

**AWARENESS AND DEMONSTRATION PROGRAMME FOR CELEBRATION  
OF 'ECO FRIENDLY TURMERIC/CLAY SEEDLING GANESHA'  
CHATHURTHI**



**CENTRAL POLLUTION CONTROL BOARD**

Ministry of Environment, Forest and Climate Change, Govt. of India 1 | Page

## MASS AWARENESS AND DEMONSTRATION PROGRAMME TO CELEBRATE 'ECO-FRIENDLY GANESHA' FESTIVAL

Ganesh Chaturthi also known as Vinayaka Chaturthi or Vinayaka Chaviti is a Hindu festival remarking the arrival of Lord Ganesh to earth from *Kailash Parvat* with his mother Goddess Parvati/Gauri. It is celebrated widely in the country to worship lord Vinayaka during the month of mid-August to September every year. This year it is celebrated on 31<sup>st</sup> August, 2022 which falls on Wednesday. The festival ends on the tenth day after start, when the idol is carried in a public procession with music and group chanting, then immersed in a nearby body of water such as a river or sea, called visarjan.

In India, Ganesh Chaturthi is primarily celebrated at home and in public by local community groups in the states viz., Maharashtra, Madhya Pradesh, Gujarat, Rajasthan, Goa, Karnataka, Andhra Pradesh, Telangana, Tamil Nadu, West Bengal, Odisha and in North eastern part of Assam.

Traditionally, clay was used to make Ganesh idols. The idol was also decorated using traditional biodegradable materials like haldi and chandan. Over the time, plaster of Paris (POP), which is lighter and cheaper, became the common material to mould idols. POP contains chemicals such as gypsum, sulphur, phosphorus, magnesium etc. The dyes used to colour these idols may also contain toxic metals like mercury, cadmium, arsenic, lead, and carbon. Plastic and thermocol accessories are also used to decorate these idols. Such materials used for Idols are toxic as well as non-biodegradable in nature and are the main cause for pollution in water bodies.

In view of above, CPCB has prepared and issued revised "Guidelines for idol immersion" on 12<sup>th</sup> May 2020 to all State Pollution Control Boards (SPCBs) also requested to ensure environment-friendly idol immersion without affecting the quality of water bodies while ensuring religious observance. These guidelines emphasize the need for restriction on single use plastic materials for making idols, use of naturally occurring colors for coloring idols, imposing restrictions on size of the idol, construction of temporary synthetic lined ponds of adequate capacity, and environmentally sound disposal of idol immersion etc..

### **Awareness and Demonstration of making Eco-friendly Clay-Seedling Ganesha**

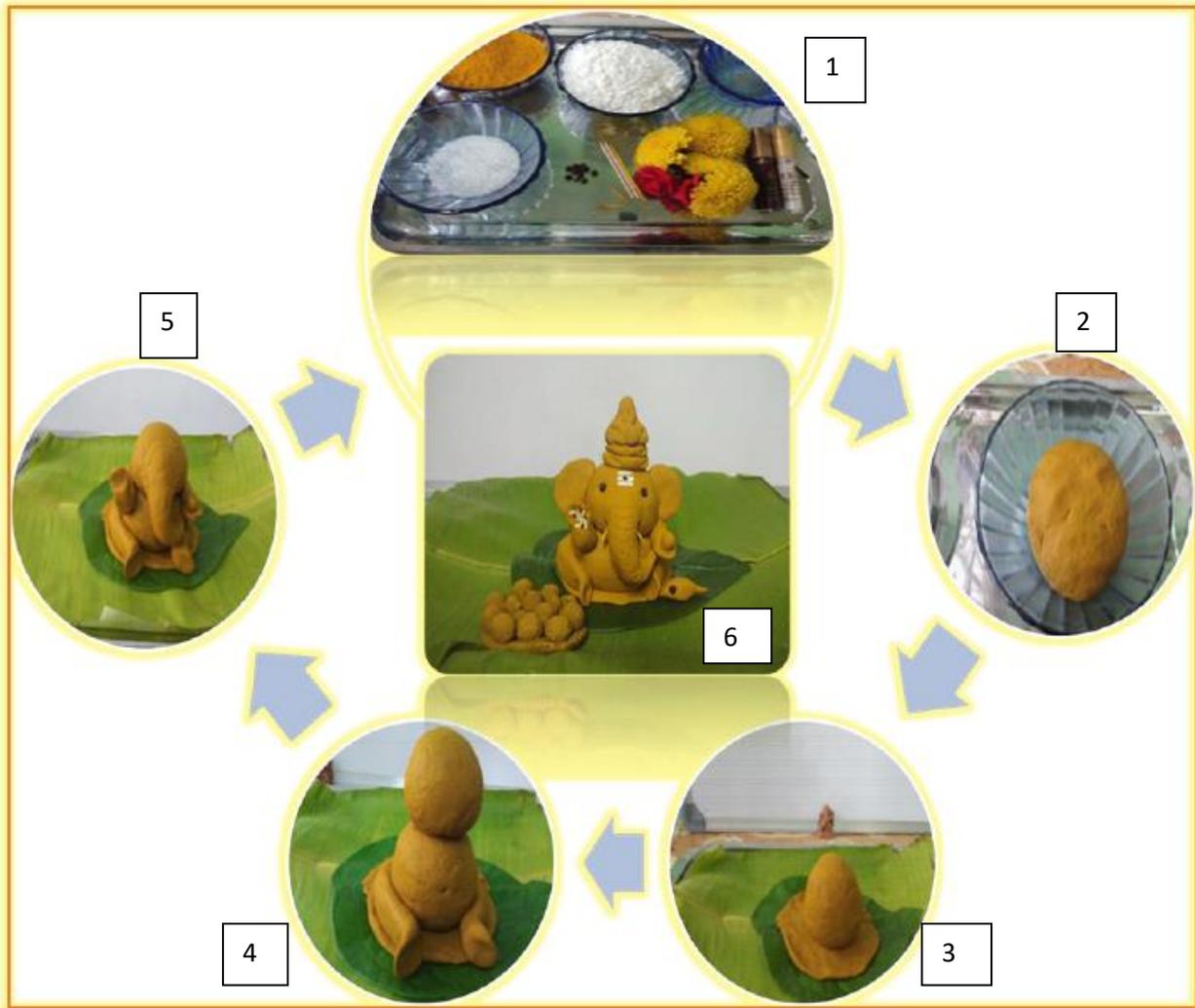
CPCB, Regional Directorate, Bengaluru conducted one in-house programme at CPCB, Regional Directorate, Bengaluru followed by demonstration programme in two government schools, namely,

