INTERNATIONAL COASTAL CLEANUP DAY HELD ON 21.09.2019 AT KOVALAM BEACH

Coastal Cleanup activity has been conducted at Kovalam beach on the occasion of World Coastal Clean-up Day-2019 event along with students, local community, local vendors, Public, Tourists and the staffs of Department of Environment and Town Panchayat on 21.09.2019, as part of the conducting Environmental Education Events under Blue Flag Beach Programme.

The purpose of this activity was to create awareness among the students and public on the hazards of coastal pollution to the general public and the Marine life, sustainable beach cleaning, ways and methods to reduce pollution in beaches and to encourage members of the local community to keep their beaches clean.

Tmt. K. Geethanjali, IFS., Additional Director of Environment & Project Director, ICZMP, Tamil Nadu has presided the event and delivered awareness talk on coastal cleanup and its importance to the participants. Thiru. P. Ramakrishnan, Assistant Director, Panchayats, Kancheepuram and Thiru.N.Shenbagasavariperumal, NGC Coordinator, Chenglepet have participated in the event.

The Guest of Honour, Dr. Jayanthi.M I.F.S., Director of Environment has distributed the Prize to the best cleaning team and requested all the participants to maintain the cleanliness in beach & its surroundings at the end of the event.