

Guidelines

BEACH CLEANING CAMPAIGN

Introduction

1. Beaches are dynamic land-sea interfaces, acting as a buffer against high winds and waves, and play an important role in providing natural facilities for coastal tourism, recreation, fisheries, and other important services. A clean beach is the primary indicator of a healthy coastal environment. Harmful materials including litter, plastic, sewage, and other debris, result in beach pollution, causing deterioration to marine life and ecology, human health, and coastal tourism. Being the prime sites for human recreation, beaches underpin many coastal economies. In terms of the percentage composition of the beach litter, plastics formed approximately 60–80% of the total load of beach litter. Litter presence negatively affects ocean wildlife because of the entanglement of animals in abandoned nets, fishing lines, as well as human health and causes the aesthetic deterioration of beaches and loss of associated economic value.
2. Careful management of vital coastal resource is a key feature of a sustainable future. The 17 Sustainable Development Goals - a call for action by all countries - include “conserve and sustainably use the oceans, seas and marine resources for sustainable development” in its Goal no. 14. Beach clean-up is important to restore the beach environment for removing solid litter and organic debris, deposited on a beach by the tide, inland transport via river flow, fishing, local visitors, or tourists.

Global Beach cleaning efforts

3. International Coastal Clean-up, the largest volunteer effort for ocean's health, has been in action in partnership with volunteer organizations and individuals around the globe to remove trash from the world's beaches and waterways. Over the years, international coastal clean-up has gained momentum. India, among the G20 Nations, is also committed to reducing, reusing and recycling waste.
4. International Coastal Cleanup Day (ICCD) is celebrated on the third Saturday of September every year. The day is observed to encourage people to free beaches from garbage, raise awareness about preserving and protecting the World's Ocean and waterways, and to solve the problem of trash in the ocean. The first ICCD was celebrated in 1986, by Ocean Conservancy in United States in late 1980's. Today, more than 63 countries, both coastal and landlocked, have joined the Clean Seas Campaign with ambitious pledges and important commitments to prevent marine litter and plastic pollution through beach clean-up programs, emphasising the value of the “source to sea” approach.

National Initiatives

5. Indian Coast Guard (ICG) has been actively involved in the beach cleaning drive and have been taking lead role in organising beach cleaning activity specially on International Coastal Cleanup Day (3rd Saturday of September) since 2006. These events have been very successful and have been observed to be very effective in sensitizing the local populace about the clean and pollution free coast. ICG does such activities under the campaign named as “Swachh Sagar Abhiyan”.
6. Ministry of Environment Forest & Climate Change (MoEFCC) has promoted and developed 12 number of beaches, since 2021, with environmentally sound beach infrastructure and management practices at par with the best facilities across the globe with Blue Flag certification for the benefits of beach users as well as to promote environmental education along with measures to safeguard the coastline and coastal marine environment from menace of solid waste (including plastic pollution). This initiative was taken as pilot project to encourage the local administration and the Coastal State Government to scale up and develop many such beaches. With encouraged benefits and feedback from the beach users and financial self-sufficiency of these beaches, many of the coastal States / UTs have taken initiative for development of similar infrastructure to get Blue Flag certification.
7. MoEFCC, since 2017, has been undertaking beach cleaning campaign with the active participation of local administration/ State Governments of coastal States / UTs at identified beaches as an annual event to create awareness among the local communities, beach users and other stakeholders about the importance of clean beaches, ocean and adverse impact of waste discharges on coastal ecosystem and marine environment.
8. Ministry of Earth Sciences (MoES) in 2022 launched a massive campaign namely “Swachh Sagar Surakshit Sagar” for 75 days at 75 beaches for improving ocean health through collective efforts and action. The underlying objective of the campaign was to target transformation and environmental conservation through behavioural changes.
9. MoEFCC as a “Jan-bhagidari” activity of Environment and Climate Working Group of G20 countries under India’s Presidency in 2023 organised beach cleaning activity at 30 beaches in the coastal States/UTs of India and about 20 beaches in 14 G20 countries and 6 Guest countries. The campaign was successfully organised in close coordination with Indian Embassy, Local Governments, State Governments & UT Administrations, Indian Coast Guards, NGOs, CBOs, Local Communities and beach Users, School and College

Students, NCC, Scouts, Private and Public Sector officials and regional and local celebrities.

