

IRA By Orchid Hotels celebrated Raksha Bandhan with an innovative and socially responsible event

IRA By Orchid Hotels, Mumbai embraced the spirit of sustainability this Raksha Bandhan with an innovative and socially responsible event. The hotel tied-up with the National Association for the Blind, India, for an eco-friendly Rakhi-making workshop, leaving a lasting impact on participants and the environment.

The workshop brought together participants of all ages and focused on creating unique, plantable Rakhis. The Rakhis, made from biodegradable materials and embedded with seeds, were designed to grow into plants when planted, symbolising the nurturing and protective bond between siblings. “This event not only honours the essence of Raksha Bandhan but also reinforces our commitment to sustainable practices,” said Rajesh Mehta, General Manager of IRA By Orchid Hotels, Mumbai. “By creating plantable Rakhis, we hope to inspire a deeper connection with nature and a more meaningful celebration.”

As part of the hotel’s broader Corporate Social Responsibility (CSR) efforts, this initiative emphasised the importance of environmental stewardship and community engagement. Collaborating with the National Association for the Blind, India, the workshop also promoted inclusivity, offering a platform for visually impaired individuals to contribute and showcase their creativity.