



PUNARĀVARTAN • पुनरावर्तन

[www.punaravartan.org/](http://www.punaravartan.org/)

**TO DONATE YOUR CLAY AFTER IMMERSION**



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

ECOECOLOGIST  
• foundation •



पुणे हवामान योद्धा  
PUNE CLIMATE WARRIOR

# 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 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*.



THIS GANESH CHATURTHI  
LET US RECYCLE NATURAL CLAY!

## PUNARAVARTAN

YOU IMMERSE.  
YOU DRY.  
WE COLLECT.  
WE RECYCLE.



Sign up for the Punaravartan campaign.

A campaign to close the loop by recycling natural clay.

[www.punaravartan.org](http://www.punaravartan.org) 

# IMPACT OF MATERIALS

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

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



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Close the loop . Sign up for the Punaravartan campaign.



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## 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:**

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 PAT  
WARDHAN  
FOLLOWED BY  
CYCLIC MOVEMENT EXERCISES  
Q&A  
GROUP DISCUSSION



## PUNARAVARTAN

A ZERO WASTE  
GANESH CHATURTHI!



Thursday 24 Aug 8.30 pm ZOOM

## Understanding Data

A session with Dr Sonya Sachdeva  
to understand the significance of  
data collection study and analysis  
in a campaign for social change



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Contact: Shama Deo +91 98600 23687 [www.punaravartan.org](http://www.punaravartan.org)





# 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 available information 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 hold 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 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



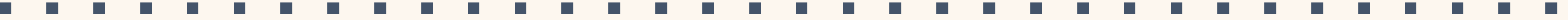
# About Punaravartan initiative

- 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  
ecoexist@gmail.com, 9850084383  
<https://punaravartan.org/>



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## Immersing Shaadu Mati idol this Ganeshotsav?

Join PUNARAVARTAN

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Contact eCoe

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

Phone 9850084383

Visit <https://punaravartan.org/>