

CLEAN SHORE INITIATIVE

Preserving Coastal Biodiversity in Malvan, Sindhudurg

India's first large scale underwater marine debris cleanup program



INTRODUCTION

Marine debris is a global environmental challenge with significant implications for marine biodiversity, coastal economies, and sustainable development. The Malvan region, known for its coral reefs and marine biodiversity, faces increasing threats from ghost nets and plastic debris.

The Marine Debris Cleanup Drive was initiated to:

- Restore marine ecosystems.
- Promote sustainable fisheries and responsible tourism.
- Enhance the tourism potential of the region.

This project demonstrates a scalable model for addressing marine debris in other coastal regions.



NEED FOR THE PROJECT

Environmental Concerns:

- Coral reefs in the Sindhudurg region are being strangled by ghost nets, leading to habitat destruction and loss of biodiversity.
- Marine animals such as turtles, crabs, and fish are often entangled in debris, leading to painful fatalities.

Economic Impact:

- Tourism is adversely affected as ghost nets and debris reduce the aesthetic appeal of coral reefs.
- Fisheries are impacted by the loss of breeding grounds and declining fish populations.

Sustainability Challenge:

- Long-term ecological health requires immediate intervention to prevent further degradation of marine resources.





OBJECTIVES

- Reduce the amount of marine debris through systematic clean-up efforts
- Promote awareness about the impacts of marine debris on climate change
- Promote awareness among local communities about sustainable fishing practices and responsible tourism.
- To find a solution to prevent the inflow of waste into the marine areas
- Create a replicable model for marine conservation.

PROGRESS SO FAR..



