

A SUSTAINABLE WAY OF CELEBRATING FESTIVALS

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We all know we have been waiting for festivals to bring joy and spend the relaxed, ideal days with our family and loved ones. India is a prosperous country that has an abundance of festivals with different cultures. Diwali is one such festival that has different interpreted meanings behind it. But the joy, prosperity and flourishing moments it brings is delightful.

Sustainability is not just to follow for a moment or for a certain time frame, instead, it's a lifestyle, it's a life choice an individual makes. What can we do for this Diwali to make it more of a conscious celebration? Let's emphasize celebrating a noise-free Diwali. Noise is disturbing, while a sound is pleasing. Instead of having a fire-cracker night, spending time with family, with karaoke, would create more memories without leaving behind any harmful by-product. However, one can also use green crackers. Green crackers, designed in 2020 causes 30% less pollution than the traditional crackers. They are smaller than the usual ones. Research shows it has reduced sound pollution from 160 decibels to 125 decibels. Even though green crackers are 20% more expensive than the traditional ones, they help in the long run.

Lanterns are the one that makes a house look like home. Creating lanterns with old sarees and clothing pieces will be more fun and sustainable. Diyas are lit to weaken those evil forces in all the corners of the house. At the moment traditional Diyas made by artists, replaced by plastic ones, underestimate the work and efforts of Diyas made with passion and creativity. Gifts could also be wrapped in paper packaging instead of plastic. It seems like a small step, however it will create a lasting impact for the future generations.

The most essential and exciting part which everyone looks forward to is clothing. Festivals are always associated with new clothes. As humans, we always associate new beginnings with changes in our physical appearance. Let's make this Diwali more sustainable by consuming sustainable fashion. There are many stores that support sustainability and have made their mission statement to achieve sustainable goals. For instance, H&M, Zara, etc.

All of this will only work if we choose sustainability as a lifestyle rather than a trend. Let's bring more awareness to our everyday consumption and make this Diwali a unique grand celebration for us as well as for the future generation

How to Celebrate Eco-Friendly Diwali 2021?

- Switch to Eco-Friendly Crackers
- No to Plastic Lights, Yes to Diyas
- Make Organic Rangoli
- Upscale your Waste, Upgrade your Home
- Gift from Heart, not from Stores

