

'H.A.R.M.O.N.Y.'

for **M**Other **N**ature and **Y**ou!

FROM DEVOTION TO EDUCATION

PoP Ganesh Idol Recycling Project

❧ *Visarjan Se Vikas Tak* ❧

PROJECT REPORT — 2025-26



810

IDOLS RECYCLED



2,500 kg

POP RECYCLED



760

TABLES DISTRIBUTED



760

STUDENTS BENEFITED

Transforming Festival Waste
into Educational Infrastructure



Rotary Club of Navi Mumbai Joy of Giving Profile

I. CHARTER DETAILS

- Club Name: Rotary Club of Navi Mumbai Joy of Giving
- Charter Date: 8th May 2024
- District: Rotary International District 3142
- Sponsored By: Rotary Club of Navi Mumbai Flamingo City

II. FORMATION OF THE CLUB

The journey of the club began during Rotary's **Ending Thalassemia Now (ETN)** movement. At the time, two members from an existing Rotary club reached out to their close friends and well-wishers, simply hoping to raise support for children affected by Thalassemia. What followed was truly unexpected and deeply emotional — within moments, the friends' circle came together and collectively raised nearly **₹50,000** for the cause.

More than the amount, it was the feeling behind it that touched everyone. The experience showed how a small group of people, connected by trust, friendship, and a genuine desire to help, could create a meaningful impact together. That very moment sparked a bigger thought — *if they could come together so strongly for one cause, why not create a platform to serve society continuously?*

What started as a simple act of giving soon transformed into a shared dream. Inspired by the spirit of service, friendship, and community impact, the group decided to come together and form their own Rotary club — a club built not just on projects, but on relationships, compassion, and the joy of giving back.

The club was founded on the principles of:

- Service with compassion
- Fellowship with purpose
- Community collaboration
- Sustainable impact

III. ROTARY YEAR 2024–25

Foundation Year

The first year focused on building a strong foundation of service, fellowship, and collaborative engagement.

Key Highlights

- Lead Sponsor of the South East Asia Thalassemia Conference
- Initial support activities for the Ending Thalassemia Now (ETN) movement

- Beginning of environmental initiatives through the DPS Lake Clean-Up Movement
- Community volunteer engagement and fellowship activities

a. **DPS LAKE CLEAN-UP INITIATIVE**

On **1st June 2024**, the club, in collaboration with **DCAL of D. Y. Patil University**, initiated the **DPS Lake Clean-Up Drive**, bringing together nearly **100 student volunteers**, environmental enthusiasts, and citizens for lake conservation and environmental awareness.

What started as a single clean-up activity soon transformed into a growing environmental movement driven by youth participation, community responsibility, and collective action. The energy and dedication of the volunteers created a strong foundation for long-term environmental initiatives around the DPS Lake ecosystem.

Over time, the initiative expanded its focus toward:

- Lake restoration
- Wetland awareness
- Mangrove conservation
- Citizen participation and environmental responsibility

IV. **ROTARY YEAR 2025–26**

Expansion Through Collaboration & Impact

The year 2025–26 marked significant growth for the club through CSR partnerships, environmental leadership, healthcare initiatives, and RCC-led community engagement.

1. **MAJOR CSR & STRATEGIC PARTNERSHIPS**

- Henkel India – Environmental sustainability initiatives
- Nouryon – Thalassemia care and testing support
- Sun Pharma – Healthcare support initiatives
- Saath Saath Foundation and Navi Mumbai Shapers – Rotary Community Corps

2. **MAJOR INITIATIVES & PROJECTS**

2.1. **PROJECT HARMONY**

The club's flagship environmental initiative undertaken in partnership with Henkel India, focused on sustainability, biodiversity conservation, awareness, and community participation.

