

Puneet Sagar Abhiyan

The National Cadet Corps (NCC), the largest uniformed youth organization in India, has inked a Memorandum Of Understanding (MOU) with National Highways Authority of India (NHAI) to reuse plastic waste collected by the NCC cadets during its latest campaign 'Puneet Sagar Abhiyan' for construction of roads by NHAI across the country.

The month-long 'Puneet Sagar Abhiyan' was started on December 1 by NCC to clean the seashores/beaches off the plastic & other wastes materials. The campaign will increase awareness about the importance of keeping the seashores free from plastic wastes across the country.

Apart from physically cleaning the beaches, the NCC cadets have also taken up mass awareness campaigns to educate the people regarding the cleanliness of beaches, the harmful effects of plastic use and the damage plastic is doing to our natural resources.

The campaign aims to propagate the message of importance of 'clean sea shores/beaches' amongst the local population and future generation.

Under the initiative, various cleanliness drives have been/will be launched, awareness and educational activities will also be organised.

Further, the NCC cadets will interact with the general public, tourists, local shopkeepers/vendors and fishermen along the coastal areas to spread awareness on the ill effects of beach littering and its adverse harmful impact to the environment.

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