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This Ganesha Chaturthi, Let's Take A Pledge To Be Ecologically Conscious

10 September 2021, Coimbatore: On this auspicious occasion of Ganesha Chaturthi, Sadhguru has called upon the people of India to reaffirm their commitment to ecological conservation and celebrate the festival in a joyous, yet responsible manner.

Addressing the citizens in a video message, the founder of Isha said, "Namaskaram, greetings to all of you for this Ganesha Chaturthi. Ganesha is the very symbol of an exalted level of intellectual activity... an intelligence that can break through all obstacles, and hence, he is the Vighneshwara."

Referring to Ganesha as a symbol of human intellect, Sadhguru said "All of you should celebrate this Ganesha Chaturthi in an ecologically sensitive way. This is very important, because Ganesha represents intelligence. There is no sense in doing unintelligent things in the name of Ganesha, because being against the ecological wellbeing of this planet is the most unintelligent thing that we can do."

“So, traditionally, we make an image of Ganesha of unburnt clay or millet or rice flour and worship him, but after a certain period, a week or a fortnight or a month or a little more, we take this image and immerse him in a water body, like a lake or an ocean or a river, and the God dissolves.”

Concerned about the high levels of pollution caused by non-recyclable idols, many organizations and environmentalists across the country are promoting “greener” celebrations.

For Video Message, please [click here](#).

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