



Indian National Centre for Ocean Information Services (INCOIS)
(An Autonomous Body under Ministry of Earth Sciences, Govt. of India)

Swachhata Pakhwada
(01 – 15 July 2020)

Daily Report
(14 July 2020)

"Ocean Valley",
Pragathi Nagar (B.O.), Nizampet (S.O.),
Hyderabad - 500 090, India.

https://incois.gov.in/portal/SwachhBharat_2020.jsp

1. Preamble

Hon'ble Prime Minister of India had launched the Swachh Bharat Mission on 2nd October 2014. The Ministry of Jal Shakti is designated as the nodal ministry for executing this national mission. The mission is being executed by the Department of Drinking Water and Sanitation, Ministry of Jal Shakti at national level. The mission objectives are to eradicate open defecation, efficient management of solid and liquid waste, encourage cost effective and appropriate technologies for ecologically safe and sustainable sanitation, overall cleanliness and to create significant positive impact on gender and promote social inclusion by improving sanitation.

The Swachhata Pakhwada was started with a vision to mainstream Swachhata activities across all Ministries / Departments of Govt. of India. The Ministry of Earth Sciences (MoES) and the attached, sub-ordinate and autonomous offices under the administrative control of MoES are actively participating in this national mission since its inception. To carry out swachhata activities in all institutes of MoES, first fortnight of July 2020 (July 01 - 15) is allocated. In this regard, Indian National Centre for Ocean Information Services, an autonomous body under MoES has planned several activities during Swachhata Pakhwada as detailed in Table below

Date	Activities
01 July 2020	Webinar on "Open Defecation Free India: A Case of Krishna District in Andhra Pradesh" by Dr. J. Kiranmai, Registrar, Institute of Public Enterprise, Hyderabad
02 July 2020	Plantation of trees at ITCOcean campus. It is decided that the trees for plantation will be arranged from the Govt. of Telangana under their Haritha Haram mission.
03 July 2020	Awareness campaign and distribution of personal hygiene materials to INCOIS outsourced (housekeeping, gardening, security, electrical etc.) staff.
06 July 2020	Campus sanitization in coordination with Covid Task Force of INCOIS
07 July 2020	e-poster design competition for INCOIS employees on theme "How does Swachhata impact oceans?"
08 July 2020	Plantation of trees at INCOIS other than ITCOcean campus.
09 July 2020	Event on "Discouraging single use plastic"
10 July 2020	Drawing competition for students on "Personal Hygiene"
13 July 2020	Essay competition for students on "Household solid waste management"
14 July 2020	Webinar on "Swachh samudra and Covid-19" by Dr. Nimit Kumar, Scientist, INCOIS
15 July 2020	Concluding ceremony through webinar

All the activities were / will be planned and executed under the supervision of Swachh Bharat committee constituted by Director, INCOIS. The Swachhata activities for the year 2020 were planned keeping in mind all the instructions and guidelines issued by the M/o Home Affairs and M/o Health and Family Welfare considering current situation of Covid-19 pandemic.

