

पुनरावर्तन

THE PUNARAVARTAN  
CLAY RECYCLING  
CAMPAIGN

<https://punaravartan.org>

# WHAT IS THE PUNARAVARTAN RECYCLING CAMPAIGN ?

- City wide campaign - Pune, Nasik
- Collection of clay sludge after Ganpati Immersion (Visarjan)
- Clay sludge will be redistributed to the artisans



# WHY DO WE NEED TO RECYCLE CLAY ?

- Natural clay is a non-renewable resource, mined from the earth.
- The use of natural clay for idol-making is on the increase.
- The immersion of clay idols leads to deposits on river beds.
- Clay can be easily recycled.
- Currently it is being thrown away.



# FLOW OF CAMPAIGN



**IMMERSION**



**COLLECTION OF  
SLUDGE FROM  
CITIZENS**



**BACK TO  
ARTISAN**



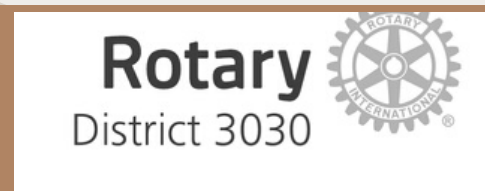
**TRANSPORTATION**



# WHO IS PARTICIPATING ?



1. eCoexist
2. Rotary 3030
3. Jeevitnadi
4. Poornam Ecovision
5. Paryavaran Gatividhi
6. Studio Alternatives
7. Cummins
8. Swachh
9. Oikos
10. CEE
11. Global shapers
12. Radio Big FM
13. Swachh Pune Swachh Bharat
14. Manav



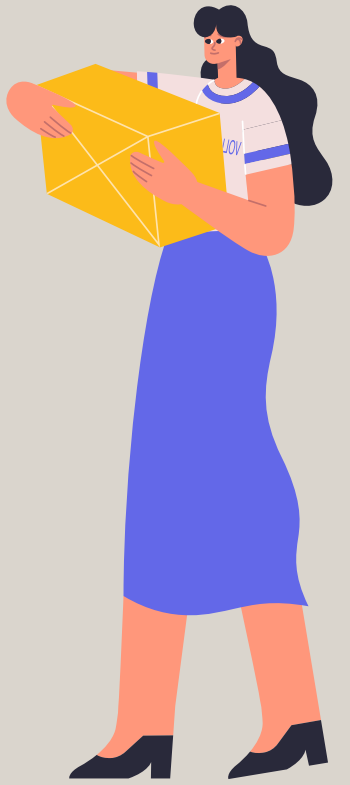
# WHEN ?

The clay sludge collection will take place on specific days of the Ganesh festival:

**4th September**  
**SUNDAY**

**11th September**  
**SUNDAY**

**FROM 10:00 AM TO 1:00 PM**



# WHERE ?

- Societies

- Drop off points in the city

- Few selected ghats at the riverside.



# WHERE ARE THE DROP OFF POINTS?



- There will be one drop off point available in each ward of the city.
- Each drop off point will have volunteers to assist in the process.
- A google map will be available on the Punaravartan website to locate the nearest drop off point.





# HOW CAN SOCIETIES BE A PART OF THIS CAMPAIGN



Societies can ...

- Raise awareness among residents.
- Encourage residents to donate the clay sludge.
- Collect clay sludge after immersion from residents.
- Store the clay sludge and drop it at the drop off points on given dates.



# HOW TO RAISE AWARENESS ABOUT THE CAMPAIGN



- Introduce this topic to the residents in Society General Meetings.
- Circulate the educational posters through WhatsApp groups, society notice boards, MyGateApp etc.
- Organize meetings with our team on this topic to answer queries.
- Circulate the video on how to perform immersion to educate residents.
- Circulate our google sign up form, to allow participating residents to sign up for the campaign.



# HOW TO DROP OFF THE CLAY SLUDGE



After collection of clay sludge from citizens

- Store the clay and let it dry.
- Locate the nearest drop off point.
- Transport and drop the clay at the drop off point on the given dates.



## Exception

If any society has more than 100 residents willing to participate, then the clay sludge will be collected from the society itself.

# PRECAUTIONS WHILE HANDLING THE CLAY SLUDGE



- The clay sludge should be collected in a cloth.
- NO PLASTICS.
- It should not contain any organic or decorative materials like flowers, leaves, rice, decorations etc.
- There should be no mixing of different types of clay.
- Every clay sludge must remain in its own cloth satchel.



