

GOVERNMENT OF INDIA  
MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE

**LOK SABHA**  
**UNSTARRED QUESTION NO.3162**  
TO BE ANSWERED ON 06.12.2019

**Swachh-Nirmal Tat Abhiyan**

3162. SHRI SUDHEER GUPTA:  
SHRI GAJANAN KIRTIKAR:  
SHRI PRATAPRAO JADHAV:  
SHRI MOHAN S DELKAR:  
SHRI SANJAY SADASHIV RAO MANDLIK:  
SHRI BIDYUT BARAN MAHATO:

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

- (a) Whether the Government has made any assessment regarding the garbage scattered in coastal areas of the country, if so, the details thereof;
- (b) whether the Government has recently organized a cleanliness-cum-awareness drive in fifty beaches under the “Swachh-Nirmal Tat Abhiyan”;
- (c) if so, the details thereof and the response received from the public in this regard, beach-wise including the amount sanctioned under the said Abhiyan;
- (d) the total quantum of solid waste that has been collected and disposed off along with the total number of volunteers participated and the total area of beaches cleaned in sea drive ;
- (e) whether the Government proposes to organize such awareness/cleanliness drives in the near future and if so, the details thereof; and
- (f) the further steps taken/being taken by the Government to create awareness among people underlining the importance of coastal eco-system and beach cleanliness?

**ANSWER**

**MINISTER OF STATE IN THE MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE**  
**(SHRI BABUL SUPRIYO)**

(a) Beach litter/garbage has emerged as an important environmental concern. There is, however, no specific assessment of the quantum of garbage scattered in coastal areas of the country.

(b) & (c) The Ministry organised a week long intensive beach cleaning-cum-awareness drive named ‘Swachh-Nirmal Tat Abhiyan’ from 11<sup>th</sup> to 17<sup>th</sup> November 2019 at 50 beaches in the 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. About Rs. 77000/- per beach per day was allocated to carry out the drive.

(d) During the drive period, about 238 tonnes of mixed solid waste was collected and disposed off from the 50 beach sites. About 70,200 volunteers actively participated in the drive across all 50 beaches. Aprox. 1 km beach length was taken up under the drive at each location.

(e) & (f) Ministry of Environment, Forest and Climate Change is implementing Environment Education, Awareness and Training scheme with the objective of promoting environmental awareness among all sections of the society and to mobilize people's participation for conservation of environment. Under the National Green Corps (NGC) programme of the Ministry, about one lakh schools have been identified as Eco-clubs, wherein, nearly thirty lakh students are actively participating in various environment protection and conservation activities, including in the coastal areas, beach cleaning activities and other issues related to the environment conservation.

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