

# International Coastal Cleanup Day – 2023

## Swachh Sagar Surakshit Sagar



*Jointly organised by*



Dept. of Marine Biology, Microbiology & Biochemistry, CUSAT  
National Centre for Coastal Research (NCCR),  
Ministry of Earth Sciences, Government of India

*On 16<sup>th</sup> September, 2023 at Fort Kochi Beach*

# Clean Beach! Our Pride!

## Programme Schedule

Assemble of all Participants	: 7:00 AM
Address by Eminent Personalities	: 7:15-8:00 AM
Coastal Cleaning Activities	: 8:00-9:00 AM
Awareness Rally	: 9:00-9:30 AM
Closing of Activities	: 9:30-10:00 AM
(Certificate Distributions/Refreshments etc.)	

*Chief Guest*

**Sri.K. J.Maxi**  
MLA, Kerala Legislative Assembly

## Addressing Personalities

- Sri. Antony Kureethara, Councilor, Cochin Corporation
- Senior Prof. (Dr.) S. Bijoy Nandan, Dean and Syndicate Member, CUSAT
- Senior Prof. (Dr.) A. A. Mohamed Hatha, Director, School of Marine Sciences, CUSAT
- Prof. (Dr.) R. Sajeev, Head, Dept. of Physical Oceanography, CUSAT
- Prof. (Dr.) Sajeevan T. P., Professor, Dept. of Marine Biology, CUSAT
- Dr. S. Sabu, Director, School of Industrial Fisheries, CUSAT





# ഫോർട്ട് കൊച്ചി ബീച്ച് ശുചീകരിച്ചു

കളഭശേരി

കൊച്ചി സർവകലാശാല മനോൻ ബയോളജി വകുപ്പ്, സ്കൂൾ ഓഫ് ഇൻഡസ്ട്രിയൽ ഫിഷറീസ്, നാഷണൽ സെന്റർ ഫോർ കോസ്റ്റൽ റിസർച്ച്, സിഫറൈറ്റ്, പ്ലാൻ @ ഓഷ്യൻ എന്നിവ ചേർന്ന് തീര ശുചീകരണദിനം ആചരിച്ചു. ദിനാചരണത്തിന്റെ ഭാഗമായി ഫോർട്ട് കൊച്ചി ബീച്ചിലെ പ്ലാസ്റ്റിക് മാലിന്യം നീക്കം ചെയ്തു. കെ ജെ മാക്സി എംഎൽഎ ഉദ്യോഗാടനം ചെയ്തു. കൂസാറ്റ് മനോൻ സയൻസ് ഡീൻ ഡോ. എസ് ബിജോയ് നന്ദൻ, ഡോ. ടി പി സജീവൻ, സ്കൂൾ ഓഫ് ഇൻഡസ്ട്രിയൽ ഫിഷറീസ് ഡയറക്ടർ ഡോ. എസ് സാബു, ഡോ. ഇ ആർ ചെയതന്തു എന്നിവർ നേതൃത്വം നൽകി.

ബീച്ചിൽനിന്ന് 250 കിലോയോളം പ്ലാസ്റ്റിക് മാലിന്യം നീക്കംചെയ്തു.



ഫോർട്ട് കൊച്ചി ബീച്ചിലെ തീരശുചീകരണം കെ ജെ മാക്സി എംഎൽഎ ഉദ്യോഗാടനം ചെയ്യുന്നു

യ്തു. പ്ലാസ്റ്റിക് മാലിന്യമുണ്ടാകുന്ന ലിക്കാവുന്ന പ്ലാസ്റ്റിക് ഒഴിവാക്കേണ്ടതിനെക്കുറിച്ചും ബോധവൽക്കരണ റാലി സംഘടിപ്പിച്ചു.





