

Zero Waste Event - Ganeshotsava

INTRODUCTION

Ganeshotsava, also known as Ganesh Chaturthi, is a Hindu festival celebrating the birth of Lord Ganesha. It involves installing Ganesha idols, worshipping, and performing rituals. The festival includes prayers, aarti, singing, and immersion of idols in water. It is a time for joy, feasting, and community gatherings, with a focus on seeking blessings from Lord Ganesha. In a five-day Ganeshotsava celebration, the key events and rituals would typically include:

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- 1) Day 1: Prana-Pratishtha and Installation - On the first day, devotees install Ganesha idols in their homes or public pandals. The idol is consecrated (prana-pratishtha) with rituals and prayers.
- 2) Days 2-4: Daily Worship and Festivities - Over the next three days, devotees perform daily puja (worship), offer flowers, incense, and sweets to the Ganesha idol. They sing bhajans and offer aarti (ceremonial light waving) to seek the deity's blessings. Cultural events, music, and dances may also take place.
- 3) Day 5: Visarjan - On the fifth day, the Ganesha idol is taken in a procession named Shobha Yaatra for immersion (visarjan) in a nearby body of water. This is a grand and colorful event, often accompanied by music, dancing, and large crowds.

These five days are marked by a festive atmosphere, with people coming together to celebrate and seek the blessings of Lord Ganesha. It's a time of community, cultural expression, and devotion.

In the previous year's Ganeshotsava, Mrs. Sandhya, Swachh Brand ambassador of TMC Moodubidire, the visionary founder of Nisarga Tumblers and also the founder of Kalpavriksha, spearheaded an innovative environmental initiative known as the "Coconut Shell Challenge." This marked the maiden venture undertaken by the Kalpavriksha team. Mrs. Sandhya's objective was to advocate the utilization of coconut shells as an ecofriendly alternative to conventional paper cups. During the event, she distributed paanaka for free in 150 coconut shells to devotees, a symbolic gesture that gained significant traction among prominent figures, including police officials, journalists, and other highranking authorities. These esteemed individuals actively embraced the concept by partaking in refreshing paanaka (juice) served in these natural, biodegradable vessels. The distribution of coconut shells served as a modest yet impactful commencement, designed to lay the groundwork for broader awareness and inspire collective action.



The context for this initiative arose from the prevalent use of single-use items during Ganeshotsava, contributing to extensive littering on streets and public spaces. In response to this environmental concern, a notion of transforming the subsequent year's Ganeshotsava into a zero-waste event was proposed by Netaji Brigade. The primary objective was to mitigate the pervasive use of disposable items, consequently reducing the voluminous waste generated and discarded onto our streets. Thus, the seed for this transformative idea was planted, envisioning a Ganeshotsava celebration that not only respects tradition but also champions sustainability by curbing the use of single-use plastic and paper items and fostering a culture of waste reduction.

GROUND EXPERIENCE TO GOVERNING POLICIES

DESCRIBE IN DETAIL THE PROCESSES ADOPTED IN IMPLEMENTATION OF THE INITIATIVE

Ganeshotsava, especially the Shobha Yaatra (on the fifth day), holds a significant place in the public celebrations of Moodubidire, attracting a massive gathering of over 1 lakh people. However, the sheer scale of the festival, particularly during the vibrant processions at night, contributes to a substantial amount of waste being disposed of on the roads. Recognizing the environmental impact of this, the Netaji Brigade took a commendable step by spearheading the initiative to transform the Ganeshotsava event into a zero-waste spectacle in 2023.

To achieve this ambitious goal, the following strategic steps were undertaken:

1. On the Shobha Yaatra, the fifth day of Ganeshotsava:

STEP 1: Unity for Change – Netaji Brigade, TMC Moodubidire, and Mrs. Sandhya Spearheaded Ganeshotsava's Zero-Waste Revolution

The journey towards a zero-waste Ganeshotsava began with a visionary idea from Netaji Brigade. Initiating the conversation, they shared their concept with TMC Moodubidire, receiving wholehearted consent and support from its esteemed officers and members. Subsequently, Mrs. Sandhya, the distinguished brand ambassador of Swacchata, joined this transformative initiative, adding her influential support to the cause. This collaborative inception marked the crucial first step towards making Ganeshotsava, including Shobha Yaatra an eco-friendly and sustainable event.

