



Sandip Foundation's
SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE
Department of Management Studies (MBA)

CSR ACTIVITY:- Ganesh Idol Immersion

DATE: 8th September 2014

PLACE: Near Chopda Lawns,
Gangapur Road

As we all know that India is a country where people are Culturally Diverse. We have different cultures and festivals according to different states and people. Different states celebrate different festivals like in Gujarat –Garba Navratri, in Kerala-Onam etc. These festival gives us a chance to welcome god and an opportunity to come together which create happiness and memorable moments with our friends, relatives and family.

As India is a diverse country it has various different festivals celebrated in every part of it, in the same way GANESH UTSAV is celebrated all over Maharashtra and in some other states also with great enthusiasm. In this festival, Lord Ganesha is welcomed on the very first day, people bring idols at their home and on the last day the idols are immersed in rivers & bid adieu to Lord Ganesha. But with this deed of human beings nature is being affected & they themselves are facing too many problems. Rivers are being polluted badly which is leading to natural calamity. So, we along with our students had organised CSR activity with an aim of saving our rivers and to save our environment.

We had conducted this activity to create awareness among people that first of all the idols must not be immersed into rivers and secondly if they are doing so then they must take care of the fact that it should get dissolved completely with the mud and flow away with the river but nowadays in the modern era people are not much bothered about the nature and its safety and gets attracted to the upper beauty of artificially made idols.



The activity began at 9am. Our stall was put up outside the lawn by the students, tables were kept to receive and collect the idols. Everyone was performing some or the other task. Few were at the stall, few had gone to look for people and convince them to donate their idol instead of immersing it into the river, few were there to count the number of idols received every hour, some were busy with taking care of the idols and its accessories.



At 9.30 we received our very first idol n duly welcomed by us. That family did the prayers and we joined them and later idol was dipped into the tank that we had arranged to complete the visarjan ceremony.



Then people were coming one by one and within one hour we had received 49 idols.



We all were enjoying this activity. It was raining heavily whole day but we did not stop because we were filled with enthusiasm and dedication. So our day started really well and we kept receiving many idols in a large number. We were receiving really good feedback from the visitors, they told us that we are doing a great job and should promote such activities on a larger scale. In between this activity we had some fun too while dancing on the drumbeats with our visitors.



We not only received small and average size of Ganesha idols but had got one huge idol sized around 8-9 feet. We were also covered by many famous news channels like **Zee Media, CNBC Awaaz**.

Till the end of the day we had received around more than 5000 idols. All these idols were given to the Nasik Municipal Corporation as they were supposed to immerse all the idols in an artificial pond so that the rivers would not get polluted and the sentiments of people will also not be harmed. So in this way our CSR activity was successfully completed. We had great fun and satisfaction while performing it. We were pleased to do such a noble thing and would like to do such more activities in future.