

Eco-Club Activity Report: Eco-Friendly Ganesh Chaturthi Clay Idol Distribution

Date: 30th August 2022

Venue: KMICS Campus

Introduction:

In anticipation of the upcoming Ganesh Chaturthi festival, Keshav Memorial Institute of Management, Eco-Club organized a clay idol distribution event to promote eco-friendly celebrations. This initiative aimed to raise awareness about the environmental damage caused by Plaster of Paris (PoP) idols and encourage the use of sustainable, clay alternatives.

Collaboration with GHMC:

The Eco-Club secured the cooperation of the Greater Hyderabad Municipal Corporation (GHMC) by sending a prior letter requesting clay idols. This resulted in the successful procurement of 150 eco-friendly clay Ganesh idols for distribution.

Event Highlights:

- **Felicitations and Idol Distribution:**
 - The event commenced with the felicitation of Dr. A. V. Subrahmanyam, Secretary of KMES. As a token of appreciation and to promote eco-friendly celebrations, he was presented with a clay Ganesha idol. Then, Dr. J. Nageshwer Rao, Director, KMES and Sri Prabhakar Reddy, Treasurer, KMES.
 - Following this, Dr. K. Someshwer Rao (Director, KMIM), Ms. Uma (Vice Principal, KMICS), and staff members of KMIM were also felicitated and presented with idols.
 - The remaining idols were distributed to interested teaching and non-teaching staff from all KMES institutions, along with students who expressed interest.
- **Media Coverage:** The event garnered significant media attention. Partnering media outlets like ETV, 99TV, TV9, and HMTV covered the event, including an interview with Dr. A. V. Subrahmanyam, Secretary, KMES on the importance of eco-friendly Ganesh Chaturthi celebrations.

Outcomes:

The clay Ganesha idol distribution was a resounding success. The Eco-Club successfully distributed all 150 idols, promoting a more environmentally conscious approach to Ganesh Chaturthi celebrations within the KMES community. Additionally, the media coverage raised awareness about the benefits of eco-friendly idols among a wider audience.

Conclusion:

This event served as a testament to the Eco-Club's commitment to environmental sustainability and community engagement. By providing clay Ganesha idols, we encouraged responsible celebrations and empowered individuals to make eco-conscious choices during festivals.



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KESHAV MEMORIAL INSTITUTE OF MANAGEMENT

A UNIT OF KESHAV MEMORIAL EDUCATIONAL SOCIETY

Affiliated to Osmania University and Approved by AICTE,

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Eco

श्री GANESH MAHOTSAV

There is no Planet 2.0

Let us save the Planet

Eco Club - Distribution of ECO FRIENDLY GANESH IDOLS



Glimpses of the event:



1. Group Photo with of Dr. A. V. Subrahmanyam, and Sri Prabhakar Reddy, Dr. K. Someshwer Rao.



2. Interview of Dr. A. V. Subrahmanyam, Secretary, KMES by media.

Ganesh Idols being distributed



3. Idol distributed to Ms. Uma, Vice Principal, KMICS



4. Idol distribution to teaching staff and non-teaching staff



4. Idol distributed to Raju Challa, Faculty, KMIM



5. Idol distributed to Mr. Ravichandra, Faculty, KMIM



6. Idol distributed to students



7. Arranged Ganesh Idols for distribution



8. Group photo with student coordinators, students and staff