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Quiz on Poila Baisakh



Poila Baisakh is basically a harvest festivity that marks the beginning of the crop cycle in Bengal. Let us take a simple quiz to know a little more about our favourite festival.

1. Celebrations of Poila Boishakh in India started from whose reign?
2. Where else is Poila Boishakh a state holiday apart from West Bengal?
3. In which country is this day observed as a national holiday?
4. What is the Assamese New Year day celebrated as?
5. What is the Bengali calendar, closely tied with the Hindu solar calendar, based on?
6. The Bengali calendar commences on the 14th or 15th of April of which calendar?
7. What is the ceremony that traders perform, clearing off dues and loans witnessing the inauguration of the new books of accounts, that marks the advent of the Bengali New Year?
8. What does the 'kalash', placed under the 'alpona', symbolize?
9. Ladies clad in the traditional white sari with red borders while men wear dhoti kurta early in the morning to welcome the first day of Naba Barsha, followed by a traditional procession. What is this known as?
10. On the eve of Bengali New Year, a puja is conducted by the Hindus. What is it?

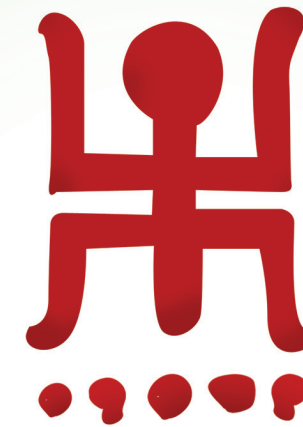
Answer	1. Akbar	6. The Gregorian calendar
Answer	2. Assam	7. Hal Khata
3. Bangladesh	8. Prosperity	
4. Bohag Bihu	9. Probhat Pheri	
5. The Surya Siddhanta	10. Charak puja	

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Horizons



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The Ushering in of a New Era

Shubho Naboborsho 1418 to all!

Observed on the 'Poila' of 'Baisakh', the age-old Bengali tradition is highlighted with traditional food and costume by the Bengalis. People from all walks of life respect it for its glory and heritage.

We take this opportunity to wish you all a very Happy New Year!

From Md's Desk



Poila Baishakh greetings to all our valued customers and business associates who have stood by us through all times. We wish for a sparkling Bengali New Year for you, filled with joy and prosperity!

Hope you have had a cheerful and a colourful Holi, and were blessed with all its vibrant shades.

Shrachi is proud to inform you that we are the official sponsor of the Kolkata Knight Riders for the third year now. It has been a prestigious moment for us and we look forward to this association with the wonderful team for many more years.

We are also happy to let you know about our ongoing Junction Carnival at Durgapur (16-20 April), which speaks of unlimited fun. Come and explore a world of contentment. It is topped with a range of exciting offers from big brands along with interesting celebrity performances, musical programs and talent hunt contests.

And what's more, the enjoyment doesn't end here! Check out our already open Anchor stores Shoppers Stop, Pantaloons, Buzz Court (food court), Max Lifestyle and Crossword.

Drop by to unveil great depths of happiness and experience fun at Junction Mall, Durgapur with excellent performances by Raghav, Mou Mukherjee and Kalpurash.

The importance of education to you

Without education like a sword without edge

Favourite piece of literature

Corporate Chanakya

A funny/frightening experience you'd like to share

Travelling one kilometer narrow hilly road on 12,000 ft altitude

Two indispensable things to you

Chicken and work

Your greatest fear

Fear of failure

A destination you would want to go back to

Changu Lake

The most practical thing your job has taught you

Punctuality

A moment that changed your life

Decision to leave business to study

Your role model

My Mother

Words of wisdom

Respect elders

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The Elements of a beautiful dream

We are glad to inform you that Greenwood Elements at Newtown Rajarhat, one of our most cherished projects, is ready for possession. We at Shrachi know how precious and invaluable it is for you and that is what has motivated us to work harder so that you can live your dream as soon as possible.



A day with the Legend himself



Renaissance International Sports City is equipped with state-of-the-art sporting facilities for the game of cricket, football and tennis along with an advanced indoor sporting complex.

The Sports City, in association with Sporting Edge, promoted by Steve Waugh and developed exclusively for the Indian market, had braced up for the grand visit of the legendary ex-captain of the Australian cricket team. Its talented brigade received valuable tips from him.

The 254-acre satellite township at Bardhaman built by Shrachi Burdwan Developers Pvt. Ltd. in association with Burdwan Development Authority, was indeed filled with a breath of fresh air with the presence of Steve Waugh, who was inducted in the ICC Cricket Hall of Fame in 2010 and the young minds were thrilled by the experience.

This prestigious event was followed by the Press meet held at the Oberoi and attended by Gautam Gadgil, Rahul Todi, Deep Dasgupta, Ranadeep Moitra and many other famous figures.



Visit Junction Mall and get a chance to meet the team members of the Kolkata Knight Riders.

Day 1

- 16/04/11 - Saturday**
- Juggling Show
 - Magic Show
 - Sit and draw contest for kids
 - Muffets activity with gift bags
 - Air Castle

Day 2

- 17/04/11 - Sunday**
- Cooking games and contest
 - Fashion Mania
 - Performance by Mou Mukherjee

Day 3

- 18/04/11 - Monday**
- Beauty workshop with Head Turners
 - Dance contest
 - Mop dancers

Day 4

- 19/04/11 - Tuesday**
- Tarrot Reading
 - Music Quiz and Talent Hunt
 - Performance by Raghab

Day 5

20/04/11 - Wednesday

- Tarrot Reading
- Baul performance
- Performance by Kalpurush and other bands
- Fireworks

Daily Parallel Activities:

- Mehendi
- Caricature artists
- Tattoo artists



The star-studded cast of Bhorer Alo at Junction Mall

Discover unlimited joy

Don't miss the fun at the Junction Carnival at Junction Mall, Durgapur, 16-20 April. You will be surprised to find what we have laid on the platter for you as hot offers from top line brands, mind-blowing performances by famous celebrities, rocking musical acts and exciting talent hunt contests await you. End the day with the lip-smacking delicacies at Buzz Court with your family. So live the moment at the Junction Carnival!

