

UNIVERSITY OF MUMBAI
NATIONAL SERVICE SCHEME



Web site- www.nssmu.in
Vidyapeeth Vidyarthi Bhavan,
2nd Floor, 'B' Road, Churchgate,
Mumbai – 400 020.
No. NSS/ECD/2024-2025/920
Date: 03.09.2024
सौर, १२ भाद्रपद, शके १९४६

To,
The Principal of all Colleges having NSS Unit/s affiliated to University of Mumbai.

Dear Sir / Madam,

Subject: Participation of NSS Volunteers in “Swacch Sagar Surakshit Sagar” abhiyan and "International Coastal Clean Up Day"

Dear Sir/ Madam,

Globally, "International Coastal Clean Up Day" is celebrated on the third Saturday of September. Under the aegis of “**Swacch Sagar Surakshit Sagar**”, this year on **21th September 2024**. A mega awareness campaign is being organized with various departments and ministries of the Government of India in collaboration with Civil Society organizations from across the country.

The “**Swacch Sagar Surakshit Sagar**”, campaign will cover the entire coastline in Maharashtra. Besides awareness of significant coastal cleaning, the campaign is also focused on minimal use of single use plastic and source segregation at every household in the country.

National Service Scheme, University of Mumbai, has always been a flag bearer in activities pertaining to change and social action plans in Maharashtra. The enthusiastic NSS volunteers have always been a focal point for a number of social service initiatives and environmental conservation in Maharashtra. Therefore, “Swachh Sagar Surakshit Sagar” campaign will also involve various NSS units and NSS volunteers for various activities pertaining to objective.

**INTERNATIONAL COASTAL CLEANING DAY:
“SWACCH SAGAR SURAKSHIT SAGAR” ABHIYAN under AREA BASED PROJECT**

- 1. Establishment of Coastal cleaning club in your college:** Wherein NSS /non NSS / NSS alumni can register for activities pertaining to the conservation/restoration/cleaning of Beach ecosystems can register. (Continuous activity from 3rd September, 2024 to 13 September, 2024)
- 2. Orientation Session:** Oration by a guest speaker (i.e. Environmentalist, BMC officer, Conservationists, Expert NSS program officers, Marine Scientists, Leading social worker /NGO personnel engaged in coastal cleaning, Navy or Indian Coast guard officers) (13th to 17th September 2024)

3. **Visit to assigned beach for the Assessment of needs and work** (17-18 September, 2024)
4. **Sensitization programs:** Debate/Poster/Rangoli/Slogan (During 3rd September, 2024 to 13th September, 2024)
5. **Establishment of linkages with NGOs, Government organizations:** Select Local NGOs/GOs (active in your area) who can support you on regular basis. Please guide and help them to avail University approval, if not approved.
6. **Establishment of linkage with media/press/ positive influencers** to promote your activity to enhance more public awareness and participation (Continuous activity from 3rd to 21st September, 2024)
7. **E-campaign on “Sawacch sagar surakshit sagar”** with the help of social media platforms (Continuous activity from 3rd to 21st September, 2024)
8. **Mass awareness and involving citizens** in Beach cleaning project on 21st September, 2024. It can include Street plays, door to door visits, communication with neighbourhood communities
9. **Flash mobs/ Relevant Rangoli Competition on beach (During 15th to 20th September 2024)**
10. **Establishing Selfie Points with NSS and Swacch Sagar Surakshit Sagar Logo and relevant matter (20th and 21st September 2024)**
11. **Active Beach cleaning** on 21st September 2024 on assigned beach

College NSS Units are requested to participate in “**Sawacch sagar surakshit sagar**” Campaign undertaking the above activities and the report may be sent to NSS District Co-ordinator and University NSS Cell.

Thanking you in anticipation.

Yours Sincerely,



Mr. Sushil Shinde,
O.S.D., N.S.S.