

Entrepreneur and environmentalist Viral Desai, fondly called ‘Green Man’ established Tree Ganesha

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Surat, Sep 21, 2018 ([IssueWire.com](http://www.IssueWire.com)) - Ganesh Chaturthi is being celebrated all over the state with great pomp and devotion. Amid governing bodies stressing on eco-friendly Ganesha idols, there are various pandals with Ganesha idols made of materials that could harm the environment significantly.

Noted entrepreneur and environmentalist Viral Sudhirbhai Desai, fondly called 'Green Man' has established Tree Ganesha at his office to spread awareness regarding environment protection. Viral has contributed significantly towards this cause through his Hearts@Work foundation. The foundation has already planted more than 19,500 plants under his initiative of Clean India Green India. To spread the message of environment protection in a unique way, Viral Desai has installed a small statue of Lord Ganesha that will be completely dissolved in the soil after 10 days of worship. Lord Ganesha's blessings will thus stay with the foundation in the form of a tree that will grow in the place where the idol was once installed.

Viral Desai is also conducting tree plantations drives every day during the festival. Until now 68 trees at VR Popawala Children's Home and 82 trees at the Civil Hospital campus have been planted at 'Chhaydo'. In addition to that, 84 trees at the old age home in Bhata village, 550 trees at Kadoli village, 150 trees at Asunder village, 250 trees at Nandod village and 100 trees at Maroli bazaar have been planted.

Special Native tree plantation was done and the minimum size of 4-7feet matured trees was selected, few species include Aspopalav, Ashoka, Pilto palm, Neem, Gulmohar, Champa, Gramado, borsali and Mahaguni. Elaborating about this wonderful initiative Viral Drsai said, "I believe that nature is God and protecting nature is true devotion towards God and mankind. Our motive for this drive was to spread awareness among more and more people about this cause of environment protection."

The Tree Ganesha which is planned with the windmill decorations has been associated with 'Clean India Green India' Tree plantation concept of Hearts@work Foundation and Zenitex. This one of its kind green cause has inspired everyone including the workers, staff, and management of Zenitex who are playing an active role in the decorations, puja and also tree plantation drive conducted on a daily basis.

"I have always believed that religion, rituals, and celebrations need to be linked with nature. That's how the concept of Tree Ganesha was born," adds Viral. The news about the Zenitex Tree Ganesha of Surat has spread widely on social media, drawing a positive response from people from India and overseas who are connecting to spread the message and appreciate the initiative. This concept is surely a shining example and will set a new benchmark for future generations to follow.



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