

Misuse of sacred Hindu symbols and spiritual images

By : Prakash Mehta.

To

Brookvale Union

We are disappointed that a picture has been published in SMH dated 13 Nov 2018 (copy attached) depicting the image of Ganesh - the deity that Hindus worship. Incidentally, you were kind enough to write respond to earlier similar occurrence as per your email dt 11 Nov 2013 to Prof Nihal (copy attached) then President of the Hindu Council that there was no intention to hurt the sensitivities of Hindu community and that this has been noted and that you will look at other options.

As you would know Hinduism is the fourth largest religion in the world (https://www.theregister.co.uk/2006/10/06/the_odd_body_religion/) with nearly one billion adherents across the world. Non-violence towards all underpins Hinduism. Consequently, hurting sentiments of people who are otherwise peace-loving sends a wrong message and can provoke people. I am sure you would be taking similar care for other major world religions.

Consequently, could we request you once again to please withdraw such pictorial depiction in the interest of maintaining communal harmony for which Australia is well-known worldwide and you would agree, it is the responsibility of everyone to ensure that this image of Australia is not tarnished. As you wrote in your earlier email, if this has happened inadvertently once again then, could we request you to please take due care in future and also withdraw this picture as promised by you earlier?

Thanks in advance for your help

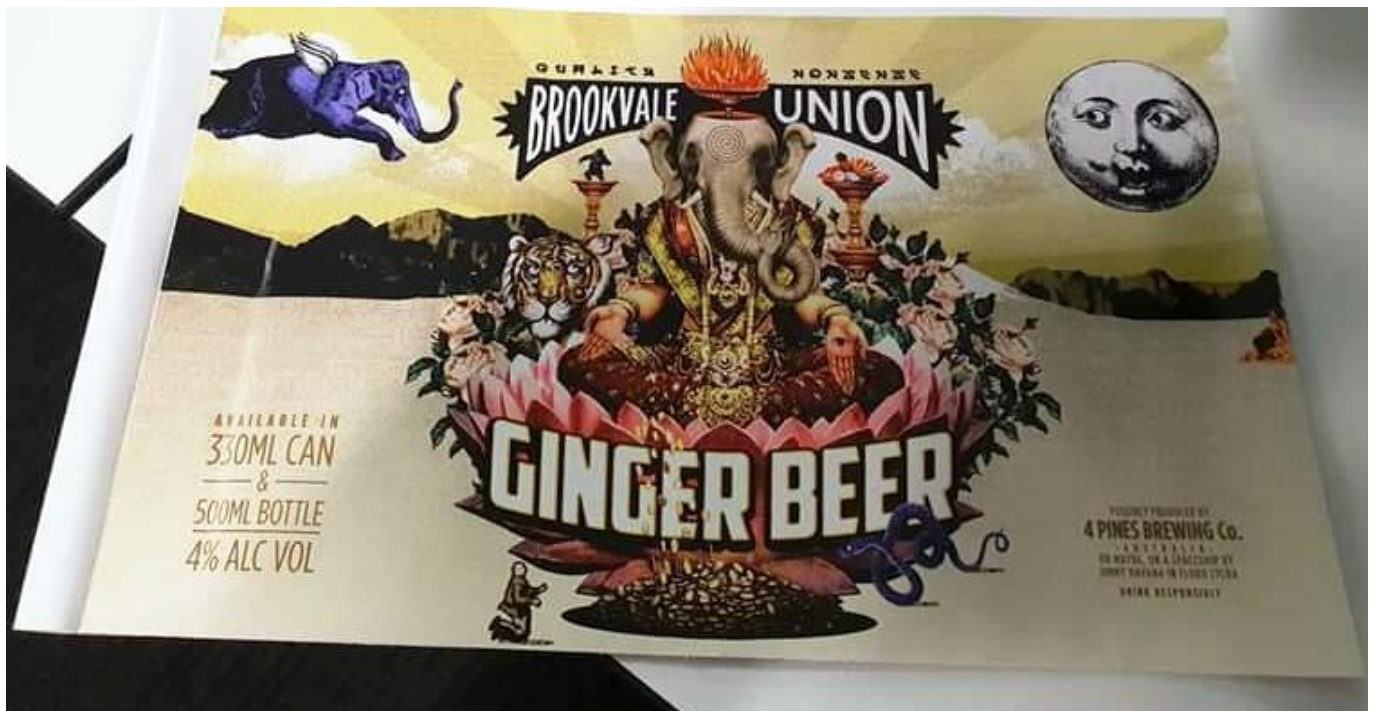
Kind Regards

Prakash Mehta

National President

Hindu Council of Australia

Misuse of sacred Hindu symbols and spiritual images



----- Forwarded message -----
From: Brookvale Union <brookvaleunion@gmail.com>
Date: 11 November 2013 15:14
Subject: Re: MISUSE OF HINDU SACRED IMAGES AND SPIRITUAL SYMBOLS
To: Nihalagar2@gmail.com

Hi Nihal,

Thank you for your e-mail, we're empathetic and exploring your concern.

You have the ears of the team heading this up and who developed it.

Please note none of us at Brookvale Union are Hindu so before this time have no appreciation for what this represents.

The original brief to our designer was "Flair, feel and colours from the Asian continent" being a product with ginger – which primarily comes from Asia. As it turns out the centrepiece of the label is very Ganesha in its look – now we have been alerted to this and we have looked at Ganesha.

Naturally as you can appreciate with over 4,200 religions in the world, it is an impossibility for us to be cognisant of every inference, reference and innuendo we may have unintentionally made during a design process like this.

Long story short this is not designed by us with a direct intention to offend and we will look at other design options for our bottles.

Thank you again for your e-mail and we appreciate your concern.

Email by Brookvale dated 11 Nov 2013

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