Key Projects under Project HARMONY

- Inspiring Talks – Mangroves & Marine Biodiversity Conservation
- Visarjan se Vikas Tak – PoP Ganesh Idol Recycling
- Eco-Friendly Idol Making Workshops

- World Wetlands Day Mangrove Cleanup & Awareness Initiative
- DPS Green Corridor & Biodiversity Initiative

2.1.1. VISARJAN SE VIKAS TAK

PoP Ganapati Idol Recycling Initiative

Highlights

- Approximately 2,500 kg of PoP waste recycled
- Recycling of idol waste into educational infrastructure
- Nearly 760 study tables distributed/planned for NMMC schools
- Collaboration with Henkel India, NMMC, Beach Please, and NuoTerra Recycling Facility

A district-level MoU was signed with project partners in the presence of Rotary leadership to scale the initiative in the coming years.

2.1.2. TOGETHER FOR THALASSEMIA – ENABLING HEALTH, ENSURING HOPE

Under the CSR partnership with Nouryon Chemicals India Pvt. Ltd., the club implemented a comprehensive healthcare support initiative for children affected by Thalassemia at the Rotary–Dr. D. Y. Patil Hospital Thalassemia Centre, Nerul.

The initiative supported medicines, transfusion sets, investigations, vaccinations, and holistic medical care for 34 children.

2.1.3. HEALTHCARE & ETN INITIATIVES(Rotary Service Month)

Highlights

- 1,238 Thalassemia tests conducted
- Support provided for 34 children
- Medicines, diagnostics, and healthcare assistance supported through CSR partnerships

Major Support Partner

- Sun Pharma

AYUSHMAN BHARAT & VAY VANDANA CAMP(Rotary Service Month)

Outcomes

- 162 health cards processed
- Around 380 beneficiaries supported
- Participation from 7 Rotary Clubs
- Supported by 53 Rotary volunteers

RCC & COMMUNITY LEADERSHIP INITIATIVES

The club formed two Rotary Community Corps (RCCs) to strengthen grassroots engagement, youth leadership, and citizen participation.

RCC NAVI MUMBAI SHAPERS COLLABORATION

Key Initiatives

- Inspiring Talks Series
- Mangrove Clean-Up & Awareness Drives

PROJECT DIGITAL SAMVAD

Conducted with Saath Saath Foundation focusing on:

- Digital awareness
- Student engagement
- Community learning
- Digital access initiatives

PUBLIC IMAGE INITIATIVE

END POLIO ILLUMINATION PROJECT

The club conceptualized and led the illumination of the NMMC Headquarters, Belapur in support of Rotary's global End Polio campaign.

GRANTS & GLOBAL PARTICIPATION

District Grant

- Digital education support for tribal school at Karjat.

AWARDS & RECOGNITION

- District Award for End Polio Illumination Project
- Silver Club Award at District "Shukriya" Event
- Rotary International Citation – Club Excellence Award
- NMMC Recognition for environmental contributions

VISION AHEAD

The Rotary Club of Navi Mumbai Joy of Giving continues to work toward creating meaningful and sustainable impact through:

- Service
- Sustainability
- Fellowship

- Collaboration
- Community leadership

“Service Above Self”

PoP Ganesh Idols Recycling Initiative – “Visarjan Se Vikas Tak”

A Collaborative Model for Sustainable Waste Management & Social Impact

About Project Harmony & Project Overview

PoP Recycling Project – “Visarjan Se Vikas Tak” is one of the key initiatives under *Project Harmony*, a CSR initiative by **Henkel India** in collaboration with the **Rotary Club of Navi Mumbai – Joy of Giving**, focused on driving sustainable, community-led environmental solutions.

The project was implemented to address the environmental impact of PoP idol immersion by **transforming waste into meaningful social infrastructure**, thereby creating a link between environmental responsibility and community development.

The solution to recycle PoP already existed through the innovative work of environmental and recycling experts — the need was to **bring together the right partners, structure the process, and scale the impact through institutional collaboration**.

