

REPORT ON

# BEACH CLEANING & PLASTIC AWARENESS PROGRAM

10.10.2023

In association with  
**VIDHAIYIN SIRAGUGAL (Social Welfare Association)**

B S Abdur Rahman Crescent Institute of Science & Technology, **National Service Scheme** organized the BEACH CLEANING & PLASTIC AWARENESS PROGRAM on 10.10.2023 In association with VIDHAIYIN SIRAGUGAL (Social Welfare Association)

Cleaning the beach benefits the coastal and ocean ecosystems by ensuring that no waste kills marine life or is poisonous enough to disturb the aquatic life cycle. A beach clean-up is also an opportunity to collect new data regarding the state of our beaches and the types of debris that damage them.

“The campaign draws attention to the harmful effects of plastic in our environment — harming marine and human health, littering beaches and landscapes, clogging waste streams and landfills — and empowers people to make a difference.”



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**B. S. ABDUR RAHMAN CRESCENT INSTITUTE OF  
SCIENCE & TECHNOLOGY, CHENNAI**

**NATIONAL SERVICE SCHEME**

**&**



**VIDHAIYIN SIRAGUGAL  
(Social Welfare Association)**

**Jointly Organises**

**BEACH CLEANING &  
PLASTIC AWARENESS PROGRAM**

**Location: Kovalam Beach (ECR)**

**Date: October 10, 2023**

**Time: 09:30 a.m.**



**Event Organisers**

**APJ. MD. John Joel**  
Founder/President  
Vidhaiyin siragugal

**Mrs. Kavitha Umapathy**  
President  
Inner Wheel Club of Chennai Orchid



**NSS Coordinator**  
**Dr. D. Ayub Khan Dawood**

**NSS Program Officers**  
**Dr. C. Srinivasan**  
**Dr. Noushad**  
**Dr. R. Anitha**



**INVITATION OF THE EVENT**

**EVENT LINK : ஏன் கடற்கரையைப்  
பாதுகாக்கனும்? || Makkal Oodaga  
Maiyam**

<https://youtu.be/5CxcquHaU9g?si=5lXsifxjtJ8jalFb>



Plastic pollution on beaches can have a variety of effects on coastal creatures, including:

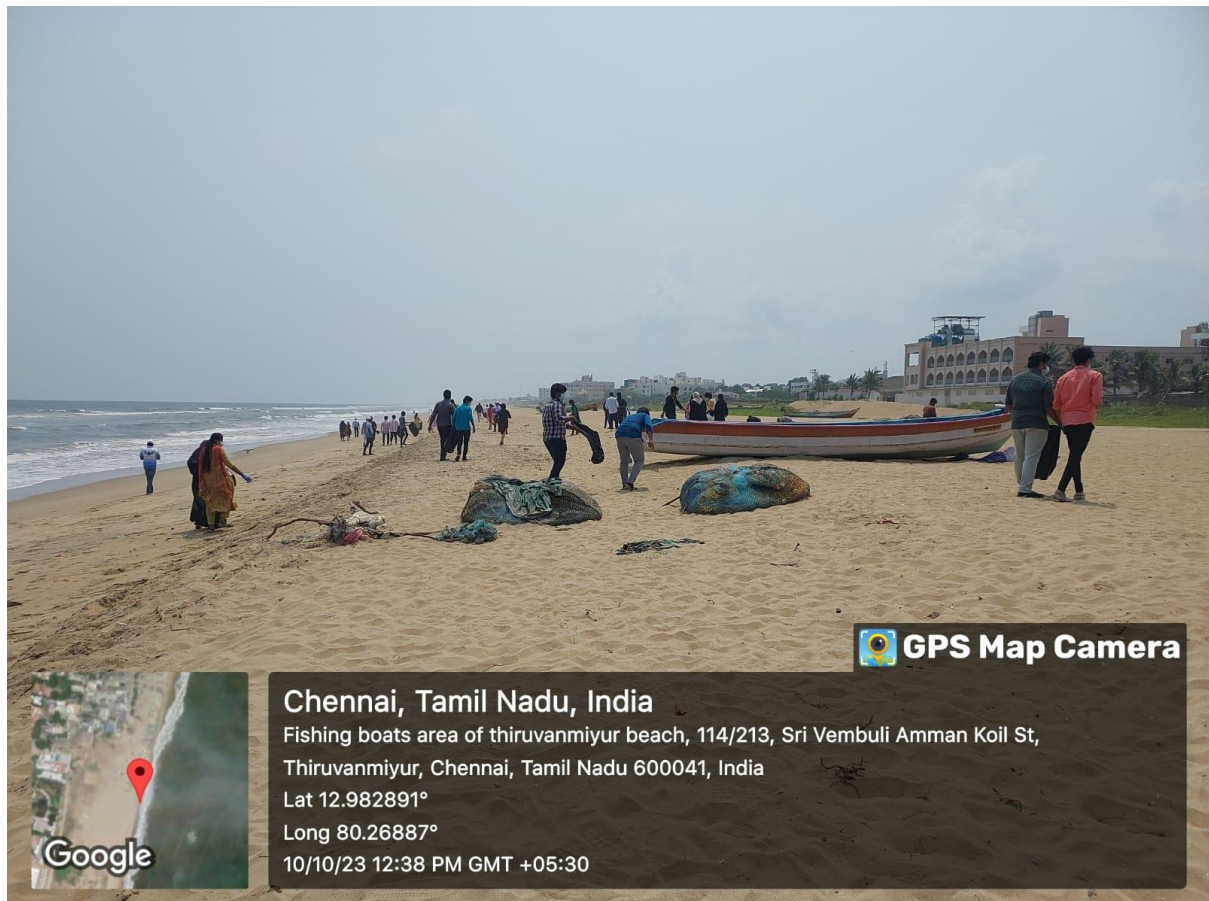
- It endangers aquatic species that can consume it.
- Piles of plastic can form an insulating layer that boosts temperatures to unsustainable levels.
- Hermit crabs are dying by the tens of thousands because they mistake plastic for their habitat.
- Plastic currently accounts for 85% of all marine litter. It will nearly triple by 2040, contributing 23-37 million metric tons of rubbish to the ocean each year.

