

# **LEGAL AWARENESS DRIVE: NATIONAL POLLUTION CONTROL DAY**

(A Beach clean-up drive on Juhu Beach,  
Mumbai on 1st December.)

## **ABSTRACT**

A Beach clean-up drive was conducted on Juhu Beach by Volunteer, Legal Aid Centre, SLS Noida. People of all age group were approached and told the importance of keeping our water bodies as well as land clean.

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## 1. Concept Note:

At Symbiosis Law School Noida, our Legal Aid Centre (LAC) undertakes various activities pertaining to legal awareness over the course of the year. And in order to follow the same footsteps during my winter internship in my home city, I along with my friends conducted a beach clean-up drive on the occasion of National Pollution Control Day, i.e., on 2<sup>nd</sup> December 2019.

The area/beach that we were targeting is one of the most popular ones in the country, Juhu Beach. Despite being a well-known beach, there is a part of it that is covered in garbage. And as astonishing as it might sound at times it seems like people have made their peace with it. This can be seen as many people come there to play cricket and football there, on top of the garbage itself.

Whenever there is a high tide in Mumbai the worst effected areas are the beaches because the garbage that was ones thrown in the sea whether it by the tourists, the residents or the commercial companies is all thrown out.

## 2. Objective:

The main objective of this beach clean-up drive was to create awareness and make people realise that this planet is ours and what we are doing to it is resulting in a very unhealthy environment. In a city as big as Mumbai it is really difficult to expect a change overnight but if all of try a little harder on our own part, we can be the reason for a great change.

The reason why this beach clean-up was my choice for the awareness drive was to engage the people who spend most of their mornings there playing football and cricket. These people are from varied age groups and hence, the target audience wasn't age specified but rather affect specified. And since this affects the lives of every person there, they were all welcomed to join us.

### 3. Preliminary Preparation:

The preparations of this clean-up drive started when I asked a few friends of mine whether they would be interested. Some of us had previously done this with the NGO "Bhumi" in June this year so we knew the basic things to be kept in mind first. Like, the arrangement of gloves and garbage bags to throw the garbage in. And also, to have enough spares to give them to any one else who wanted to help there. We also that to decide on a time when maximum people were likely to there. We coordinated with each other as to when we are going to meet there.

### 4. Conducting the programme:

The clean-up drive was conducted on Juhu beach, Mumbai on 1<sup>st</sup> December as it was a Sunday and many people come there to spend their holidays there, playing cricket and football. We reached there at 7:45 so that we can get things started by 8 AM before it gets too humid and people start leaving. Our target time so from 8 AM to 10 AM. As soon as we went there, we first ourselves started to pick up the garbage as setting an example speaks a lot, especially to younger children. Then we went and approached different groups and explained to them what we were doing and the importance of it.

### 5. Response of the target population:

What surprised me was that not many people joined us. Most of them said that they would keep all this in mind and not throw the garbage in the sea or anywhere else but they weren't ready to give up their leisure time and clean the beach instead.

But none the less, some people joined us and not only that but also shared their experience regarding cleanliness and environment with us. These people stuck with us till the end instead of leaving somewhere in between and it helped me realise that no matter what there are some people out there who actually do care and maybe as time goes on, we can make more and more people care.

#### 6. Future plan of action:

To involve schools in this program, since the children are the future it is essential that they understand the importance of small things like not throwing the garbage in the sea and how even a small group of people can make a difference, in fact, how each and every one of us can make a difference.

#### 7. Suggestion/Feedback:

Try to ask the municipal corporation of the city for help since they can help us in later carrying out the garbage bags. Also involve more people in future, even our own parents as this is not the issue related to only one generation.

#### 8. Conclusion/Remarks:

This was a new experience for me as even though I have been a part of such activities before, this was the first time when I, myself organised something and got other people involved in a cause that I cared about and hope that everyone takes seriously. And the small errors that I made during this course will definitely help in the future.

# ANNEXURE 1



## ANNEXURE 2

