

Ganesh Chaturthi is Mumbai's favourite festive spectacle, bringing together 20 million citizens in an eleven-day grand celebration of Lord Ganesha. On the eleventh day, this festival culminates amidst much enthusiasm with the immersion of the Ganesha idols into city's water bodies.

Every year approximately 300,000 idols - typically made of Plaster of Paris which is non-biodegradable and insoluble in water - are immersed into the water. Moreover, toxic chemical-based paints are used on these idols, adversely affecting the marine life once immersed. Over the course of eleven days, holy Nirmalya which consist of flower garlands, fruits, coconuts, spices, honey and camphor are offered to Ganesha by devotees, which also end up being immersed into the water or are strewn about on the beach or lake fronts.

United Way of Mumbai invites you to become a part of **GREENESHA- Green Ganesha, a campaign which aims to transform the way we celebrate Ganesh Chaturthi, in order to make it environment friendly.** This campaign is led by 2000 youth volunteers during Ganesh festival every year.

### WAYS TO CELEBRATE GREENESHA

- Use energy efficient bulbs for decoration & use the lights only when required
- Keep noise levels under control by using less firecrackers and loud speakers
- Avoid the use of plastic bags and bring offerings in cloth / paper bags during daily Puja
- Segregate holy offerings into bio-degradable and non-biodegradable waste
- Deposit the segregated holy offerings in dedicated municipal vehicles earmarked for collection during festival days
- Put Nirmalya into the Nirmalya Kalash provided by the municipal corporation at all the immersion sites, so that the waste products could be used to produce organic manure
- Volunteer for holy waste collection during major immersion days and cleaning of immersion sites post-immersion days



For more details contact

## GREENESHA 2014



75 tons of waste prevented from being immersed into water bodies



600 Ganesh Mandals persuaded to adopt environment friendly methods of celebrations



150 tons of waste collected from city beaches, post immersion

### SCHEDULE OF ACTIVITIES FOR ENVIRONMENT FRIENDLY GANESH FESTIVAL 2015

FESTIVAL DAY	ACTIVITY	DATE	DAY	NATURE OF ACTIVITY	SITES
	Ganesh Chaturthi	17 Sep 2015	Thursday		
Day 12	Post Immersion Clean-Up Drive	28 Sep 2015	Monday	Post immersion Clean-Up drive	Juhu Beach

To volunteer for the clean-up drive, visit [www.bitly.com/greenesha15](http://www.bitly.com/greenesha15)

All citizens are welcome to join us in the clean-up drive and will be given cleaning gear and other required materials.

For more details contact