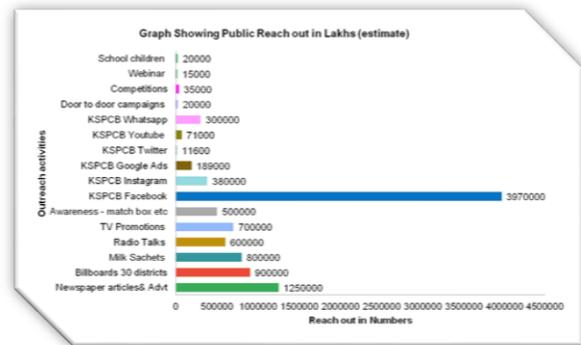


Impact of Turmeric Ganesha Campaign on Water Quality of Bengaluru Lakes

- Mr Srinivaslu IFS, MS KSPCB

Ganesha festival is marked by the worship and immersion of Idols in the water bodies. Idols generally made up of materials such as clay, plaster of paris (POP), plastic and cement is decorated by toxic paints. When these idols immersed in lakes result in water pollution as the materials used for Ganesha idol like POP, plastic and cement does not dissolve in water and inorganic toxic paints release heavy metals such as lead and mercury. This adversely impacts the Lake Ecosystem and aquatic organisms and subsequently affecting the health of human from water contamination.

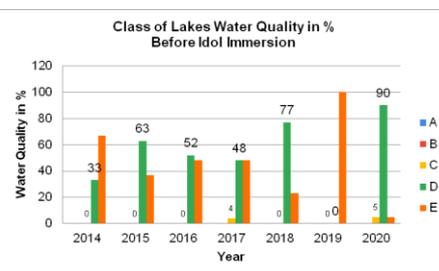
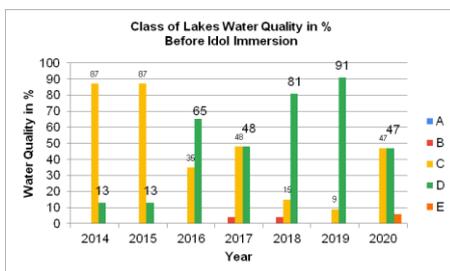
Every year, State Pollution Control Board during Ganesha festival makes an effort to protect Bangalore lakes through advocating eco-friendly clay Ganesha celebrations. Due to COVID situation this year, the board came out with a unique Turmeric Ganesha Campaign appealing general public to celebrate Ganesha Festival through making Idols using turmeric mixed with wheat or ragi millet flour at homes. Considering the antibacterial, antiviral, anti-inflammatory properties of Turmeric, the public were appealed to celebrate Turmeric Ganesha to combat COVID eventualities. Several outreach activities were undertaken by the board to promote Turmeric Ganesha that include radio talks, TV promotions, videos, appeal from eminent people, political leaders and religious leaders, paper advertisements, door to door campaign, bill boards displays, webinars, advertisement on products like Milk sachets, match boxes, incense stick boxes, sweet boxes, one to one interaction with apartment owners associations and extensive use of social media such as facebook, twitter, instagram, whatsapp, google. All these outreach activities helped to reach over 15% population of the state. The graph to the right indicates the estimate reach out on turmeric Ganesha Campaign.



Post Ganesha festival, a data was collected from 26 lakes of Bengaluru to determine the changes if any in the water qualities of lakes post Ganesha festival comparing to previous years. It is evident from the data gathered that there has been an improvement in the water parameters such as pH, Electrical Conductivity, Dissolved Oxygen, Biochemical Oxygen Demand etc.

From the data collected for this year and when compared to previous 5 years i.e., 2016-19 as shown in the right table indicates that deterioration of lakes (Class 'E') during Ganesha Festival-2020 is very less (i.e. 5% in Class 'E'). This can be attributed to the collective effective outreach activities carried out by Karnataka State Pollution Control Board".

Sl.	Year	Class of Lakes water quality (in %)											
		Before idol immersion					After idol immersion						
		A	B	C	D	E	<E	A	B	C	D	E	<E
1	2016	-	-	35	65	-	-	-	-	-	52	48	-
2	2017	-	4	48	48	-	-	-	-	4	48	48	-
3	2018	-	4	15	81	-	-	-	-	-	77	23	-
4	2019	-	-	9	91	-	-	-	-	-	-	100	-
5	2020	-	-	47	47	6	-	-	-	5	90	5	-



Class of Water	Designed best use
A	Drinking Water Source without Conventional treatment but after disinfections
B	Outdoor bathing (Organized)
C	Drinking Water Source after conventional treatment and disinfection.
D	Propagation of Wild Life, Fisheries
E	Irrigation, Industrial cooling, Controlled Waste disposal
Below-E	Not Meeting A,B,C, D & E Criteria