Implementing Organization

Rotary Club of Navi Mumbai – Joy of Giving (RCNM – JOG)

- Project Lead and overall owner of the *Project Harmony* initiative
 - CSR fund management and governance
 - Identification of beneficiary municipal schools and students
 - Coordination with NMMC, partners, and stakeholders
 - Monitoring implementation and impact
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Project Partners

Beach Please India

- On-ground execution partner
- Collection of PoP Ganesh idols post-immersion from **NMMC-designated locations**
- Dismantling and controlled breaking of idols for transportation
- Safe handling, packing, and logistics coordination
- Transportation of PoP material to the authorized recycling facility

Beach Please India is led by **Mr. Malhar Kalambe**, founder of the initiative and a **Swachhata Ambassador recognized by the Government of India**, known for mobilizing citizens at scale for large-scale environmental clean-up efforts across beaches, rivers, and mangrove ecosystems.

NuoTerra Facility – Valsad, Gujarat

- Technical expert and knowledge partner
- Scientific recycling and processing of PoP material
- Manufacturing of PoP-based study table tops
- Impact documentation and technical reporting

The NuoTerra facility is headed by **Dr. Binish Desai**, popularly known as the “**Recycle Man of India**,” a nationally recognized innovator in recycling technologies and circular economy solutions, known for developing scalable methods to convert waste into socially useful products.

Phased Implementation & Impact

Phase 1 – Pilot Implementation

- 🔄 ~1,000 kg PoP recycled
- 🏺 ~300 idols processed
- 🪑 **300 study tables distributed**

Phase 2 – Scale-Up

- 🔄 ~1,500 kg PoP recycled
- 🏺 ~500 idols processed
- 🪑 **460 study tables distributed**

📍 Beneficiaries:

Rajarshi Chhatrapati Shahu Maharaj Vidyalay (NMMC School)

Role of NMMC

The **Navi Mumbai Municipal Corporation (NMMC)** has been a key enabler of this initiative by:

- Providing **designated storage locations for PoP idol collection post-visarjan**
- Facilitating permissions and coordination
- Supporting logistics and on-ground execution
- Enabling access to municipal school beneficiaries

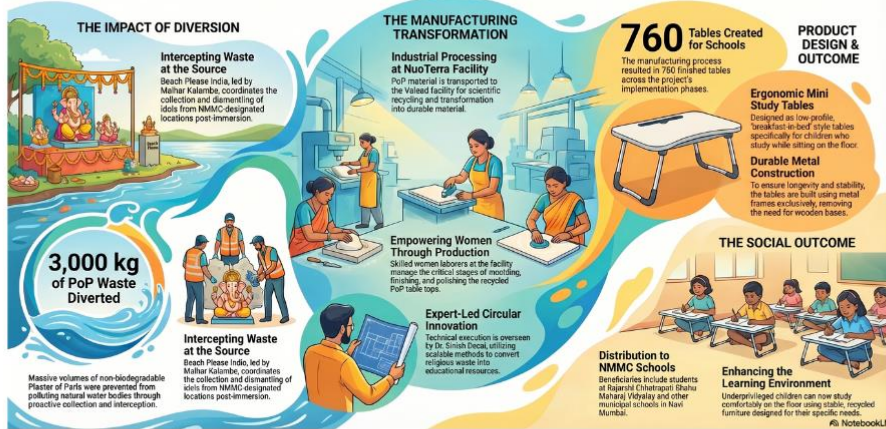
Process Flow (Project Chronology)

- 1. Idol Collection**
Collection from **NMMC designated storage locations post-visarjan**
- 2. Segregation & Processing**
Sorting and preparation of materials
- 3. Recycling**
Scientific conversion into reusable material
- 4. Manufacturing**
Production of study tables
- 5. Distribution**
Distribution to NMMC school students

Conclusion

“Visarjan Se Vikas Tak” demonstrates how **existing solutions, when enabled through collaboration and institutional support, can create scalable environmental and social impact.**

