



**CHELLAMMAL WOMEN'S COLLEGE  
OF THE PACHAIYAPPA'S TRUST  
GUINDY, CHENNAI - 32**



**REPORT ON BESANT NAGAR BEACH PLASTICS CLEANUP DRIVE AND  
MANJAPPAL AWARENESS CAMPAIGN**

**Date: 20<sup>th</sup> September 2025**

**Time: 6.30 A.M.**

**Venue: Besant Nagar Beach**

As part of the National Coastal Mission Scheme of the Ministry of Environment, Forest and Climate Change (MoEFCC) and the Government of Tamil Nadu, the Tamil Nadu Pollution Control Board organized a Beach Cleanup Drive at Besant Nagar Beach on 20<sup>th</sup> September 2025. The Eco Club and Swachhta Action Plan (SAP) Committee of Chellammal Women's College, led by Dr. G. Vimala with faculty members Dr. S. Evelyne Priya and Dr. P. Manimozhi, actively participated in the program.

A team of **37 students** of Chellammal Women's College collected 30 kilograms of plastic waste, gaining practical exposure to the issue of marine pollution. They also conducted an impactful awareness campaign promoting **Manjappai** (traditional Tamil cloth bag) as an eco-friendly alternative to single-use plastics.

The skit, ***Negizhi Ila Ulagam Naalaiya Ethirkaalam***, effectively highlighted the detrimental effects of plastic on marine life and human health, reaching and inspiring nearly **200** beachgoers, local residents, and fellow cleanup participants to adopt sustainable practices. Through this combined effort of beach cleanup and awareness campaign, the students not only contributed to coastal restoration but also promoted long-term behavioral change among the community. Our institution is dedicated to support the **Manjappai movement** and advance efforts to **combat plastic pollution** through education, advocacy, and active community engagement.

  
10/12/25  
**CO-ORDINATOR**



  
10/12/25  
**PRINCIPAL**  
**PRINCIPAL**  
CHELLAMMAL WOMEN'S COLLEGE  
OF THE PACHAIYAPPA'S TRUST  
GUINDY, CHENNAI-32.



**CHELLAMMAL WOMEN'S COLLEGE  
OF THE PACHAIYAPPA'S TRUST  
GUINDY, CHENNAI - 32**



**EVENT 3: PHOTO GALLERY - BESANT NAGAR BEACH PLASTICS  
CLEANUP DRIVE AND MANJAPPAI AWARENESS CAMPAIGN**

**Date: 20<sup>th</sup> September 2025**

**Time: 6.30 A.M.**

**Venue: Besant Nagar Beach**

  
**TAMIL NADU POLLUTION CONTROL BOARD**

**From**  
Dr. Jayanthi. M. I.F.S.,  
The Chairperson,  
Tamil Nadu Pollution Control Board,  
76 Anna Salai,  
Guindy, Chennai 600 032

**To**  
The Principal,  
Chellammal Women's College,  
112, Anna Salai, Guindy,  
Chennai -600032.

**Letter No. T1/TNPCB/PWM/F.018936/Beach Cleanup /2024-4 dated:11.09.2025**

**Sir/Madam,**

**Sub:** TNPCB – PWM – Beach clean-up drive at Besant Nagar Beach on 20<sup>th</sup> September, 2025 from 7.00 AM to 9.00 AM on the occasion of International Coastal Clean up day– Permission sought for making necessary arrangements for the event at Besant Nagar Beach – Regarding.

**Ref:** 1. GOI DO Lr.No.29-1/2022/STSA(E-182446), dt:16.05.2025 addressed to the Additional Chief Secretary, ECCF Dept, Tamil Nadu (copy enclosed).  
2. Government Letter No. 1432/EC.2/2025-1, dated: 29.05.2025.  
\*\*\*\*\*

I invite kind attention to the reference cited above. The Ministry of Environment, Forest & Climate Change (MoEF&CC), Government of India has proposed to organize a beach cleaning drive on the occasion of International Coastal Cleaning day on 20.09.2025 in the coastal states and UTs of India. Also, MoEF&CC has requested Government of Tamil Nadu to join in this Beach cleaning drive. On behalf of Government of Tamil Nadu, TNPCB is organising the event at Besant Nagar Beach on 20.09.2025.

In this regard, TNPCB kindly requests you to nominate 50 numbers of students to take part in the Beach Clean up in Besant Nagar Beach on 20.09.2025 between 06.00 AM to 09.00 AM. The Students shall be provided with refreshments and other necessary materials needed for clean up activity.

No. 76, MOUNT SALAI, GUINDY, CHENNAI - 600 032.  
Tel : 044-22353134 - 139 Fax : 044-22353068  
Email : tnpcb-chn@gov.in Web : tnpcb.gov.in

For further details/queries please contact the Nodal Officer Thiru. A.Shanmugam, Additional Chief Environmental Engineer, TNPCB (Mobile: 80560 42224).