Objective

10. A successful beach cleaning drive is in line with our commitment to SDG 14. Protecting our oceans' health is important and therefore we need to prevent pollution of oceans. The beach cleaning activity supports the underlying goals of **Swachh Bharat Mission and Meri LiFE Mission**. The objective of such campaign is to create awareness about the importance of ocean health, ecologically and environmentally sound coastal ecosystem and marine environment, and the role, responsibilities and contribution of individuals and communities their conservation, protection and preservation. The campaign helps to draw global attention to the problem of litter, especially marine plastic litter and its impact on seas and oceans and to create strong public engagement on the issue of beach and marine litter, and mobilize collective action for beach cleaning.

Stakeholders

11. Major stakeholders include the beach users, local communities and local administration. For promotion of awareness, students of colleges and schools, University, Scout guides, NCC Cadets etc. are to be involved. To extend support to the campaign, officials of line Ministries/Departments of State Governments. Private businesses, waste management and logistics groups, marine experts and educational institutions, municipalities etc to strengthen the integrated approach towards beach cleaning.
12. The involvement of international organizations such as UNEP, UNDP, UNCCD, FAO etc. will be strongly encouraged. The stakeholders would include government, citizens, local communities, urban local bodies, corporates, public representatives, and volunteers for clean-up drive, registered plastic waste re-processors, civil society organizations, local youth, and school children.

An illustrative list of Stakeholders in the beach cleaning drive is provided below:

- Local communities
- Local Bodies
- NGOs/CSOs
- Students /NCC/NSS volunteers
- Corporates (Public and Private sector)
- Coast Guards and Pollution control boards
- Leaders and public representatives/ Local celebrities
- Vendors near the beaches including beach users & their Associations
- CPCB registered plastic waste re-processors etc
- International Agencies

- Eco-Clubs and EIACP centres of MoEFCC
- Concerned Department of State Government
- Organisations of MoEFCC and MoES

Locations

13. A list of all beaches having greater potential for tourists' footfall and beach users or are traditionally acknowledged as tourism site, shall be prepared by each of the coastal States. Priority shall be given where the footfall is more and other logistic support are presently available. Great coverage in local media for publicity of the campaign can be achieved to sensitive and make people aware.
14. Based on the feedback from the States and past experiences, a tentative list of beaches identified by MoEFCC has been attached as **Annexure I**. This list is indicative and beach cleaning activity with the help of local administration has been performed at these sites in the past.

Suggested list of activities

15. Site -specific but in agreement with national and State/ UT protocol/ laws may be followed to intercept litter/waste from beaches, remote islands, rivers, mangroves and coastal communities through collaborative clean-ups. MoEFCC officials will be working closely with the host site and State nodal officer nominated by the State Government for the success of the campaign.
16. Following are the indicative activities (subject to change in consultation with MoEFCC) depending on the feasibility at local site:
 - Pledge by the beach users for clean beaches and to avoid marine littering
 - To promote Mission **Ek Ped Ma ke Naam** , 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
 - Beach cleaning activities with wide public involvement
 - Display of knowledge products for sensitizing the beach goers, including Biodiversity
 - Signature campaigns
 - Poster/drawing competition in Schools and Display of prize winning paintings/drawings
 - Electronic Display of awareness programs (Such as Swachh Sagar, Surakshit Sagar Campaign in India). Short documentaries/ exhibitions/ expos on beach litter impacts may be filmed/ displayed on the promenade or curb-side
 - Display of posters on infrastructure developed at blue flag beaches
 - Flagging off Walkathons/Cycle rally to promote clean beaches and safe seas,
 - Promote "**plogging**" - an eco-friendly exercise through which people pick up trash while jogging or brisk walking as a way to clean up litter