Visarjan Se Vikas Tak: From Ritual Waste to Educational Wisdom



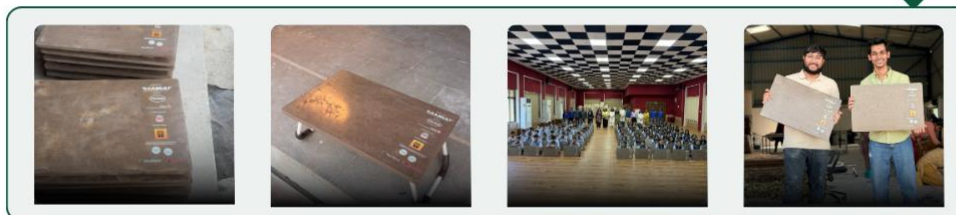
Collection



Recycling



Transformation



Distribution



VISARJAN SE VIKAS TAK

PoP Ganesh Idol Recycling Project

Transforming Plaster of Paris idols into mini study tables for underprivileged children

OUR JOURNEY: FROM WASTE TO WISDOM



HANDMADE WITH HEART: WOMEN EMPOWERMENT

Local women artisans handcrafted the table bases and assembled the mini study tables



CREATING IMPACT: ENABLING EDUCATION

Mini Study Tables Delivered to Underprivileged Children



Comfortable Floor Seating • Ergonomic Height • Lightweight & Durable



Better Learning Environment



Encourages Healthy Posture



Sustainable & Eco-friendly Solution



3000 kg
of PoP Diverted
from Our Ecosystem



760
Mini Study Tables
Made



Hundreds of Children
Benefiting with Better
Learning Spaces

From devotion to development

VISARJAN SE VIKAS TAK

Project HARMONY – PoP(Plaster of Paris) Ganesh Idols Recycling Project

1. Project Title

HARMONY – Henkel And Rotary for Mother Nature And You

Tagline: Devotion to Education

Recycling PoP Ganesh Idol into Study Tables for NMMC School Children



2. Implementing & Partner Organizations

- Implementing Organisation: Rotary Club of Navi Mumbai – Joy of Giving
 - Government Partner: Navi Mumbai Municipal Corporation (NMMC)
 - CSR Partner: Henkel Adhesives Technologies India Private Limited
 - Recycling Partner: NuoTerra
 - Operations Partner: Beach Please(India)
 - School Partner: PM Shri Rajarshi Chhatrapati Shahu Maharaj Vidyalaya
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3. Project Background & Need

Ganesh Chaturthi celebrations generate significant quantities of Plaster of Paris (POP) waste, which does not dissolve easily and poses long-term risks to water bodies and soil when immersed. To address this challenge, the PoP Ganesha Idols Recycling project under HARMONY was conceptualised as a circular economy initiative that intercepts post-immersion POP idols and converts the waste into socially beneficial products—study tables for NMMC school children—thereby aligning faith, environmental responsibility, and education.

4. Project Objectives

- To scientifically collect and recycle POP Ganesh idols after immersion
 - To prevent POP waste from entering landfills and natural ecosystems
 - To convert recycled POP into durable study tables
 - To create a replicable and scalable model for other cities and festivals
 - To raise public awareness about responsible idol disposal and sustainability
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5. Project Duration

- **Conceptualisation:** December 2025
 - **Implementation, Recycling & Manufacturing:** December 2025 – March 2026
 - **Distribution of Study Tables:** January 2026 – April 2026
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5. Project Scale & Overall Impact

The HARMONY PoP Ganesh Idol Recycling Project was implemented in two phases, transforming post-immersion Ganesh idols into educational infrastructure for municipal school students through a circular economy model.

