



STANDARD OPERATING PROCEDURE (SOP) FOR BEACH CLEANING ACTIVITY

SEVA PARV 2025

INTERNATIONAL COASTAL CLEANUP DAY
#beatplastic

BEACH CLEANING CAMPAIGN

20 SEPTEMBER 2025



1. Registration

1.1. Public Registration through

1.1.1. Portal : <https://beachcleanup.ncscm.res.in/>

1.1.2. QR Code in beach standees

2. Get volunteers

2.1. Schools (class VIII and above) and colleges for beach cleaning, walkathon/ cycling

2.2. NCC, NSS

- 2.3. Government officials
- 2.4. NGOs
- 2.5. Local community
- 2.6. Beachgoers, Local Bodies
- 2.7. Corporates
- 2.8. Leaders and public representatives
- 2.9. Local vendors
- 2.10. Plastic waste re-processors etc.



3. Statutory requirements for beach clean up

- 3.1. Necessary permission from local authority/
police/traffic
- 3.2. Ambulance
- 3.3. Drone photography (optional)

Coastal Police



Ambulance



Traffic police

4. Designated parking areas

4.1. For Vehicles of officials

4.2. School bus

4.3. Public vehicles

4.4. Ministers

4.5. Delegates



5. Designated space for mobile Toilet Van and hand wash



6. Clean up supplies (plastic free) for your volunteers



6.1. Trash bags (Jute Gunny bag)

6.2. Latex gloves

6.3. First aid kit

6.4. Hand sanitizer

6.5. Steel broom

6.6. Weighing balances

6.7. Garbage tongs Garbage Collector

7. Designate location for registrations, distribution of collection material, disposal, refreshment, hand wash and first-aid



7.1. Beach cleaning will start at 7 am

7.2. Get to the site early. Arrive at least 30 minutes before your volunteers so you can prepare your site

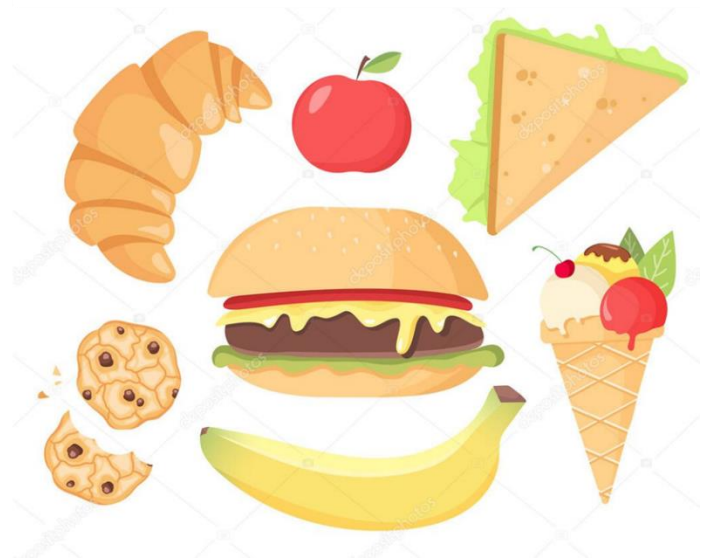
8. Organizing Supplies and Logistics



8.1. Waste bins (degradable/non-degradable)

8.2. Segregation of litter

9. Low-waste snacks/drinks to keep volunteers' energy up



9.1. Avoid littering, designate disposal place for food wraps

9.2. No plastic materials for food and water

10. Organize an Emergency Preparedness

- Identify and engage beach coordinator (aware of emergency preparedness)
- Instruct volunteers not to venture in the sea
- Tell volunteers not to step on the rocks
- Megaphone
- Proper signage
- Demarcation flags to designate clean up area
- Beach approach ramp
- Ambulance

- First Aid Box
- Ensure no foot print of the clean-up event



11. Running the Clean Up Smoothly



12. Weigh the trash with a balance



12.1. Contact local authority for safe disposal of waste

12.2. Photos of all activities (pledge, banner, signature, group photos with collected trash, selfie point, cleaning activities, before and after cleaning, tree plantation (if any)) shall be uploaded in the web portal.



13. Reporting:

13.1. Data should be collected on location, number of participants/guests, start and end time, litter collected (kg), type of litter (%) etc and uploaded in the web portal (Link: <https://beachadmin.ncscm.res.in/beachcleaning/login>).

14. Sort recycling from trash while they clean up

14.1. Mark the recycling bags with a label

14.2. To sort out items

15. Throw trash in a specified dumpster or container



16. Clean up your materials and any trash left behind



17. Photo-documentation (mandatory), Drone capture before and after for beach clean-up (optional)



18. General instructions:

- Disposable paper glass to be used for drinking water.
- All the branding materials can be downloaded from the below mentioned Web portal in the Coral Draw (CDR) and Encapsulated PostScript (EPS) format.
- No banners should be made of plastic/flex materials (preferably canvas material)

Outcomes

- Reduction of beach pollution from land-based wastes provide a healthy beach with multiple ecosystem services and enhanced economic benefits.
- Public engagement in beach cleaning with volunteers improves beachgoer's awareness and knowledge about beach and marine litter and increases the likelihood that individuals will take continued action to address the issue.
- Mass awareness is developed in different sections of the society contribute to the overall reduction of marine litter in the beaches.
- Enhanced willingness to participate in beach clean-up among the local stakeholders.
- Education for Sustainable Development (ESD), programs lead to a behavioral change of coastal community in favor of the environment.
- Restoration of beach ecology and enhancement of beach biodiversity will support local fisheries.
- Reduced human health hazard after beach clean-up activities.
- Beach and coastal tourism, local fisheries are benefitted after the clean-up activities.
- The beach litter contribute to the circular economy.

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