

UNIVERSITY OF BARISHAL



Department of marketing

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Overview about the Madhu Mela

Rural tourism is a tourism that focuses on actively participating in a rural lifestyle. Michael Madhusudan Dutta was a prominent Bengali poet and playwright from the 19th century. Born in 1824 in Jashore, Bengal (present-day Bangladesh), he was known for his contributions to Bengali literature. He was one of the pioneers of modern Bengali drama and poetry. Dutta is celebrated for his innovative style and his efforts in combining Western literary forms with Bengali literature. He introduced blank verse in Bengali poetry and wrote the famous epic "Meghnad Badh Kavya," which narrates the story of the Ramayana from the perspective of Ravana's son, Meghnad. His life was marked by a blend of Eastern and Western influences. He studied in Kolkata (then Calcutta) and later went to England for further studies, where he was deeply influenced by English literature. His works often reflected his struggles with identity, culture, and his quest for artistic innovation. Madhu Mela, a fair named after him, is held in his honor in several places in Bengal. It commemorates his legacy and contributions to Bengali literature and culture. The fair typically includes cultural programs, book fairs, discussions on literature, and other activities to honour and remember the great poet and playwright. Every year "Madhu Mela" is held in the last week of January. Madhu Mela is such a festival held annually to celebrate the birth anniversary of the great Bengali poet Michael Madhusudan Dutta. This is a weeklong traditional festival held on 25 January on the bank of river Kopotakkho at Sagardari village under the district of Jashore, the birthplace of the poet. Michael Madhusudan Dutta is famous for his Sonnet that is "Kopotakkho Nod". He is said to be the founder of Sonnet in Bengali literature. He is also famous for the tragic epic "Meghnad Badh" Kavya. Modu Mela, also known as the International Trade Fair organized by the Ministry of Industries in Bangladesh, is an annual event showcasing various industries, products, and services. It aims to promote local industries, encourage exports, and attract foreign investments. The fair usually features exhibitions from different sectors like agriculture, textiles, technology, consumer goods, and more, providing a platform for businesses to display their offerings, network, and forge partnerships. Madhu Mela plays a significant role in boosting economic growth and fostering business collaborations within Bangladesh and abroad. Madhu Mela Sagardari is an annual event held in Sagardari, Bangladesh, commemorating the renowned Bengali poet Michael Madhusudan Dutta. This festival celebrates his life, works, and contributions to Bengali literature. Michael Madhusudan Dutta, recognized for his evocative and lyrical poetry, holds a significant place in Bangladeshi literature. The festival typically includes cultural programs, poetry recitations, seminars, discussions on Michael Madhusudan Dutta's literary works, and various artistic performances. It serves as a platform to honour the poet's legacy while promoting cultural exchange and fostering appreciation for literature among attendees. Sagardari, the ancestral home of Michael Madhusudan Dutta, becomes the focal point for enthusiasts, scholars, and admirers who gather to pay homage to the poet's literary genius and immerse themselves in the cultural richness of Bengal.



Similarities and differences between the “Madhu Mela” and others events in Bangladesh:

Aspect	Madhu Mela	Other Events in Bangladesh
Time Period	Every year celebrated Michael Madhusudan Dutta birthday.	Varied time periods, post-independence events
Key Figure	Michael Madhusudan Dutta, a renowned poet	Various political figures, activists, leaders
Nature	Literary and cultural event celebrating poetry, arts	Political, social, or cultural events addressing specific issues
Focus	Celebration of Bengali literature, poetry, and culture	Political movements, protests, socio-economic issues

Aspect	Madhu Mela	Other Events in Bangladesh
Impact	Contribution to Bengali literature, fostering cultural pride	Varied impacts on society, ranging from policy changes to social movements

4Ps of marketing for “Madhu Mela”

The 4Ps of marketing refer to the fundamental elements comprising the marketing mix, a framework used to create a marketing strategy. The 4Ps of marketing are:

1. Product
2. Price
3. Place
4. Promotion

Product: Refers to the goods or services being offered at the fair, such as handcrafted items, local foods, cultural performances, etc. The quality, variety, and uniqueness of these products play a crucial role. This represents the physical or intangible offering that a company provides to its customers.

Price: Price refers to the amount of money customers are willing to pay for the product or service. Setting the right price is crucial, as it not only affects the company's profitability but also influences consumer perception and purchasing decisions. Involves the pricing strategies used for the products or services. It includes setting prices that are competitive yet profitable, considering the fair's atmosphere and customers' perceived value.

Place: Place is defined as the direct or indirect channels to market, geographical distribution, territorial coverage, retail outlet, market location, catalogues, inventory, logistics, and order fulfilment. Focuses on the location and distribution channels used to make the products available. For Madhu Mela, it might involve selecting prime spots within the fairground or organizing transportation for vendors. Place involves the strategies and channels used to make the product or service accessible to the target market.

Promotion: Refers to "the marketing communication used to make the offer known to potential customers and persuade them to investigate it further". Involves the marketing and promotional activities to attract customers to the fair, such as advertising, social media campaigns, word-of-mouth, banners, or special offers to create buzz and attract visitors to the event. Promotion encompasses all the activities a company undertakes to communicate the value of its product or service to the target audience.

Applying these 4 P's effectively can help organizers and vendors maximize their success at Madhu Mela by enhancing product appeal, setting competitive prices, choosing strategic locations, and implementing compelling promotional activities.

MARKETING MIX



References

1. "Rural Tourism" (February 2008). USDA Cooperative State, Education and Extension Service. Retrieved December 30, 2008.
2. McCarthy, Jerome E. (1964). Basic Marketing. A Managerial Approach. Homewood, IL: Irwin.