

PRESS BRIEF ON INTERNATIONAL COASTAL CLEANUP DAY ON 17 SEP 11
COORDINATED BY INDIAN COAST GUARD STATION PUDUCHERRY

1. The beautiful stretch of Puducherry beach is attracting tourists and is being visited by large number of people throughout the year. As a tourist associated business, hawkers all along the beach are selling eatables and other items. As a result the beautiful beaches are littered with non-degradable wastes like plastic disposable cups, water and cool drinks bottles etc. Further, these non-degradable wastes are posing a health hazard for marine life and polluting the Sea. Also, drainage and factory wastes in some portions are polluting the Sea. In order to stop the deterioration of coastal belt and create awareness for cleaner and healthy environment among the students community and citizens of Puducherry, the Coast Guard Station Puducherry as a lead agency has been assigned with the task of observing International Coastal Cleanup Day on 17 Sep 11 at Puducherry along with UT Govt.

2. The event will be held at 0700 hours at Puducherry Beach near Gandhi Statue. It is expected that the event will be attended by various Students communities, NGOs, NCC cadets and all Government Departments. In addition, the Chief Secretary and senior government dignitaries will be attending the event and extend their support to this good cause.

3. In order to create awareness among fishermen communities, the Coastal Cleanup Day will also be observed simultaneously at Veerampatinam Beach, Kalapet, Moorthikuppam, Narambi, Pillaichavay at Puducherry and Karaikal.