

An Initiative by Deep Ganesh Arts to Promote Eco Friendly Ganesh Murti

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Ganesh Festival is one of the famous and popular festivals in India, especially in Maharashtra. In Mumbai, Pune & Thane Ganesh Chaturthi is celebrated on a big scale. Nearly lakhs of people celebrate this festival by bringing lord Ganesh murti to their homes. Even many mandals celebrate this beautiful festival by organizing various events. After this 11-day festival is complete each year around, 4 lakh Ganapati idols are immersed into the sea, lakes, and rivers. But do people realize that, on the other hand, they are also harming the environment? Many times half-submerged idols are seen at the beach. After celebrating the festival with love, devotion and then watching these idols in this condition is kind of heartbreaking.

In recent years many people have come forward and taken the initiative to celebrate Ganesh Chaturthi in an eco-friendly way. Many Bollywood celebrities like Ritesh Deshmukh, Rajkumar Rao, Bhumi Pednekar, Raveena Tandon, Dia Mirza have urged to use eco-friendly Ganesh murti. Ritesh Deshmukh was one of the first Bollywood celebrities who encouraged people to buy eco-friendly Ganesh murti. In 2016 Ritesh had uploaded a video on his Instagram handle of him making an eco-friendly murti which created a lot of awareness among the people.

In Mumbai, there are around 4000 Ganapati Mandals & most of them use Ganesh murti made from Plaster of Paris. Every year the number of Ganesh Mandals in Mumbai, Maharashtra & India increases & so does the use of Plaster of Paris. Research says that nearly 90% of people use Ganesh murtis made from plaster of Paris.

If not taken seriously now, then in the future, things may even be worse. So to take care of our environment, strict measures need to be taken. Awareness regarding the use of eco-friendly Ganesh murti needs to spread among people. Environment-friendly idols are the best solution for this. In recent years there has been a significant increase in the use of eco-friendly murtis. Ganesh murtis made of Shadu & Paper mache are used by many people. Shadu murti is made from clay which is found in the Konkan region of Maharashtra. Other parts of the country use clay from other river banks. The main advantage is that Shadu idols dissolve quickly in the water compared to Plaster of Paris idols. Also, with Shadu idols, many use idols made from recycled paper. In 2019 Tejukaya Ganapati Mandal, a popular Ganesh Mandal in Mumbai had installed a 22 feet paper Ganesh murti. Many other Ganapati mandals are also now opting for eco-friendly Ganesh murtis.

For the past three years, Deep Ganesh Arts has taken the initiative to help people celebrate the Ganesh festival in an eco-friendly way by selling Ganesh murti made from Shadu. As Ganesh Chaturthi is approaching, many people will already have started to book Ganesh idols. But it is also necessary to take care of the environment along with the festivals and traditions. Deep Ganesh Arts, founded by

Jayesh Mehta and Deep Mehta, is the best place to purchase an eco-friendly Ganesh idol. Here at Deep Ganesh Arts, one can find beautiful environment-friendly Ganesh murtis made by skilled artists. People can choose from a wide range of Ganesh murtis such as Bal Ganesh Murti, Lalbaugh Cha Raja, Dagdusheth Ganesh Murti etc. It's told, that things need to be changed, so why not start this by opting for an eco-friendly way to celebrate the Ganesh festival? If everyone comes together to become a part of this great initiative & make use of eco-friendly Ganesh murti then, this would be the best way to take care of mother earth.

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Source : Deep Ganesh Arts

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