**MARINE DEBRIS AND BEACH
CLEAN-UP DRIVES**

8 Drives

2750 Kgs

OF MARINE DEBRIS

700 kg

OF WASTE FROM BEACH



7

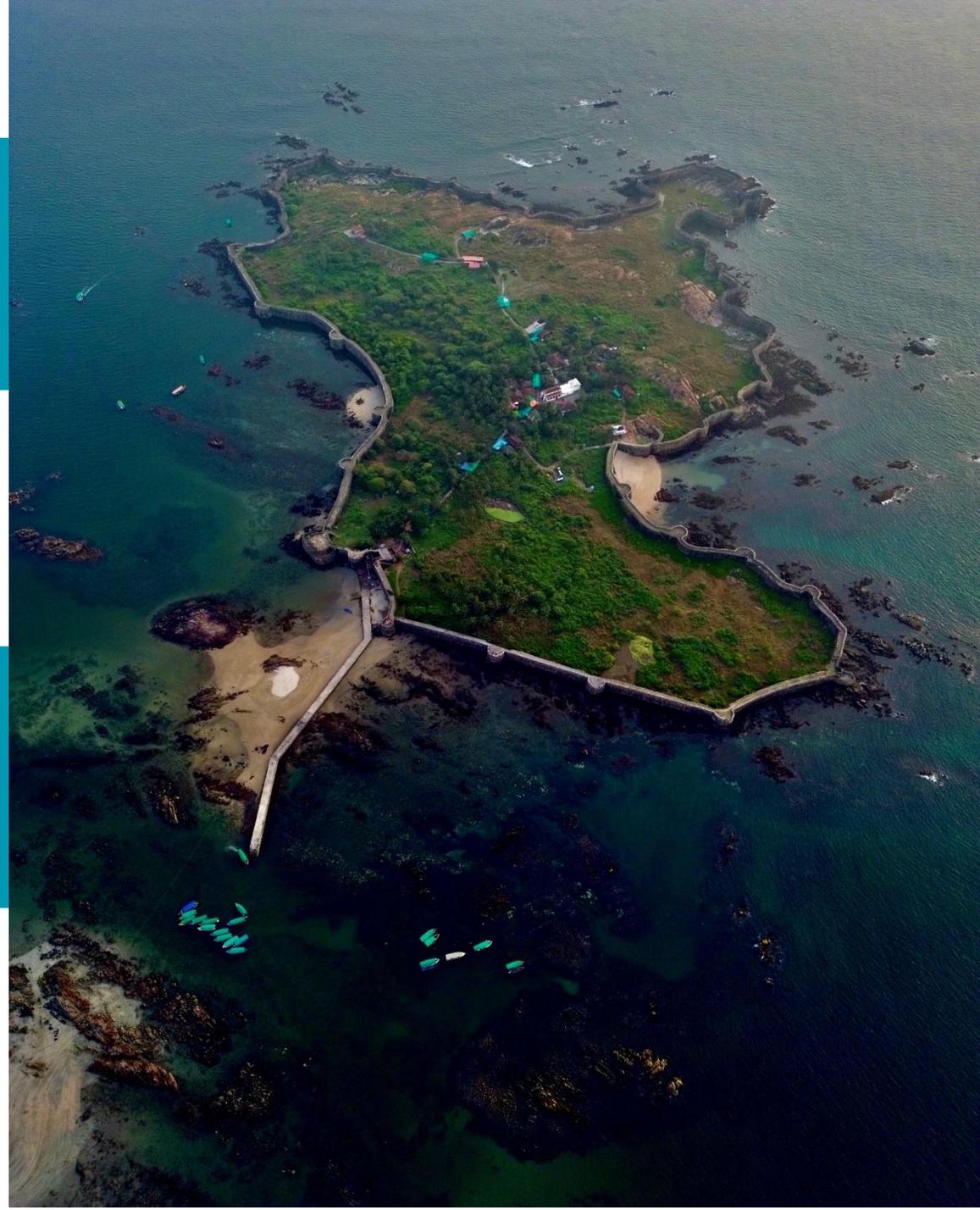
SCHOOL SESSIONS

590

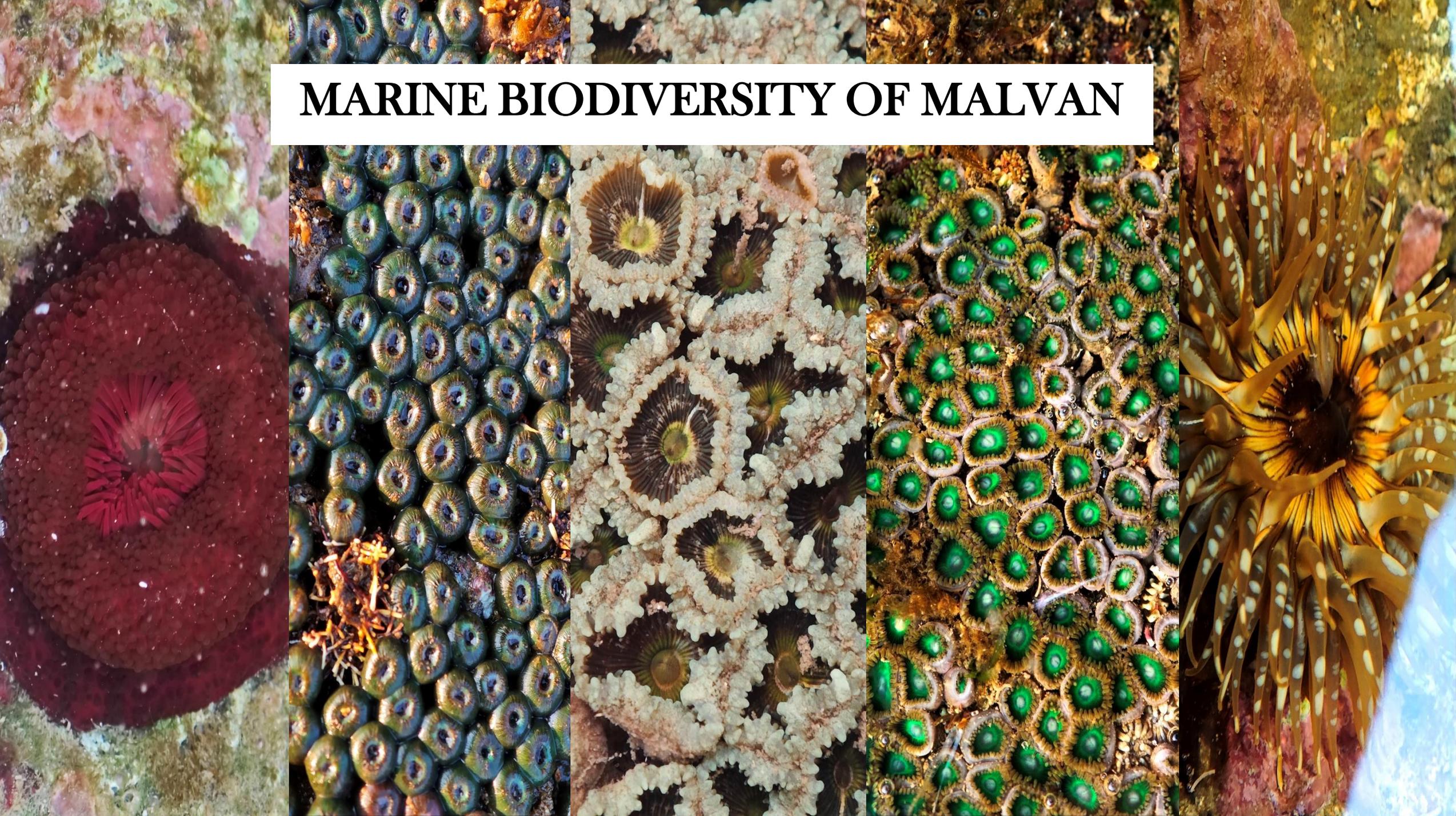
**IN PERSON
PARTICIPATION**

40,268 people

**REACH THROUGH SOCIAL
MEDIA**



MARINE BIODIVERSITY OF MALVAN



MARINE DEBRIS CLEANUP DRIVE AT MALVAN

- **Date:** November 27, 2024, December 28, 2024, January 9th 2025, 2nd February, 5th and 6th March 2025, 9th and 10th April 2025.
- **Location:** Coastal Areas around Sindhudurg Fort, Malvan, Maharashtra
- **Event Implemented by:** Vanashakti
- **Project supported by:** Maharashtra Pollution Control Board (MPCB)
- **Collaborating Partners:** Fishery Survey of India, State Fishery Department, Mangrove Cell, Malvan Nagar Parishad, Neelkranti, Youth Beats for Climate, Maharashtra Maritime Board, Malvan Scuba Divers Association.

IMPLEMENTATION DETAILS - INAUGURAL EVENT -27 November 2024

The inaugural event of the Marine Debris Cleanup Initiative was held at the Malvan Bunder Jetty, drawing participation from over 60 attendees. The gathering included government officials, representatives from local organizations, and members of the fishing community, showcasing a diverse and collaborative effort to address marine conservation challenges.



Mr. Ashok Kadam

- **Designation:** Senior Fishery Scientist, Fisheries Survey of India (FSI), In charge of Mumbai and Porbandar base.
- Provided technical expertise and guidance on sustainable fisheries practices and Glow-litter initiative of GOI.



Mr. Jaywant Hajare

- **Designation:** Regional Officer -Kolhapur, Maharashtra Pollution Control Board (MPCB)
- Highlighted the role of individuals in managing solid waste management and role of MPCB in preventing pollution

Mr. Ravindra Malvankar

- **Designation:** State Fishery Department , Sindhudurg
- Represented the State Fishery Department and advocated for regional marine conservation efforts.

• Mr. Rohit Sawant

- **Designation:** Coordinator - Sindhudurg district , United Nations Development Programme
- Highlighted global perspectives on environmental sustainability and supported international collaboration

• Mr. Ravikiran Torskar

- **Designation:** Founder, Neelkranti
- Played a key role in on-ground implementation and community engagement activities.

