**Ganesha gives back to nature!**

* **Overwhelming response from devotees to Sheth Group’s efforts!**
* **Thane Municipal Corporation applauds this initiative!**
* **Over 300 idols immersed in Sheth Group’s visarjan pond!**

**Mumbai, 6th September 2017:** Sheth Group’s endeavor to contribute to environmental preservation in association with Thane Municipal Corporation (TMC) and Thane Pollution Control Board (TPCB) has been a grand success. This Ganeshotsav, the group, one of Mumbai’s leading realty players had placed a visarjan pond at Sheth Platinum Gallery, Thane. The pond contained a mixture that easily dissolved PoP idols turning the contents into a high-quality fertilizer.

Each year, Thane witnesses hordes of devotees proceeding towards natural ponds to immerse their idols which harm the water bodies. This year, a significant amount of devotees made use of Sheth Group’s Visarjan Pond to immerse their eco-friendly and PoP idols owing to the rising environmental concerns. As mentioned earlier, the remaining contents would be used as a natural fertilizer for plant and trees in all of Sheth Group’s projects across Mumbai which will help promote a green Mumbai!

The aim was to reduce pollution of the city water bodies, which sees devotees converging to immerse their idols each year causing severe distress to flora and fauna in these water bodies. The TMC and TPCB incur huge expenses in clearing the debris left over from the celebrations. Recognizing the urgency to preserve the environment while keeping the spirit of the festival intact, Sheth Group came up with this eco-friendly way to tackle the issue.

The Devotees were extremely pleased and thankful for this facility as it helped them to enjoy and celebrate Ganeshotsav without harming the surroundings. This initiative has definitely evoked their conscience and will motivate them to do their bit in preserving the environment and ensure the future generations have a clean and green place to live.

**Speaking on this occasion, Mr Maulik Sheth, Director, Sheth Corp, said,** “We are delighted with the response we have received. It has undoubtedly surpassed our expectations and would like to thank all devotees in helping us in our social cause. We would also like to extend our gratitude to the Thane Pollution Control Board in helping us work towards a clean and green Mumbai. We wish to contribute to the greater good of the society in all our future endeavors as well.”

**TMC Official added,** “Our aim to preserve and build a sustainable future for generations to come. This Ganeshotsav, we strived to protect the environment without dampening the spirits of the devotees. Our collaboration with a private company for a healthier future has yielded great results, and we are pleased with the tremendous response we have received to our initiative with Sheth Group. This initiative will help us in our goal, and we hope to have struck a chord with the citizens and created awareness about the need to protect the environment.”