



Divya Bhaskar Creates History!!

Divya Bhaskar creates history for “The Largest Gathering of people dressed as Gandhi” recognized by Guinness World Record on the occasion of Gandhi Jayanti.

Divya Bhaskar initiated ‘ Ahimsa Dandi Yatra ’ campaign in association with Spiritual Guru – Muni Tarun Sagar . The initiative was aimed at strengthening the support against ‘Animal Cruelty’ & ‘Human Tobacco Addiction’. This initiative was promoted through editorial, print campaign and school contacts. School kids were asked to register for participation, and all registered kids were provided Gandhi attire by Divya Bhaskar.

On 2 nd Oct 2012, schools kids gathered at Abhay Ghat (Sabarmati Ashram) dressed as Gandhiji. The venue saw a total footfall of 7000 citizens including dressed kids ready to participate in the yatra.

On this initiative, State CEO, Mr Saras Sethi commented, “Gandhiji believed in Ahimsa and taking this thought forward an innovative concept was designed. The idea behind this initiative was to not only support the cause but engage our readers to support as well. Kids play a catalyst in any society and engaging them will get the entire family involved and also creates an impact.”

State Editor, Mr Avnish Jain also commented, “The idea behind this initiative was to encourage the citizens to adopt Gandhiji’s philosophy of ahimsa and simplicity which is reflected not only in his dressing but also in his values.”

The Guinness recognition was received for 891 kids dressed as Gandhiji. The event culminated with the Dandi Yatra along with Spirtual Guru Muni Tarun Sagar. Apart from kids few foreigners, MLA from Belgaum, Management Guru Ujjwal Patani (Chattisgarh) also dressed like Gandhiji and participated in the march.

Dainik Bhaskar Group believes in innovative reader engagement and raises the bar with each and every initiative. The group’s other initiative “Junior Editor 2012” has been recognized by ‘Guinness World Record’ as “THE LARGEST WRITING COMPETITION.



Dainik Bhaskar
GROUP

