



SANDIP INSTITUTE OF TECHNOLOGY & RESEARCH CENTRE, Nasik
Department of Management Studies

Name of the Program: - Corporate Social Responsibility Activity of Lord Ganesh Idol Collection at Chopda Lawns

Day & Date:- Thursday, 15th September 2016

Objective: - 1. To create Awareness among people regarding Environment Protection
2. To Create Awareness among students regarding their responsibilities towards society

About The Program:

Students of Sandip Foundation from Department of Management studies undertook the CSR Activity of Collection of Ganesh Idol on occasion of Anant Chaturdashi at Chopda Lawns . every year on the last day of the ganesh Festival which usually spans over a period of 10 or 11 days people bring the idol of Lord Ganesh to immerse it in the holy river of Godavari. which becomes a major factor in polluting the river . so in order to save the river from getting polluted & keeping it clean, students took this initiative. This activity began early morning at 8'o Clock & was carried till the late evening. There were near about 60 students who joined their hands in this social cause . Everyone was performing some or the other task. Few were at the stall collecting the idols , 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. one of motive behind doing this activity was to teach students that they also have got some responsibility towards society as society has given them so much . it was also done to create awareness among the people that its there moral responsibility to keep the rivers & their society clean . Students were seen in great enthusiasm & dedication while doing this activity. Dr S T Gandhe (Principal SITRC) & Dr Rakesh Patil (Dean Admin & Head , MBA) also visited the stall & donated their own idols too & also motivated the students . They also received good feedback from the visitor that they were really doing a great job. In between this activity they had some fun too while dancing on the drumbeats with the visitors. Till the end of the day students had received around more than 2500 idols. All these idols were given to the Nasik Municipal Corporation as they were supposed to immerse all the idols in an artificial pond

Outcome: -

- 1. Students were successful in creating awareness among the people regarding environmental issues**
- 2. Students came to know that they also have got responsibilities towards society**

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