



SEVA PARV 2025

INTERNATIONAL COASTAL CLEANUP DAY
#beatplastic

BEACH CLEANING CAMPAIGN **CHECKLIST**

20 SEPTEMBER 2025

Proposed activities for Beach Cleaning Campaign

(State/ UT may select possible activities from the list below)

No.	Events	Particulars	Requirement
1	Beach Cleaning Inaugural Event	<ul style="list-style-type: none"> - Inauguration of beach cleaning event - Clean Coast Safe Seas Pledge - Distribution of prizes of events conducted prior to beach cleaning event - Flagging off - Viewing of the prize-winning paintings etc. 	Stage (30 ft x 15ft X 2 ft) Podium Hand mics Sound system Chairs (Dignitaries) Chairs (Public) Head tables Side Tables (for placing gifts/ bouquets etc). backdrop (fabric/canvas) Welcome Banners (canvas) Large Display boards for prize winning painting/slogan etc. (20ft*8ft)
2	Beach Cleaning Event	Cleaning of the identified stretch Participants <ul style="list-style-type: none"> - School children (class VIII and above) for beach cleaning - for walkathon/ cycling - Scouts and Guides - NCC - NSS - College students - NGOs 	Signage (Entry, exit, help desk, collection centre distribution centre etc) Demarcation Flag Jute bags for collection of wastes (100) Latex gloves Masks First aid kit Hand sanitizer Steel broom, Jute Bags Weighing balances Tongs (for picking waste by dignitaries)

No.	Events	Particulars	Requirement
		– Beach users /local community	Corporation vehicle Ramp and other assistance requirement for Physically challenged Megaphone
3	Tree plantation	To promote <i>Ek Ped Ma ke Naam</i>	Tree plantation at suitable site near the beach in organise manner with the help of District Forest officer by participant of beach cleaning campaign including officers of local administration and State Government
4	Plogging	Regular Beach goers	Jute Bags
5	Trash Art	Trash Art in beaches using discarded fishing and beach debris	Beach debris collected from beaches will be used to produce art forms
6	Signature Campaign	Launching of Signature Campaign against SUP	Signature boards in various places in beach
7	Selfie points	Selfie points with theme on “Reduce-Reuse-Recycle plastics”	Selfie point for public at various places on the beach
8	Street Play	SUP Public Awareness through Street Play by theatre artists	Theatre artists using the available stage and audio and lighting systems
9	Photo/Video documentaries in local language and English	Photo /Video documentary on Blue Flag Beach, beach-cleaning activities from coastal states and UTs.	High quality photo /video footage (4k)
10	Signboards in beaches	Installation of permanent signage board “Do not litter” (Dos and don’t)	Installation of "Do not litter" signboards in prominent places in the beach through Public Private Partnership (PPP)
11	Standees	Information and awareness on clean environment with logo	Standee size 6ft x 4ft to be installed at prominent places on the beach road

***Mandatory activities are highlighted in red colour**

Discussion with urban/rural bodies for the safe disposal of the collected waste/litter may be initiated and confirmed (plastic as per ICC-2023 benchmarks, and manage hazardous waste separately).

Pre-event activities & organization

(State/ UT may select possible activities from the list below)

No.	Events	Particulars	Timeline	Requirement
1	a) Painting Competition 'Clean Coast, Safe Seas' in various categories	Classes – VII and above	To be organized prior to the beach clean campaign.	(A) Coordination with schools through education department
	b) Slogan Writing Completion 'Clean Coast, Safe Seas' in various category	Above Class VII	Winners of each event and category to be awarded at the beach clean-up campaign by dignitaries	(B) Selection of winners in each category
	c) Pot Painting	College students		(C) Procurement of trophy/medals/ prizes/ participation certificates
	d) Short Film/ Photography competition	College students		(D) Display board at event for display of winning entries
2	Walkathon for awareness	Students (School and College), Citizen groups	The targeted groups to be identified and arranged for flagging off by dignitaries during the event	— School children, and a few students dressed as marine animal mascots with a message — College students
3	Cycling	Students (Senior Secondary and College), Citizen groups		— School children — College Students — Cycling groups
4	Sand Art	Sand art	to be made ready one day before the event	Theme and layout off the sand art (e.g. of 20 feet X 10 feet)
				Sand Artist to be contacted for making sand art and arrangement as per the artists' need (e.g. Sand, water light, JCB etc.)
5	Stall with Khadi material as plastic alternative and Display of local/ ethnic handicrafts	Stall of Khadi as alternative to plastic (fabric, bags etc.) Stalls of ethnic handicrafts as plastic alternative to SUP	— Khadi board to be contacted for the stall — Local SHG /NGO to be contacted	10 Stalls (3m X 3 M) with required accessories

Other requirements

(A) Safety & Sanitation

- Ambulance
- Megaphone
- Water kiosks
- Toilets
- Community waste/Garbage bins
- First Aid kits
- Parking slots

(B) Refreshments

- Low-waste snacks to keep volunteers' energy up

(C) Media and PR

- Photography
- Welcome banner
- Videography
- Drone shooting
- Live coverage on social media
- Print media
- Electronic media (including Doordarshan)
- Live Streaming

Other requirements

- Transportation
- State clearances
- Video footage from coastal states and UTs
- Beach Signage
- Plastic bottle recycling kiosks
- Flag Mast 20 Nos (G20 Nations)
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Requirements for the participants

- Caps
- T Shirts
- Bags for School Students
- Steel water bottles
- Placard/ Banners

Activities - Beach clean-up

(State/ UT may select possible activities from the list below)

1. Pledge by the beach users for clean beaches and to avoid marine littering
2. To promote Mission *Ek Ped Ma ke Naam*, tree plantation at suitable site near the beach in organised manner with the help of District Forest officer by participant of beach cleaning campaign including officers of local administration and State Government
3. Beach cleaning activities with wide public involvement
4. Display of knowledge products for sensitizing the beach goers, including Biodiversity
5. Signature campaigns
6. Poster/drawing competition in Schools and Display of prize winning paintings/drawings
7. Display of posters on infrastructure developed at blue flag beaches
8. Flagging off Walkathons/Cycle rally to promote clean beaches and safe seas,
9. Promote “plogging” - an eco-friendly exercise through which people pick up trash while jogging or brisk walking as a way to clean up litter
10. Pledge in schools to avoid single use plastic, Marine litter, adopt Lifestyles for Environment (LiFE)
11. Sand Art at the beaches (optional to promote local artist)
12. Urban Local Bodies cleaning drives in beach adjoining areas
13. Awareness on endangered marine species (such as olive ridley turtles, coral reefs, etc)
14. Selfie points under the clean beach campaign
15. Waste to Wealth exhibitions / exhibitions on single use plastic alternatives.
16. Display and promotion of “PRAKRITI” - at every beach cleaning event (Mascot and related theme can be downloaded from <https://missionlife-moefcc.nic.in> portal).
17. Publicity of the activities in local and State media (Social/ Print and Electronic)
18. Meet the Ambassadors of clean-up activities
19. Registration of participants, including schools, NGOs, and coastal communities, with a cap to avoid overcrowding.
20. Photography and Documentation: Capture before-and-after visuals and volunteer efforts for reports and social media, adhering to privacy guidelines.
21. Reporting: Ensure submission of a detailed report to MoEFCC, including waste metrics/management, participant numbers and ecological outcomes, through mobile application ([Link: https://beachcleanup.ncscm.res.in](https://beachcleanup.ncscm.res.in)).