

ICG conducts International Coastal Cleanup Day 2025 with 26,000+ Volunteers Nationwide

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As part of Swachh Bharat Abhiyan and Prime Minister's call for "Swachhta Hi Seva" (SHS), the Indian Coast Guard (ICG) celebrated International Coastal Cleanup Day 2025 (ICC-2025) nationwide on September 20, 2025. More than 26,000 volunteers, including NCC cadets, NSS members, school and college students, actively participated in beach cleaning drives, removing litter & marine debris to restore coastal health. The event also focused on sensitising citizens about the need for sustainable practices and raising awareness on the importance of protecting fragile coastal ecosystems.

Observed globally on the third Saturday of September under the aegis of United Nations Environment Programme (UNEP) and South Asia Co-operative Environment Programme (SACEP), the initiative combats marine pollution through mass community participation. The ICG has been the national coordinator since 2006, consistently fostering environmental stewardship.

The campaign highlighted the nation's commitment to safeguarding its 11,000 Km coastline and advance the goals of Swachh Bharat Abhiyan.

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