

# International Coastal Cleanup 2011

## Mumbai Coastal Cleanup



### ONE DAY AT THE BEACH CAN INSPIRE YOU TO MAKE A DIFFERENCE ALL YEAR

The oceans cover two – third of the earth's surface. Regardless of where we live, we all depend on the oceans, for food, recreation, transportation, and even for much of the oxygen we breathe. And we all have a responsibility to care for our oceans and the life they hold. Participating in the ICC is a positive, active way to show you value clean oceans and waterways.

On the third Saturday in September, hundreds of thousands of people descended on Juhu & Girgaon beaches. It was an event in collaboration with Mumbai Coastguard Team. The volunteers may or may not know that the oceans provide much of the food we eat, the oxygen we breathe, or that they are home to 97 percent of all living matter. But, like you, they treasure the oceans and all the life that they hold. And they value the MCC as an opportunity to give something back to the oceans and to this city where a lot of has have come to follow our dreams...

### What's the problem?

Littering and ocean dumping are age – old problems. At one time, most trash came from organic materials that readily broke down. But today, synthetics, durable elements like plastics are the main substances in trash. These items stay intact for centuries, and many float, allowing them to travel in currents for thousands of miles, endangering ocean ecosystems and wildlife along the way.



- On an atoll 300 miles from the nearest inhabited island and 3,000 miles from the nearest continent, a scientist found 950 pieces of trash on a beach, including fluorescent tubes, aerosol cans, gasoline cans, a truck tire, cigarette lighters, and 171 glass bottles from 15 countries
- In 1998, beachgoers in Juhu and Chowpatty were alarmed when medical waste, including syringes, began showing up on area beaches.
- On a single day in 2003, RWMC volunteers collected over 12,000 pieces of plastic, durable line along the city shorelines. They also found animals entangled in fishing line.
- On 17<sup>th</sup> September 2011, approximately 1000 students participated on Girgaon Chowpatty beach cleanup and 2000-2500 at Juhu Chowpatty from the following schools and colleges,
  - 1) RBK International School, Chembur
  - 2) Bareta High School, Marine Lines
  - 3) Ramniranjan Jhunjhunwala College, Ghatkopar
  - 4) B. M. Ruia College, Gamdevi
  - 5) Vikas Junior College, Vikhroli
  - 6) Jai Hind College, Churchgate
- Our prime concern was the safety of these students who were brought by RWMC and the Coast Guard together.

Marine debris is a pervasive problem that threatens ocean health. Yet all marine debris can be traced back to a single source – **people**. Few people are aware how much land – based trash never makes it to landfills and is carried by wind and water from far inland, ending up in the oceans. As a result, they have never considered the harm that it might cause in the ocean environment.



The MCC is an annual opportunity to effect change to clean up the debris that threatens clean water and wildlife, and to educate people about the behaviors that cause it.

### What can we accomplish?

Since 1986, over five million volunteers in 123 countries have participated in Coastal Clean ups. Collectively, they have cleaned 130,000 miles of shoreline – five times the circumference of the globe!! We can do the same right here in Mumbai. Join RWMC make a difference to our lives.

Yours, mine and ours...!



**Conclusion:**

The event was a success as it received a good response from the schools and colleges of Mumbai. Young minds can be easily moulded. So we hope to see students in such large numbers for awareness camps in the future also.



**SAVE OUR SEAS**

**REEF WATCH MARINE CONSERVATION**