- Pledge in schools to avoid single use plastic, Marine litter, adopt Lifestyles for Environment (LiFE)
- Sand Art at the beaches (optional to promote local artist)
- Urban Local Bodies cleaning drives in beach adjoining areas
- Awareness on endangered marine species (such as olive ridley turtles , coral reefs, etc)
- Selfie points under the clean beach campaign (Cutouts)
- Waste to Wealth exhibitions / exhibitions on single use plastic alternatives.
- Green Lighting of iconic public buildings
- **Display and promotion of “PRAKRITI” - at every beach cleaning event** (Mascot and related theme can be downloaded from <https://missionlife-moefcc.nic.in> portal.
- Publicity of the activities in local and State media (Social/ Print and Electronic)
- Meet the Ambassadors of clean-up activities

Fund release and its management

17. The beach cleaning campaign is a planned activity under budgetary support for promotion of awareness about coastal and ocean health under National Coastal Mission scheme of MoEFCC, Government of India (GoI). It is proposed that minimum two such campaign per annum will be held at identified beaches. The beaches will be identified in consultation with respective Coastal States / UTs. MoEFCC shall provide fund on grant-in-aid basis with expectation that the State / Local Administration will supplement with appropriate funding for an effective and objective based outputs/ outcomes.
18. NCSCM is the co-ordinating and knowledge partner for the campaign and shall be responsible for successful completion of the campaign. NCSCM shall be responsible for co-ordination with Nodal officer of State government/ Local Administration / Site manager for fund release, supervision of the activities, providing knowledge based product for publicity, awareness, press releases, aggregating the site photographs and disseminating through social media and dedicated portal, collecting the utilisation certificate/ Expenditure Statement and physical report and updating the same of the dedicated web portal. Submitting a consolidated financial and physical progress report of the campaign from each participating site for each drive to MoEFCC. NCSCM shall also provide a dedicated nodal officer for better coordination with all States /UTs and Site nodal officer.
19. State Government will provide the list of proposed site for the beach cleaning campaign with details and scale of activities to be undertaken and scale of participation, highlighting the importance of the site and other features which may help in prioritizing the beaches. An estimated budget may be provided delineating the State and Centre share for the activity. However, the campaign is an activity under central sector scheme of Government of India, but contribution /support from State Government / Local Administration (With Fund / Kind) will help in prioritising the site among others and also highlight the interest and support of State in such activity.
20. MoEFCC will issue sanction order against the proposal received from State Government with a copy to National Centre for Sustainable Coastal Management,

Chennai (NCSCM). Fund will be released as per sanction order by NCSCM to the bank account as informed by State/ Site nodal office.

21. The funds will be released through the fund flow mechanism prescribed by Government of India (GoI). The executing agency shall open a dedicated bank account in the nationalised bank as specified by NCSCM for seamless flow of fund. Other protocol shall be communicated to the site nodal officer by NCSCM as per the direction of MoEFCC.
22. The allocation amount will depend on the number of proposals received from the States/UTs, frequency of such activities in a year and availability of budgetary support to MoEFCC for the activity from the central sector scheme of 'National Coastal Mission Programme'. States/UTs may provide additional funds from their own resources.
23. The State government shall identify a State Nodal agency and officer for co-ordination with the local administration responsible for each site proposed for undertaking beach cleaning campaign / activity. A nodal officer for each site may be identified for co-ordination, plan, organize, supervise and successfully complete the activity/campaign.
24. The site nodal officer shall also be responsible for management of fund released from MoEFCC and providing utilisation certificate with a report on the activity in the format/template provided by MoEFCC/NCSCM and also upload the photos/videos on website/App provided by MoEFCC / NCSCM.
25. The sanctioned fund will be transferred to that account directly by NCSCM. The fund will be released in 3 instalments
 - (i) 30% along with the sanction order issued by MoEFCC (provided bank account details and its mapping is complete)
 - (ii) 60% before completion of field work
 - (iii) 10% after submission of expenditure statement.
26. The submission of utilisation certificate and physical progress report is essential for all beaches having financial support from MoEFCC under the scheme. This will also help in continuation of the program on regular basis.
27. The template for submission of physical progress report through online system and Utilisation Certificate as per the GoI prescribed format shall be provided along with the sanction order. Site nodal officer with approval of their competent authority shall submit the physical progress report and Expenditure Statement not later than 20 days from the date of completion of the beach cleaning campaign to NCSCM, to get the balance 20% fund as per sanction order of MoEFCC.
28. The unspent balance along with any interest incurred on the fund released by GoI has to be refunded to Bharat Kosh or as per the order of MoEFCC before submission of Utilisation Certificate. The documentary support for such refund should be attached with the Utilisation Certificate.
29. Activity specific fund estimate for utilisation for the campaign by the site manager to be allocated by MoEFCC through NCSCM is placed at **Annexure II**.