# HOW SHOULD IMMERSION OF THE CLAY IDOLS BE PERFORMED

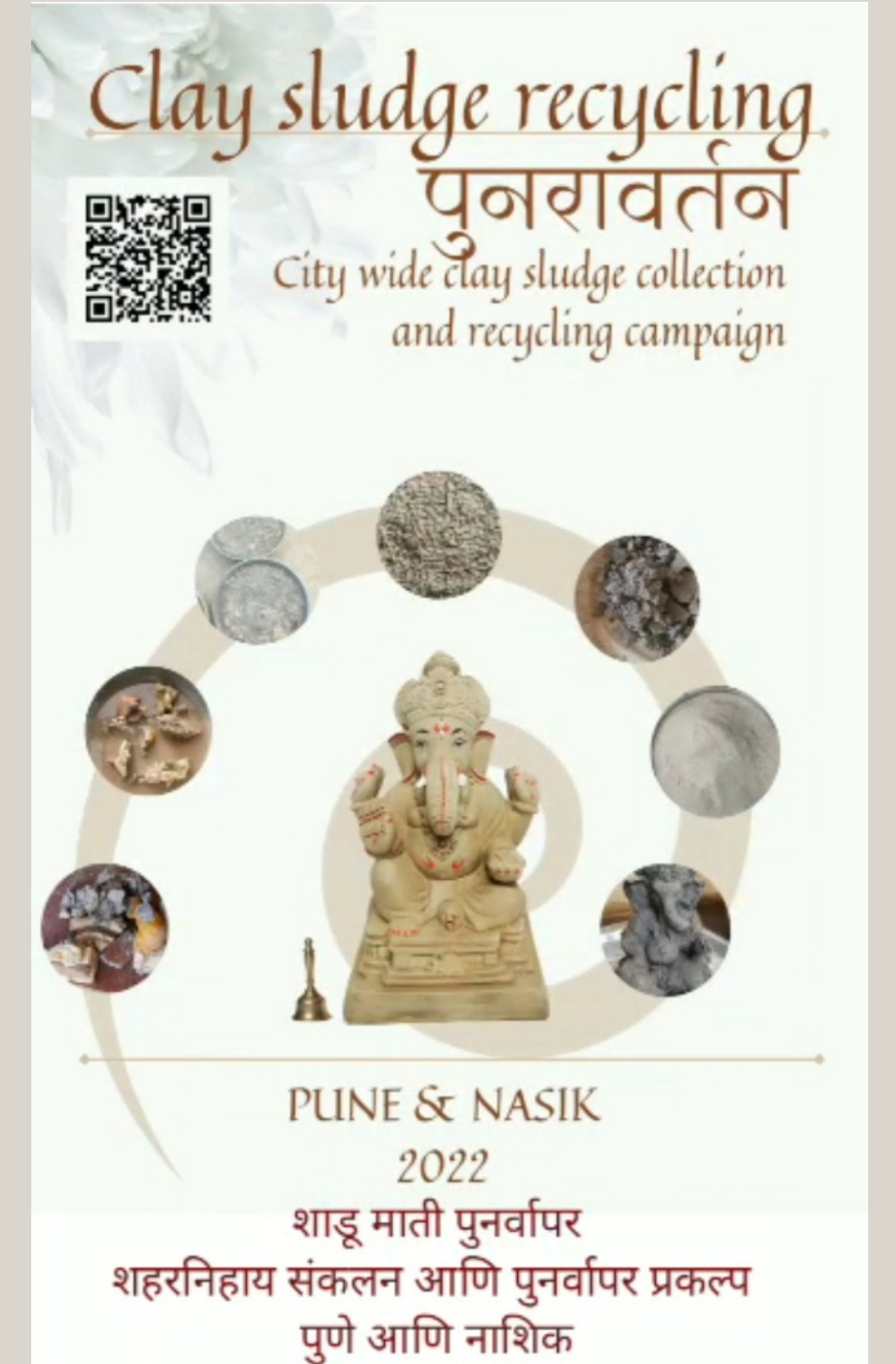
To watch the videos and know more visit us @

<https://punaravartan.org/campaign-tools/>

<https://youtu.be/EcoUHkEA9Xw>

[https://instagram.com/ecoexistindia?](https://instagram.com/ecoexistindia?igshid=YmMyMTA2M2Y=)

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# THANK YOU

## CONTACT DETAILS

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