Phase 1

- 310 PoP Ganesh idols recycled
- Approximately 1,000 kg of PoP processed
- 300 study tables manufactured
- 60 tables distributed on 22 January 2026
- 240 tables distributed on 7 March 2026

Phase 2

- 500 PoP Ganesh idols recycled
- Approximately 1,500 kg of PoP processed
- 460 study tables manufactured
- 460 tables distributed on 2nd April 2026

Overall Project Impact

- 810 PoP Ganesh idols scientifically recycled
 - Approximately 2,500 kg of PoP diverted from potential environmental pollution
 - 760 study tables manufactured and distributed
 - 760 students benefited at PM Shri Rajarshi Chhatrapati Shahu Maharaj Vidyalaya (NMMC School No. 104), Rabale
 - Established a successful circular economy model linking environmental conservation with educational support
 - Led to a three-year Memorandum of Understanding (MoU) with Rotary District 3142, enabling clubs across the district to replicate and scale the initiative
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6. Project Geography

- Idol Collection: NMMC-designated storage location, Navi Mumbai
 - Processing: Valsad, Gujarat
 - Beneficiaries: Rabale, Navi Mumbai
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7. Project Methodology & Work Done

7.1 Collection of POP Ganesh Idols

- POP Ganesh idols were systematically collected from NMMC-designated storage areas, with decorative elements, metal frames, and other non-recyclable components already segregated by NMMC as part of their standard post-immersion process.
- The idols were responsibly dismantled and broken down on-site to enable smooth and efficient transportation.
- The POP material was then weighed, packed, and prepared for safe dispatch, following prescribed environmental and handling protocols.

7.2 Recycling & Processing of POP

- Collected PoP idols were transported to an authorised processing unit at Valsad, Gujarat, and handled in a controlled, documented workflow.
- Receipt and weighment
 - Each batch was weighed, tagged, and recorded for traceability.
- Segregation and decontamination
 - Non-PoP items were removed such as plastic, cloth, thermocol, metal, wood, wires, decorative foils, and flowers.
 - Any excess paint and loose contaminants were manually cleaned to reduce impurities.
- Drying and stabilisation
 - Idols were air dried to reduce moisture and improve processing consistency.
- Crushing and grading
 - The PoP was crushed in stages and sieved into defined particle sizes. Oversize particles were re-crushed.
- Controlled treatment
 - The graded PoP was treated to improve stability and usability as a secondary raw material. This includes impurity reduction and process conditioning as per internal safety protocols.

- Reusable raw material preparation
 - The treated PoP was converted into a consistent premix base, ready for moulding into boards and components used for study benches and tables.
 - Strict environmental, dust control, PPE, and material handling protocols were followed throughout.

7.3 Conversion into Study Table Boards

- The recycled PoP premix was converted into durable boards and parts through a mix of controlled manufacturing and hand finishing.
- Mix formulation and blending
 - Treated PoP premix was blended with proprietary additives and binders to achieve strength, bonding, and long-life performance.
- Moulding and pressing
 - The mix was filled into board moulds and pressed or compacted to ensure uniform density and dimensional accuracy.
- Reinforcement for strength
 - Reinforcement was integrated during moulding based on the design requirement, such as internal mesh, ribs, or frame support, to improve load bearing and durability.
- Curing and setting
 - Boards were cured under controlled conditions for proper setting and final strength development.
- Cutting and machining
 - Boards were trimmed to bench and table dimensions, drilling and slotting were done for assembly, and corners were rounded for child safety.
- Assembly into benches and tables
 - Boards were fixed onto the bench or table structure using suitable fasteners and supports. The assembly was checked for wobble free stability.
- Design considerations followed throughout included ergonomics for school going children, durability for long term usage, safety, and ease of maintenance.

7.4 Quality Control and Finishing (including handmade steps)

- Visual and dimensional inspection
 - Surface uniformity, cracks, chips, and correct dimensions were checked.
- Strength and load checks
 - Boards and assembled benches were tested for load bearing capacity and stability.
- Edge safety and touch finish
 - All edges were rounded and hand sanded for safe handling. This is a key handmade step to ensure no sharp corners and a smooth feel.
- Surface sealing and protection
 - Final surfaces were sealed and finished for stain resistance, easy cleaning, and longer life. Polishing and final touch ups were done manually to achieve a neat, consistent finish.

- Final cleaning, branding, and dispatch readiness
 - Each unit was cleaned, tagged, and packed or stacked safely for distribution.

7.5 Distribution to Beneficiaries

Phase 1

- 310 PoP idols recycled
- Approximately 1,000 kg PoP processed
- 300 study tables manufactured
- 60 tables distributed on 22nd January 2026
- 240 tables distributed on 7th March 2026
- Total Phase 1 Beneficiaries: 300 students

Phase 2

- 500 PoP idols recycled
- Approximately 1,500 kg PoP processed
- 460 study tables manufactured
- 460 tables distributed on 2nd April 2026
- Total Phase 2 Beneficiaries: 460 students

Overall Impact

- 810 PoP Ganesh idols recycled
- Approximately 2,500 kg PoP diverted from waste streams
- 760 study tables manufactured and distributed
- 760 students benefited
- Three-year Rotary District 3142 MoU signed for district-wide replication of the project

8. Roles & Responsibilities

Rotary Club of Navi Mumbai – Joy of Giving (RCNM – JOG)

- Project Lead and overall owner of the HARMONY initiative
- CSR fund management and governance
- Identification of beneficiary municipal schools and students
- Coordination with NMMC, partners, and stakeholders
- Monitoring implementation and impact

Henkel India (CSR Partner)

- Primary funding partner under CSR
- Strategic guidance and alignment with sustainability goals
- Branding and amplification of the HARMONY initiative
- Long-term vision support for scalable environmental projects

Beach Please India

- On-ground execution partner
- Collection of POP Ganesh idols post-immersion from NMMC-designated locations
- Dismantling and controlled breaking of idols to facilitate smooth transportation
- Safe handling, packing, and logistics coordination
- Transportation of all collected POP material to the authorised recycling facility.

Beach Please India is led by Mr. Malhar Kalambe, a young environmental leader recognised for mobilising citizens at scale for large-scale clean-up initiatives across beaches, rivers, and mangrove ecosystems.

NuoTerra Facility – Valsad, Gujarat

- Technical expert and knowledge partner
- Scientific recycling and processing of POP material
- Manufacturing of POP-based study table tops
- Impact documentation and technical reporting.

The NuoTerra facility is headed by Dr. Binish Desai, a pioneer in sustainable recycling and circular economy innovations, recognised for developing scalable solutions that transform waste into socially useful products.

9. Project Outcomes & Achievements

The HARMOY Project translated intent into measurable impact through clear, tangible outcomes:

- 810 PoP Ganesh idols were responsibly collected and recycled across two phases.
- Approximately 2,500 kg of PoP waste was diverted from potential environmental pollution.
- The material was transported from Navi Mumbai to the authorized recycling facility at Valsad, Gujarat.
- A total of 760 study tables were manufactured from recycled PoP.
- Total Beneficiaries: 760 students received study tables.
- The project demonstrated a successful circular economy model by transforming festival waste into educational infrastructure.
- A three-year District 3142 MoU was established to support replication and adoption of the model by Rotary clubs across the district.

- The total CO₂ reduction achieved through the project is 4,250 kg which is equivalent to 213 mature trees grown for one year.
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10. Environmental Imperative

The HARMONY Project demonstrates Rotary's commitment to environmental sustainability through proactive intervention and responsible waste management. By intercepting post-immersion POP Ganesh idols and facilitating their scientific recycling, the project prevented long-term environmental degradation of water bodies and landfills. The initiative presents a replicable and scalable Rotary model for managing festival-generated waste through circular economy practices.

