



स्वच्छ सागर - सुरक्षित सागर
Clean Coast - Safe Sea



पृथ्वी विज्ञान मंत्रालय
Ministry of Earth Sciences

SWACHH SAGAR, SURAKSHIT SAGAR 5.0



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“

India is blessed
with a long and
beautiful coastline
and it is important
we focus on keeping
our coasts clean.

”

Shri Narendra Modi
Hon'ble Prime Minister of India





OBJECTIVES

- ◎ Call for action and awareness on marine pollution and litter.
- ◎ Encourage a reduction in plastic use, especially single-use plastic.
- ◎ Promote waste segregation and responsible disposal.
- ◎ Foster community participation in beach cleanups.
- ◎ Protect coastal and marine biodiversity
- ◎ Inspire long-term behavioural change toward sustainable practices.

WHY IT MATTERS

India has a coastline of ~11098 km, rich in marine heritage and biodiversity with vast ocean resources supporting livelihood and ecosystems. Marine litter, especially plastic waste from land-based activities, tourism, and fishing, poses a growing threat to oceans, coasts, and marine life. Swacch Sagar, Surakshit Sagar, an initiative of the Ministry of Earth Sciences, aims to address this challenge through mass participation and citizen awareness.





JOURNEY SO FAR...

- Swacch Sagar Surakshit Sagar (SSSS) was launched in 2022 as a historic, citizen-led initiative to improve ocean health through collective action, awareness, and behavioural change.
- The campaign was built around three key principles: Consume Responsibly, Segregate Waste, and Dispose Responsibly, encouraging citizens to adopt sustainable practices and reduce marine litter.
- The SSSS brought together multiple Ministries, government institutions, educational organizations, NGOs, community groups, volunteers, and citizens to undertake large-scale coastal clean-up activities nationwide.
- The initiative culminated on International Coastal Cleanup Day 2022, creating a powerful nationwide movement dedicated to cleaner coastlines and healthier marine ecosystems.
- To strengthen awareness and encourage public participation, the Eco-Mitram mobile application was introduced as a platform for citizen engagement and environmental stewardship.



- ◎ Since its inception, SSSS has evolved into one of India's most impactful coastal clean-up and ocean awareness initiatives, witnessing increasing participation and wider outreach every year.
- ◎ Through sustained clean-up activities at multiple coastal locations, the campaign has facilitated the removal of several tonnes of waste while promoting long-term environmental responsibility.
- ◎ Students, NGOs, local communities, youth groups, and volunteers have played a vital role in transforming SSSS into a people's movement for marine conservation.
- ◎ As the campaign enters its fifth edition in 2026, it calls for renewed commitment and stronger collective action to protect our coasts, preserve marine biodiversity, and ensure safer seas for future generations.
- ◎ Be a part of Swacch Sagar Surakshit Sagar 5.0 and contribute towards building cleaner coasts, healthier oceans, and a more sustainable future.
- ◎ In 2025, the campaign successfully collected 39 tonnes of waste, including approximately 17 tonnes of plastic.



ACTIVITIES PLANNED



Major beach clean-up



Online & Offline Pledge



Marathon



Cyclothon



Human Chain



Ocean Olympiad



Ozone Day Activity



COME, BE A PART OF THE HUGE COASTAL CLEANUP MOVEMENT

Tune into Swachh Sagar
Surakshit Sagar



Take Pledge and be the part
of National Movement



Ocean Olympiad



Download the Sagar Prahari App



स्वच्छ सागर, सुरक्षित सागर ५.०



Centre For
Marine Living
Resources &
Ecology



NCCR



National Center for Seismology
Ministry of Earth Sciences, Government of India

