

AWARENESS PROGRAM ON MAKING OF ECO-FRIENDLY GANPATI IDOL

CONSUMER EDUCATION AND RESEARCH CENTRE
ENVIRONMENTAL INFORMATION SYSTEM
RESOURCE PARTNER
(CERC ENVIS RP)



INTRODUCTION

Ganesh Chaturthi, also called Vinayaka Chavithi, is an auspicious Hindu festival which is celebrated for 10 days every year. The festival is celebrated in the Bhadra month as per the Hindu calendar which generally falls in mid-August to September. It marks the birthday of the beloved elephant-headed Lord Ganesha.

The excitement of Ganesh Chaturthi settles in weeks before the festival actually begins. Artisans start preparing idols of Ganesha in different poses and sizes. The Ganesha idols are installed in beautifully decorated 'pandal' at homes, temples or localities. The statue is also decorated with flowers, garlands and lights. The bidding farewell to Ganesha known as Ganpati Visarjan, a ceremony wherein the statue is now immersed in water.

ENVIRONMENTAL IMPACTS

1. **PLASTER OF PARIS:** PoP contains calcium sulphate hemihydrate, a material that takes anywhere between months and years to fully dissolve in water. It reduces oxygen levels in the water, killing the fish and other aquatic life.
2. **DECORATION ELEMENTS:** Items like cosmetics, paint, ornaments, clothes, etc. increases the amount of Heavy Metals like lead, nickel, cadmium, and mercury. Heavy Metals increases the acid content, affects the PH balance, Poisons fishes, birds and humans.
3. **FLOWERS AND OILY SUBSTANCES:** These substances raise the amount of organic and inorganic matter in water bodies and thus lead to water pollution.
4. **BEAUTY ARTICLES AND BAMBOO STICKS:** The big portions of these items accumulate and disrupt the flow of the river while smaller particles keep circulating with the flow of and settle at the bottom, thereby contributing to waste production and water pollution.
5. **PLASTIC AND POLYTHENE BAGS AND SIMILAR ITEMS:** These are hazardous materials and gravely disrupt and threaten aquatic life. The solid waste blocks the natural flow of water; which can cause stagnation and the breeding of mosquitoes and other harmful pests.
6. **EDIBLES:** These substances elevate the grease, oil and the organic content in water bodies thus contributing to the damage of marine life.

IMPORTANCE OF ECO-FRIENDLY GANESHA IDOL

1. It is purely made up of natural products. Seed ganesha idols are infused with seeds which turn into plants after immersion & thus promoting mass to grow more trees.
2. It saves our water resources, the idols made up of harmful chemicals pollute water bodies. Whereas, idols made by soil and eco products are safe for the water bodies.
3. It saves water-living organisms, the immersion of idols made of harmful chemicals destroy lives of aquatic organisms.
4. It protects human health from unclean water.
5. The fake jewellery, sparkles & most of the decorative items contains metals which are harmful for human health as well as water bodies. Whereas idols made in an eco-friendly way does not harm nature in anyway.
6. It does not involve usage of plastics & thus, no further pollution to the water bodies
7. It is easy to make as there are so many alternatives to make eco-friendly Ganpati idol.

CERC ENVIS RP INITIATIVES

Last year CERC ENVIS RP demonstrated the method to prepare Eco-Ganesha using leaves. The objective is to protect environment and human from harmful effects of chemicals used in making Ganesha idols.





This year we demonstrated the method of making ganesha idol using clayey soil and embedded seed inside. Seeds balls were prepared and distributed amongst the staff to promote to grow more trees.

A video & a poster on the same was prepared and circulated on social media to make mass aware on importance of eco-friendly Ganpati celebration.

Link for the video:

http://cercervis.nic.in/video/ECHO%20FRIENDLY%20GANESHA%202020/eco%20friendly%20ganesha_2020.mp4





CERC ENVIS RP, 2019

Harmful effects of POPs on Environment

Persistent organic pollutants (POPs) are toxic chemicals that adversely affect human health & the environment. They persist for long periods of time in the environment & can accumulate & pass from one species to the next through the food chain. Items like cosmetics, paint, ornaments, clothes, etc. increases the amount of Heavy Metals that increases the acid content, affects the pH balance, poisons fishes, birds & humans.

Let us pledge to celebrate this festival in a more meaningful and delightful way without harming environment.

Keeping Pandemic & environment in mind, let us celebrate this festival safely at home in a greener way!
Last year CERC ENVIS RP made Eco-Friendly Ganpati Idol using leaves. <https://bit.ly/34jmcOi>

This year we have made Eco-Friendly Ganpati idol using clay soil & seeds. <https://bit.ly/31en6Kz>



CERC ENVIS RP, 2020



SOME POSITIVE OUTCOMES OF OUR CAMPAIGN ON ECO-FRIENDLY GANESH CHATURTHI CELEBRATION



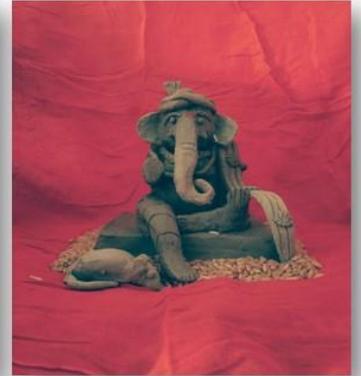
By Ms. Apeksha Sharma



By Ms. Bhagavati Thakor



By Ms. Manya Jani



By Ms. Mayuri Tank



By Ms. Reema Makka



By Ms. Divya Namboothiri



By Ms. Anusha Iyer

