



PUNARĀVARTAN • पुनरावर्तन

www.punaravartan.org/



TO DONATE YOUR CLAY AFTER IMMERSION



IMMERSE. DRY. COLLECT. RECYCLE.



PUNARAVARTAN

- 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 water bodies 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*.



PUNARAVARTAN

A campaign to close the loop by recycling natural clay.

PUNARAVARTAN
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2024

- IMMERSE
- DRY
- COLLECT
- RECYCLE
- CLAY

Over 20000 kg of clay
collected each year
Eight cities

Across 4 states

CALLING

Societies, Schools, Colleges,
Corporates, Clubs and
all citizens to partner with
us for the campaign!



Sign up for the Punaravartan campaign.
9049146644 punaravartan@gmail.com



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PUNARAVARTAN

A campaign to close the loop by recycling natural clay.

2024

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IMPACT OF MATERIALS

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MATERIAL	Type of material	Water Soluble? Dissolve or Disintegrate	Biodegradable?	Compostable?	Renewable?	Reusable / Recyclable?	Fertile?
Plaster of Paris	Chemical Composite	✗	✗	✗	✗	✓	✗
Natural Clay	Natural mineral	✓	✗	✗	✗	✓	✗
Red Earth	Natural Mineral	✓	✗	✗	✗	✓	✓
Papier Mache	Composite	✓	✓	✓	✓	✓	✗
Cow Dung	Natural organic	✓	✓	✓	✓	✗	✓
Wood	Natural Organic	✗	✓	✓	✓	✓	✗
Stone	Natural Mineral	✗	✗	✗	✗	✓	✗
Metal	Natural Mineral	✗	✗	✗	✗	✓	✗

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

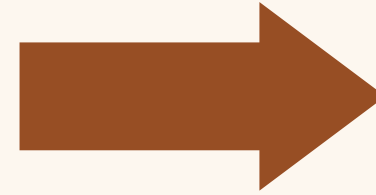


Source: Gujarat Mineral Development Corp Ltd.