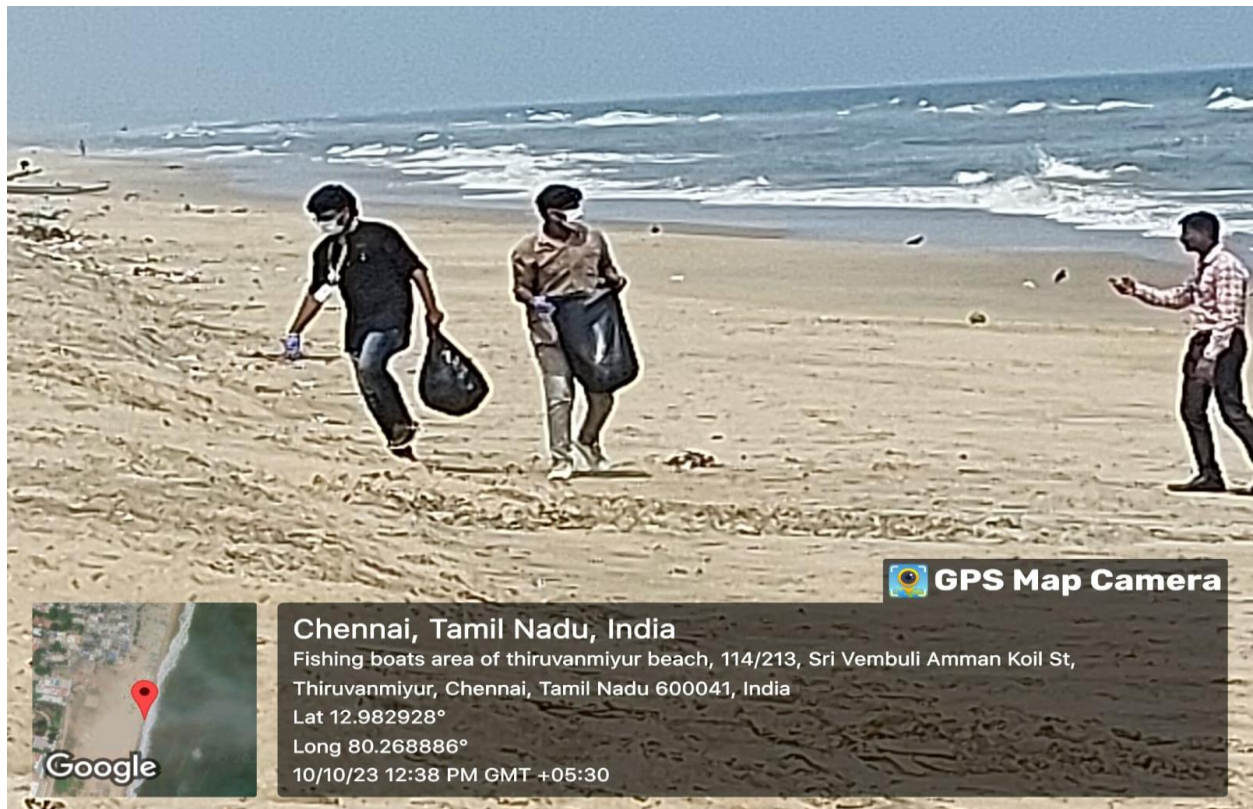


NSS students of BSACIST joined hands with the social activists Vidhayin Siragugal in creating awareness on Plastic pollution to the local community peoples of Thiruvanmiyur, Chennai.



Exnora International is a non-governmental environmental service focuses on preserving nature and preventing environmental degradation. They guided the students in the cleaning process.





## CLEANING PROCESS IN BEACH BY BSACIST NSS STUDENTS



### NSS PROGRAMME OFFICERS

Dr.C.Srinivasan  
Dr.Noushad.C  
Dr.R.Anitha

### NSS COORDINATOR

Dr.D.Ayub Khan Dawood