

G20 Mega Beach Clean-up organised in Tamil Nadu

Press Release

In an effort to protect the environment and safeguard coastline, the Government of Tamil Nadu, in collaboration with the Ministry of Environment, Forest and Climate Change (MoEFCC), Government of India, is organizing a Mega Beach Cleaning event on **May 21, 2023, from 7:00 a.m. to 9:00 a.m.** The event will take place at three beaches: Besant Nagar Beach in Chennai District, Kovalam Beach in Chengalpattu District, and Manakudi Beach in Kanyakumari District. This initiative aims to raise awareness about the importance of maintaining clean and healthy beaches while promoting community involvement and collective action, coinciding with G20 meetings on the environment.

The Mega Beach Clean-up event is part of a global movement involving various local, regional, national, and international organizations conducting beach clean-up drives in different countries. G20 nations are actively engaged in beach cleaning activities through standardized protocols, awareness campaigns, and international cooperation to prevent and reduce beach litter. To emphasize the urgency of preventing and

managing marine litter, several G20 countries have joined the mega beach cleaning drive on the same day, attracting global attention to this crucial issue. The Group of Twenty (G20) comprises 19 countries and the European Union. According to the 'G20 Action Plan on Marine Litter,' G20 nations are committed to waste reduction, reuse, and recycling.

In Tamil Nadu, the event is being organized by the Tamil Nadu Pollution Control Board, in coordination with the Department of Environment and Climate Change, Government of Tamil Nadu, the District Administration, and the National Centre for Sustainable Coastal Management (NCSCM). The event will see the enthusiastic participation of students from schools and colleges, NGOs, volunteers, and the local public.

The Hon'ble Minister for Health & Family Welfare Thiru Ma.Subramanian, Hon'ble Minister for Environment and Climate Change Thiru Siva. V. Meyyanathan, Volunteers and Officials will participate in the clean-up drive tomorrow. A pledge on "Clean Beaches and Coastal Protection" will be taken to underscore the commitment towards preserving the coastline.

Additionally, the event will showcase captivating Sand Art, Posters on Marine Biodiversity of Tamil Nadu, and the artwork of winners from a drawing competition held at the school level.

Participants will collect waste along the designated stretches of beaches, which will be subsequently deposited in collection

bins provided at the locations. The collected beach litter will be segregated and handed over to the respective Local Bodies for proper disposal.

**Additional Chief Secretary to Government
Environment, Climate Change and Forest Department**

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