

**RELATED KEYWORDS:** [Sourav-Ganguly](#) | [Mamata-Banerjee](#) | [Mahuaa-Bangla](#) | [Dadagiri](#)

## Sourav Ganguly to host reality show on West Bengal CM's request

Debashish Konar, TNN | Sep 7, 2015, 03:26AM IST

[Like](#) [Share](#)  [Tweet](#) [G+](#)  [Share](#)

KOLKATA: The former Indian captain Sourav Ganguly is well known for his television show Dadagiri and now he is heading to host another show and this time the request came from none other than Didi -- Mamata Banerjee to host - Egiye Bangla - apni jokhon entrepreneur. The show is being sponsored by Bengal government, as Mamata Banerjee wants to promote - Shilpo Karun, Bangla Gorun and for that small entrepreneurs are now being focused to create jobs.



Sourav Ganguly (TOI photo by Pradip Datta)

Mamata Banerjee in her facebook post mentioned on Sunday - Bengal is launching an exclusive business reality show in Bengali. The show will target young entrepreneurs, with unique business ideas and help them to achieve their dreams. Our very own

Sourav Ganguly has come forward to be the face of the show. Sourav will ignite young minds to be successful entrepreneurs of tomorrow, the post said. The show is the brain child of the Bengal chief minister as she had been preaching for long to create entrepreneurs and now to encourage green horns to be entrepreneurs this show is being planned. The show will be aired in prime time in a Bengali channel, said Derek O'Brien Trinamool MP who is also involved in conceptualizing the TV show. It is expected to give the government an edge in the Assembly polls of 2016.

However, the Bengal government officials are unwilling to disclose the amount they need to shell out to Ganguly to host the show. It might be mentioned that already arbitration is on as Mahuaa Bangla has failed to pay the dues to Maharaj for his show Ke Hobe Banglar Kotipati.

The show is being planned with IIM Calcutta going to be the knowledge partner of the show, said Rajiva Sinha, secretary of micro, small, medium enterprises department. He said "Young entrepreneurs would be selected through a reality show and the government will hone them with all talents to make them successful entrepreneurs." He said that the MSME department will also help them with its venture capital fund and even will help the successful winners with bank loans and getting all types of clearances. Sinha said that the MSME department through its synergy programme had been trying to create entrepreneurs for the past couple of years.

He said "The focus is on startups and we are looking for good business ideas. Even the winners of every episode will be awarded and there will be hand holding facility from the end of the government. There will be judges from business community and IIMC. The strategy is to help young entrepreneurs grow and groom them through experts." For the show the state government will make a massive campaign state wide, so that all young people with bubbling ideas can be roped in for the show.

Stay updated on the go with Times of India News App. Click [here](#) to download it for your device.