



INTERNATIONAL COASTAL CLEANUP DAY

17th Sept 2022



Marine pollution in recent times has caught the attention of environmentalist and policy makers across the globe. Under the vision of the Hon'ble PM and his constant emphasis on beach cleanliness across the nation including coastal regions, it has been decided to run a cleanliness campaign "Swachh Sagar, Surakshit Sagar/Clean Coast Safe Sea" along India's entire coastline.

This campaign so far has enlisted the support and participation of Ministry of Earth Sciences (MoES), Ministry of Environment Forest and Climate Change (MoEFCC), National Service Scheme (NSS), Indian Coast Guard, National Disaster Management Authority (NDMA), Seema Jagran Manch, SFD, Akhil Bharatiya Vidyarthi Parishad (ABVP), Paryavaran Sanrakshan Gatividhi (PSG), along with other social organizations and educational institutions.

The 'Swachh Sagar, Surakshit Sagar/Clean Coast Safe Sea' campaign is a 75-day citizen-led campaign for improving ocean health through collective action carried out at 75 beaches across the country with 75 volunteers for every kilometre of the coastline. The campaign started on July 3rd, 2022 has 3 strategic underlying goals :

1. Consume Responsibly
2. Segregate waste at home and
3. Dispose Responsibly.

The campaign will culminate with the largest beach cleaning event on Sept 17, 2022 (International Coastal Cleanup Day). A mobile app "Eco Mitram" has been launched to spread awareness about the campaign and also for the common people for voluntary registration for the beach cleaning activity on the 17th September 2022.

This will be longest running coastal cleanup campaign in the world with highest number of people participating in it. Through this campaign, a mass behavioral change among the masses is intended by raising awareness about how untreated wastages, especially plastic, discharged along the coastline is destroying the marine lives.