

Hindu Canadian Foundation (HCF)

Amazon Canada and Hindu Canadian Foundation Collaborate to Preserve Hindu Cultural Heritage

Toronto, Canada - June 14, 2024 - In a landmark partnership aimed at safeguarding cultural values and respecting Hindu religious sentiments, Amazon Canada and the Hindu Canadian Foundation (HCF) have joined hands together to address a critical issue affecting the Hindu community in Canada.

For too long, damaged Hindu God idols have been callously discarded, causing profound hurt and distress among members of the Hindu community. Recognizing the gravity of this situation, Amazon Canada has taken a proactive stance by teaming up with the Hindu Canadian Foundation to confront this issue head-on.

This pioneering partnership signifies a significant stride towards promoting cultural sensitivity and religious inclusivity within Canadian society. Under this collaboration, Amazon Canada has committed to collecting damaged Hindu God idols that were previously consigned to the garbage, ensuring their respectful handling and preservation. This initiative underscores Amazon Canada's unwavering dedication to corporate social responsibility and its steadfast commitment to fostering a diverse and inclusive environment.

The inaugural damaged idol collected under this initiative was procured from Amazon's YYZ9 cRets warehouse. Facilitating the collection process was HCF volunteer Saurabh Sharma, whose tireless efforts and dedication to the cause are truly commendable.

"We extend our heartfelt appreciation to Amazon Canada for their proactive efforts in addressing the religious sentiments of the Hindu community," said Arunesh Giri, HCF President. "This collaboration underscores the transformative impact that can be achieved when organizations prioritize cultural understanding and inclusivity."

Furthermore, HCF extends its deepest gratitude to the Hindu community and Amazon employees who have embraced an inclusive culture and played an integral role in addressing this pressing issue. Special acknowledgment is due to A Kaur, whose proactive outreach was instrumental in initiating this partnership.

"We are profoundly grateful to A Kakkar for her proactive engagement and to all members of our community who have supported us in this endeavor," stated Nikkhil Ojhaa, HCF General Secretary. "We urge our community members to remain vigilant and report any incidents that undermine our beliefs or cause distress, empowering HCF to take swift and effective action."



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This collaboration marks the first of its kind in North America, setting a precedent for other regions to follow. The initiative reflects a deep commitment to cultural sensitivity and environmental responsibility, promoting a broader understanding of Hindu practices and beliefs.

The Hindu Canadian Foundation, known for its efforts to preserve and promote Hindu culture and traditions in Canada, sees this partnership as a significant step forward. By working with Amazon Canada, a major player in the online retail market, HCF hopes to make a meaningful impact on how religious items are treated, ensuring that they receive the dignity they deserve.

As the partnership between Amazon Canada and the Hindu Canadian Foundation continues to evolve, both organizations remain steadfast in their commitment to promoting cultural understanding and preserving the rich heritage of diverse communities across Canada.

For more information on how to participate in this initiative, please visit the Hindu Canadian Foundation's website or contact their support team directly. Let us come together to honor our traditions and ensure that our sacred items are treated with the reverence they deserve.

For media inquiries, please contact: namaste@hinducanadian.org

Note to Editors: Attached is a photograph of HCF volunteer Saurabh Sharma and Amazon Employee A Kakkar during the collection process, as well as the email communication from Amazon. Please credit Hindu Canadian Foundation.

