

Report on Eco-Friendly Ganesh Idol Distribution
Organized by Eco Club, Keshav Memorial Institute of Management
Date of Event: 26 August 2025

Introduction

The Eco Club of Keshav Memorial Institute of Management (KMIM) organized an Eco-Friendly Ganesh Idol Distribution Drive on 26 August 2025 within the college campus. The initiative aimed to promote sustainable and environment-conscious celebrations during Ganesh Chaturthi by encouraging the use of natural clay idols that dissolve easily without polluting water bodies.

Approvals and Support

Prior permission for organizing the event was formally obtained from the Hyderabad Metropolitan Development Authority (HMDA). The activity was supervised under the guidance of **Sri Abhilash, Deputy Executive Engineer (Dy. E.E.), HMDA**, who ensured adherence to government guidelines and eco-friendly standards.

Additionally, the event received administrative approval, encouragement, and continuous support from **Ms. V. Shanthi, Principal, KMIM**, whose guidance ensured smooth execution of the activity on campus.

Supply and Distribution

With the support of HMDA, the Eco Club received **100 eco-friendly clay Ganesh idols** for distribution. These idols were made of natural clay without chemical paints, ensuring minimal impact on the environment during immersion.

Student coordinators of the Eco Club actively participated in the distribution process. They set up a dedicated distribution desk on the college premises and handed over the clay idols to students, faculty, and other individuals within the campus. Awareness messages were also shared to encourage:

- Use of eco-friendly idols
- Avoidance of plaster-of-paris idols and chemical paints
- Responsible immersion practices
- Preservation of lakes and groundwater

Outcome of the Event

The initiative was well received by the campus community. All 100 clay idols were successfully distributed, ensuring that a significant number of households would celebrate Ganesh Chaturthi in an environmentally responsible manner. Students gained hands-on experience in organizing sustainability-focused events and contributing to environmental conservation.

Conclusion

The Eco-Friendly Ganesh Idol Distribution Drive successfully aligned with the mission of promoting environmental responsibility and cultural tradition in harmony. The Eco Club of Keshav Memorial Institute of Management extends heartfelt gratitude to HMDA, Sri Abhilash (Dy. E.E.), and Principal Ms. V. Santhi for their permission, guidance, and support that led to the success of this meaningful initiative.

Photos:

