

Press Note

Joining Hands For A Better Tomorrow - An Initiative Undertaken By 'The Bengal'

Kolkata, 24th May, 2021: History has proven that in the grim face of crisis, helplessness and loss, humanity always emerges stronger as people stand by one another. While the world is having to fight one of the worst crisis ever known to humankind which is the Covid-19 pandemic that is claiming lives and livelihood of so many across the world, the masses are doing their best to be of service and save lives of one another in the face of desperation and destitute.

It is in this light that **The Bengal**, a community organization comprising eminent personalities and opinionated leaders from various segments of life in the state of West Bengal, has come together and joined hands to give their due back to the society by fighting the pandemic through donations and distribution of aid in such unprecedented times. This distinctive one of a kind initiative owes its inception to some of the most brilliant minds in our state, all of who aim to be of utilitarian benefit during the pandemic. The Bengal has created a donation campaign wherein they are urging masses to contribute aid to alleviate the current situation of menace caused by the pandemic and are accepting donations in kind ranging from unused/extra medicines oxymeters, oxygen cylinders, hospital beds and anything that can bring some relief to the ongoing jeopardy. The Bengal is essentially creating a bank of Covid relief aid, acting as a facilitator between donators and Covid relief agencies, thereby accelerating relief measures and providing solace and succor to those affected.

Further, the remarkableness and novelty of the initiative is highlighted by how The Bengal is converting payments made in cash to services provided in kind. Even if someone wishes to contribute cash, The Bengal will immediately connect them to the vendors for purchasing Covid - relief essentials as per requirement and handover the receipt to the donor, thereby ensuring outright and absolute transparency in the system. While the world eagerly anticipates a decline in the cases and overall betterment of the current pandemionium like situation in some time, The Bengal, however shall be committed to be of service throughout until the corona virus is completely arrested and no more of a threat to humankind.

So far assistance has been provided to IHA (Behala Gurdwara), Jisshu Sengupta and Indradip Dasgupta (87 Ward Safe Home), Srijit Mukherjee, O2ku Shawbar, Prayas Foundation, Yuva Sangh, Durbar Foundation, West Bengal Motion Pictures Artist Forum, Premaya Foundation, Lotus Rescue & Calcutta Foundation.

There are several other NGOs with whom they are in contact with for providing oxygen concentrators /medical items/medicines in the districts - including the Sundarbans. Due to lockdown, transportation of these got delayed. They are also making provisions to get an oxygen fitted ambulance for the Pronam members (Pronam is one of the verticals of The Bengal which serves senior citizens of Kolkata). They will also try and facilitate Oxygen concentrators for Pronam members for home use.

"The Covid-19 pandemic is wrecking havoc and it has left people vulnerable and helpless as they have to run from pillar to post to meet their most basic amenities of survival. The acute shortage of oxygen cylinders and hospital beds has raised further alarm along with the steep increase in positive cases every day. At a time when humanitarian support is needed the most, The Bengal intends to be of optimal use in giving a tough fight to Covid-19. We are raising donations in kind that are to be distributed to those affected by the virus from the economically weaker section of the society, who have limited means and access to necessary aid, thereby aiding their speedy recovery", said **Mr Sundeep Bhutoria, Honorary Secretary, The Bengal**, who is spearheading the initiative.

Recently, The Bengal supported Gurudwara Behala and IHA Foundation for the "Free Oxygen Langar Seva" at the Gurudwara premises by Satnam Singh Ahluwalia and Gurbir Kaur

Ahluwalia where 55 people were provided oxygen during the last few days. Esha Dutta, Nilanjanna Senguptaa and Swarup Dutta and jointly looking after this project. H M Bangur, Aniruddha Roy Chowdhury, Arindam Sil, Anandi Ghose, Jogen Chowdhury, Agnimitra Paul, Bickram Ghosh, Dona Ganguly, Nayantara Palchoudhuri, Sundeep Bhutoria, Goutam Ghose, June Maliah, K Jaweed Yusuf, Dr Mansoor Alam, Sirshendu Mukhopadhyay and Usha Uthup are also part of this unique and much required initiative.

About The Bengal:

The Bengal is an organization of eminent personalities and opinionated leaders from various segments of the State of West Bengal. The Bengal is involved in various socio-cultural and aesthetic projects and community activities for upliftment of art, culture, film and literature.

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