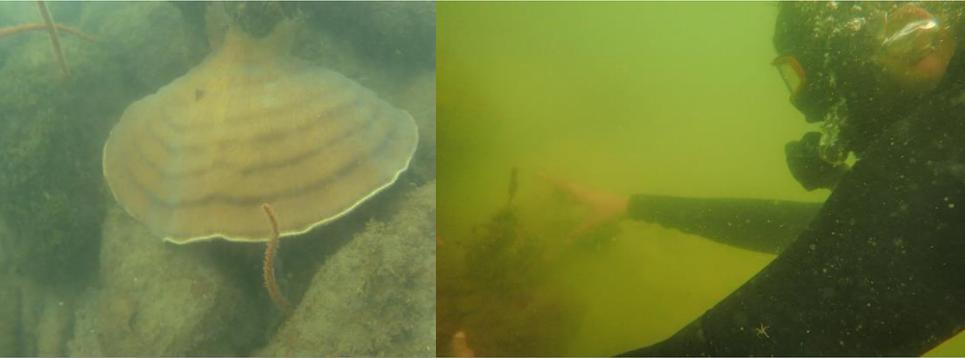
• Mr. Rupesh Prabhu

- **Designation:** President, Suba Divers Association, Malvan
- Represented local stakeholders and emphasized the importance of community participation in marine conservation



Marine Debris Clean-up Drives - 1st Drive

27th November 2024 -300 kg



Marine Debris Clean-up Drives - 2nd Drive

18th December 2024 - 400 kg



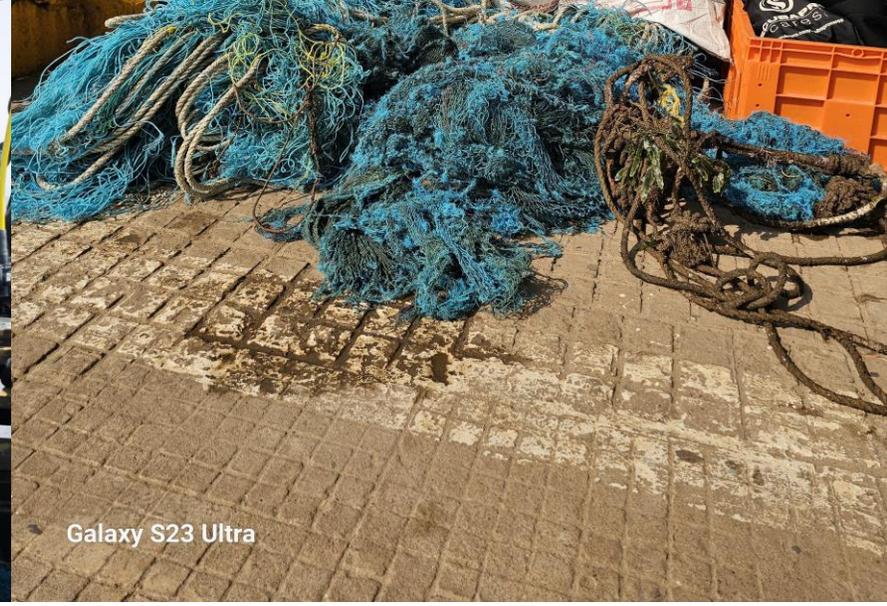
Marine Debris Clean-up Drives - 3rd Drive

9th January 2025 - 400 kg



Marine Debris Clean-up Drives - 4th Drive

2nd February 2025 - 360 kg



Marine Debris Clean-up Drives - 5th Drive

5th March 2025 - 450 kg



Marine Debris Clean-up Drives - 6th Drive

6th March 2025 - 250 kg



Galaxy S23 Ultra

Marine Debris Clean-up Drives - 7th Drive

9th April 2025 - 360 kg



Marine Debris Clean-up Drives - 8th Drive

10th April 2025 - 230 kg



DEBRIS REMOVAL:

Skilled divers played a crucial role in the removal of marine debris from the ecologically rich zones surrounding the Sindhudurg Fort. These underwater experts meticulously worked to extract ghost nets, plastics, and other non-biodegradable waste that had accumulated over time, threatening the marine biodiversity. The extraction process involved precision and care to avoid further damage to the delicate coral reefs and other marine ecosystems. The divers bundled and removed the debris, overcoming underwater challenges such as strong currents and limited visibility. This operation not only contributed to restoring the pristine condition of the ocean floor but also emphasized the need for sustainable marine practices to preserve biodiversity in the region.

