

## Circular No. :- 12



**SAPUTARA INTERNATIONAL SCHOOL**

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Affiliated to CBSE, New Delhi | Affiliation Number 430398



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### VOCAL FOR LOCAL

This Diwali go Local!

We request all the students and parents of Saputara International School to buy local products for Diwali this year and support the campaign "VOCAL FOR LOCAL" over the last few years, Diwali has transformed from just being one of India's biggest and greatest festivals to also being one of India's biggest and greatest shopping seasons. It is beyond our remit (for this piece) to discuss how you should large purchases on Diwali. We are merely focus on exhorting you to buy from your neighborhood crafts people and vendors this Diwali.

Buying local is not just about unfounded patriotism as some would like to be believes, but about a unique Indian aesthetic that characterizes the, festival. It is also about supporting the local economy and about, giving handicrafts a Phillip. And if that is not enough, remember that every time you buy local, you contribute to saving the environment because your product has added less carbon footprint. Then it would have, if it had cross the oceans to reach you.

Yes, we know we have preached enough. So how does one go local and reduce carbon footprint? Here are 4 ideas to try this Diwali. Please feel free to add your suggestions to this list.

Use clay or earthen Diyas to light up your home and workplace. Remember the festival is called Dipavli-the world Deep is an integral part of the name itself. Clay diyas are ecofriendly-they are made from the earth and return to the earth. Every time you light a lamp made of clay, you bring a smile to a potters face. And there are enough and more beautiful, decorative diyas or lamps made of clay available in the local market. Incidentally, quite a few organizations now create diyas from cow-dung-another ecofriendly option that you may want to try. If you worship Laxmiji and / or Ganeshji during Diwali and buy idols every year, then choose handmade clay idols created by local crafts people. Clay make the divine

come alive. A handmade murti has for more character than mass- procedure, foreign idols flooding the market. And yes, needless to say, clay is ecofriendly.

Diwali is the time to dec up your home. From Torans and decorative hangings to kandils and knick-knacks, each home has a festive look. Our markets are again flooded with chip, plastic, foreign decorations and yet there are crafts people who still craft exquisite decorations by hand. You may want to choose that eye-catching toran from Kutch over that plastic toran from factory.

Most Indian festivals are incomplete without flowers and leaves. Diwali is specially, is a riot of colors. Over the years, many of us have acquired taste for non-native flowers and our instagammable homes are modeled around European Homes. This Dipawali, bring home the marigolds and the local roses and the Jasmines and the Mango leaves and allow their aromas to enthrall your senses. This Diwali, instagram with a difference.

We hope that we have set you thinking. Take some time out and stroll down your neighborhood market. Buy local, by ecofriendly and celebrate a traditional Diwali.

Do not forget to share your pictures of buying local products with us.

Wish you all the very happy Diwali.



Principal

**Saputara International School**