



सत्यमेव जयते

डॉ. एम. रविचंद्रन  
Dr. M. Ravichandran

D.O.No.MoES/Secy/07/2022

सचिव  
भारत सरकार  
पृथ्वी विज्ञान मंत्रालय  
पृथ्वी भवन, लोदी रोड, नई दिल्ली-110003

SECRETARY  
GOVERNMENT OF INDIA  
MINISTRY OF EARTH SCIENCES  
PRITHVI BHAWAN, LODHI ROAD, NEW DELHI-110003

28th July 2022

Dear *Dr. Chandrasekhar,*

Greetings from Ministry of Earth Sciences, Government of India!

India's coastline of more than 7,500 km reflects our vast ocean resources. Litter especially in the form of plastics in the marine environment are a major concern and growing problem and a number of studies have shown their harmful impact on marine biodiversity, ecosystems, fisheries, human health and economy.

Taking forward the vision of the PM and his constant emphasis on cleanliness across the nation including coastal regions, the Ministry of Earth Sciences (MoES) in collaboration with other Ministries/Departments, NGOs and Civil Society has launched a coastal cleanliness campaign "Swachh Sagar, Surakshit Sagar/Clean Coast Safe Sea" along India's entire coastline.

This year's event also coincides with the celebrations of Azadi Ka Amrit Mahotsav in 75<sup>th</sup> 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 started on July 5<sup>th</sup>, 2022 and will culminate with the largest beach cleaning event on Sept 17, 2022 (International Coastal Cleanup Day).

Considering the importance and uniqueness of this campaign, while keeping in mind the goal of inculcating the 'spirit of cleanliness' in the masses, and the Government's commitment in Swachh Bharat, I am pleased to invite you to join this campaign. Your kind cooperation, support and participation is solicited in the following ways:

- (i) Institutes on the coastal cities from your department may join the Campaign
- (ii) Institutes/Startups being funded by your department may join the campaign
- (iii) Motivate INSPIRE and other fellows to join this campaign

Your may nominate a nodal Officer from your state to coordinate the activities. The nodal person from MoES is Shri Gopal Iyengar, Adviser/Scientist-G. His email id is [gopal.iyengar@nic.in](mailto:gopal.iyengar@nic.in) and mobile number is 9871251605.

A brief note on the campaign and the list of 75 beaches is enclosed.

With best regards

Yours sincerely

*M. Ravichandran*  
(M. Ravichandran)

Dr.Srivari Chandrasekhar,  
Secretary  
Deptt of Science & Technology  
New Delhi

## List of Beaches

State /UTs	Name of Beaches	Remarks
Daman	Devka Beach	Daman
	Jampore Beach	
Maharashtra	Juhu Beach	Mumbai
	Girgaon Chowpaty	
	Mandavi Beach	Ratnagiri
	Malgunda Beach	
	Murud	Raigad
	Chikhale	Palghar
Goa	Miramar	Panji
	Baina	vasco
	Bogmalo	
	Velsao	South Goa
	Colva Beach	
Karnataka	Panambur Beach	Mangalore
	Malpe Beach	Malpe
	Gortee Beach	Bhatkal
	Aghanashini Beach	Kumta
Kerala	Beypore Beach	Kozhikode
	Cherai Beach	Ernakulam
	Kuzhipally Beach	
	Azheekal Beach	Kollam
	Kovalam Beach	Thiruvananthapuram
Lakshadweeep	Katchery Jetty Beach	Kavarathi
	Moola Beach	Androth
	Kodi Beach	Minicoy
Porbandar	Chowpati Beach	Porbandar
	Madhavpur Beach	Porbandar
Veraval	Somnath Beach	Gir Somnath
	Ghoghla Beach	Diu
Pipavav	Jhanjmer Beach	Bhavnagar
Jakhau	Pingleswar Beach	Bhuj West
Vadinar	Narara Beach	Vadinar
Mundra	Mandavi Beach	Mandavi
Okha	Okha light house to Pawan Chakki	Okha
Surat	Dandi Beach	Navasari
Visakhapatnam	RK Beach	Visakhapatnam
	Yarada Beach	
	Rushikonda Beach	
Kakinada	Kakinada Beach	Kakinada
	NTR Beach	

