

ECO-FRIENDLY GANESH

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ABSTRACT

water- bodies. Non-biodegradable materials and synthetic paints used for making these idols are posing serious threat to aquatic life and environment. Present study was conducted to change the mentality of the people and convincing them to celebrate eco- friendly Ganesh festival. There is need to aware masses to use eco-friendly material for idol so that culture and environment can be preserved in a cohesive manner. This paper creates awareness among the people regarding eco-friendly Ganesh festival. It bridges the gap between traditional management and eco-friendly

Keyword: *strength, weakness, opportunity, threats, POP, society, people, mentality, change*

1. INTRODUCTION

Innovation is a new idea, more effective device or process. Innovation can be viewed as the application of better solutions that meet new requirements, in articulated needs, or existing market needs. This is accomplished through more effective products processes, services, technologies, or ideas that are readily available to markets, governments and society. The term innovation can be defined as something original and more effective and, as a consequence, new, that “breaks into” the market or society. While a novel device is often described as an innovation, in economics, management science, and other fields of practice and analysis innovation is generally considered to be a process that brings together various novel ideas in a way that they have an impact to the society. Innovation differs from invention, in that innovation refers to the use of a better and, as a result, novel idea or method, whereas invention refers to more directly to the creation of the idea or method itself. Innovation differs from improvement in that innovation refers to the notion of doing something different rather than doing the same thing better. Social Innovation refers to the creation, development, adoption and integration of new concepts and practices that put people and the planet first. Social Innovation resolves existing social, cultural, economic and environmental challenges. Some social innovations are systems changing them innovation come from individuals, groups or organizations, and can take place in the for-profit, non-profit and public sectors. Increasingly, they are happening in the spaces between these three sectors as perspectives collide to spark new ways of thinking permanently alter the perceptions, behaviors and structures that previously gave rise to these challenges. Even more simply, a social innovation is an idea that works for the public good.

Lack of awareness about Ganesh Idols. Many people celebrate Ganesh festival but they don't have any idea about the disadvantages of POP idols. Also they don't know about eco-friendly idols which helps to reduce water pollution.

1.1 Current situation and needs of community

One of the biggest festival of the year, Lord Ganesh's birthday Ganesh Chaturthi is just around the corner and like every other year, water and air pollution will go up in many parts of our country as hundreds of thousands of people will gather to immerse Ganpati idols into the water bodies. Since the idols are made from Plaster of Paris these are non-biodegradable naturally and so these continue to float on the water for a long time thereby choking the water bodies and adversely impacting aquatic ecosystem. Adding to the problem, the

idols are often decorated with paints heavy on lead and mercury which adds to the ongoing process of destroying the flora and fauna of the water body.

- We have observed that most of people celebrate GANESH FESTIVAL with pop idol and it cause to increase the pollution.
- We need to celebrate ECO FRIENDLY GANESH FESTIVAL.
- Hence we have to create awareness among the people.

Key findings

- We are mainly focusing on POP GANESH IDOLS leading to the water pollution.
- Here we found that most of people buy POP idols because of their low cost.

2. Social Issue

Details of problem identified for the intervention

POP idols are attractive but, when immersed in water during this festival it spoils the water. POP is non bio-degradable and it badly affects the aquatic life and water bodies. Unfortunately this does not disintegrate easily and the idol floats in water after immersion. To add more to the woes, the chemical, dyes and color being used to color them contain poisonous elements. Particularly, Red, Blue, Orange and Green colors contains Mercury, Zinc oxide, Chromium and Lead, the potential causes of developing cancers.

Primary stakeholder

- The people of society.
- The implementing group.
- Manoranjan Mandal
- Give information about SHADU idols.
- To intervene the issue.
- To enjoy provided cleanliness with Eco friendly idols.

Secondary stakeholder

- College staff.
- To support our work.
- Leaders.

CONCLUSION

other parts of the world. The most serious impact of the Ganesh festival on the natural

3. Causes of social problem

- Lack of awareness.
- POP idols are attractive.
- Traditional values.
- POP idols are easily available.
- To increase social bonding among people.
- Weight of POP idol is less.
- Cost of eco-friendly idols are more.

Effects of social problem

- Marine life is in danger.

- People faces many viral diseases.
- Increase acidity leads to skin diseases.
- Negative impact on water.
- Destruction of marine life.

Conclusion

POP idols are non-bio degradable and causes water pollution. Hence it becomes unsuitable to drink and spread diseases. The clay (locally known as shadu) takes almost three weeks to dissolve in water, which, although less than the time taken by PoP idols, is still capable of causing harm to aquatic vegetation and animals.