STEP 2: Public Awareness through Audio Announcements

In a strategic move to reach a wider audience, Mrs. Sandhya collaborated with a student from Jain PU College to record an impactful audio announcement. This recording became a potent tool for spreading awareness about the upcoming zero-waste Ganeshotsava (Shobha Yaatra) celebration. The audio clip was strategically played in Municipality waste collection vehicles, ensuring that the message resonated with people across the town.

[Hear the Message](#)

STEP 3: Raising Awareness with an Informative Demo Video

In an effort to educate and empower the residents of Moodubidire and visitors of Ganeshotsava Shobha yaatra, students from Jain PU College took the lead in creating a comprehensive demo video. This visual guide showed the placement of designated dust bins during the event and provided clear instructions on how individuals should dispose of their waste responsibly. The purpose of this initiative was two-fold: to streamline waste management during Ganeshotsava- Shobha yaatra and, more importantly, to raise awareness among the community about the importance of segregating and disposing of waste correctly. As part of the dissemination strategy, the video was strategically shared on social media and various public platforms, maximizing its reach and ensuring that the educational content reached a broader audience.

[Hear the Message](#)

STEP 4: Pourakarmikas Craft Waste Bags for Ganeshotsava

In a commendable display of dedication, the pourakarmikas, despite having a day off from their duties, [that is on 23rd September 2023, which was a government holiday to mark the celebration of Pourakarmikas' Day] actively contributed to the initiative. Led by Mr. Vinayak, the supervisor, along with Mr. Sunil, the President of Union of Pourakarmikas, and seven pourakarmikas, spent their day in preparing twin bags specifically for the Shobha yaatra event. These bags, diligently crafted by the pourakarmikas, were intended to be strategically placed at the event venue for individuals to conveniently dispose of their waste. This collaborative effort underscored a shared commitment in ensuring the success of the zero-waste initiative.



STEP 5: Students and Pourakarmikas Install Waste Collection Bags

Pourakarmikas and student volunteers from Alvas (BSW) collaborated by tying twin waste disposal bags every 100 meters along the roads for Shobhayaatra. This effort took place in the morning of the festival, covering 2-3 kilometers along the procession route. In total, 1200 bags were tied, each comprising a pair for wet and dry waste, labeled for clear waste segregation. This proactive measure aimed to ensure a cleaner environment during the festivities and promote responsible waste disposal practices.



STEP6: Sustainable Refreshments during Shobha Yaatra

During the Shobha Yaatra on the fifth day of Ganeshotsava, the Paanaka Seva Samiti undertook a commendable initiative along the roads. They distributed refreshing paanaka (sweet juice) to devotees for free, utilizing 100 steel tumblers from Kalpavriksha, a self-help group. This eco-friendly practice included a meticulous washing method, where used empty tumblers were first rinsed in cold water, followed by a wash in hot water, ensuring their reuse. This thoughtful approach allowed them to distribute 8000-10000 paanakas in a day in 5 hours.

Simultaneously, the Kalpavriksha team, operating in the same vicinity, presented an innovative "Shell Abhiyaana." They offered paanaka in around 25-50 coconut shells, encouraging a shift from the previous practice of disposing of shells after a single use. People expressed a desire for reuse. In response, the shells used were thoughtfully washed in hot water and reused. Responding to public interest, the team allowed individuals to choose between steel tumblers and coconut shells. Feedback collected indicated that people were pleased with the option of drinking in natural cups like coconut shells, showcasing a positive response to the sustainable choices provided during the festivities.



STEP 5: Students and Pourakarmikas Install Waste Collection Bags

Netaji Brigade made a meaningful contribution during the event through their "Majjige Seve" initiative, distributing free buttermilk to attendees. The environmentally conscious approach involved serving the buttermilk in 200 steel tumblers borrowed from "Kalpavriksha steel tumblers." By reusing and washing these steel tumblers, Netaji Brigade successfully served nearly 12,000 attendees.