11. Social Imperative

In alignment with Rotary's focus on education and community development, the project converts waste generated through cultural practices into assets that support learning. The transformation of recycled POP into study tables directly benefits municipal school students and strengthens educational infrastructure. The project supports national priorities under the Swachh Bharat Mission, promotes Circular Economy principles, and contributes to relevant United Nations Sustainable Development Goals (SDGs).

12. Conclusion

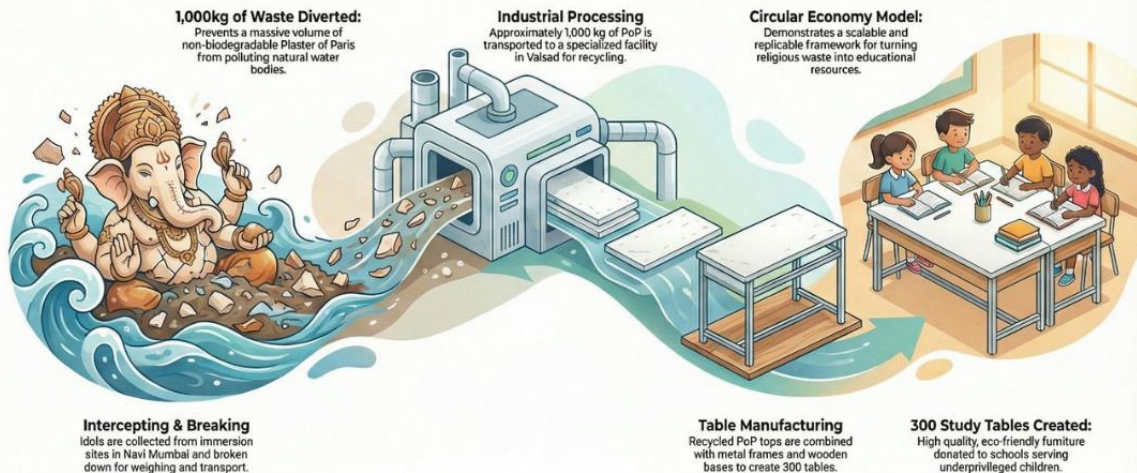
The HARMONY Project exemplifies Rotary's ability to translate vision into measurable action through strong partnerships and effective implementation. By responsibly recycling 810 PoP Ganesh idols and nearly 2,500 kg of PoP waste, the Rotary Club of Navi Mumbai – Joy of Giving enabled the creation and distribution of 760 study tables to municipal school students. The project successfully combined environmental conservation with educational support, creating a scalable circular economy model. The signing of a three-year MoU with Rotary District 3142 has further established the initiative as a district-level legacy project capable of replication across multiple communities and future Ganesh festivals.

Prepared by:

Rotary Club of Navi Mumbai – Joy of Giving

FROM WASTE TO WISDOM: THE GANESH IDOL RECYCLING PROJECT

Transforming Plaster of Paris (PoP) idols into functional study tables for underprivileged children, diverting waste and empowering education.



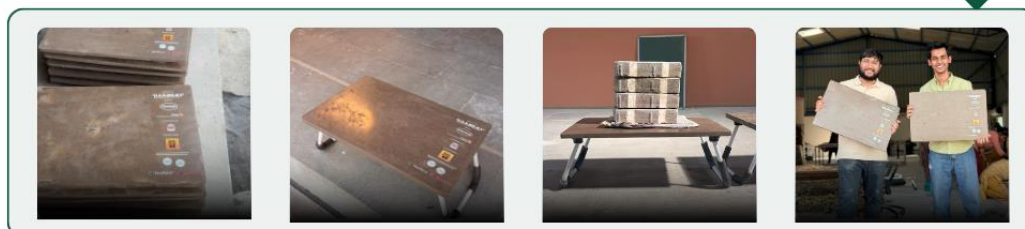
Collection



Recycling



Transformation



Distribution

