

**GOVERNMENT OF INDIA
MINISTRY OF EARTH SCIENCES
LOK SABHA
UNSTARRED QUESTION NO. 2817
TO BE ANSWERED ON WEDNESDAY, 3RD AUGUST, 2022**

SWATCH SAGAR, SURAKSHIT SAGAR CAMPAIGN

2817. DR. KALANIDHI VEERASWAMY:
SHRI KRIPANATH MALLAH:
SHRI THIRUNAVUKKARASAR SU:

Will the Minister of EARTH SCIENCES be pleased to state:

- (a) whether the Government has planned to launch a special drive “Swachh Sagar, Surakshit Sagar” within the country;
- (b) if so, the details thereof;
- (c) the details of the funds likely to be sanctioned and target set under this programme;
- (d) whether the Government has identified sea beaches likely to be covered under this programme within Tamil Nadu and if so, the details thereof;
- (e) the time by which it is likely to be started;
- (f) whether cleaning of 75 beaches across the country with the participation of common man has been launched under the said programme and if so, the details thereof; and
- (g) whether any target has been fixed to remove garbage from the sea coasts across the country and to provide relief to marine life and the people staying in coastal areas; if so, the details thereof and if not, the reasons therefor?

ANSWER

**THE MINISTER OF STATE (INDEPENDENT CHARGE) FOR
MINISTRY OF SCIENCE AND TECHNOLOGY
AND EARTH SCIENCES
(DR. JITENDRA SINGH)**

- (a) Yes Sir.
- (b) The "Swachh Sagar, Surakshit Sagar/Clean Coast Safe Sea “campaign is a 75-day citizen-led campaign for improving ocean health through collective action. The campaign started on July 5th, 2022 and has 3 strategic underlying goals that target transformation and environmental conservation through behavior change. The three underlying goals of the campaign are to 1. Consume Responsibly 2. Segregate waste at home and 3. Dispose Responsibly.

This event also coincides with the celebrations of Azadi Ka Amrit Mahotsav in 75th year of the country’s independence; The coastal cleanup drive will be carried out at 75 beaches across the country with 75 volunteers for every kilometre of the coastline. The campaign will culminate with the largest beach cleaning event on Sept 17, 2022 (International Coastal Cleanup Day) covering 75 beaches across India’s 7500+km coastline.

This campaign will include Ministry of Earth Sciences (MoES), Ministry of Environment Forest and Climate Change (MoEFCC), Ministry of Education, Ministry of Ports, Shipping and Waterways, Ministry of Jal Shakti, Ministry of Fisheries and Animal Husbandry, National Service Scheme (NSS), Indian Coast Guard, National Disaster Management Authority (NDMA), Paryavaran Sanrakshan Gatividhi (PSG), along with other government departments, social organizations and educational institutions.

- (c) An estimated expenditure of about Rs 10 crores is envisaged for this programme.
- (d) 75 beaches have been identified all over India and from Tamil Nadu about 8 beaches have been identified. The complete list of chosen beaches are listed in the Annexure.
- (e) The major beach cleaning activities will be carried out on 17 September 2022. The pre campaign activities have started on 05 July 2022.
- (f) Key audiences for the campaign include local communities that rely on oceans and beaches for livelihood, school and college students, youth and citizens in-general. The campaign will combine both virtual and physical formats for delivering key messages and engaging the target audience in adopting lifestyle and behavioral changes that promote environmental sustainability. Examples of virtual activities include quizzes, pledges and challenges. Physical activities will include the actual beach clean-up along with rallies, skits and contests etc.

It is the first-of-its-kind and longest running coastal cleanup campaign in the world with highest number of people participating in it. Through this campaign, a mass behavioural change among the masses is intended by raising awareness about how plastic usage is destroying our marine life.

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.

- (g) The target of the programme is to remove 1,500 tonnes of marine litter from the sea-coasts which will be a huge relief to marine life and the people staying in coastal areas.

List of Beaches

State/UTs	Name of Beaches	Remarks
Daman	DevkaBeach	Daman
	JamporeBeach	
Maharashtra	JuhuBeach	Mumbai
	GirgaonChowpaty	
	MandaviBeach	Ratnagiri
	MalgundaBeach	
	Murud	Raigad
	Chikhale	Palghar
Goa	Miramar	Panji
	Baina	vasco
	Bogmalo	
	Velsao	SouthGoa
	ColvaBeach	
Karnataka	PanamburBeach	Mangalore
	MalpeBeach	Malpe
	GorteeBeach	Bhatkal
	AghanashiniBeach	Kumta
Kerala	BeyporeBeach	Kozhikode
	CheraiBeach	Ernakulam
	KuzhipallyBeach	
	AzheekalBeach	Kollam
	KovalamBeach	Thiruvananthapuram
Lakshadweeep	KatcheryJettyBeach	Kavarathi
	MoolaBeach	Androth
	Kodi Beach	Minicoy
Gujarat	ChowpatiBeach	Porbandar
	MadhavpurBeach	Porbandar
	Somnath Beach	GirSomnath, Veraval
	GhoghlaBeach	Diu, Veraval
	JhanjmerBeach	Bhavnagar, Pipavav
	PingleshwarBeach	BhujWest, Jakhau
	NararaBeach	Vadinar, Vadinar
	MandaviBeach	Mandavi, Mundra
	OkhalighthousetoPawanChakki	Okha
	DandiBeach	Navasari, Surat
Andhra Pradesh	RKBeach	Visakhapatnam
Andhra Pradesh	YaradaBeach	Visakhapatnam
	RushikondaBeach	Visakhapatnam
	KakinadaBeach	Kakinada
	NTRBeach	Kakinada
	DhindiBeach	Nizampatnam
	SuryalankaBeach	Nizampatnam
	KrishnapatnamBeach	Krishnapatnam

Tamil Nadu	MarinaBeach	Chennai
	BesantNagar Beach	Chennai
	ThiruvanmiyurBeach	Chennai
	Aryaman Beach	Mandapam
	PirappanvalasaiBeach	Mandapam
	VOCBeach	Tuticorin
	MuthunagarBeach	Tuticorin
	Mullakadu Beach	Tuticorin
Puducherry	GandhiBeach	Puducherry
	AurovilleBeach	Puducherry
	KilinjameduBeach	karaikal
	KaraikalBeach	karaikal
West Bengal	HaldaiRiverFrontBeach	Haldai
	BakkhaliSeaBeach	Bakkhali
	HenryIslandBeach	Bakkhali
	DighaBeach	Digha
Odisha	ParadipBeach	Paradip
	NehruBanglaBeach	Paradip
	ChandravagaBeach	Paradip
	Puri Beach	Puri
	Gopalpur Beach	Ganjam
	BateswarBeach	Ganjam
A &N Islands	Kalipr Beach	Diglipur
	KarmathatangBeach	Mayabunder
	RamanBagichaBeach	Rangat
	CarbineCovesBeach	PortBlair
	RadhanagarBeach	SwarajDweep
	ChattanBeach	Hutbay
	KanakaBeach	Kamorta
	GandhiNagar Beach	CampbellBay
	MalaccaBeach	Carnic
Kalasi Beach	Teressa	
