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'15 minutes per week would be enough to keep our beaches clean'

Monday, September 19, 2011
By Kunal Chonkar

With over 300 people from all walks of life participating in the Mumbai beach clean up event, the International Coastal Cleanup (ICC) movement proved to be a success in the island city. [The wave](#) of awareness to clean [the beaches](#) that originated in Washington, reached Gujrat followed by Mumbai, on Saturday.

[Speaking](#) to the ADC, Gauri Gurav, WWF, ICC Coordinator, Dadar said, "The initiative was started a few years ago with the support of over thousands of [volunteers](#) from more than 152 nations. Mostly, the cleanup drive in Mumbai is scheduled after Dusshera, but this time, we rescheduled the activity to the week after Ganeshotsav to check [the rise](#) in the level of garbage and non-degraded idols along the beaches."

Participating in the drive at Dadar, were students from Keerti, BR and MD Colleges along with the regular beach-goers. "Look [at the beach](#). It stinks worst than a dumping ground. The amount of waste and their types that we have so far collected, are shocking," said Sarika Warishe (21), SYBSc student of Keerti College.

Volunteers started the work at 7 am and went on till 10 am, pulling out disfigured Ganesh idols that had washed ashore, [plastic bags](#) and other waste materials. "The collected waste is segregated and then sent over to the BMC. We all must assist the civic body in their work, even 15 minutes invested by every Mumbaikar per week, would be enough to keep our beaches clean and garbage-free," added Gurav.

The volunteers also advised people that [throwing](#) flowers and bio-degradable waste contaminates [the marine](#) ecosystem. "We must opt for vermi-composting as it will not only ensure proper management of the waste, but will provide us with organic compost for the soil," said Meghan Malkar, another student of Keerti College.

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