

#treeganasha: Richa Chaddha Endorses Eco Friendly Ganesha!

Mumbai, Millions of idols are immersed in water bodies during Ganesh festival, causing pollution. Tree Ganesha can be immersed in your backyard with just 3-4 mugs of water. It not just saves water but also is a perfect solution for water pollution. Imagine the possibilities when thousands of Ganesh idols grow in to a tree. This will ensure more rainfall and help us fight water scarcity in the near future.

After receiving support from Diya Mirza and Jacky Shroff, now Actress Richa Chaddha has come up in support of Tree Ganesha.

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Richa Chaddha





Richa made Tree Ganesha herself. While talking to the journalists She said, " I live near seashore. After the day of immersion the view of seashore from my home upsets me every year. The decomposed and broken bodies of the Ganesha Idol scattered all across the shore. It is not only a sad view but also dangerous for the marine eco system. fishes and other marine species die out to toxin generated by the Idol's paint and POP. I feel sad seeing people dancing on the item number during immersion journey. There is noise pollution & there is air pollution due to crackers." Richa emphasised on eco friendly festivals saying, when I heard about the "Tree Ganesha" I decided to have one at my home. The idol is made of mud, with seeds filled inside. After the Ganesh-chaturthi is over, we can immerse Ganapati at our own home balcony. All you need to do is to pour water on Ganpati and he will melt into mud. This way Ganpati remains at our home in form of a Tree. We can choose the plantation types. Tree means oxygen. So you reduce sound pollution, water pollution and Air pollution all together." "It is a brilliant concept, concluded Rich.

The Founder and creator of The "Tree Ganesha," Dattadri Kothur alias Dattu informed us that I too was upset about pollution created during immersion. I thought that I should do some thing about it. So, this idea of Tree Ganesha came in mind which can save at-least 10-15% of the natural wastes during Ganpati festival."

Dattu, an art director by profession and an artist and sculptor by passion, he has come a long way in discovering his love for making Ganesha idols. He learnt this divine art by helping the artists at a studio in his backyard and then there was no looking back. He believes that Ganesh festival is the celebration of nature and strongly supports the cause of environment friendly celebrations. He has been successfully using the festival as a platform to raise awareness about the problem of pollution. His endeavors have won him accolades every year.

This is the 5th year since Dattu started making "Tree Ganesha" for people. It is growing every year.

Hope this Eco Friendly approach can be used by other states and cities for similar festival like Durga Puja. Every one should join Dattu's mission to have eco friendly "Tree Ganesha."