

GOVERNMENT OF INDIA
MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE

LOK SABHA
STARRED QUESTION No. 280
TO BE ANSWERED ON 06.12.2019

Swachh-Nirmal Tat Abhiyaan

*280. SHRI SANJAY JADHAV:

Will the Minister of ENVIRONMENT, FOREST AND CLIMATE CHANGE be pleased to state:

- (a) whether the Government has commenced the programme 'Swachh-Nirmal Tat Abhiyaan' to clean coastal areas across the country;
- (b) if so, the details thereof and the names of the States where the said programme has been initiated;
- (c) whether the Government proposes to launch the said programme directly in various States under the classification of Central schemes; and
- (d) if so, the details thereof, State-wise ?

ANSWER

MINISTER FOR ENVIRONMENT, FOREST AND CLIMATE CHANGE
(SHRI PRAKASH JAVADEKAR)

(a), (b), (c) &(d) : A Statement is laid on the Table of the House.

STATEMENT REFEREED TO IN REPLY TO PARA (a), (b), (c) & (d) OF THE LOK SABHA STARRED QUESTION NO. *280 ON SWACHH-NIRMAL TAT ABHIYAAN DUE FOR REPLY ON 06.12.2019

- (a) & (b) Central Government organised a week long intensive beach cleaning-cum-awareness drive named 'Swachh-Nirmal Tat Abhiyan' from 11th to 17th November 2019 at 50 beaches in 10 coastal States, namely Gujarat, Daman &Diu, Maharashtra, Goa, Karnataka, Kerala, Tamil Nadu, Puducherry, Andhra Pradesh, and Odisha. The drive witnessed huge stakeholders' participation particularly the students of schools/colleges, volunteers, public representatives, officials of State Governments and civil society organisations. Mass awareness campaigns, quiz competitions, painting competitions, counselling sessions, pledge ceremonies, slogan writing, rallies etc. were also organised during the drive duly sensitizing all stakeholders about the importance of protection and conservation of the coastal ecosystems. Mechanized beach cleaning was also undertaken at 18 beach sites resulting in greater cleanliness.
- (c)& (d) The Government launched Integrated Coastal Zone Management Project in 2010 under a Central Scheme to conserve, protect and manage the coastal and marine ecosystems, pollution abatement and livelihood security of the coastal communities. Under the national component of the project, Beach Environment and Aesthetic Management Service [BEAMS] programme has been taken up in 13 pilot beaches of the coastal States/UTs. Intensive Beach cleanup and maintaining high standard of cleaning in one of the major objectives of the BEAMS programme. BEAMS programme also includes aspects of conservation of natural resources, pollution abatement, livelihood security of the coastal communities and capacity building. BEAMS programme is also under implementation at other identified beach locations in the country under the umbrella of a Central Scheme.