1. Government Higher Secondary School, Shivanagar, Bengaluru (middle and high school students)

## 2. Government Higher Secondary School, Agrahara Dasarahalli, Bengaluru (Primary, middle and high school students)

**Sh J Chandra Babu**, Regional Director, Bengaluru gave the idea for making Clay-Seedling Ganesha idol. Smt Selvi P K, Sc D, Dr Anupama B S, Sc C and one supporting staff were deputed to coordinate the programme in elucidating the importance of celebrating Eco-friendly Ganesha Festival and the art of making Clay idols. The art of making Clay-seedling Ganesha idol was showed to the officials of CPCB, RD, Bengaluru, officials of Karnataka State Pollution Control Board and school children (about 200 students).

The awareness programme was conducted in Government Higher Secondary School, Shivanagar, and Government Higher Secondary School, Agrahara Dasarahalli in Bengaluru for primary, middle and higher grade students on 10.08.2022 and 23.08.2022 respectively. The programme started with welcome note by Sh Chouraja, Principal, GHSS, Shivanagar, where he informed the students regarding various harmful effects of pollution caused by Non-eco-friendly materials for Ganesha idol making. Around 50 students participated in the programme. Then, **Smt P.K Selvi, Sc 'D'** spoke about importance of ancient practices in making Ganesha idol using clay, natural materials like leaves, turmeric (*Curcuma longa*) thereby protecting natural water bodies and soil. The natural ingredients like turmeric will exhibit properties of anti-inflammatory to the biotic system which when disposed in water bodies. She educated the students about the detrimental impacts of harmful chemicals in artificial coloring agents, Single Use Plastics (SUPs) on environment. She added that, celebrating Eco-friendly Ganesha festival is predominantly followed for the past few years by Central Pollution Control Board and State Pollution Control Board. Ill effects of immersion of idols in water bodies and its impacts on aquatic cultures and overall environment were explained to students and doubts were clarified. She also gave the idea of water colours/vegetable colours for decorating Ganesha and demonstrated the Ganesha idol preparation using Turmeric and other naturally available materials for decorating it. She demonstrated the preparation of Eco-friendly Ganesha idol using Turmeric following step by step procedures as given in **Figure 1**;



**Figure 1. Step by Step Procedure for making Turmeric Ganesha idol**

**Ingredients:**

- i. Turmeric – three parts
- ii. Maida/Wheat flour – one part
- iii. Sugar – one tea spoon
- iv. Water
- v. Pepper (for eye making)
- vi. Wooden sticks (for making tusk)

**Dr B S Anupama, Sc ‘C’** briefed about Central Pollution Control Board and its role in pollution mitigation in local language (kannada).She mentioned that the students shall use clay,eco-friendly materials, for preparing Ganesha idol and plastic free items for decorating it.She urged to immerse the idol at home either in pots or buckets while observing the religious practices in an

environmentally safe manner. Seeds of flowering plants were also distributed to students to promote tree plantation simultaneously with celebration of Ganesha festival.

She demonstrated the preparation of Eco-friendly Ganesha idol using clay following step by step procedures as given in **Figure 2**;

Students and staff were briefed about the following advantages in switching over to eco-friendly Ganesha idol such as;

- i. Absolutely harmless to nature;
- ii. Idols could be prepared at individual house and decorated with seeds, flowers and leaves;
- iii. After completion of celebration, it could be immersed in bucket of water at home and use the mud along with the seed for growing plants in the pots or can be sown in the soil based on availability of space;
- iv. With this type of eco-friendly festival celebrations, natural water bodies could be saved from pollution.



