



From Faith to Future: Haridwar Student Gives Sacred Flowers a Second Life



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Haridwar: At the temples and ghats of Haridwar, flowers offered in devotion symbolise faith and reverence. However, once religious ceremonies conclude, many of these sacred offerings become part of the city's waste stream, often ending up in landfills, drains or even the holy waters of the River Ganga.

For school student Moulik Jain, this was not merely an issue of waste management but one of environmental responsibility. Inspired to find a sustainable solution, he launched Amrit Dhara, a youth-led initiative that recycles discarded temple flowers into eco-friendly dhoop cones and sambrani cups, ensuring that sacred offerings continue their

The initiative is the result of years of environmental research and observation. Moulik has spent several years studying the health of the Ganga by monitoring water quality indicators, including pH levels, turbidity, total dissolved solids and bacterial contamination. His research on the use of indigenous plant-based coagulants for improving water quality was published in the journal *Convergence*.

Despite his research, one question remained unanswered: why treat polluted water after contamination occurs when pollution could be prevented at its source?

Seeking an answer, Moulik turned his attention to the large quantities of floral offerings discarded daily outside Haridwar's temples and ghats. After studying disposal practices and engaging with local stakeholders, he identified an opportunity to create a circular solution that combined environmental conservation with social impact.

Under the Amrit Dhara initiative, collected flowers are carefully segregated, cleaned, dried and pulverised before being blended with natural binders to produce handcrafted aromatic dhoop cones and sambrani cups. Plastic threads, foil, wrappers and other contaminants are removed during the process to ensure environmentally responsible production.

Amrit Dhara – Impact at a Glance (As of 23 July 2026)

Sacred floral offerings recycled: 1,000 kg

Eco-friendly dhoop products crafted: 45,000

Women-led livelihoods supported: 8

Temple and ghat collection partners: 12

Community volunteers engaged: 110

Citizens reached through awareness campaigns: 3,500

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Moulik emphasises that the project extends beyond manufacturing incense products. Every stage of the process—from flower collection and production to artisan engagement and product distribution—is documented through collection records, production logs and impact assessments. He believes environmental initiatives should be transparent, measurable and easily replicable.

The journey has presented challenges, including seasonal drying conditions, moisture affecting product quality and the need to segregate contaminated flower batches. Rather than viewing these as obstacles, Moulik considers them opportunities to strengthen the initiative and develop a more efficient and scalable model.

For Haridwar, a city whose cultural identity is deeply intertwined with the River Ganga, responsible management of religious floral waste is both an environmental necessity and a cultural responsibility. Through Amrit Dhara, Moulik aims to expand partnerships with temples, educational institutions and community organisations, further strengthening the initiative while maintaining transparency and measurable impact.

Through his work, Moulik Jain demonstrates that meaningful environmental change does not always require large institutions or significant resources. Sometimes, it begins with a handful of discarded flowers—and the determination of one student to transform faith into a more sustainable future.