Total Volume: 2750 kg



SORTING AND DISPOSAL:



27-Nov-2024 12:54:01 pm
16.04131696N 73.46205634E
241° SW

Retrieved debris was sorted and disposed of following environmental guidelines. Malvan Nagar Parishad helped in responsible disposal of the extracted marine debris.





Beach Clean-up Drive at Dandi Beach Malvan

Total amount of waste collected : 700 kg





Awareness Session in Schools

- Z.P.P. Raghunath Desai Vidyalaya, Malvan
- Kanya Shala, Malvan
- Z.P.P School, Vetore





Malvan, Maharashtra, India
 2fx9+xcg Scooba Diving Dandi Beach, Malvan, Maharashtra 416606, India
 Lat 16.050247° Long 73.468625°
 22/04/25 12:43 PM GMT +05:30

20.27 km/h 74% 0 m 30° N



Malvan, Maharashtra, India
 At Post Tarkarli Malvan At Post Dandi, Malvan, Maharashtra 416606, India
 Lat 16.050548° Long 73.46859°
 22/04/25 12:42 PM GMT +05:30

20.27 km/h 74% 0 m 327° NW

Placement of Awareness Boards - 10 boards

Dandi beach, Chivla beach, Rock Garden, Bunder Jetty and Fish Market



Malvan, Maharashtra, India
 Fish Market, Somwar Peth Malvan, Malvan, Maharashtra 416606, India
 Lat 16.05443° Long 73.466672°
 22/04/25 09:36 AM GMT +05:30

7.67 km/h 67% 7 m 100° E



Malvan, Maharashtra, India
 At Post Tarkarli Malvan At Post Dandi, Malvan, Maharashtra 416606, India
 Lat 16.050642° Long 73.468638°
 22/04/25 09:25 AM GMT +05:30

7.67 km/h 67% 0 m 347° N



Malvan, Maharashtra, India
 3f38+jw5, Malvan, Maharashtra 416606, India
 Lat 16.05393° Long 73.46703°
 22/04/25 12:35 PM GMT +05:30

20.27 km/h 74% 0 m 259° W

OUTCOMES AND IMPACT



- Over **2750 kg** of marine debris and **700 kg** (from beach) of non-biodegradable waste including ghost nets, plastic bags, wrappers and bottles was removed.
- Strengthened community participation in marine conservation efforts.
- Educated local fishermen and youth on sustainable practices to prevent future debris accumulation.

Area Cleaned :
Approximately 85.99 hectares



DHURIWADA धुरीवाडा

SOMWAR PETH MALVAN सोमवार पेठ मालवण

Malvan
Malvan

Kol

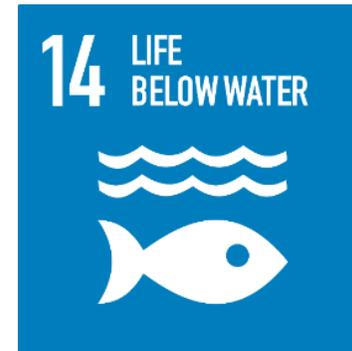
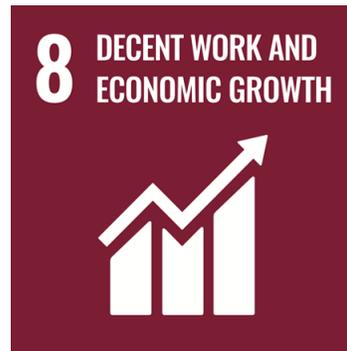
Long-Term Plans:

- Regular cleanup drives over the next year to ensure sustained restoration.
- Development of a replicable model for other coastal regions.



