Six days. One village. One man's determination to change how things are done.

A young technology entrepreneur spent nearly ₹1 lakh of his own money to modernise a 50-year-old village festival in West Bengal. The celebrations went ahead, but the aftermath exposed the financial and social challenges of bringing change to one's own community.

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The main stage of Parulda Pallipran Sangha's 50th-year festival at night · Photo: Denovarix Technologies LLP

What does it take to modernise a traditional village festival in just six days?

For Sourav De, a technology professional and founder of the newly established Denovarix Technologies LLP, the answer involved far more than building a website or introducing digital payments. It meant managing an ambitious community project with little preparation time, uncertain funding, many operational responsibilities and, eventually, substantial personal financial exposure.

In Parulda, a village under Narayangarh in West Midnapore district, the annual festival of Parulda Pallipran Sangha became the setting for an experiment in grassroots digital transformation. The objective was simple but ambitious: show that even a small village, with limited resources and traditional ways of organising events, can use modern technology to plan, manage and promote its celebrations more professionally.

It was not a conventional corporate social responsibility project backed by an established business. Denovarix Technologies LLP had been incorporated only weeks earlier, on 25 September 2026. And

when the expected sponsorship money failed to arrive, De says he personally took responsibility for keeping the preparations moving.

The three-day celebration, held from 25 to 27 October, went ahead. According to De, the festival cost approximately ₹1.2 lakh, of which he personally contributed nearly ₹1 lakh. He also says the village committee had agreed in a written meeting resolution to contribute ₹40,000, but provided ₹20,000.

A 50-year tradition and a different vision

For generations, community festivals have been at the heart of social and cultural life in rural Bengal. They bring families together, give local performers a stage, support small businesses and connect one generation to the next.

Parulda Pallipran Sangha's Kojagari Lakshmi Puja is one such celebration. In October 2026 the club marked its 50th year, an occasion also covered by local news media during the festival. Alongside the puja, the programme included cultural performances, sports, a fair, music and community activities, including a health check-up desk for villagers.

De saw an opportunity to introduce something new without replacing the festival's traditional identity. His idea was to bring the organisational practices of a modern business into a rural community event: accessible information, organised records, better communication, digital collections, structured visibility for sponsors and online reach beyond the village. Instead of treating the festival as an isolated three-day event, he wanted to build a foundation that future organisers could reuse and improve.

For him, the project was a chance to prove that digital transformation need not begin in a corporate office or a big city. It could begin in a village.

A new company's first real-world test

Denovarix Technologies LLP works on artificial intelligence, automation, software and the digital transformation of business processes. Rather than starting with a large corporate showcase, its founder chose to apply those capabilities to a problem close to home: a real community event, run under real constraints.

This was not a project financed by an annual CSR budget. It was undertaken at the very earliest stage of a new business, by a founder who was also responsible for building its commercial future. The project therefore became both an exercise in technological problem-solving and a test of execution under pressure.

Six days to prepare for a three-day festival

Large public events normally need weeks of preparation: permissions, vendors, performers, publicity, volunteers and budgets. In Parulda, De says he had about six days.

In the days before the festival, the work ran on several tracks at once: sponsorship material, printing, social-media promotion, collecting participant information, volunteer instructions, police-permission paperwork, invitations, stage and programme arrangements, internet connectivity and publicity. The workload went far beyond running a software company. It meant solving real operational problems as they appeared.



parulda.club, the festival's own website, promoted to the audience on the stage screen · Photo: Denovarix Technologies LLP



Denovarix's "What we do" presentation on the stage screen during the festival · Photo: Denovarix Technologies LLP

Building a digital identity for the village festival

At the centre of the initiative was a dedicated festival website, **parulda.club**, built as the association's own digital home: the programme, membership information, invitations, sponsor pages and updates in one place.

The effort also included digital invitations, online participant registration, QR-code publicity, social-media campaigns, promotional videos and a YouTube live stream. During the festival, parulda.club and Denovarix's work were presented to the audience on the main stage's LED screen.

One instruction captured the spirit of the effort. Volunteers collecting contributions were asked to first explain the festival and show residents the website, and never to pressure anyone who chose not to give. Information first, then the request for support.

From cash collections to digital records

Money is one of the most sensitive parts of running a community festival. Traditional systems rely on cash, handwritten records and informal arrangements. De's aim was to make the process more structured, with UPI payments, digital payment confirmations and organised records, so that every contribution, expense, advance and reimbursement could later be reconciled.

The festival involved many small payments for printing, travel, materials and fuel, alongside larger commitments for the pandal and the programmes. Ironically, the same question of financial transparency that the digital approach was meant to solve later became a central topic of discussion after the festival.

