

PIB NEWS ANALYSIS

‘Puneet Sagar Abhiyan’ gets global partner: NCC & UNEP sign MoU in the presence of Raksha Mantri Shri Rajnath Singh to synergise efforts to achieve the universal goal of clean water bodies

The NCC had, on December 01, 2021, launched ‘Puneet Sagar Abhiyan’, a nationwide flagship campaign, initially for one month, to clean sea shores of plastic & other waste material, while raising awareness about the importance of cleanliness. It was subsequently extended as a Pan-India round-the-year campaign to cover rivers and other water bodies as well.

The NCC, the largest uniformed youth organisation in the world, mobilised its cadets to collect plastic and other waste material. The campaign gained tremendous momentum, acceptance and participation following its launch. Different Ministries and organisations, including Ministry of Environment, Forest and Climate Change, Department of Science & Technology, Indian Navy, Indian Coast Guard, Sainik School Society, Army Welfare Education Society, Border Roads Organisation and National Highways Authority of India have extended their support to the NCC in this noble cause.

Since the launch of ‘Puneet Sagar Abhiyan’, over 100 tonnes of plastic waste have been collected from nearly 1,900 locations by more than 12 lakh NCC cadets, alumni and volunteers, impacting 1.5 crore people. Of the approximately 100 tonnes of collected plastic waste, more than 60 tonnes have been handed over for recycling.