Operational Modalities

30. All efforts shall be made to invite the local public representatives (Local Member of Parliament, Local Member of Legislative Assembly, Mayor, Gram Panchayat elected representatives, Local celebrities, national Award winners, National and Local influencer, Senior State government officials, NGOs, CSOs, International Agencies, Public and Private Sectors organisation, Coast Guards, NCC, NSS, and other associations/groups of beach users, local vendors, and local residents.
31. Respective State/UT shall be responsible for ensuring availability of equipment/consumables such as gloves and masks, protective gear, collection bins etc.
32. A tentative time schedule of the activities proposed on the beach cleaning day to be prepared and informed to the participants. All care should be taken to control the littering arising from any of the proposed activity for the campaign and due care with dedicated team shall be taken to control the littering from serving of beverages, water and refreshment. A dedicated area with proper arrangement for collection of waste shall be made and photograph of the measure taken for controlling such littering shall be incorporated in the physical report of the event.
33. Segregation of waste and weighing arrangements will need to be made by the site nodal officer with support from State/UT Government through district administration and urban local bodies. Urban local bodies and local administration should prepare the work plan for beach activities and other associated arrangements. Social media platforms should be used for mobilizing volunteers and creating mass awareness on the clean-up activities.
34. Efforts shall be made to quantify the waste collected (by its type- Plastic & Rubber, organics etc) as per the template and the records to be maintained at local level. The quantity of waste collected shall be reported through the 'App' provided by NCSCM along with the means and method used for their disposal. Quantification of the segregated waste shall be done at site to the extent possible.
35. The beach clean-up programme will support India's global initiative on 'Lifestyle for the Environment - LiFE Movement' for environmental awareness, behaviour change and responsible living. Pledge activity in schools, Placards content along with drawing competitions will be organized and coordinated by National Museum for Natural History (NMNH) and its regional offices in coordination with State/ district Education Departments and local NGOs. Electronic display content will be arranged and collated by NCSCM.
36. Collection, transportation and disposal of segregated waste will be done by Sanitation Departments of Urban Local Bodies. Recyclable materials including plastics will be supplied to CPCB registered re-processors. Respective State Pollution Control Boards through their regional offices shall ensure that the

collected waste are managed and disposal in compliance to the provision of the relevant rules under Environment (Protection) Act, 1986.

37. AV systems, T-shirts, caps, refreshments, logistic support for guests, volunteers, NGOs, Schools etc shall be arranged by the State/UT and the local administration. Site Nodal officer shall be responsible for such arrangements.

Precautionary and Safety Measures

38. Cloth banner should be used instead of vinyl material. Similarly, cotton t-shirts may be used, avoiding polyester material. Other suggestions include use of Gunny bags for waste collection instead of plastic garbage bags, refreshments without **use and throw** plastic bottles and cutlery, reusable rubber gloves instead of single use plastic gloves, using water cans with dispenser, paper cups and plates etc.
39. Collected waste must be weighed, segregated and disposed as per appropriate waste management rules by the local body.
40. Media Plan shall be developed and shared with all States/UTs by MoEF&CC. The publicity banner shall be prepared as per format provided by MoEF&CC in digital format through NCSCM. Suitable photographs of all such publicity materials shall be incorporated in the physical progress report along with the photograph and video of major activity in action.
41. First aid kit shall be kept at site for dealing with any emergencies. Other safety and security measures which shall include precaution / warning messages at appropriate sites shall be provided / displayed.
42. A brand-ambassador for each beach from the local community may be selected and community to be encourage to take such beach cleaning activity through community participation on regular basis. A system to be developed by local administration to record such activities by the local communities with certain document evidence, which may be used for recognising / acknowledging the efforts of the local community in beach cleaning activities. Private sector shall be encouraged to support such community efforts for beach cleaning.