A sponsorship plan that did not deliver

A major part of the plan was to raise support from businesses. Sponsors would gain visibility among local audiences through banners, stage visibility and digital promotion; in return, the festival would gain resources without placing the entire burden on villagers. Sponsorship presentations and promotional material were prepared for this outreach.

According to De, the expected sponsorship did not materialise in time. With preparations already under way and the dates fixed, he decided to keep meeting essential costs himself. That decision became the turning point in the project's financial story: an experiment in professional festival management turned into an expensive personal commitment.

Nearly ₹1 lakh from the founder's own pocket

According to De's account, the total expenditure was about ₹1,20,000. Of this, around ₹1,00,000 came from him personally, and ₹20,000 from the village committee. That would make his personal contribution roughly 83 percent of the total.

For the founder of a company barely a month old, ₹1 lakh is a significant sum, money that could have gone into business operations or personal financial security. He did not describe it as an investment for a commercial return. His stated objective was to show how a village event could be organised differently.

Financial particulars (as reported by Sourav De)	Amount
Approximate total festival expenditure	₹1,20,000
Committee contribution committed in a written meeting resolution	₹40,000
Committee contribution received	₹20,000
Remaining portion of the committee commitment	₹20,000
Sourav De's approximate personal contribution	₹1,00,000

These figures are De's own; he says bills, UPI records and the signed resolution are available to verify them.



A cultural performance on the main stage · Photo: Denovarix Technologies LLP



Astami De (front, left), Designated Partner of Denovarix Technologies LLP, with village women at the daytime community events · Photo: Denovarix Technologies LLP

The festival goes ahead

Despite the tight schedule and uncertain finances, the celebration ran from 25 to 27 October. Cultural performances lit up the main stage at night; daytime programmes, stalls and a health desk drew villagers of all ages; photographs, videos and a live stream carried the festival beyond Parulda. A local news report on 26 October covered the club's 50th-year celebrations.

In six days, a website had been launched, publicity created, new processes introduced and dozens of arrangements coordinated.

After the festival: questions over money and responsibility

The days after the celebration brought a different challenge. Discussions turned to expenses, supporting documents, unpaid amounts and the remaining part of the committee's commitment. De has asked for the full accounts to be reviewed against bills and bank records, and has proposed a formal accounts meeting with the committee.

Disagreements over a festival's accounts are not unusual, and asking for transparency is a normal part of community life. The committee's account of events is an essential part of the full picture. For De, the hardest part has been personal: after taking on much of the responsibility and cost, he says the debate that followed has been painful, and the large personal expense has also raised understandable concern within his family.

What technology can and cannot do

The Parulda experience shows both the promise and the limits of technology in community life. Technology can simplify registrations, payments, information and record-keeping. It cannot, on its own, secure financial commitments, guarantee volunteer participation or resolve disagreements between people. Those need agreed budgets, written responsibilities, transparent accounts and trust.

Can one village become a model?

Across rural India, community clubs run festivals, sports events, educational programmes and social activities, mostly through volunteer effort and informal systems. Simple digital platforms could transform how they work: a permanent website, online registration, digital collection records, sponsor directories, standard expense reports and preserved records for the next committee. None of this needs to be expensive. What matters is adapting it to local needs and making sure people know how to use it.

A first project, but not an ordinary beginning

For Denovarix Technologies LLP, Parulda was an unconventional first initiative: a company barely a month old proving its approach on a village festival rather than in a boardroom. It showed initiative and execution under severe time pressure. It also showed why budgets, written commitments and financial controls matter, lessons De says he is now building into how the company works.

A larger question

When an individual takes the initiative to improve a community, how should that community share the responsibility, the financial risk and the accountability?

The answer is unlikely to lie in celebrating one person or blaming others. It lies in recognising genuine contributions, examining expenses transparently, honouring documented commitments and building systems that do not depend on one person's willingness to sacrifice.

Six days were enough to launch the experiment. Lasting change will need something greater: shared responsibility, trust and the willingness to work together.



The community health desk, with the Denovarix "From the boardroom to the village ground" standee · Photo: Denovarix Technologies LLP

Fact file

Location	Parulda, Narayangarh, West Midnapore (Paschim Medinipur), West Bengal
Organising association	Parulda Pallipran Sangha
Occasion	50th-year Kojagari Lakshmi Puja celebrations
Festival dates	25–27 October 2026
Initiative led by	Sourav De, Founder and Designated Partner
Company	Denovarix Technologies LLP (incorporated 25 September 2026)
Preparation time	About six days
Festival website	parulda.club
Reported total expenditure	About ₹1.2 lakh
Reported personal contribution	About ₹1 lakh
Committee commitment (written resolution)	₹40,000, of which ₹20,000 received
Company website	denovarix.com

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Photos: Denovarix Technologies LLP. Bills, UPI records and the committee resolution are available to editors for verification.