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Latest News

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Egiye Bangla – New reality show to promote entrepreneurship in Bengal



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.

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 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.

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