

Malls in Thane take to Ganeshotsav in a big way



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THANE: Over the last few years, the city has undergone a cultural shift. Devotees who earlier thronged public pandals during the festival are equally keen on visiting malls and learning about the decorations and themes there.

Malls too have picked up on the trend and are installing huge idols with over larger-than-life decorations.

The Neptune Mall, for instance, has recreated the famous Siddhivinayak Temple this year. The mall has not only replicated the temple design but also installed an idol similar to the one at the temple.

"Our mall is the first in the country to organise such an event. We have taken care of intricate details to recreate the magic of the Siddhivinayak temple. The decorations are made from eco-friendly materials and we aim to spread the green message among the people," said Surjit Singh



■ **Malls in Thane such as the Neptune mall, Viviana mall and Korum mall have planned Ganeshotsav celebrations this year.**

PRAFUL GANGURDE

Rajpurohit, CEO of the mall. Eco-beats, an orchestra comprising visually impaired musicians, performed a special aarti at the mall.

The Neptune mall also invited more than 35 senior citizens for a movie screening and then planned a special lunch programme for them.

To spread the message of better health and well-being among the people, the Indian Cancer Society initiated an anti-cancer awareness campaign in the mall. Apart from this, a blood donation campaign was also held with the

government of Maharashtra. The Viviana Mall in Thane has invited the residents of the city to share the pictures of their Ganeshotsav celebrations.

The team will also visit the resident's homes to participate in their celebrations. Singer Shibani Kashyap also visited the mall to offer aarti and perform for the shoppers.

Korum Mall in Thane has also installed a five-foot clay idol of Siddhivinayak and organised workshops on idol-making, modak (dumplings) making and origami.