भारत सरकार  
Government of India  
पृथ्वी विज्ञान मंत्रालय  
Ministry of Earth Sciences



राष्ट्रीय तटीय अनुसंधान केन्द्र (एन सी सी आर)  
NATIONAL CENTRE FOR COASTAL RESEARCH (N C C R)

**Dr. Pravakar Mishra**

Scientist-G

E mail: mishra@nccr.gov.in

Phone No.: 9444054364; 044-66783591

Dated: 05<sup>th</sup> September 2023

To

**Prof. S. Bijoy Nandan,**

Department of Marine Biology, Microbiology & Biochemistry,

School of Marine Sciences,

Cochin University of Science & Technology (CUSAT)

E mail: bijoynandan@cusat.ac.in

**Sub:** Observance of International Coastal Clean-up Day on 16<sup>th</sup> September 2023

Dear Sir,

Greetings from the National Centre for Coastal Research! I would like to thank you for your continuous support and active participation in the coastal cleanup activities, since 2019. As a continuation, MoES plans to conduct the coastal cleanup campaign on 16<sup>th</sup> September 2023 to commemorate International Coastal Clean-up Day 2023. The cleanup activity will be carried out on the same day at 40 beaches along the Indian coastal states and Union Territories. In this context, I would like to request you coordinate the coastal cleanup event for Kochi beach as a part of the ICC Day 2023 and Swachh Sagar Surakshit Sagar.

The programme aims to bring together individuals, communities, and organizations to work collaboratively in cleaning up our coastal areas, raising awareness about marine litter pollution, and promoting sustainable practices for a healthier ocean ecosystem. The event will also emphasize the importance of reducing/managing plastic waste. As the Government of India has already committed to phasing out the identified single-use Plastics (SUPs), the data will serve as a ground truth validation and will be helpful for the formulation of the Marine Litter Policy.

In this regard, you can make an expenditure of fifty thousand rupees towards procurement of items such as gloves, masks, gunny bags, brooms, providing dust bins to schools/ colleges/ hospitals/ beaches, etc., cleaning materials, the printing of banners and leaflets, caps and T-shirts with campaigning messages, photo and videography, advertising

रा.स.प्रौ.सं. परिसर, वेलच्चेरी तांबरम मेन रोड, पल्लिकरणै, चेन्नै-600 100.

NIOT Campus ,Velachery-Tambaram Main Road, Pallikaranai, Chennai-600 100.

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भारत सरकार

Government of India

पृथ्वी विज्ञान मंत्रालय

Ministry of Earth Sciences

राष्ट्रीय तटीय अनुसंधान केन्द्र (एन सी सी आर)

NATIONAL CENTRE FOR COASTAL RESEARCH (N C C R)



in electronic and press media, transport and refreshment during the campaign. As the basic message of the program is the “3R” (reduce, reuse, and recycle), kindly avoid using any plastic material during the campaign. All the necessary permission required from the local authorities (municipality, police, etc.) may kindly be taken before conducting the program. Along with beach cleanup, a quantitative assessment of the litter collected during the cleanup campaign needs to be carried out. As we have to prepare a scientific document, I request you to submit a short report. I am enclosing a copy of the data/ information sheet which can be followed for the assessment of the litter collected during the cleanup campaign. Please ensure that litter collected from the beaches reaches the recycling unit / local municipality.

As we do not have a provision to offer any advance amount, on the submission of bills, the expenditure will be reimbursed at the earliest by e-transfer to the bank account provided by you. The bills should be in favour of ‘The Director, NCCR, Chennai’.

I sincerely solicit your kind cooperation in the coastal cleanup campaign to demonstrate our commitment to creating a clean and sustainable environment, kindly let us know your willingness at an early date. If you have any doubts and/or queries, please contact Dr. T. Kaviarasan (9952602603) / Mr. M. Sambandam (9566922035).

With best regards,

Yours sincerely,

(Pravakar Mishra)

Enclosed: *Guidelines, Datasheet*

**International Coastal Cleanup Day 2023**

**(Time as per local convenience)**

**16<sup>th</sup> September 2023**

**Agenda /Guideline**

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