

Beach Cleanup at Elliot's Beach on International Coastal Clean-up Day

On 17th September 2022, the Indo-Norwegian project partners of the India-Norway cooperation project on capacity building to reduce plastic and chemical pollution in India (INOPOL Project) organized a beach cleanup and awareness generation campaign among students of SRM Institute of Science & Technology (SRMIST) in Elliot's Beach, Chennai. 80 students from SRMIST were actively engaged in this cleanliness drive under the guidance and supervision of Dr. Paromita Chakraborty, Associate Professor, SRMIST with the motto #SeaShoreCleanMore. Ms Beate Langset, Counsellor for Climate and Environment, Royal Norwegian Embassy in New Delhi also participated in the clean-up activities at the beach. A poster making competition was also part of the Coastal cleanup event and the winners received prizes.



The INOPOL project is part of the India-Norway Marine Pollution Initiative, supported by the Royal Norwegian Embassy, New Delhi. It is being undertaken by the institutions: Norwegian Institute for Water Research (NIVA), The Energy Resources Institute (TERI), Mu



Gamma Consultants, CIPET, SRMIST and Toxics Link. The INOPOL project is helping in strengthening the local and regional capacity to prevent the environmental threat posed by plastic and chemical pollution and substantially reduce the scope of marine litter from land-based sources.



This beach cleanup activity was followed by a virtual event, which Dr Thorjørn Larssen, Deputy Director General, NIVA, Oslo chaired. Ms Beate Langset, Dr Sumit Sharma (UNEP), Dr, Suneel Pandey (TERI), Mr Siddharth Hande (Kabadiwala Connect), Dr Paromita



Chakraborty and students of SRMIST: Rishabh, Tanisha, Rohitram and Snehita shared their reflections. Mr Eirik H Steindal (NIVA) moderated the session and Dr Hans Nicolai Adam proposed a vote of thanks. The two events were support by the Royal Norwegian Embassy, New Delhi and UNEP, and attended

by 65 participants.



The event was meant to spread awareness about preserving and protecting the world's oceans and waterways.



The challenges related to macroplastics, microplastics, and chemical pollution were discussed during the event. The speakers encouraged the youth to spread awareness about this critical issue of plastic and chemical pollution.

Youtube Video Link

<https://www.youtube.com/watch?v=72psqQ4ZHkM>