



AUM  
**CLARE ESTATE UMGENI HINDU  
CREMATORIUM SOCIETY**  
(EST. 1904)

VAT NO. 4900125313

034 – 011 NPO

PBO NO. 93001871

142 New Germany Road Reservoir Hills 4091  
EMAIL: [clareestatecrematorium@gmail.com](mailto:clareestatecrematorium@gmail.com)  
[www.clareestatecrematorium.co.za](http://www.clareestatecrematorium.co.za)

031 269 3963  
031 269 3805

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Circular No. 18-12/25

**Notice to the Public on the Social Media Smear Campaign**

**Report on the Clare Estate Umgeni Hindu Crematorium Society**

**1. Introduction**

This report addresses the recent circulation of false, misleading, and defamatory allegations concerning the governance and operational rules of the Clare Estate Umgeni Hindu Crematorium Society

These allegations, disseminated anonymously and without substantiation, have created confusion within the community and have the potential to undermine the integrity of a long-standing religious and cultural institution. The Society notes with concern the deliberate intent underlying these communications and places on record that they constitute a misrepresentation of fact and an unwarranted attack on the Society's lawful administration.

**2. Significance of the Antyesthi (Funeral and Last Rite) Ceremony**

The crematorium exists for the lawful and dignified facilitation of the Antyesthi ceremony, a rite of passage that carries significant religious and cultural obligations for the community that it serves. The Society affirms that its rules, procedures, and facilities are designed to protect the sanctity, safety, and orderly execution of this ceremony in accordance with established norms. The crematorium premises constitute a sacred space for all that cremate their loved ones and must be treated as such. Respect and Dignity must be offered to all those who are in mourning.

**3. Nature of the Smear Campaign**

Preliminary assessment indicates that the smear campaign was orchestrated with the intention to discredit the Society, interfere with its lawful operations, and erode community trust. The material circulated contains statements that are factually incorrect, misleading, and capable of causing reputational harm.

The Society places on record that:

1. the allegations are unfounded.
2. no complainant has presented themselves through recognized channels.
3. the anonymity of the perpetrators raises reasonable suspicion of malicious intent; and
4. the communications are potentially actionable under South African law, including provisions relating to defamation, harassment, and the dissemination of false information.

#### **4. Community Support and Affirmation**

Notwithstanding the above, the Society acknowledges the timely and constructive interventions by various Hindu organizations such as the South African Hindu Maha Sabha and community leaders from all faiths who publicly affirmed the Society's adherence to religious protocols and its long-standing service to the community. Their statements have assisted in restoring factual clarity and mitigating potential reputational damage.

#### **5. Expression of Appreciation**

The Society hereby records its appreciation to the organizations and individuals who acted in good faith to correct misinformation and uphold the dignity of the Antyesthi ceremony and practices of other faiths who have consistently abided to the rules of the Crematorium. Their support is indicative of a community committed to lawful conduct, respect for religious practice, and preservation of institutional integrity.

#### **6. Conclusion**

The Society remains committed to fulfilling its mandate in accordance with:

1. its constitution and rules,
2. applicable municipal and statutory requirements, and
3. the religious customs associated with Hindu last rites and those of the various faiths and races.

The Society will continue to act in the best interests of the community and will not hesitate to take appropriate steps, legally or administrative, should further defamatory or disruptive conduct arise.

The Society urges community members to exercise caution when engaging with anonymous communications circulated through informal channels.

**For CEUHCS**

**Hon Secretary – T H Kassie**