CAMPAIGN FLOW



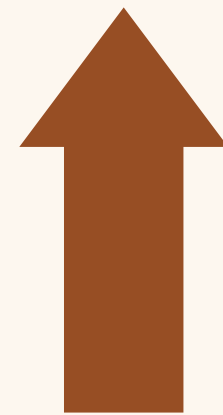
Immersion



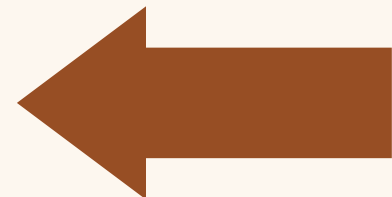
**Collection of
the clay**



Transport



**Back to
Murtikars**



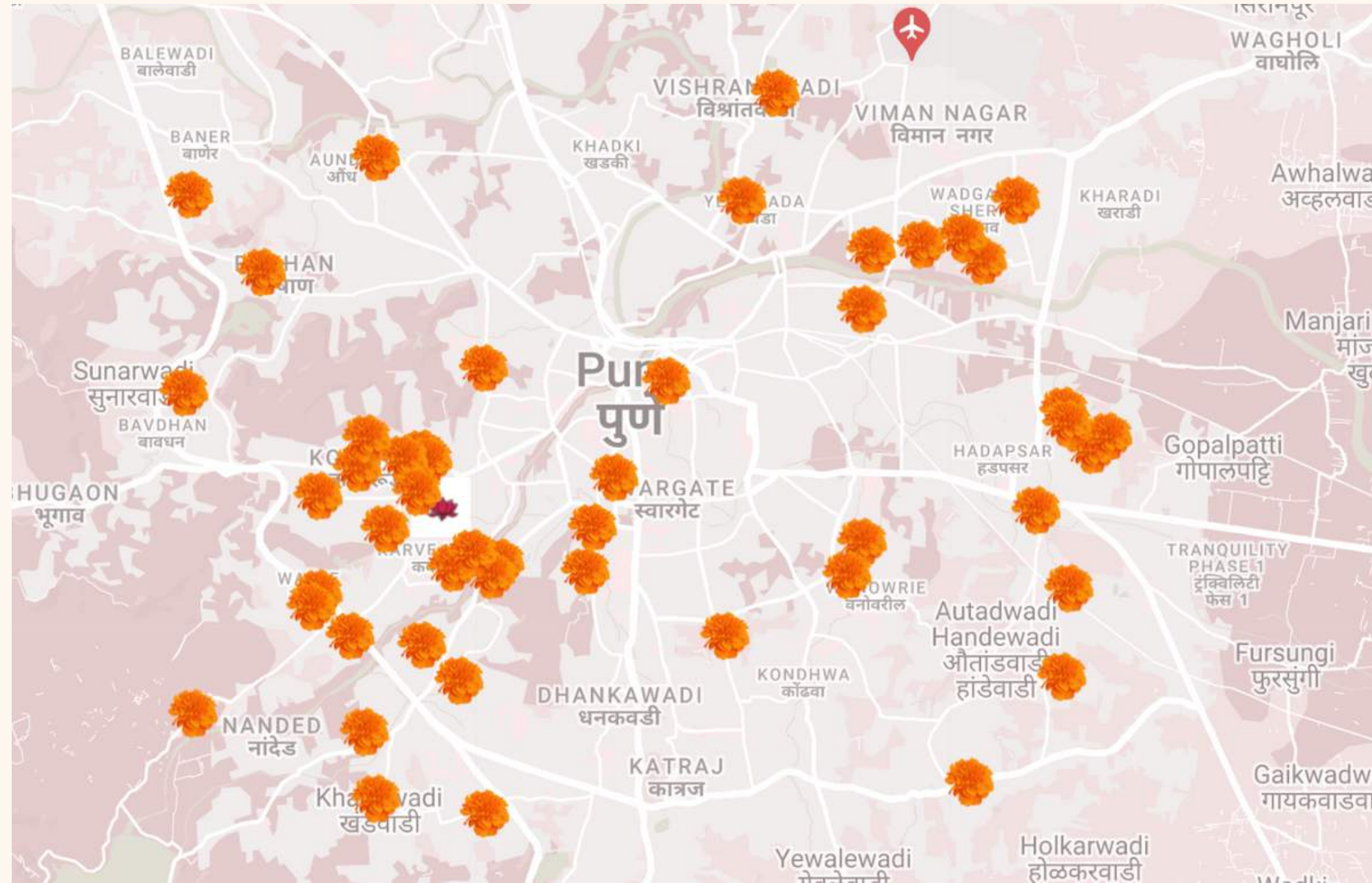
Immersion at home



In a cloth

WHERE?

Collection centers







**INDIVIDUAL
COLLECTION**



**Given back
to
Murtikars
and
Artisans**

PUBLIC IMMERSION





Bricks before adding clay



Bricks after adding clay

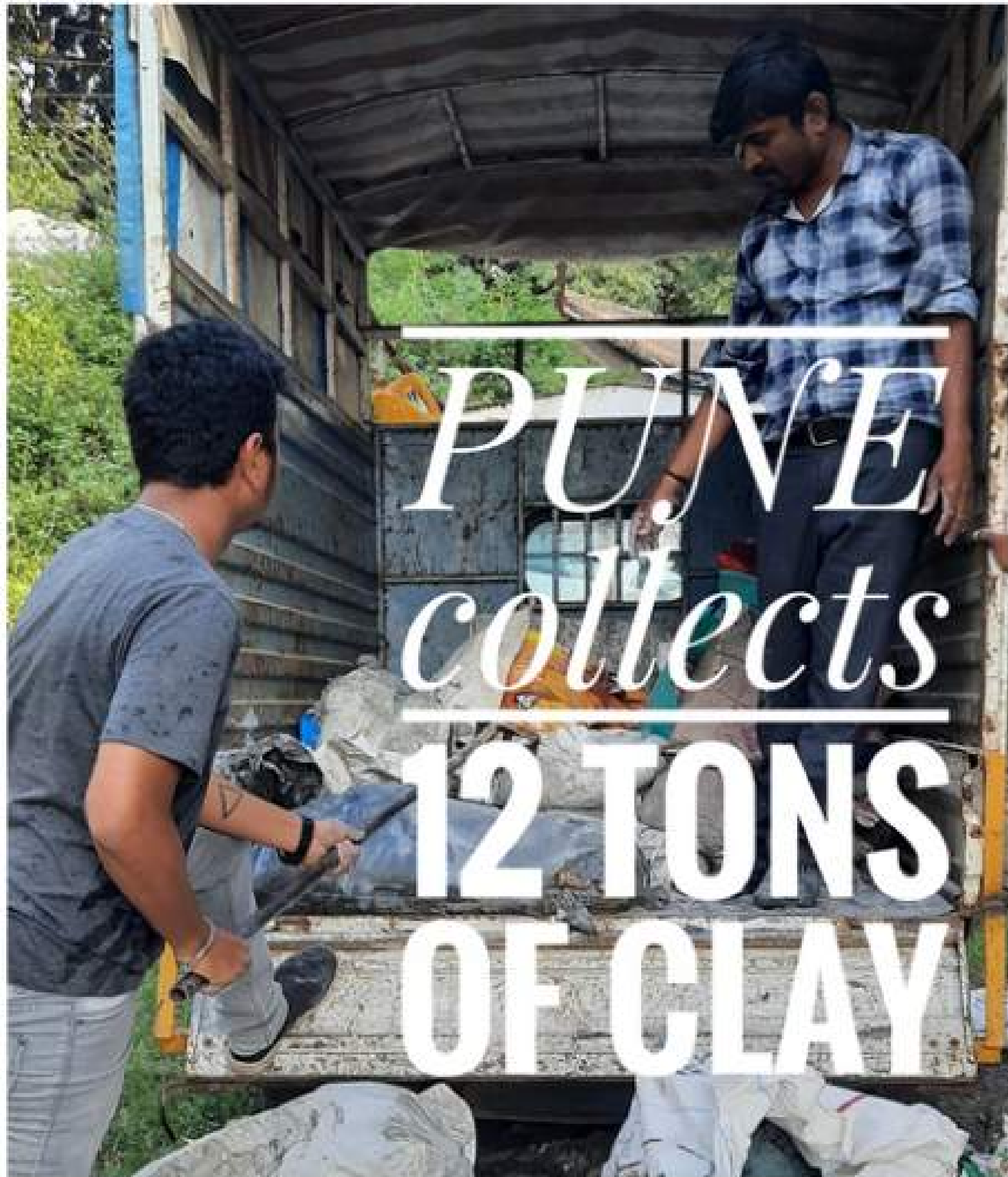
Till now we have done 11 brick samples experimenting with different compositions of soil. Four bricks out of the experimented samples made out of clay started giving positive results and final testing of blocks will be done after drying.



