



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Per.uthalayar Kamarajar"

Swatch Sagar, Surakshit Sagar Campaign

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On account of celebration of the Azadi Ka Amrit Mahotsav, the Government of India has organized a the "**Swachh Sagar, Surakshit Sagar/Clean Coast Safe Sea**" campaign is a 75-day citizen-led campaign for improving ocean health through collective action.

The campaign started on July 5th, 2022 and has 3 strategic underlying goals, Consume Responsibly, Segregate waste at home and Dispose Responsibly.

It is the first-of-its-kind and longest running coastal cleanup campaign in the world with highest number of people participating in it.

A mobile app "**Eco Mitram**" has been launched to spread awareness about the campaign and also for the common people for voluntary registration for the beach cleaning activity on the 17th September 2022.

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