



IITM Pune Observes World Ozone Day 2026 with Mega Beach Clean-up Drive at Nagaon Beach under 'Swachh Sagar Surakshit Sagar 5.0'

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MUMBAI | 16 SEPTEMBER 2026: The Indian Institute of Tropical Meteorology (IITM), Pune, successfully marked World Ozone Day 2026 today by organizing a massive community-driven Beach Clean-up and Plastic Collection Drive at Nagaon Beach, Mumbai.

Aligning with the Ministry of Earth Sciences' nationwide **Swachh Sagar, Surakshit Sagar (SSSS) 5.0** campaign, the event witnessed enthusiastic participation from IITM officials, local representatives, esteemed dignitaries, students, and active community volunteers dedicated to environmental stewardship.

Combating Marine Litter & Protecting Coastal Ecosystems

The Swachh Sagar, Surakshit Sagar 5.0 campaign, running nationwide from 12 to 19 September 2026, serves as a powerful precursor to International Coastal Cleanup Day on 19 September 2026. The nationwide initiative aims to promote ocean conservation, drastically reduce marine litter, advocate for responsible waste management, and safeguard fragile coastal and marine ecosystems.

At Nagaon Beach, the morning commenced with a solemn collective commitment. IITM officials, dignitaries, local community leaders, and student volunteers joined hands to take the SSSS 5.0 Pledge, reaffirming their dedication to maintaining clean beaches, preventing ocean pollution, and fostering sustainable environmental practices in daily life.

As part of the proceedings, the local community's cooperation was formally acknowledged through the felicitation of **Mrs. Harshada Mayekar**, the honorable Sarpanch of Nagon, Alibaug, Raigad.

Key Highlights of the Observance at Nagaon Beach

- **High-Impact Participation:** Active collaboration among IITM senior scientists, local civic representatives, teachers, and hundreds of spirited student volunteers.
- **Collective Pledge:** Administration of the Swachh Sagar Surakshit Sagar 5.0 Pledge to foster long-term community responsibility toward marine and coastal health.
- **Actionable Cleanup:** Extensive manual segregation and collection of plastic waste, discarded packaging, and non-biodegradable debris along the shoreline.
- **Responsible Disposal:** Systematic handover of all segregated recyclable and non-recyclable plastic waste to local municipal authorities and authorized recycling agencies. Participants worked together to collect, segregate, and responsibly hand over **200 kg of plastic waste** to local authorities and authorized agencies.

Community Collaboration & Waste Management

Following the clean-up drive, volunteers methodically sorted the collected waste into designated categories. The accumulated plastic waste was formally handed over to local municipal authorities and authorized waste management agencies for safe recycling and disposal, ensuring zero residual litter left behind on the coastline.

The event concluded with a renewed sense of shared responsibility, as participants and organizers pledged to continue grassroots environmental drives well beyond the campaign week, reinforcing IITM's enduring commitment to scientific outreach and ecological preservation.





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