Nizampatnam	Dhindi Beach	Nizampatnam
	Suryalanka Beach	
Krishnapatnam	Krishnapatnam Beach	Krishnapatnam
Chennai	Marina Beach	Chennai
	Besant Nagar Beach	
Puducherry	Thiruvanmiyur Beach	
	Gandhi Beach	Puducherry
karaikal	Auroville Beach	
	Kilinjamedu Beach	karaikal
Mandapam	Karaikal Beach	
	Aryaman Beach	Mandapam
Tuticorin	Pirappanvalasai Beach	
	VOC Beach	Tuticorin
West Bengal	Muthunagar Beach	
	Mullakadu Beach	
Odisha	Haldai River Front Beach	
	Bakkhali Sea Beach	
	Henry Island Beach	
	Digha Beach	
A & N Islands	Paradip Beach	
	Nehru Bangla Beach	
	Chandravaga Beach	
	Puri Beach	
	Gopalpur Beach	
	Bateswar Beach	
Diglipur	Kalipr Beach	
Mayabunder	Karmathatang Beach	
Rangat	Raman Bagicha Beach	
Port Blair	Carbine Coves Beach	
Swaraj Dweep	Radhanagar Beach	
Hutbay	Chattan Beach	
Kamorta	Kanaka Beach	
Campbell Bay	Gandhi Nagar Beach	
Carnic	Malacca Beach	
Teressa	Kalasi Beach	

## Note

India has a coastline of more than 7,500 km. The ocean along this coastline is a repository of vast marine resources in the form of multiple biodiversity. Most importantly, the Indian Ocean is the only ocean named after a country, that is, India. Naturally, it places an additional responsibility on us to keep this ocean clean & safe.

Marine pollution in recent times has caught the attention of environmentalist and policy makers across the globe. One of the main reasons for marine pollution is the litter especially in the form of plastics discharged from the land based sources along the coastline. Such pollutants discharged from the coastline has become a major concern especially in India. Number of studies have shown their harmful impact on marine biodiversity, ecosystems, fisheries, human health and economy.

Considering the catastrophic impact of such pollution and taking forward the vision of the PM and his constant emphasis on cleanliness across the nation including coastal regions, it has been decided to run a cleanliness campaign "**Swachh Sagar, Surakshit Sagar/Clean Coast Safe Sea**" along India's entire coastline.

This campaign so far has enlisted the support and participation of Ministry of Earth Sciences (MoES), Ministry of Environment Forest and Climate Change (MoEFCC), National Service Scheme (NSS), Indian Coast Guard, National Disaster Management Authority (NDMA), Seema Jagran Manch, SFD, Akhil Bharatiya Vidyarthi Parishad (ABVP), Paryavaran Sanrakshan Gatividhi (PSG), along with other social organizations and educational institutions.

The 'Swachh Sagar, Surakshit Sagar/Clean Coast Safe Sea' campaign is a 75-day citizen-led campaign for improving ocean health through collective action carried out at 75 beaches across the country with 75 volunteers for every kilometre of the coastline. The campaign started on July 5<sup>th</sup>, 2022 has 3 strategic underlying goals that target transformation and environmental conservation through behavioral change. The three underlying goals of the campaign are to 1. Consume Responsibly 2. Segregate waste at home and 3. Dispose Responsibly. The campaign will culminate with the largest beach cleaning event on Sept 17, 2022 (International Coastal Cleanup Day).

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 17<sup>th</sup> September 2022.

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 untreated wastages, especially plastic, discharged along the coastline is destroying the marine lives.