



Press Release

Ramky Big Green Ganesha promotes use of eco-friendly Ganeshas

Ramky Enviro Engineers Limited, India's largest and Asia's leading environment engineering company is happy to present the Ramky Big Green Ganesha 2011 for the second year running to promote environment-friendly ways to celebrate Ganesh Chaturti. We are involved because as a Company we are concerned about the massive environmental degradation brought about by our unfriendly acts against the environment.

Last year's celebrations caught the attention of the nation, with people from all walks of life, from housewives to film stars taking a pledge to bring in only eco-friendly Ganeshas this year.

At the centre of the celebrations is a Ganesh idol made from old newspapers donated by people around the city, giving them a sense of belonging and having contributed towards the making of the Ganesh idol, which will then be placed at a prominent place in the city for people to pay their obeisance to the Lord.

The idol will not only be made of newspapers, but will also be painted with natural colours, making it 100% eco-friendly... everything in the idol is bio-degradable, meaning that when we immerse the idol, everything used to make the idol will disintegrate and return to the earth.

Other idols are generally made of POP, with a lot of iron and painted with colours with harmful chemicals, which not only pollute the waters after visarjan, but are also not bio-degradable, thus these materials stay in the water for a long time, causing pollution.

All this 'remaining' material adds to a lot of waste, and who knows that better than Ramky? We handle more than 8,000 tonnes of waste every single day, recycling where we can and disposing the remaining in an eco-friendly and scientific manner.

Wouldn't it be easier to not create all this waste in the first place? If all of us create a little less waste the earth will be spared from the dangers of environmental degradation. And what better way than to start our eco-friendliness with the Lord? After all, His blessings are all that are required to start off on a right note.

If everyone in the city uses eco-friendly Ganeshas, we can keep an estimated hundreds of tonnes of POP, iron and paints away from water sources. Cleaning the lakes takes a lot of money, time and effort.

Make a start with this Ganesh Chaturthi, all we need from you are a few used newspapers, and we'll do the rest.

About Ramky Enviro Engineers:

Ramky Enviro Engineers Ltd. India's as a leading Environmental Services Company providing Waste Management, Effluent Treatment, Water Management and Recycling Solutions with a business focus on Industrial, Municipal, Bio-Medical and E-Waste management. We have 26 subsidiaries and 85 facilities in nearly 50 locations across India, Singapore, Middle East and Africa.

About Ramky Group:

Ramky Group, a Rs. 6,000 Crore conglomerate with a project execution pipeline of Rs. 18,000 Crores in value, is a professional organization located in Hyderabad, with regional offices at Delhi, Mumbai, Ahmedabad, Bangalore, Chennai, Bhopal and Kolkata and 55 project offices across India, UAE, West Africa, Saudi Arabia and Singapore. It has active business interests in the areas of Civil, Environmental & Waste Management infrastructure.

