

## **Namami Tate**

India has 7516.6 km of Indian coastline which comprises 5422.6 km of mainland and 2,094 km of island territories with nine coastal states and two major island groups. Tourism, economy, and livelihood of many are directly dependent on coastal areas. It has greatly contributed towards generating revenue, employment, and business opportunities.

But over time, ocean and coastal health has deteriorated, directly affecting marine biodiversity as well as the livelihood of many. To address this issue, a unique initiative was conceptualized towards cleaning and beautifying beaches as well as fighting marine pollution. The Ministry of Earth Sciences in collaboration with SuperHumanRace launched the Namami Tate, a nationwide beach clean-up and awareness campaign on November 12, 2021 from MoES Headquarters in New Delhi.

Namami Tate will continue for 75 days till India's 73rd Republic Day on January 26, 2022. It focuses on improving the health of Indian beaches and oceans through citizen engagement, including employee and corporate volunteering aimed at achieving environmental sustainability.

Namami Tate is aligned with United Nations Sustainable Development Goal SDG-14, which is an important maritime agenda to clean beaches, segregate and recycle waste across coastal areas of India.

The National Center for Coastal Research (NCCR), Chennai; National Center for Polar and Ocean Research (NCPOR), Goa; and the National Institute of Ocean Technology (NIOT), Chennai, under MoES, have conducted beach cleaning campaigns at Kovalam, Velsao, and Pondy beaches. In these campaigns, more than 350 kilograms (kg) of litter was collected from an area of around 6,000 square meters.

The Ministry of Earth Sciences, with all its prowess, is committed towards addressing marine pollution and achieving environmental sustainability. Volunteers are encouraged to contribute to Namami Tate and help make Indian beaches clean and beautiful.

For more information on Namami Tate, watch:

<https://www.youtube.com/watch?v=wN35mtXR8XU>

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