

**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	Ratnagiri	
	MandaviBeach		
	MalgundaBeach		
		Murud	Raigad
		Chikhale	Palghar
Goa	Miramar	Panji	
	Baina	vasco	
	Bogmalo		
	Velsao	SouthGoa	
	ColvaBeach		
Karnataka	PanamburBeach	Mangalore	
	MalpeBeach	Malpe	
	GorteeBeach	Bhatkal	
	AghanashiniBeach	Kumta	
Kerala	BeyeporeBeach	Kozhikode	
	CheraiBeach	Ernakulam	
	KuzhipallyBeach		
	AzheekalBeach	Kollam	
	KovalamBeach	Thiruvananthapuram	
Lakshadweep	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	
	YaradaBeach	Visakhapatnam	
Andhra Pradesh	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	Teresa	