The receipt of the letter may kindly be acknowledged.

Encl: as above

Copy to  
The NGC Coordinator,  
Chennai

Sd/xxxx  
Chairperson

  
For Chairperson



Chennai, Tamil Nadu, India

X7xc+cx5, Elliots Beach, Besant Nagar, Chennai, Tamil Nadu 600090, India  
Lat 12.998985° Long 80.272703°  
20/09/2025 07:52 AM GMT +05:30

GPS Map Camera



Chennai, Tamil Nadu, India

X7xc+cx5, Elliots Beach, Besant Nagar, Chennai, Tamil Nadu 600090, India  
Lat 12.998977° Long 80.272668°  
20/09/2025 08:06 AM GMT +05:30

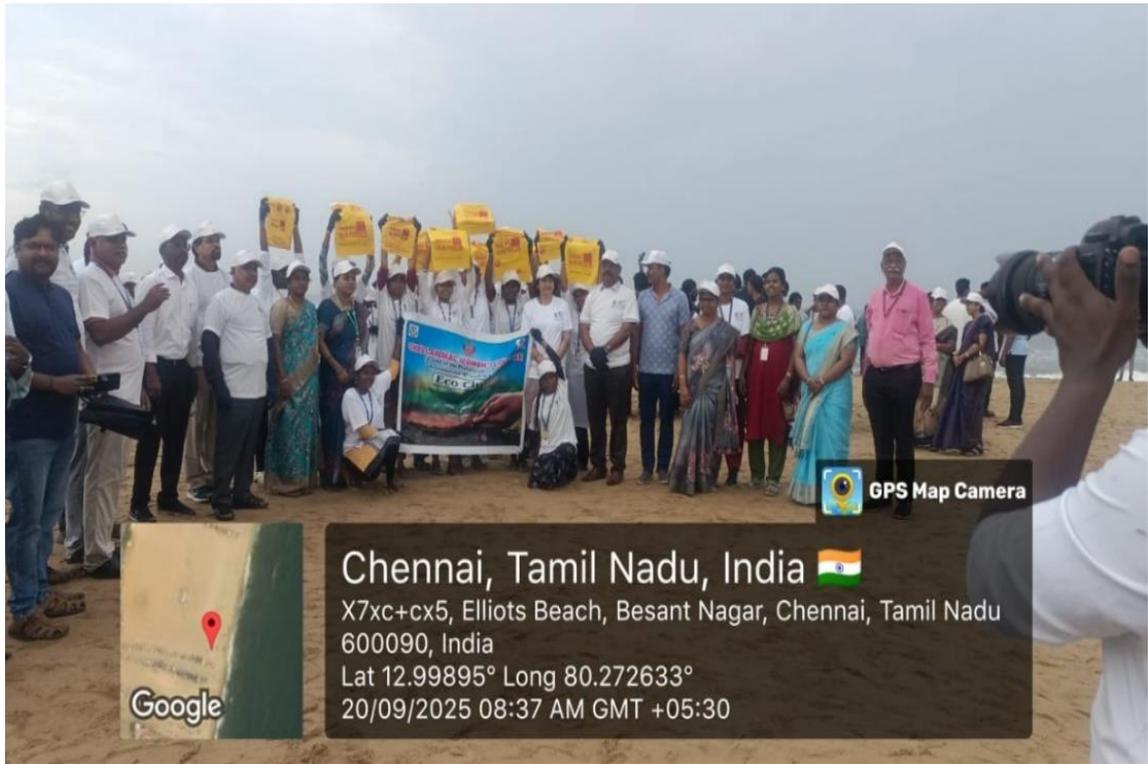
GPS Map Camera



Chennai, Tamil Nadu, India

X7xc+cx5, Elliots Beach, Besant Nagar, Chennai, Tamil Nadu 600090, India  
Lat 12.99897° Long 80.27268°  
20/09/2025 08:22 AM GMT +05:30

GPS Map Camera





Ministry of Environment, Forest & Climate Change  
(Government of India)

**SEVA PARV 2025**  
INTERNATIONAL COASTAL CLEANUP DAY - 2025

*This is to certify that*

Sh./Smt./Mr./Ms. SWATHI. V  
has volunteered to adopt sustainable beach practices on the occasion of  
"International Coastal Cleanup Day 2025" to support Mission LIFE



Date: 20-09-2025

Certificate ID: 202560722



Ministry of Environment, Forest & Climate Change  
(Government of India)

**SEVA PARV 2025**  
INTERNATIONAL COASTAL CLEANUP DAY - 2025

*This is to certify that*

Sh./Smt./Mr./Ms. P KEERTHANA  
has volunteered to adopt sustainable beach practices on the occasion of  
"International Coastal Cleanup Day 2025" to support Mission LIFE



Date: 20-09-2025

Certificate ID: 2025602290