This thoughtful effort not only provided refreshment but also significantly contributed to the reduction of waste, aligning with the overarching goal of creating a more sustainable and eco-friendly celebration.

As part of their comprehensive awareness strategy, Netaji Brigade utilized their LED screen to broadcast not only their videos but also the instructional demo video on proper waste disposal during the event. This dual-purpose use of the LED screen ensured that alongside their content, valuable information on responsible waste disposal was continuously conveyed to the attendees, contributing to a more informed and environmentally conscious gathering.



Sustainable Practices Prevail: Zero-Waste Kambala Vendors Extend Eco-Friendly Approach to Ganeshotsava--

Vendors who actively participated in the Zero-Waste Kambala event 2022 and continued to have stalls during Ganeshotsava remained committed to eco-friendly practices. Following the same principles, vendors serving churmuri and mangoes opted for sustainable alternatives such as tandevu leaves, banana leaves, leaf cups, areca leaf plates and few opted for paper cones and brown paper covers. This consistent use of environmentally friendly materials reflected a dedication to minimizing waste and promoting eco-conscious choices, creating a positive ripple effect from one event to another.



STEP 8: Guiding Responsible Disposal – Pourakarmikas Encourage Proper Waste Disposal and Alvas(BSW) Students Conducted Surveys

A crucial step in the waste management strategy involved the active participation of pourakarmikas. Positioned alongside the waste collection bags spanning 3 kilometers, these dedicated individuals not only stood as vigilant custodians but also actively motivated and guided people to dispose of their waste in the designated bins. This direct engagement by pourakarmikas plays a pivotal role in fostering a sense of responsibility among the public, ensuring that waste is appropriately discarded and contributing to the success of the overall waste management initiative.



Alvas (BSW) student volunteers conducted surveys along the procession route, guiding street vendors toward eco-friendly practices and promoting dust bin installation for responsible waste disposal. Their dual mission aimed at transforming vendor practices and fostering community awareness, contributing to a sustainable and cleaner event environment.

STEP 9: Pourakarmikas' Resilient Cleanup Efforts

Despite the presence of waste collection bags along the entire road, the disheartening reality was that people still littered the surroundings. Undeterred by this set back, pourakarmikas persevered, refusing to lose hope. They diligently undertook the challenging task of cleaning up the litter generated during the event on the very same day during the night hours. Their dedication was so remarkable that one could hardly discern that a significant event had taken place the day before, with waste scattered everywhere. Going above and beyond, the pourakarmikas worked overtime, demonstrating their unwavering commitment in ensuring that Moodubidire remained tidy and pristine.





WATCH FULL VIDEO



2. By Samaaja Mandira on all five days of Ganeshotsava:

STEP 1: Eco-Friendly Serving

Samaaja Mandira prioritized sustainability by preparing and serving food using only steel cutleries. Meals, including buttermilk, tea, and coffee, were served in steel plates and tumblers, reducing reliance on single-use items. Samaaja Mandira generously provided free meals four times a day during Ganeshotsava, embodying a commitment to community service and inclusivity.



STEP2: Efficient Food Waste Management

To minimize food waste, SamaajaMandira closely monitored serving portions to match the devotees' needs. Food waste was collected separately in a drum, ensuring responsible disposal. This waste, rich in organic matter, was repurposed as feed for nearby piggeries.



STEP 3: Systematic way of handling used utensils

Devotees were instructed to place used plates in designated racks. This organized arrangement facilitated efficient handling and cleaning processes. For tumblers and small steel cups, crates were provided as designated spaces. Devotees were encouraged to separately place these items, streamlining the process of waste segregation. By establishing a structured system for used utensil disposal, Samaaja Mandira contributed to a more organized and sustainable event during Ganeshotsava.



