

BENGALI ASSOCIATION SINGAPORE

Email- mc@bengaliassociationsg.com

**MANAGEMENT
COMMITTEE 2008/09**

President

Mr. Nikhilesh Gupta
(67898986)

nikhilesh.gupta
@bengaliassociationsg.com

Vice-President

Mr. Indranil Ray Chaudhury
(65462654)

indranil.raychaudhury
@bengaliassociationsg.com

Hon. Secretary

Mrs. Swagata Chakraborty
(63889049)

swagata.chakraborty
@bengaliassociationsg.com
OR
mc@
bengaliassociationsg.com

Hon. Treasurer

Mr. Souvik Bera
souvik.bera
@bengaliassociationsg.com

Committee Members

Mr. Saurav Chatterjee
saurav.chatterjee
@bengaliassociationsg.com

Mr. Surojit Datta
surojit.datta
@bengaliassociationsg.com

Mr. Soumyesh Banerjee
soumyesh.banerjee
@bengaliassociationsg.com

Circular 06 2008/09

Date May 31st, 2009

Dear Members,

Launch of new Bengali Association Singapore website

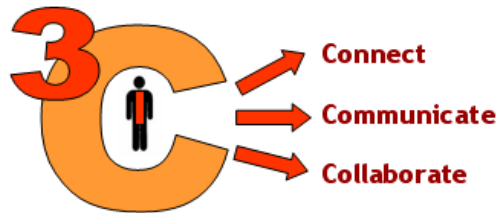
The new look website is ready!

At the very outset, we want to take this opportunity in acknowledging all of you who had creatively laid the foundations of www.bengaliassociationsg.com. The new website is a continuation of what you started, albeit with some added functionalities to enhance the feeling of community among fellow members.

The objective of this project is to use the website as a medium:

- To increase interaction between members.
- To allow you to express yourself to the Bengali audience in Singapore.
- To allow the Association to project itself and showcase our culture and heritage.

To that effect, the structure of the website is built on three main pillars – we call it 3Cs:



Hence, we have added an element of ‘community’ flavor into the website with personalized log in ids and passwords. We will describe all these in greater detail in the next section.

Meanwhile, some of you may have photographs from the early days – will you allow them to be posted on the photo-gallery? Please write to us at mc@bengaliassociationsg.com. We will return your photos after copying them.

Contents

How to log in:

The website administrator will send out an email to your id (the one registered with Bengali Association Singapore) along with a system

generated password. It will prompt you to change the password to your personal password to ensure security and sensitivity. You can change your password within the next 7 days, else please write to saurav.chatterjee@bengaliassociationsg.com requesting for the same.

Please note that the email will be sent out to only the email ids registered with Bengali Association Singapore. For interested spouses and children, we request you to kindly 'Sign Up' on the bottom right corner of Home Page and register yourself or write to saurav.chatterjee@bengaliassociationsg.com expressing your interest. We will respond and ensure the configuration in 48 hours. Note that this is a privilege provided ONLY to the registered member/family member of Bengali Association Singapore, and all registrations will be monitored.

Updating / Uploading your page

Please go to www.bengaliassociationsg.com or www.bengaliassociationsingapore.com to log in.

Once you log in, you will enter your personal page in the site (similar to what you have in the social networking sites likes Facebook, Orkut, etc).

- Use menu on the left: BAS Interactive -> My Profile -> Edit profile: please update your personal particulars like nickname, gender, birth date, residential address, and Hometown. Also write a short description about yourself for others to know you.
- You can upload your profile picture through the 'Edit Photo' function
- You can add and create your own friend circle within the registered member base, and also invite new members through the site
- In the 'My Message Book', you can send/ receive personal emails within the members in your friend list on the site. Please make the page as personalized as you want – add your profile picture, update your address, profession, etc.
- You can participate in various interactive elements like 'Forum', 'Blog', 'Ask a Question' – the details of which is available in the next section.

Use of Interactive Functions

Forum: Here, you can share your day-to-day activities, as well as participate in forums created by other members (for e.g. somebody looking to rent an apartment at a desired location, selling/ buying of furniture, any event you are planning to attend, invite others for any event you are planning to organize, etc).

Blog: Here, you can write about your thoughts/ views/ analysis on any particular issue (global, local, or community specific), or any new experience (for ex: customer experience in a restaurant), or any recent event that you attended (cultural, social, professional).

Ask a Question: You can learn from other's experiences on topics like - planning a vacation, recipes of particular dishes, extra- curricular classes for kids, help in organizing any event (child birthday, BBQ, etc).

Please Note:

The interactive functions are for the enjoyment and participation of all our members.

Younger members will also be present in the forums.

We request that you refrain from posting any content of the following nature:

1. Criticism of other members
2. Slang or anti-social comment of any sort.
3. Advertisements of profit making concerns of any sort.

The Administrator will closely monitor this section to prevent and remove postings with the prohibited contents.

We may be forced to remove the login rights of anyone who abuses the interactive functions.

Lifestyle Pages

This section will display events, promotions, and programs that members can

participate in. We will attempt to obtain collective privileges from participating merchants, service providers and sponsors.

Members who wish to advertise their skills or products and services are welcome to write to us.

Apart from these, the regular sections of the website will remain to function:

- **About Us:** a short profile about the organization, her history, and legacy.
- **Events Calendar:** updates on all the events organized across the year, and a small description about them.
- **News & Announcements:** you can find all the previous circulars and updates from the Management Committee here.
- **Photo Gallery:** you can find photographs of the various moments captured during different events organized by Bengali Association Singapore this year as well as the past year.
- **FAQs:** we have added this 'frequently asked questions' section to address any questions that you may. You can write to us through 'Contact Us' in case you have any question which is not addressed here.

Feedback

The website is as good as you make it. It is meant to be interactive and live.

Most of all it is meant to be FUN!

While it has been successful in a test environment, we will realize its robustness only after you start using it.

Some glitches are to be expected. The first month after launch will be used to mend these glitches.

Please send your questions, feedback and observations to

saurav.chatterjee@bengaliassociationsg.com

cc

sandeep@isolutionindia.com

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Thank you!

Swagata Chakraborty
Secretary
Bengali Association Singapore