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Title : Ganeshotsav `nirmalya' target steeper

Author : Ananya Dutta

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SWaCH -the wastepickers' collective -has set a target of collecting at least 200 tonnes of `nirmalya' from ghats this Ganeshotsav as against 170 tonnes collected last year.

The `nirmalya', which includes garlands, flowers, `prasad', fruits etc offered to Ganesha, generally flows into rivers, thus adding to pollution.

“Last year we collected 150 tonnes from the ghats in Pune and 27 tonnes more from three ghats in Pimpri-Chinchwad. This year, we are concentrating our efforts on Pune with our volunteers to guard at least 18 ghats,” said Aparna Sursarla, co-ordinator of the project for SWaCH.

Sursula said that while the wastepickers will do their job, SwaCH would still need volunteers.

The `nirmalya' collection will be done on two days September 23 and September 27 (the seventh and 10th days of the festival respectively).