



Proposal Letter for  
Event Participation

**Shree Salasar  
Balaji Mela Event,  
Rajasthan.**

Total Branding Days – 10 Days  
Date – 17 Oct. To 27 Oct. - 2015

### **About Salasar Dham:**

Shree Salasar Balaji or Salasar Dham is a place of religious importance for the devotees of Lord Hanuman. It is located in the town of Salasar, on NH-65 near Sujangarh in Churu district (Rajasthan).

It is located near the pilgrim centers of Rani Sati Temple and Khatushyamji. The temple of Balaji which is another name of Hanuman is situated in the middle of Salasar and attracts innumerable worshippers throughout the year especially on Chaitra Purnima and Ashvin Purnima. The temple of Salasar Balaji is now considered to be a Shakti Sthal (a place of power) and Swayambhu (Self creation) by faith, belief, miracles and wish fulfillments of the devotees.

The idol of Balaji here is different from all other idols of Lord Hanuman. Hanumans possess round face with moustache and beard making it the most unique idol among the other idols of Hanuman all over the world.

### **Highlights of the Salasar Dham:**

- Regular worships of the deity.
- Performing Aarti on fixed time slots.
- Feasting of Brahmins and other mendicants.
- Recitation of Ramayan.
- Recitation of Kirtan & Bhajans.
- Arrangement for Savamanis.
- Recitation of Sundar Kand on every Tuesday in union by the singers.
- Arrangement of stay for the visitors.
- Even Regular Visit of Celebrities on monthly basis like Navjyot Singh Siddhu, Lakhbir Singh Lakkha, Swami Avdheshanand Giri ji Maharaj, Sanjay Dutt, Nisha Kothari etc.

While the worship of the deity is managed by the Brahmins priests from the Dadhich clan, the temple is managed and maintained by the trust Hanuman Sewa Samiti.

They also look after the management of the fairs, social works, public and private facilities such as the maintenance of road, water supply, charitable hospitals, in the village.

**Devotees Faith:**

It is believed that on Shravan Shukla-Navami -Samvat 1811, a miracle happened. A Ginthala-Jat farmer of village Asota found idols of Balaji Lord Hanumana covered with sand while ploughing his fields. This news of the appearance of Lord Balaji spread in the village Asota immediately. The Thakur of Asota also heard the news. Balaji ordered him in his dream to send the idol to Salasar in the Churu district. The idol was sent to Salasar and consecrated at the place known as Salasar Dham today.

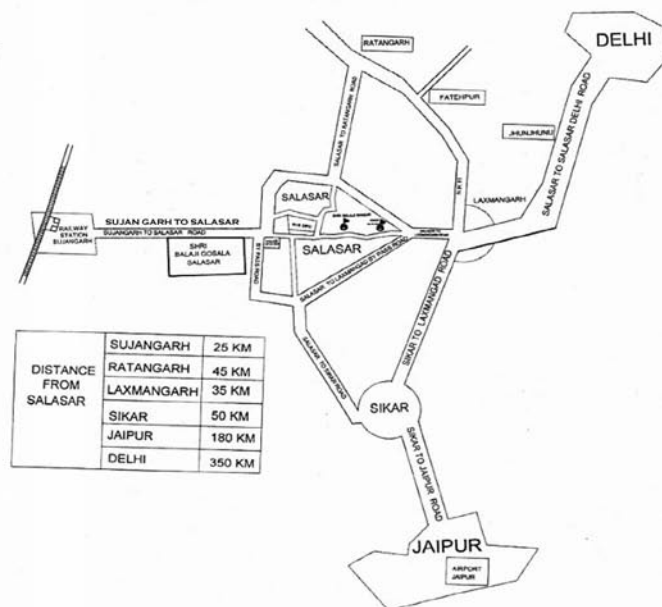
**Why Important:**

Normally Devotee start coming from 1st Navratra itself and most of devotees stay there till Purnima (12th Oct - to 27th Oct. 2015) is the only place where a devotee stays for such a long time. The basic need like food and shelter are free for devotees here.

**Reason of crowd:**

This festival is also organized during Chatra navratzaras in summer (March-April) due to harvest time in that period most of the farmers from all category visits in Sharad navratra (starting winter season).

**सालासर मंदिर के लिए सड़क मार्ग**



## Devotees Category

In this Salasar festival which is organized during winter Navaratars, Devotees from every class and state visit and stay here. Many of the people come to fulfill their wishes. They come walking from nearby areas and also from approx 400 KM they come in groups with a worship flag handing there group.

In this group men and women of all age's group participate with full religious enjoyment & excitement.

## Shree Salasar Dham (Utsav Astha Ka) Pilgrims Profile

(Data of 2014 as provided by local administration)

### Region Wise Pilgrims:

Rajasthan	-30%
Haryana	- 20%
Bihar, West Bengal, Jharkhand	- 12%
Utter Pradesh	-10%
Delhi NCR	-08%
Madhya Pradesh	- 07%
Punjab	-06%
Gujarat	-05%
Karnataka	- 3%
Assam	-2%
Udisha, Hyderabad	- 2%
Other States	-05%

### Male and Female ratio:

Male	-68%
Women	-32%

### Age wise footfall percentage:

08 to 18 years	-10%
19 to 25 years	-25%
26 to 40 years	-65%
41 to 55 years	-07%
Above 55	-03%

### Working category percentage:

Farmer	- 62%	(A, B, C)
Service class	-19%	(A++, A+, A, B+, B)
Small Merchant	-12%	(A, B)
Businessman	-03%	(A, B+)
Entrepreneur	-02%	(A++, A+)
Others	-02%	(B, C)

## **Devotee's area**

In this Salasar festival devotees are from every class and age. But the groups comprises of youth from age 26 to 40 years. The Salasar Dham completely private undertaking organized by well off people of the Punjab, Haryana, Rajasthan, UP, Chandigarh etc. Therefore A+, B+ devotees are very common here including women in large strength.

## **Devotees Arrangements**

On the way of the devotees those coming on foot from various places, stalls are arrange by local social workers to fulfill basic requirements & needs along with stay facility.

Every year approx 30% devotees coming on foot from 400 KM & rest devotees that reaches through private convince also stay there for approx a week to enjoy the Mela & shopping.

## **Vritti I Media Proposal**

We are very glad to announce that we are coming with an event at Salasar Dham (Utsav Astha Ka) Mela organize every year during Chaitra Purnima and Ashvin Purnima in which millions of devotees visit as they pay homage to the deity. So we are planning total 360 degree branding solution for every segment including Consumer durable, Real Estate, Electronics, Automobiles, FMCG, Jewelers, Life Style products.

## **Vritti Media commitment for execution**

We will provide you total solution for your product recall from any segment with 360 degree branding, with this branding everyone should attract on your product guaranteed.

1. Main Entry Gate
2. Gantries
3. Hording
4. Human Banners
5. Public Information Board
6. Water Tank
7. Urinals
8. Tent for Stay
9. High Air Balloons
10. Boards , Banner
11. Flag
12. Box Gate
13. Cutouts
14. Mobile Van
15. Medical Van
16. Mobile Chargers
17. Stage with Sound for Bhajan Sandhya
18. Announcement System

We also add that we have proposed our best competitive rates for an esteemed organization like yours and hope to get positive response from you.