Other applications



पुनर्वीपर । पुनर्संचय । पुनर्निर्माण
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Clay donation
मातो दान
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2023



THIS GANESH CHATURTHI
LET US RECYCLE NATURAL CLAY!

PUNARAVARTAN

2024

- 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
- 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.

Related topics of discussion:

1. Circularity in Nature - the need for reuse of materials
2. The meaning of Non Renewable - mining and its impact on Nature
3. How does the water get polluted ?
4. Who are the stakeholders in this small scale industry - craftsmen and livelihoods

DISCUSSION

ACTIVITIES

Possible activities for school children:

1. Poster making session
2. Workshops to make clay idols
3. Songs around Punaravartan
4. Dance / Street Play around the concept
5. Debate and quiz around Punaravartan

Activities for older school children & youth:

1. Survey of awareness in your society
2. Sign-up residents for Clay donation
3. Research on Plaster of Paris and Clay
4. Volunteer for collection in your own society or school
5. Experiment with sculpting the clay collected the last year

ACTIVITIES

PUNARAVARTAN THE CYCLIC DANCE OF LIFE

**A DANCE PERFORMANCE BY
SAYALI PATWARDHAN
FOLLOWED BY
CYCLIC MOVEMENT EXERCISES
Q&A
GROUP DISCUSSION**



ACTIVITIES ON GROUND

ACTIVITIES AT SCHOOL CAMPUS

1. Collection center for the entire neighbourhood
2. Awareness raising in parent community

ACTIVITIES OUTSIDE SCHOOL CAMPUS

1. Visit to the artisans
2. Visit to the river and immersion points
3. Visit to the mining site where clay is sourced
4. Visit to the dumping ground outside city limits






WE CAN HELP

Where Punaravartan team can help:

1. Make information available for awareness creation
2. Creative content for circulation
3. Survey, Clay donation forms and methodology
4. Arrange an interactive dance drama session for assembly, to get the message across in a very effective way* (*on chargeable basis-artists fees)
5. Any other ideas that each school can come up with, depending on your students' inclination, is welcome. We can assist in planning details to stay aligned with the campaign.
6. Hand holding for clay collection at your premise



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 to punaravartan@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 water bodies 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.

Team eCoexist Foundation
punaravartan@gmail.com, 9860023687
<https://punaravartan.org/>

- 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 Swach, Jeevit Nadi, Oikos, eCoexist, Poornam Ecovision, Global Shapers, Manav, CII, Pune Climate Warrior and Radio Big FM.
- The project will also be replicated in PCMC, Thane, Nasik, Surat, Ahmedabad, Hyderabad, Dhamapur.



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Immersing Shaadu Mati idol this Ganeshotsav?

Join PUNARAVARTAN

IMMERSE ● DRY ● COLLECT ● RECYCLE

Contact eCoexist

Email punaravartan@gmail.com

Phone 9049146644

Visit <https://punaravartan.org/>