STEP 4: Sustainable Reuse of Utensils

After collection, used plates and tumblers went through a thorough washing process to ensure cleanliness and hygiene. Following proper washing, these plates and tumblers were reintroduced into circulation, promoting a sustainable approach to utensil usage. By embracing the practice of washing and reusing utensils, Samaaja Mandira contributed to the reduction of single-use items, aligning with eco-friendly principles during Ganeshotsava. As an extra innovative measure, the event organizers utilized steel water filters to provide drinking water. This choice not only aligned with the event's commitment to sustainability but also ensured a reusable and eco-friendly option for attendees to access clean water. This innovative approach contributes to the reduction of single-use plastic bottles and multiple paper cups, promoting a more environmentally conscious event.



WHAT WERE THE ACTIVITIES TAKEN UP TO IMPLEMENT THE INITIATIVE

Activity 1:

Collaborative Meeting with TMC Moodubidire

The initiation of the zero-waste initiative for Saarvajnika Ganeshotsava 2023 began with a pivotal meeting between Netaji Brigade Organization, Moodubidire, and TMC. Recognizing the environmental impact caused by the excessive use of single-use items and the improper disposal of waste along the roads, Netaji Brigade proposed the idea of transforming the festival into a zero-waste event. In a collaborative effort, they presented the concept to TMC, who responded positively to the initiative. This initial meeting set the foundation for a joint commitment to making Ganeshotsava 2023 environmentally sustainable.

Activity 2:

Awareness Demo Video and Audio Announcements

In pursuit of spreading awareness for the zero-waste Ganeshotsava event, a dynamic demo video was crafted by dedicated student volunteers from Jain PU College. This informative visual guide illustrated the proper placement of waste collection bags, labeled for wet and dry waste, and demonstrated correct waste disposal practices. To ensure broad outreach, an announcement audio detailing the event was strategically played in Municipal waste collection vehicles. This dual approach aimed to effectively communicate the initiative's objectives, reaching residents across Moodubidire and encouraging their active participation in the eco-friendly celebration.

Activity 3:

Collaborative Refreshment Initiatives – PaanakaSeva Samiti, Kalpavriksha, and Netaji Brigade

In a collaborative effort to support the zero-waste initiative, Paanaka Seva Samiti, Kalpavriksha, and Netaji Brigade played key roles. The Paanaka Seva Samiti contributed by acquiring 100 tumblers from Kalpavriksha cutlery bank, serving paanaka in those tumblers, and emphasizing washing and reusing as part of their eco-friendly approach. Simultaneously, the Kalpavriksha team served the same paanaka in coconut shells, promoting the use of these sustainable cups while also practicing washing and reusing. Attendees were given the choice between coconut shells and steel tumblers. Netaji Brigade Organization actively participated by conducting "Majjige Seve," offering free buttermilk to event attendees. For this, they utilized 200 steel tumblers borrowed from Kalpavriksha cutlery bank. All these eco-conscious activities unfolded during the Shobha Yaatra, the fifth day of Ganeshotsava.

WHAT WERE THE ACTIVITIES TAKEN UP TO IMPLEMENT THE INITIATIVE

Activity 4:

Collaborative Waste Management – Pourakarmikas and Student Volunteers Take Charge

Demonstrating unwavering dedication, pourakarmikas, even on their day off, actively contributed to the zero-waste initiative. Supervised by Mr. Vinayak and supported by Mr. Sunil, they dedicated their holiday to prepare bags specifically designed for the Ganeshotsava event. Crafted with care, these bags were strategically placed at the venue, providing a convenient disposal solution for individuals. In a collaborative effort, pourakarmikas and student volunteers from Alvas (BSW) joined forces to tie waste disposal bags every 100 meters along the roads for Ganeshotsava. Executed in the morning of the festival, this initiative covered 2-3 kilometers along the procession route. A total of 1200 bags were tied, each pair designated for wet and dry waste, complete with clear labels for effective waste segregation. This proactive measure aimed to ensure a cleaner environment during the festivities and promote responsible waste disposal practices, highlighting the collective commitment to the success of the zero-waste initiative.

Pourakarmikas played a crucial role in the waste management strategy, actively guiding and motivating people to dispose of waste correctly alongside the 3-kilometer stretch of waste collection bins. Their direct engagement fostered a sense of responsibility among the public, ensuring the success of the overall waste management initiative during the event.

