



# ARTS & CULTURAL GANESH FESTIVAL of SA 2022

3rd & 4th September 2022  
at AFL Max NEAR ADELAIDE AIRPORT



Account Details  
Account Name : UIOSA  
BSB : 065 139  
Account Number : 1064 8782

Contact:  
**Dilip Kulkarni** (President): 0401 317 851  
**Sandy More** (Public Relations Officer): 0411 831 307

/UNITEDINDIANSOFSOUTH AUSTRALIA/

WWW.UIOSA.ORG.AU



Ganesh Chaturthi is an important festival of Hindus that marks the birth of Lord Ganesh. The 10-day festival is celebrated not just in India, but across the world. It is an occasion to immerse in the magical spirit of festivities through the reverberating beats of dhol tasha, the soul-purifying sounds of mantras, the aroma of delicacies, and the magical fragrance of incense sticks.

To welcome Lord Ganesh, the 'destroyer of obstacles', and seek his blessings, the United Indians of South Australia (UIOSA) will organise its annual Arts and Cultural Ganesh Festival of South Australia on September 3 and 4, 2022, in Adelaide.

Conceptualised on the spirit of inclusiveness of the multi-cultural community of Australia, the Festival focuses on reinforcing the ideology of Sarvajanic Ganesh Utsav or community celebrations.

### About Us

In early 2016, a group of enthusiastic and passionate individuals came together in Adelaide to create a like-minded forum to celebrate Ganesh Chaturthi as a community festival. And the result was the birth of the United Indians of South Australia (UIOSA) and the launch of the Arts and Cultural Ganesh Festival of SA.

Driven by passion and zeal, we set out to spread the festive fervour of Ganesh Festival in our state of South Australia – the Festival State. The idea was to transport the community to the world of joy, happiness, unity and brotherhood and extravaganza associated with the Ganesh Festival.

Though we encountered the problem of limited resources initially, it could not deter us from celebrating the birth of our 'God of Prosperity' on a grand scale. We have been blessed with the overwhelming support of our volunteers, partners and local businesses.

Their soaring support and trust in us have offered us the confidence to come out stronger every year in terms of representation, number of volunteers and attendees.

### Festival Highlights

- We created a record in 2016 when we brought in the largest idol of Lord Ganesh outside of India, now popularly known as "Australia-cha-Raja" in Adelaide, with a podium decoration extending to a height of 14 feet. This year, we are going to break our own record by getting a new idol measuring 23 feet! This will enhance the beauty and presentation of the pedestal and the accompanying digital background screen of 53x20 feet structure being built to complement the idol.
- Two days of family-friendly performances, showcasing rich cultural heritage of multicultural organisations of Indian, Asian and European origin.
- Free community event offering a platform to local artists, musicians, dance academies and schools to display their performances.
- Local and inter-state visitors.
- Traditional dhol-tasha and lezim performed by all genders and age groups.
- Exposure for local and new talents.
- Volunteer involvement from various communities and age groups.
- Unlimited community lunch and dinner at no charge (subject to

prevailing Health restrictions).

- Attracted almost 12,000 attendees in 2019, 3500 in 2020 and 7000 in 2021 under strict Covid restrictions.
- A new venue that can accommodate over 2000 people at a time.
- Car parking adjacent to the venue.
- New decoration of our beloved 'Australia-cha- Raja'
- More extensive representation of multicultural groups and ethnicities
- Adhering to COVID guidelines issued by the SA government

### Festival Events

The event is backed by a team of volunteers who professionally manage the entire show.

Organised into different teams, the volunteers plan and execute the festival with utmost precision in order to make it a grand success.

We work closely with our sponsors and patrons to ensure the proper utilisation and deployment of funds and donations. Any excess funds received as donation during the festival is donated to various philanthropic non-profit organisations across the world.



### Agenda for 2022

#### Day 1 (3 September Saturday, 10 am onwards)

- Pratisthapana (Traditional prayers) of the Ganesh idol accompanied by holy chanting and Indian classical dances to launch the festival on the auspicious occasion of 'Ganesh Chaturthi'
- Dhol-tasha and lezim community procession
- Chanting of Atharvashirsha hymns, Maha Aarti
- Acknowledgement ceremony
- Cultural programme with acknowledgment of our special guests between 6-7 pm

#### Day 2 (4 September Sunday, 10 am onwards)

- Satyanarayan puja (with 100 families)
- Cultural programme
- Closing ceremony
- Ganesh visarjan

### Volunteering Services

Volunteering in any way is considered a great way of developing life skills and inner strength. For festival volunteers, this is an excellent opportunity to serve the community, meet new people,

share your skills and in turn gain experience.

To gather more information about our volunteering programme and register your interest, please contact Mr. Yogesh Dange at **0430 471 979** / Rakesh Gupta **0435 095 055** or submit your EOI on [http://bit.ly/UIOSA\\_Volunteer\\_EOI](http://bit.ly/UIOSA_Volunteer_EOI). The areas in which you can participate and exhibit your skills are:

- Traffic management
- Kitchen help
- Backstage help
- Crowd control
- Food service
- Publicity and Social media
- Master of ceremonies
- Housekeeping
- Stage and Mandap decoration

### Cultural Presentation and Performances

Calling budding artists and performers of all age groups! It is a wonderful opportunity to unleash your talent before a crowd of over 1000 people and win their accolades. The encouragement and motivation will go a long way in building your confidence and skills.

For the benefit of all, various forms of entertainment programmes have been planned for the festival.

To gain more information about the programme and discuss your interest, please speak to our Cultural Secretary Ms Parul Joshi at **0407452125** / Hema Trivedi **0420 580 969**.

### Appeal to Sponsors and Partners

Now is the time to associate your business with the Arts and Cultural Ganesh Festival of SA to be held in Adelaide on 3 and 4 September, 2022. Considering the growing number of attendees and participants, and keeping their safety in mind, the event will be organised at AFL Max near the Adelaide Airport. The large capacity of the venue will help in catering to the bigger crowd and including our featured events.

A high turnout of crowds and wide multimedia coverage, including a live telecast of the event on social media, provide the perfect



launchpad for new and budding businesses. The event also provides a boost to local vendors of event paraphernalia, caterers, light and sound, and more.

Opportunities are available to potential sponsors at various levels. Please contact:

**Sandy More (PRO): 0411 831 307**

**Dilip Kulkarni (President): 0401 317 851**

**Yogesh Dange (Committee Member): 0430 471 979**

**Birendra Bhandari (Committee Member): 0400 110 719**

**Hirwa Shah (Committee Member): 0433 558 644**

to discuss the different options.

We also invite the following partnerships to assist us in making the festival a successful event:

- Dance academy partners
- Catering partners
- Facility management partners
- Media and publicity

For more information, please send us an email at [contact@uiosa.org.au](mailto:contact@uiosa.org.au) or call our representatives to schedule a meeting.

**Dilip Kulkarni (President): 0401 317 851**

**Rakesh Gupta (Vice President): 0435 095 055**

**Sandy More (Public Relations Officer): 0411 831 307**

**Prashant Jagdale (Treasurer): 0469 328 850**

**Mihir Shinde (Secretary): 0414 883 279**

