



Swachh Sagar, Surakshit Sagar campaign

Why in News?

Recently, the Ministry of Earth Sciences has launched a Coastal Clean Up Drive under Swachh Sagar Surakshit Sagar Campaign to clean 75 beaches across the country in 75 days.

What is the Swachh Sagar, Surakshit Sagar Campaign?

▪ About:

- It is the first-of-its-kind and **longest running coastal cleanup campaign** in the world with the highest number of people participating in it.
- The Campaign will culminate on "**International Coastal Clean-up Day**" (**17th September 2022**).
 - The day aims to **increase public awareness about the accumulation and negative impacts of litter in oceans**, on coastlines and on beaches.
- Globally, "**International Coastal Clean Up Day**" is celebrated on the third Saturday of September, every year.
- Through this campaign, **a mass behavioural change among the masses is intended by raising awareness about how plastic usage is destroying the [marine life](#).**
- A mobile app "**Eco Mitram**" has been launched to spread awareness about the campaign and also for the common people for voluntary registration for the beach cleaning activity.

▪ Objectives:

- Running a **cleanliness campaign** along India's entire coastline.
- To **reduce** marine litter.
- Minimising the **use of plastics**.
- Encouraging **segregation of waste at source and waste management**.

What is the Significance of a Clean Ocean?

- The ocean is a **vital source of nourishment**, especially to people in the world's poorest nations.
- Many depend on fish for their **primary source of protein; fisheries and aquaculture support the livelihoods of about 540 million people (8% of the world's population)** directly or indirectly.
- Overfishing, loss of biodiversity and the **possible extinction of species put a stress on these limited resources**. This could lead to famine, increased poverty and conflicts, including war.
- Learning to manage the ocean sustainably **is the only path to global prosperity and peace**.

What are the Related Initiatives?

- [Ban on Single-Use Plastics](#)
- [Extended Producer Responsibility \(EPR\) Policy](#).
- [Environment \(Protection\) Act, 1986](#)
- [World Oceans Day](#)
- [GloLitter Partnerships Project](#)

Source: PIB

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