ALIGNMENT WITH SDGs

The project contributes to the following Sustainable Development Goals (SDGs):



NEWS COVERAGE

- <https://timesofindia.indiatimes.com/city/navi-mumbai/indias-first-large-scale-ocean-floor-cleanup-initiative-commences-in-maharashtra/articleshow/115773394.cms>
- <https://www.mid-day.com/mumbai/mumbai-news/article/maharashtra-first-ever-large-scale-underwater-cleanup-removes-300-kg-of-marine-debris-from-sindhudurg-coral-reefs-23437295>
- <https://timesofindia.indiatimes.com/city/mumbai/massive-250kg-debris-cleaned-from-sindhudurg-coral-reefs-in-landmark-ocean-cleanup-initiative/articleshow/115781154.cms>
- <https://urbanacres.in/maharashtras-sindhudurg-reefs-cleared-of-300-kg-marine-debris/>
- <https://www.lokmat.com/sindhudurga/environmentalist-dayanand-stalin-took-up-the-challenge-of-cleaning-the-seabed-a-first-of-its-kind-experiment-in-india-in-malvan-a-a746/>
- <https://ratnagirikhabardar.com/news/16273/>
- <https://www.graminvarta.in/?p=23702>

लोकमत



Lokmat.com

भारतातील पहिली समुद्रतळ स्वच्छता मोहीम,
300 किलो कचरा निघाला समुद्रातून...



सकाळ



ताज्या

देश

महाराष्ट्र निवडणूक

शहर

क्रीडा



कोकण

समुद्रतळात दिडशे मिनिटांत निघाला ३००
किलो कचरा

सकाळ

◆ सिंधुदुर्ग ◆

लोकशाही



भारतातील पहिल्या समुद्रतळ स्वच्छता मोहीमेत निघाला 300 किलो कचरा



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NEWS COVERAGE

- <https://mmcnnewsnetwork.com/a-seabed-cleaning-campaign-was-carried-out-in-malvan/>
- <https://konkanexpress.in/42125/>
- <https://newzmandi.in/?p=8651>
- <https://sahyadrimarathi.com/2024/11/30/seabed-cleaning-in-sindhudurga/>
- <https://sindhudarpan.com/?p=1670>
- <https://www.facebook.com/share/r/1LL7SbjkpB/>
- <https://punenews24.in/latest-news/sawantwadi-news/>
- <https://sanwadmedia.com/155162/>
- <https://www.loksatta.com/maharashtra/vanshakti-stalin-dayanand-regarding-sindhudurg-environmental-protection-fee-amy-95-5016464/>
- <https://globalmaharashtrabreakingnews.com/?p=111629>
- <https://www.loksatta.com/maharashtra/marine-debris-clean-up-drive-in-malvan-360-kg-of-hazardous-waste-collected-zws-70-5014965/>
- <https://www.freepressjournal.in/mumbai/mumbai-news-marine-debris-clean-up-drive-70-successfully-conducted-at-malvan-see-pics>

CONCLUSION

- The Marine Debris Cleanup Drive in Sindhudurg represents a significant step toward marine conservation in India. By addressing pressing issues of marine debris, promoting sustainable fisheries, and enhancing tourism potential, this initiative has set a strong foundation for future efforts. The collaboration of government bodies, NGOs, and local communities underscores the power of collective action in safeguarding marine ecosystems.
- The project not only revitalizes Sindhudurg's marine zones but also reinforces Maharashtra's commitment to ecological sustainability, inspiring similar initiatives nationwide.

