



# PUNARĀVARTAN • पुनरावर्तन

Continue the circle of life ...

Contribute clay after immersion for *punaravartan*.

<https://punaravartan.org/>

- POP idols are banned by the Central Pollution Control Board.
- The use of Shaadu idols may grow with the POP ban. However, the ***addition of a huge quantity of shaadu mati or clay to waterbodies will also be an environmental problem***
- The solutions:
  - Install a permanent idol and conduct symbolic immersion, or
  - If you install a shaadu idol, then conduct immersion at home and take the clay for recycling or *punaravartan*.

# LET'S SHIFT TO ECO-FRIENDLY GANESHOTSAV THIS YEAR

Avoid these practices

Adopt these eco-friendly practices



## BASE MATERIAL

Plaster of Paris

Natural clay sourced elsewhere

Papier Mache of recycled paper, neighborhood soil

Durable material for a permanent idol

## PAINTS

Chemical oil-based paints

Chemical water soluble paints

Natural pigments

Unpainted idol

## IMMERSION

Immersion in natural water sources

Immersion at ghats

Immersion at PMC immersion tanks

Symbolic immersion

## SIZE OF IDOL

Large sized idol every year

Self made hand sized idol

Miniature idols for immersion

Permanent idols used every year

## DECORATION

Thermocol, plastic, disposable

Reusable synthetic materials

Reusable cloth and paper

Leaves, flowers, grasses (minimal)

## COLLECTIVES

One idol each family

One idol for all relatives

One idol for friends and family

One idol for entire society





Shaadu idols are made of clay.

Clay is a non-renewable natural resource, mined in different parts of India



Source: Gujarat Mineral Development Corp Ltd.



# THIS GANESH CHATURTHI LET US RECYCLE NATURAL CLAY !

- Natural Clay is a non renewable resource
- It is mined and depletes the environment
- Immersion of Clay idols create sediments  
Deposit on river beds affect marine life

पुनरावर्तन



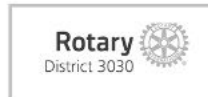
Scan to know more!  
For PUNE and NASIK

- Natural Clay can be easily recycled
- Offer it back to the artisans and support them



**IMMERSE. DRY. COLLECT. RECYCLE.**

Close the loop . Sign up for the Punaravartan campaign.





## Schools can help in *shaadu* clay recycling after immersion



### Sign-up

Schools can sign-up using Form <https://tinyurl.com/schools4clay>  
Email an official letter of participation in Punaravartan [ecoexist@gmail.com](mailto:ecoexist@gmail.com)



### Help in Awareness Survey

Help in conducting a survey on Ganeshotsav practices  
Share this form with parents, teachers and others <https://forms.gle/sKJTtwHHKsrRFusp6>



### Spread the Word

Make and put-up posters  
Inform friends, neighbors about Punaravartan clay sludge recycling program



### School as Clay Collection Centre

School can be a collection centre for clay brought by students/ families  
School can store the clay and contact Punaravartan to fix the collection schedule



### Other ideas are welcome!

Stay in touch with Punaravartan team and volunteer in the initiative

# About Punaravartan initiative

- This is a city-wide campaign to collect clay sludge during Ganesh Chaturthi and send it back to artisans
- The intention is to close a gap in the supply chain of clay, which is a reusable material but is currently immersed in waterbodies harming the ecosystem and wasting a natural resource.
- Recycling the clay will help to reduce the mining of fresh clay and also keep the river free of external clay deposits from the Ganesh idols.
- The project is along the same lines of the Nirmalya collection and recycling initiative
- Several organisations and countless individuals are coming together in this collaborative effort including CEE, Swach, Jeevit Nadi, Oikos, eCoexist, Poornam Ecovision Global Shapers and Studio Alternatives, Rotary 3030 and Radio Big FM.
- The project will also be replicated in Nasik by Rotary 3030.

Team eCoexist  
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<https://punaravartan.org/>



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## Immersing Shaadu Mati idol this Ganeshotsav?

Join PUNARAVARTAN

IMMERSE ● DRY ● COLLECT ● RECYCLE

Contact eCoexist

Email [ecoexist@gmail.com](mailto:ecoexist@gmail.com)

Phone 9850084383

Visit <https://punaravartan.org/>

### Campaign Partners



Nasik Partners >