Activity 5:

Alvas (BSW) Student Volunteers Conduct Surveys and Promote Eco-Friendly Practices

In a commendable initiative, student volunteers from Alvas with a focus on social work (BSW) undertook a survey targeting street vendors along the procession route. Their mission was twofold: first, to guide vendors in adopting eco-friendly alternatives for their trade, and second, to encourage the installation of dustbins to collect trade waste responsibly. Additionally, the volunteers played a pivotal role in educating citizens about the strategically placed dustbins, ensuring a seamless process for the proper disposal of waste every 100 meters along the procession route. This multifaceted approach not only supports sustainable practices among street vendors but also enhances community awareness and participation in waste management during the event.

WHAT WERE THE ACTIVITIES TAKEN UP TO IMPLEMENT THE INITIATIVE

Activity 5:



Activity 6:

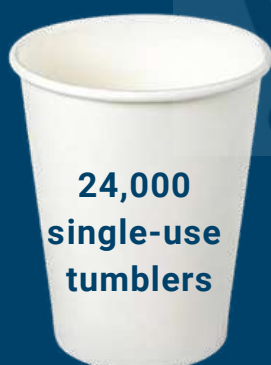
Samaaja Mandira's Holistic Sustenance Practices

Samaaja Mandira made noteworthy contributions by providing free meals for devotees four times a day on all the five days of the event. The dedication to sustainability was evident in their choice of serving vessels — steel plates for food, steel tumblers for buttermilk, and steel cups for coffee and tea. Even water, a basic necessity, was served in steel cups using clean water filters. The commitment to a zero-waste approach extended to their meticulous food waste collection system. Used plates and tumblers were thoughtfully segregated into separate containers, efficiently washed, and then reused. This eco-conscious cycle was maintained seamlessly, both in the buffet and sitting areas, emphasizing Samaaja Mandira's holistic efforts towards sustainable practices during Ganeshotsava.

BRIEFLY DESCRIBE THE BENEFITS DERIVED FROM IMPLEMENTING THE INITIATIVE

CUTLERIES	WHAT WAS REPLACED?	ALTERNATIVE USED	NUMBER OF SINGLE- USE ITEMS SAVED (approx.)
PLATES (Lunch)	Paper plates	Steel plates	55,000
PLATES (Breakfast & dinner)	Paper plates	Steel plates	30,000
TEA/COFFEE CUPS	Paper/Plastic cups	Steel glasses	30,000
TUMBLERS (Lunch)	Plastic/paper tumblers	Steel tumblers	3,000
TUMBLERS (Paanaka)	Plastic/paper tumblers	Steel tumblers	9,000
TUMBLERS (Majjige seve)	Plastic/paper tumblers	Steel tumblers	12,000

The initiative resulted in saving approximately:



Showcasing a significant reduction in disposable items and promoting sustainability.

**KALPAVRIKSHA
[SELF HELP GROUP]**

NETAJI BRIGADE

**PAANAKA SEVA
SAMITI,
GANESHOTSAVA**

**SAMAAJA
MANDIRA SABHA
FOUNDATION**

INNOVATIVE CHARACTERISTIC ABOUT THIS INITIATIVE

Community Engagement and Collaborative Planning:

The event show cased a remarkable level of community engagement, with various organizations in Moodubidire, such as Samaaja Mandira, Netaji Brigade, Kalpavriksha, Paanaka Seva Samiti, and local vendors actively participating in the planning and coordination. This collaborative effort ensured that diverse perspectives and expertise were brought together to implement the activities in an organized and effective manner.

This innovative characteristic highlights the power of community involvement, unity, and coordinated planning in successfully executing sustainable initiatives during events like Ganeshotsava. The stakeholders involved in implementing this initiative and creating awareness among the public on single-use items include:

Community Engagement

KALPAVRIKSHA

NETAJI BRIGADE

PAANAKA SAMITI

SAMAAJA MANDIRA

VENDORS

**KALPAVRIKSHA
[SELF HELP GROUP]**

NETAJI BRIGADE

**PAANAKA SEVA
SAMITI,
GANESHOTSAVA**

**SAMAAJA
MANDIRA SABHA
FOUNDATION**

Creative Use of Coconut Shells:

The Kalpavriksha team's decision to use coconut shells for serving paanaka introduced a creative and eco- friendly element to the event. This innovative approach attracted attention and served as a unique way to promote the use of sustainable, natural cups like coconut shells, encouraging a shift away from single-use non- recyclable and non-degradable cups. This innovative use of coconut shells not only added a distinctive touch to the event but also contributed to raising awareness about eco-friendly alternatives, aligning with the event's zero-waste objectives.