4. Solution and Implementation Methodology

The last few years have seen a surge in the demand for eco-friendly Ganesh's across the country. It is important to consider an eco-friendly idol to simply stay away from materials that are simply harmful to the environment. Much like in Maharashtra, as Ganesh Chaturthi festivities commence with pomp.

4.1 Introduction (Alternate solutions for the identified issue)

In case you do not prefer buying idols, you can easily buy a kilogram of clay and make your own figurine at home. Up cycling old products to carve an idol is also a good way to do this. Handmade and eco-friendly idols not only bring in a traditional charm to the festival, but also add a zest of creativity and life.

The alternate solution for the issue identified are

- Use metal idols like silver, Gold
- Celebrate eco-friendly Ganesh Festival.
- Convince people to bring eco-friendly idols.
- "EK GAV EK GANAPATI" one village one Ganesh.
- Create awareness among the people to buy eco-friendly Ganesh by showing Videos.

4. 2 SWOT ANALYSIS OF FOLLOWING POINTS:

- Use metal idols like silver, Gold.
- Celebrate eco-friendly Ganesh Festival.
- Convince people to bring eco-friendly idols.

Strength

- It does not create pollution.
- It is more attractive.
- It is cost effective solution.
- Shadu is biodegradable.
- Soil idols are easily available.

Weakness

- Everyone is not able to buy silver idols.
- It depends upon their economic condition.
- People can't enjoy.

- Soil is rarely available in city

Opportunities.

- Easy to handle.
- Easily available.
- It is good method for environment.
- It is pollution free The soil can be reused in tree plantation

Threat.

- People want to celebrate this festival with attractive Ganesh idols.
- People just listen and ignore it.
- People listen, think and just ignore it.
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4.3 “EK GAON EK GANAPATI”

Strength

- It is not harmful to village.
- Unity among people
- Increase fraternity.
- Unity is strength

Weakness

- People want to compete with other.
- People don't take seriously.
- Show off, I AM
- Stage to show social, and financial power.

Opportunities

- It helps to create unity among the people.
- Awareness programmes such as slide-show presentations, street-plays can be organized on a greater scale in schools, colleges and at public places.

Threat

- In village there are so many people with different ideas, caste creed.
- Create awareness among the people to buy eco-friendly Ganesh by showing videos.

Strength

- They realize the current situation.
- They want to bring change in society.

Weakness

- People just ignore it.
- Ignorance is the best policy.

Opportunities

- They try to understand the situation.
- They have the power to convince the people.

Threat

- People can't change their mind.

- Values come in their way.
- Traditional and rituals.
- What others will think.

Finally, we have zero down one solution which is “**Convince people to bring ECO-FRIENDLY GANESH IDOL**” The idols of Ganesh should be strictly made of naturally occurring clay (shaadu) which dissolves in water within a few hours after immersion. ‘One idol per village or area or housing society’ will reduce the number of idols to be immersed. It is to be noted that nearly 1.5 crore idols are immersed in the major cities of Maharashtra. The immersion should be done at home in a small water tank and the clay can be utilized for plants. This will avoid the pollution of the natural water resources such as sea, rivers and lakes. Instead of immersing idols, betel nut which symbolizes the idol may be immersed. The same idol can be used every year. Use of permanent idols such as idols made of metal, silver, marble stone will avoid water pollution. Natural colours should be used for the idols.

Pilot implementation

Activities /action needed:

- i. For implementation first we need to collect information about ECO FRIENDLY IDOL.
- ii. We met the SHADU idol seller and we asked them about strength, cost & more information of SHADU IDOL.
- iii. We understand the people and their thoughts.
- iv. Then we started the implementation.

5. Conclusion:

This project has improved our communication skills. We learnt how to do interaction with public with every community visit. We came to know the difficulties faced during implementation of any project in public sector. It had given boost to our soft skills. Overall learning was excellent. Limitations were everywhere. We did not get good support from people as they did not have a clear idea about what we want to convey them. We could not give engineering solutions to them. Many Challenges were faced. It is difficult to change people’s mind, thoughts, thinking level and traditional values. Now society’s is moving towards change. People are thinking right and wrong. Future scope is there. If people take it seriously or celebrate eco-friendly Ganesh festival then environment will pollution free and clean. This will be possible if this project is carried out regularly in large scale. It is a need of an hour to convince people by creating awareness regarding the issue.

6. REFERENCES

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