**Figure 2. Step by Step Procedure for making Clay-seedling Ganesha idol**

**Ingredients:**

- i. Clay/Mud- based on the size of Ganesha
- ii. Water
- iii. Seeds of flowering plants/ medicinal and other useful plants (for eye making)
- iv. Wooden sticks –(for making tusk)
- v. Turmeric, vibhoothi, kum-kum, flowers, leaves for decoration

**Initiatives of Karnataka State for celebration of Ecofriendly Ganesha Chaturthi**

Students were also informed regarding various steps taken by Government of Karnataka in controlling the pollution in the water bodies during Ganesha Festival. Dr Anupama BS mentioned that 'Clay Seed Ganesha' an awareness campaign is publicized by Karnataka State Pollution Control Board (KSPCB) joining hands with Bengaluru Ganesh Utsav Organisation. It has

aimed to make it to the Guinness Book of World Records this year by making 10,000 idols of Ganesha using clay and seeds. It was informed that, seeds of various flowers and medicinal plants will be incorporated in the clay models of Ganesha and a demo will also be organized by well-known artisans/about 1,000 fine arts students will be present to help the public make clay Ganeshas for preparing the idol. KSPCB will also be providing a kit consisting of 3.5kg clay, plant seeds and other materials to the volunteers. She also mentioned that, those who could not participate in the event can look up to the demo video on KSPCB's website and social media pages and make the idols on their own and make the event a grand success and celebrate the festival in an environmentally sustainable manner.



### 3. Central Pollution Control Board, Regional Directorate, Bengaluru.

A demonstration on preparation of Clay seedling Ganesha was organized at conference hall, CPCB, RD, Bengaluru on 18.8.2022 for Karnataka State Pollution Control Board officials. About 25 officials participated in the programme. Smt Selvi PK, Sc D welcomed the participants and briefed about the programme. Dr BS Anupama, Sc C, addressed the gathering and demonstrated the preparation of Clay Seedling Ganesha. On behalf of CPCB, a message was conveyed to celebrate Ecofriendly Ganesha Festival by preparing the clay seed Ganesha and also to promote tree plantation by sowing the seeds in the pots/ soil Smt Selvi PK and Smt BS Anupama handed over the Clay Ganesha to KSPCB and urged them to spread the awareness to others also.

Children actively participated in the programme and were curious to learn the method of making Turmeric and Clay seedling Ganesha Idol. A pledge was taken by the staff and students on celebration of Ecofriendly Ganesha Festival with a promise to save environment.

The programme was concluded with prayer to Lord Ganesha;

Shuklambaradaram Vishnum, Shashivarnam Chaturbhujam  
Prasannavadanam Dhyaayeth, Sarvavighnoshantaye

This is a prayer to Lord Ganesha, who is also called "Vighneshwara", Conqueror of Obstacles. This is a Stotra in praise of him, praying to remove the obstacles on our path.

**Note:** CPCB Website address for revised guidelines for Idol immersion  
<https://cpcb.nic.in/guidelines-wqm/>

**Outcome of Awareness and Demonstration Programme:**

1. CPCB Guidelines for Idol Immersion during Ganesha Festival revised in 2020 was widely publicized among all stakeholders for strict compliance.
2. As per guidelines of CPCB, Karnataka State Pollution Control Board were informed to prepare an action plan to study the water quality of lakes before, during and after idol immersion of the festival to ascertain the pollution load released into the environment.
3. The awareness programme conducted in educational institutions was well received and participants shown keen interest in understanding the importance and concept of making Turmeric and Clay Ganesha which is eco-friendly.
4. Regional Directorate, CPCB, Bengaluru has introduced the concept of Clay-seedling Ganesha to the students in Schools. All student participants were requested to spread this message among their friends and known circle in order to protect the environment by following guidelines of Government of Karnataka.
4. A programme on making Turmeric Ganesha idol was demonstrated among colleagues at Regional Directorate, Bengaluru as well as Officials of Karnataka SPCB and all of them have taken oath to follow the same to celebrate the festival.
5. Concept of Clay-seedling ganesha will play a crucial role in Plantation of more varieties of Saplings in the suitable terrain by creating artificial tankers for Ganesha idol visarjan.
6. Recent Ban on SUPs by Government of India was also emphasized during the awareness campaign.
7. KSPCB received the Guinness World Record for Making 3308 clay seed Ganesha idols at one go on 28<sup>th</sup> August 2022 in association with Bengaluru Ganesha Utsav Organisation.

**A) Photographs during the in-house Awareness and Demonstration programme on preparation of Clay seedling Ganesha for, Regional Directorate, CPCB Bengaluru & KSPCB at CPCB, RD,Bengaluru**



**B) Photographs taken during the Awareness and Demonstration programme in Gangamma Thimmiah School, Rajaji Nagar on 10.8.2022**



**C) Photographs taken during the Awareness and Demonstration programme in Government Primary and High School on 23.8.2022**





#### Acknowledgement:

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