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① Swachh Sagar, Surakshit Sagar Campaign to clean up the Coasts & beaches speaks of India's seriousness towards restoring marine health?

Introduction - In the UN ocean Conference IMO committed to protect its 30% of land, water & ocean from marine litter by 2030.

HAC grouping -

As IMO is part of HAC for planet & nature it agree to implement SDG - 14 by providing science & innovation based solution to world ocean summit.

Swachh Sagar -

① India also announced to undertake a massive campaign of coastal clean up across 75 beaches in India where 75 volunteers will be placed for every 75 km of Coastline.

② In line with this initiative, Govt launched Swachh Sagar, Surakshit

Sagar Campaign with a theme based on marine coastal clean up not only prospers marine life also human life & health.

③ This campaign regarded as world's longest running coastal cleanup campaign.

④ Recent research by NCCR have reported that 50% marine litters are of plastic made material in India b/w [2018 - 2021].

⑤ Beach litter survey also collected data & revealed that most Backshores accumulate more plastic waste than inter-tidal zone.

⑥ Comparing to rural coastal areas urban coastal areas are polluted more with single-use plastics.

Campaign relevance

① PM modi in his speech expressed his concern over plastic usage & in line with this govt announced Manufacture, Import, stocking, distribution,

Sale of single use plastic will be banned by 2022.

② The special one to notice is that this massive campaign has a great relevance to Swachh Bharat mission, which aims to prevent pollution both from Land-shore and off-shore activities.

③ This Swachh Sagar campaign even coincides with 75th years of Indian independence and planned to clean up 1,500 tonnes of garbage from Coast.

④ "Eco Mitram" app has been launched to spread awareness about this campaign.

Conclusion - As India generates 3.5 million tonnes of plastic waste annually, hope this campaign could bring massive changes & awareness about ~~low~~ plastic waste disposal.