Mascot

43. “**Prakriti**” – the mascot of “**Mission LiFE**” shall be the official mascot for all beach cleaning campaign to promote awareness on basic behaviour changes towards sustainable lifestyle for Environment. The technical details of the Mascot can be downloaded from <https://missionlife-moefcc.nic.in> official website of Meri LiFE Mission.

44. It is also expected from the Site nodal officer, to upload geotagged photographs of the major activities of the event on the portal of Meri LiFE <https://merilife.nic.in>

Expected Outcomes

45. The expected outcomes include:
- i. Collective action of the local communities for clean beaches
 - ii. Reduction of beach pollution to provides a healthy beach
 - iii. 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
 - iv. Mass awareness is developed in different sections of the society, contribute to the overall reduction of marine litter in the beaches and adjacent seas
 - v. Enhanced willingness to participate in beach clean-up among the local stakeholders.
 - vi. Education for Sustainable Development (ESD), programs lead to a behavioural change in favour of the environment , clean beaches and healthy oceans
 - vii. Restoration of beach ecology and enhancement of beach biodiversity will support local fisheries
 - viii. Contributes to circular economy
 - ix. A step towards healthy ocean and behaviour change for sustainable Life Style.
 - x. Involving the Tourism Department of the State level and the local Bodies including the Civil Society Organizations and other stakeholders in keeping the beach clean.

Annexure I

Indicative list of beaches identified (from past such campaign)

S. No.	State	Name of the Beach (2020)	Name of the Beach (2021)	Name of the Beach (2022)	Name of the Beach (2023)	Name of the Beach (2024)
1	Andhra Pradesh	Viskhapatnam	Rushikonda		Ramakrishna	NTR Beach
2	Goa	Sagareshwar			Calangute	Betalbatim Beach
		Zuari			Colva	Vagator Beach

3	Gujarat	Mandvi	Shivrajpur	Mandvi	Dandi	Mandvi Beach
		Veraval		Dandi	Shivrajpur	Hatab Beach
		Dumus		Shivrajpur		
		Caranzalem				
		Colva				
4	Karnataka	Mangaluru	Kasarkod		Tannirbhavi	Kundapura Beach
			Padubidri		Rabindranath Tagore	
					Kundapur Kodi	
5	Kerala	Kannur	Kappad	Azeekal	Trivandrum	Kochi
		Kozhikode		Bey pore	Fort Kochi	Varkala
		Fort Kochi		Puthuvypin	Alappuzha	
		Alappuzha		Valappu		
		Kazhakuttom		Kovalam		
6	Maharastra	Girgaum chowpatty			Juhu	Uttan Beach
		Arnala			Chivla beach-Malwan	Chinchani Beach
					Uttan Beach-Mira Bhayander	Alibagh Beach
					Bhatye Beach-Ratnagiri	Juhu Beach
					Mithmumbri-Devgad	
					Vengurla	
7	Odisha	Gopalpur	Golden Beach		Chakratirtha	Chakratirtha Beach
		Rushikulya				
		Puri			Sunapur	
		Paradeep				
8	Tamil Nadu	Rameswaram	Kovalam	Kovalam	Kovalam	Marina Beach
		Vedaranyam		Basant Nagar	Basant Nagar	
		Poompuhar		Velanakuni	Manakudi	

Annexure II

**Indicative list of activities and corresponding estimated budget
(per beach to be provided by MoEFCC through NCSCM)**

Sr. No	Item	Estimated Amt /Unit (In Rs.)	Qty/ Beach	Total (Rs.)
1	Garbage bags + Gloves	100	50	5,000
2	Hand Tools	500	10	5,000
3	Garbage Collection Trolley	1,500	1	1,500
4	Logistics (Vehicles)	10,000	1	10,000
5	Refreshment	250	150	37500
6	T-Shirt	300	100	30,000
7	Caps	60	100	6,000
8	Banners & printing	4,000	5	20,000
9	Video, Photo & Press Media	10,000	1	10,000
10	Labour Charges	3000	1	3000
11	Tent & Chair	12,000	1	12,000
12	Misc.	10,000	1	10,000
13	Total (Rs.)			1,50,000

Note: The above estimated budget will be provided by MoEFCC and State/UT Governments/Administration are expected to support the program for an effective and objective oriented outputs/outcomes.