Environmentally Friendly Prasada Distribution:

The event demonstrated environmental consciousness by distributing prasada in papers instead of traditional plastic covers. This innovative choice aligns with sustainable practices, reducing the use of single-use plastic and promoting eco-friendly alternatives.



Eco-Friendly Guest Honoring:

The event showcased an innovative approach to honoring guests by avoiding the use of plastic-covered fruit bowls. Instead, they opted for steel plates to present fruits and even included shawls within the plate, offering an eco-friendly and sustainable alternative for guest recognition. This thoughtful and eco- conscious gesture not only honored the guests but also set a positive example of incorporating sustainable practices into traditional event practices.



**KALPAVRIKSHA
[SELF HELP GROUP]**

NETAJI BRIGADE

**PAANAKA SEVA
SAMITI,
GANESHOTSAVA**

**SAMAAJA
MANDIRA SABHA
FOUNDATION**

"Bring Your Own Container" Abhiyaana:

An innovative initiative, "Bring Your Own Container," was promoted through a demo video showcasing individuals enjoying churmuri in their own reusable containers. This demonstration, shared on social media, encouraged people to bring their own containers to the event. Attendees were not only able to enjoy food on-site but also take parcels in their reusable containers, promoting a sustainable and zero-waste approach.

This unique campaign served as an effective way to reach people, fostering a sense of personal responsibility and emphasizing the avoidance of single-use items during the event by enforcing the concept of REFUSE.



Pourakarmikas' Exceptional Commitment:

The pourakarmikas exhibited exceptional commitment and dedication to the initiative. Their quick production of waste collection bags and timely installation showcased a sense of urgency and responsibility. The pourakarmikas went beyond their regular duties by actively engaging with the crowd, encouraging proper waste disposal. Their commitment was further evident through overtime duty, ensuring that each day's litter was promptly cleaned up.

This level of dedication, concern for their town, and voluntary efforts from the pourakarmikas set a unique and inspiring standard, emphasizing the crucial role of local communities in successful waste management initiatives.

"Innovative Cost-Saving Measures: A Financial Impact Analysis of Eco-Friendly Practices at the Event"

SL.NO.	PURPOSE	NUMBER OF CUPS USED	CALCULATION	AMOUNT SAVED (approx.)
1	Tea/Coffee cups	30,000	30,000*40 paise	Rs. 12,000/-
2	Paanaka	9,000	9,000*40 paise	Rs. 3,600/-
3	Majjige	12,000	12,000*40 paise	Rs. 4,800/-

DESCRIBE THE PROBLEMS FACED IN IMPLEMENTING THE INITIATIVE AND HOW THEY WERE OVERCOME

Challenge: Short Timeframe for Bag Preparation and Placement

Implementing the initiative faced a significant challenge in the limited time available to prepare and place a substantial number of waste collection bags. The task of creating around 1200 bags and tying them along the roads on the morning of the festival posed a logistical hurdle.

Overcoming the Challenge: Collaborative Efforts and Overtime Duty

To overcome this challenge, pourakarmikas displayed remarkable dedication by working overtime, even on their designated holiday—the Pourakarmikas' day. Despite their usual day off, they committed extra hours to prepare the bags. With the assistance of student volunteers, pourakarmikas successfully tied the waste collection bags along the designated routes. This collaborative effort ensured that the initiative's proactive measure of placing 1200 bags, labeled for wet and dry waste segregation, was accomplished. The joint commitment of pourakarmikas and student volunteers not only addressed the time constraint but also contributed to creating a cleaner environment during the festivities and promoting responsible waste disposal practices.

