



Media Release

FCCC Partners with Shree Sanatan Dharm Pratinidhi Sabha of Fiji for Sustainable Diwali Initiative

30 October 2024

The Fijian Competition and Consumer Commission (FCCC), in partnership with the Shree Sanatan Dharm Pratinidhi Sabha of Fiji, is honoured to announce our joint initiative this Diwali focused on promoting sustainable practices and enhancing consumer awareness to be aligned with Environmental, Social, and Governance (ESG) goals.

FCCC and the Shree Sanatan Dharm Pratinidhi Sabha of Fiji have started to release regular messages that encourage actions such as reducing waste, saving energy and water, shopping ethically, promoting practices that are environmentally friendly, and ensuring that our platform promotes messages on the importance of sustainability.

FCCC CEO, Joel Abraham, stated, “This collaboration is a reflection of our commitment to fostering an inclusive, ethical, and environmentally friendly marketplace for Fijians. In particular, we aim to address the cultural and religious needs of consumers during this significant time, ensuring that Diwali is celebrated sustainably.”

National President of the Shree Sanatan Dharm Pratinidhi Sabha of Fiji Dharendra Nand said, “This collaboration underlines the commitment of both organisations to Environmental, Social, and Governance goals and is an opportunity for us to raise awareness on SDGs and inspire our community towards a sustainable future.”

The Shree Sanatan Dharm Pratinidhi Sabha of Fiji emphasised the importance of leveraging this celebration to showcase dedication to environmental stewardship, and the cultivation of sustainable practices apart from spiritual reflection.

“The aim is to inspire and encourage positive transformation that extends well beyond the celebration of Diwali, advocating for sustainability and conscientious and responsible consumption at all times,” Nand said.

FCCC is committed to upholding the religious rights and fair treatment of all consumers, ensuring that Fiji remains a vibrant and multicultural nation.

Let us make this a time of positive impact and mindful consumption. By taking small steps together, we can contribute to the larger goals of sustainability and fairness in our society.

For any concerns or to report any issues, please contact FCCC on 8921991 or email helpdesk@fccc.gov.fj, or through any of the channels at <https://linktr.ee/fijianccc>.

About FCCC

The Fijian Competition and Consumer Commission is an independent statutory organization committed to fostering competitive markets and protecting consumer rights in Fiji. Through its regulatory efforts, FCCC ensures fair market practices and provides transparency for consumers and businesses alike.

About Shree Sanatan Dharm Pratinidhi Sabha of Fiji

Shree Sanatan Dharm Pratinidhi Sabha of Fiji is the largest Hindu faith-based organization in Fiji, dedicated to fostering religious education, community service, and preserving traditional Hindu practices. The organization strives to enable progress in the moral, spiritual, economic, and cultural aspects of its members' lives while actively contributing to the peace, prosperity, and progress of Fiji. In addition to these efforts, it also promotes consumer safety, environmental sustainability, and responsible living, reflecting its commitment to fostering well-being for individuals and society at large.

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ENERGY AWARENESS

Cultivate a culture of energy conservation by turning off lights when not needed, unplugging unused electronics, and upgrading to energy-efficient appliances. Remember, even devices on standby consume energy.



WATER STEWARDSHIP

Save water by taking shorter showers, turning off taps while brushing teeth, and fixing leaks promptly. Use rainwater for gardening to cut down on water consumption.



NATURE APPRECIATION

Reconnect with nature by spending time outdoors, appreciating the beauty around you, and reflecting on the wonders of the natural world.



ECOSYSTEM RESTORATION

Contribute to ecological efforts by planting trees, mangroves, or corals, enhancing biodiversity, and helping mitigate climate change in your community.





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ADVOCACY, OUTREACH AND CHARITABLE GIVING

Raise awareness about sustainable living, encourage community engagement, and foster a collective commitment to environmental stewardship. Support charitable organisations by redistributing surplus food, reducing waste and tackling food insecurity. Ensure your charitable donations support sustainability-focused organisations.



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FIREWORK SAFETY

Celebrate safely by using and disposing of fireworks properly. Keep flammable items, candles, and diyas out of children's reach to prevent accidents. Keep contact information for emergency services visible at all times in case of fire or injury.



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CULTURAL RESPECT

Embrace the spirit of Diwali by promoting harmony and understanding. Encourage diverse celebrations and respect for different customs and traditions.



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SUSTAINABLE DECORATIONS

Opt for eco-friendly decorations like clay diyas, reusable lights, and natural materials. Avoid using single-use plastics and reduce waste in your Diwali celebrations.

