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 this 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
United Way of Mumbai, 309, Nirman Kendra, Famous Studio Lane, Dr. E. Moses Road, Mahalaxmi, Mumbai 400011, India Tel +91 22 24937676 Fax +91 22 24937679 contact@unitedwaymumbai.org
GREENESHA 2015
A CAMPAIGN TO MAKE GANESH CHATURTHI ECO-FRIENDLY

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

<table>
<thead>
<tr>
<th>FESTIVAL DAY</th>
<th>ACTIVITY</th>
<th>DATE</th>
<th>DAY</th>
<th>NATURE OF ACTIVITY</th>
<th>SITES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ganesh Chaturthi</td>
<td>17 Sep 2015</td>
<td>Thursday</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day 12</td>
<td>Post Immersion Clean-Up Drive</td>
<td>28 Sep 2015</td>
<td>Monday</td>
<td>Post immersion Clean-Up drive</td>
<td>Juhu Beach</td>
</tr>
</tbody>
</table>

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.

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