Link for photos and Videos:

<https://photos.app.goo.gl/tXhaEs7JBCCLtov2w8>



WE ARE THANKFUL TO



Maharashtra Pollution Control Board
महाराष्ट्र प्रदूषण नियंत्रण मंडळ



Fisheries Department
Govt of Maharashtra

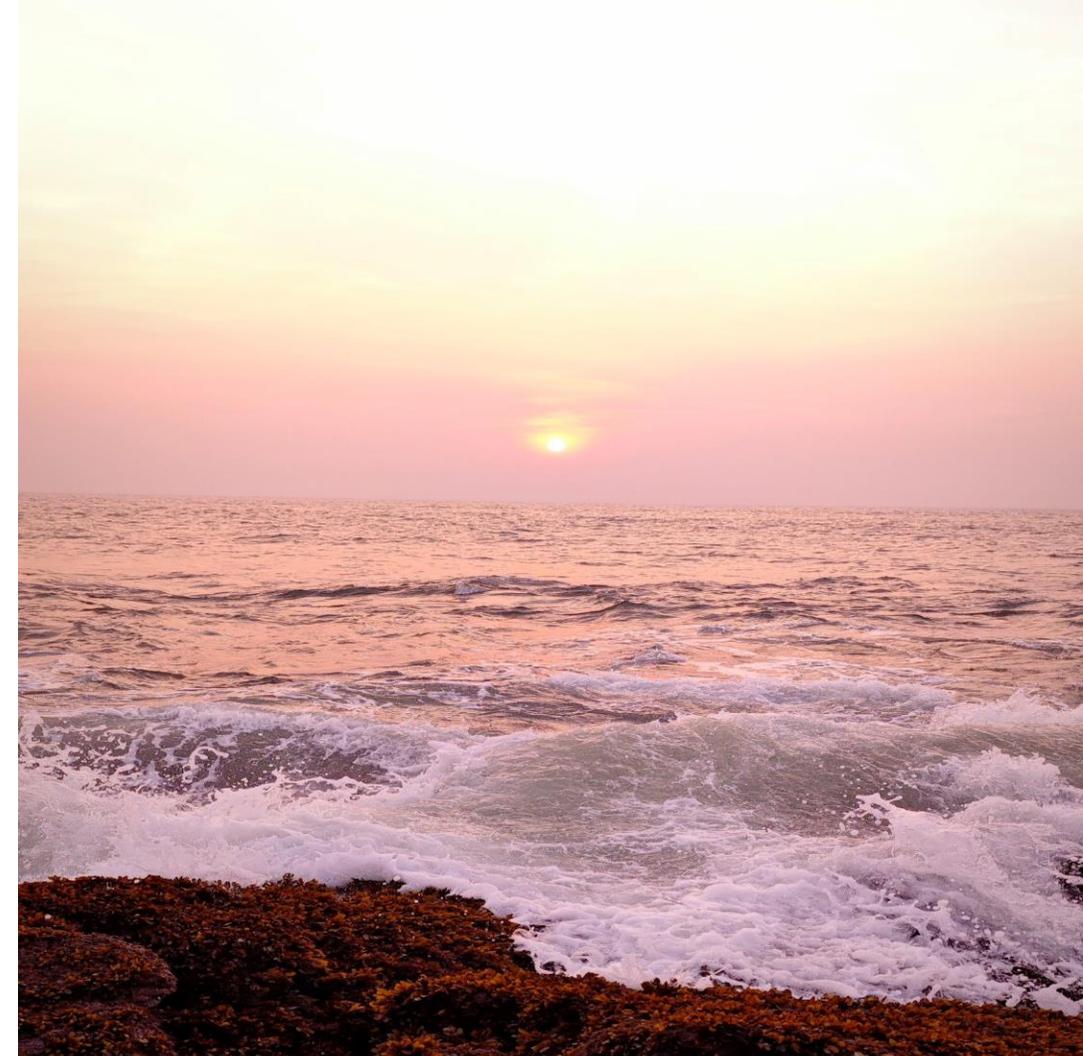


The Earth does not belong to us: we belong to the Earth. Whatever befalls the Earth, befalls the sons and daughters of the Earth. We did not weave the web of life; we are merely a strand in it. Whatever we do to the web, we do to ourselves –

Chief Seattle



We need to
• CONSERVE • PROTECT
• NURTURE



THANK YOU

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