Challenge: Determining the Distance for Bag Placement

A challenge arose in determining the appropriate distance for tying the waste collection bags—whether to place them every 100 meters, 150 meters, or 200 meters along the procession route.

Overcoming the Challenge: Decision on 100 Meters

To address this challenge, the organizers took into account the behavior of people disposing of waste along the roads frequently. After careful consideration, they decided to install waste collection bags at every 100 meters along the 2- 3 kilometers procession route. This decision was a strategic response to the observed disposal patterns, ensuring that the waste collection infrastructure was optimally placed to encourage responsible waste disposal throughout the festival route.



Challenge: Difficulty in Recruiting Volunteers, Especially Students with Exam Commitments

Recruiting volunteers, especially students facing exam commitments, posed a significant challenge.

Overcoming the Challenge: Spreading Awareness and Voluntary Participation

To overcome the scarcity of volunteers, particularly among students with ongoing exams, the organizers strategically utilized multiple communication channels. Announcements were made in Municipality waste collection vehicles, and posts were shared on social media platforms, reaching a broader audience. This outreach effort proved successful as a few volunteers willingly stepped forward to contribute, demonstrating the power of effective communication and community engagement in mobilizing support for the initiative.



HOW IS THE SUSTAINABILITY ACHIEVED IN THIS INITIATIVE?

1) Comprehensive Awareness Campaign:

- Demo Video: The initiative prioritized awareness through a detailed demo video, educating the public on proper waste disposal practices and the importance of reducing single-use items.
- Municipality Waste Collection Vehicles: Announcements made in these vehicles served as an effective means of reaching a wide audience, ensuring that residents were informed about the zero-waste Ganeshotsava event.
- Social Media Posts: Leveraging social media platforms, the initiative expanded its reach and engagement, disseminating information to a broader online audience.

2) Active Involvement of Pourakarmikas:

- Pourakarmikas played a central role as active participants and motivators in waste management. Positioned alongside waste collection bins, they not only monitored the cleanliness but also encouraged attendees to responsibly dispose of their waste. This direct engagement fostered a sense of responsibility within the community.

3) Utilization of LED Screen for Continuous Education:

- Netaji Brigade maximized the impact of their LED screen by not only showcasing their content but also incorporating the instructional demo video on responsible waste disposal. This dual-purpose use ensured that attendees continuously received valuable information, contributing to a more informed and environmentally conscious gathering.

In essence, sustainability was achieved through a multifaceted approach that encompassed educational content, community engagement, and the effective use of technology, creating a lasting impact on waste management practices during the Ganeshotsava event.

WHAT CAN OTHERS LEARN FROM YOUR INITIATIVE?

Strategic Placement of Dustbins:

The insertion of dustbins at regular intervals is essential in large events to mitigate improper waste disposal. Properly positioned dustbins encourage responsible waste disposal, contributing to a cleaner environment.

Municipal Commitment and Planning:

Municipalities play a pivotal role in wastemanagement during events. The initiative highlights the necessity for municipalities to take a proactive and serious approach, incorporating robust systems for waste disposal, including the proper installation of litter bins.

Scalability through Planning and Collaboration:

The successful transformation of a large, five-day event like Ganeshotsava into a zero-waste celebration demonstrates that with proper planning, systems, and collaborative efforts, any event can be made sustainable. This scalability showcases the potential for broader adoption of zero-waste practices.

Community Involvement and Stakeholder Collaboration:

The active involvement of various stakeholders, including community organizations, local authorities, and volunteers, underscores the importance of collaborative efforts in implementing sustainable initiatives. Engaging the community and fostering collaboration are essential components of successful initiatives.

Promotion of Eco-Friendly Practices:

The initiative's emphasis on eco-friendly practices, such as promoting the use of coconut shells and steel tumblers instead of single-use items, serves as a model for encouraging sustainable alternatives. This approach sets an example for other events and gatherings to adopt environmentally friendly practices.

In essence, others can learn the importance of strategic dustbin placement, the crucial role of municipalities, the scalability of zero-waste practices, the significance of community involvement, and the promotion of eco-friendly alternatives from the successful implementation of the Ganeshotsava zero-waste initiative.

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POST
CARD



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