Crafting a Greener Tomorrow: Eco-Friendly Ganesh Idols by City Pride School, Nigdi

In a heartening move towards sustainability, City Pride School, Nigdi, recently carried out a powerful eco-awareness campaign aimed at encouraging eco-friendly celebrations during the Ganesh festival. Focused on preserving the environment while respecting cultural traditions, the school's initiative revolved around the use of *Shadu Maati* (natural clay) to craft Ganesh idols—an environmentally responsible alternative.

The primary aim of the initiative was to raise awareness about the adverse environmental impact of POP idols and promote *Shadu Maati* as a sustainable and eco-conscious choice. To effectively communicate this message, students of the school, under the mentorship of their teacher, organized and performed a Street Play (*Pathnatya*) that highlighted the need for environmentally friendly celebrations. This creative medium was chosen for its ability to connect directly with the public and generate meaningful dialogue around the issue.

Performances were conducted at several high-footfall locations, including Akurdi Railway Station, Bhel Chowk, Sambhaji Chowk, Akurdi Bhaji Mandal, and Elpro Mall. At each location, the students captivated audiences with their compelling performances, which not only showcased their creativity but also delivered a strong message on the environmental consequences of using non-biodegradable materials in idol-making.

Adding further depth to their campaign, the school took the initiative to collect *Shadu Maati* after the celebrations and donated it to Punaravartan Sansthan, an organization committed to sustainable practices. This act ensured that the natural clay was responsibly reused, reinforcing the school's commitment to circular and eco-friendly practices.

Through this well-rounded initiative, City Pride School demonstrated a remarkable example of how educational institutions can play a vital role in shaping environmentally conscious citizens. The campaign served not only as an awareness drive but also as a platform for students to engage directly with their community, promoting a blend of cultural tradition and ecological responsibility.



