESCO added Durga Puja to its Intangible Cultural Heritage list in 2021, acknowledging its significance. In 2024, this recognition continues to boost cultural tourism and international interest in the festival.

Don't forget to use #DurgaViralMoments to get featured on our page!



#TraditionalBroking DiscountedPricing

Open Demat Account

#Offer Applicable Till 13th October, 2024



30+ Years Of Experience

300+ Partners Associated

1.25L+ Satisfied Users & Counting. Join Our Growing Community Today!

Not Just Solid Advice, But Research-Backed Insights.

\*Investments in securities market are subject to market risks, read all the related documents carefully before investing.

Ashika Stock Broking Ltd  
CIN - U65921WB1994PLC217071 | SEBI Registration No. INZ000169130  
DP-SEBI Reg ID : IN-DP-533-2020 | CDSL : 1234500 NSDL : IND03591  
1234500 NSDL : IND03591 Member ID : INSE - 08334, BSE - 912, MSEI - 18300, MCK - 56415,  
NCDSEI - 1286 | AMFI : ARN-12417 | Research Analyst : INH00000206



Zero Brokerage FOR 2 MONTHS



Now for every ₹1,00,000 of intraday trade, pay only ₹2 as brokerage. Lowest Brokerage\*

OPEN FREE DEMAT ACCOUNT

#offer valid only till 31st October, 2024 T&C Apply\*



\*Investments in securities market are subject to market risks, read all the related documents carefully before investing. | \*Lowest brokerage in intraday segment

Ashika Stock Broking Ltd  
CIN - U65921WB1994PLC217071 | SEBI Registration No. INZ000169130  
DP-SEBI Reg ID : IN-DP-533-2020 | CDSL : 1234500 NSDL : IND03591  
1234500 NSDL : IND03591 Member ID : INSE - 08334, BSE - 912, MSEI - 18300, MCK - 56415,  
NCDSEI - 1286 | AMFI : ARN-12417 | Research Analyst : INH00000206