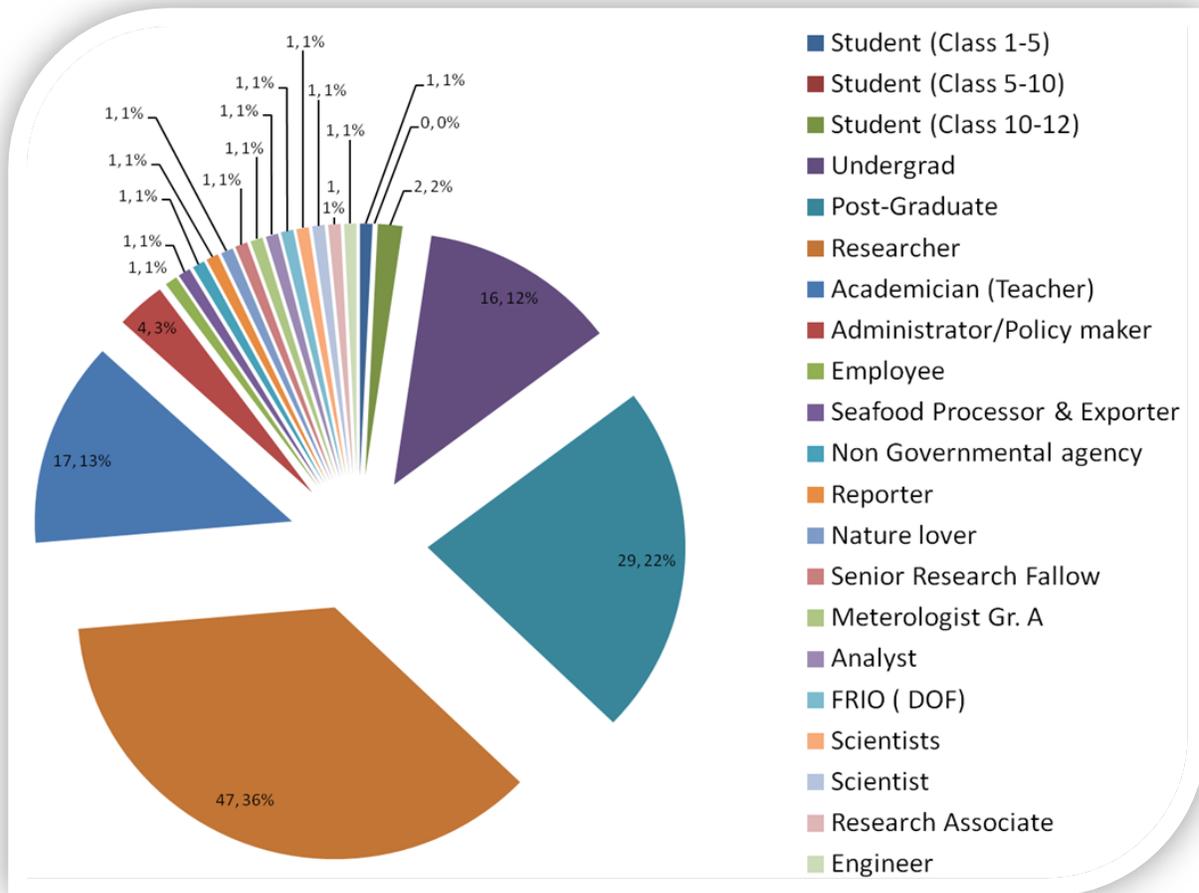
2. Activity

The tenth day (14 July 2020) activity of Swachhata Pakhwada - 2020 was scheduled to host a webinar on "Swachh samudra and COVID-19" by Dr. Nimit Kumar from INCOIS. Coincidentally, the day is also observed as Day of Shark Awareness. The outbreak of COVID-19 has far reaching impacts. This includes adverse effect to the momentum towards 'reduce, reuse, recycle' of plastic because of sanitary requirements that come with the outbreak. As a result, responsible management of plastic in our lives has become even more critical. Any lapse in that, and marine life will be the victim eventually. The webinar aimed to seek awareness towards this ongoing conundrum.

Dr. Nimit Kumar (on right) is a Marine Ecologist who serves as a Project Scientist at INCOIS since 2011. He is formally associated with the Marine Fishery Advisory Services (MFAS) programme of INCOIS. His core strengths comprise of ocean observations, telemetry, remote sensing and GIS. He is alumni of NF-POGO, PORSEC, BOBLME, and IOC-WESTPAC's MOMSEI. He has sailed for multiple research cruises in the North Atlantic Ocean and North Indian Ocean onboard Indian and foreign vessels. His science interest includes conservation, sustainable development, outreach and capacity building.



In order to provide a secure and interactive webinar environment registration for webinar was sought from the aspirant audience. A total of 129 registrations were received by evening of 13 July, 2020 (pre-eve of the webinar). Of these, 69 (54%) respondents identified themselves as Male whereas 58 registrations were female. Majority of the responses were from India, whereas 20 responses were from Egypt. An overview of attendees' age-group/occupation levels has been categorized (no. of people, % share) in the chart provided herewith, based on their responses. The aspirants were asked if there will be others who will join for the webinar (through their single registration). The responses informed us that while 104 would join alone, 12 registrations will have 2 participants. Similarly there were 3 registrations for 3 attendees, 1 for 4, 5 for 5, 1 each for 10, 11 13 and 41 participants. This conveys that through 129 registrations, a total of 240 attendees planned to attend the webinar. Similarly, registrants have conveyed their request to have such webinar in languages other than English. The response for Hindi (56%) was highest with other languages including Gujarati, Marathi, Telugu, Malayalam, Bengali and even, Arabic.

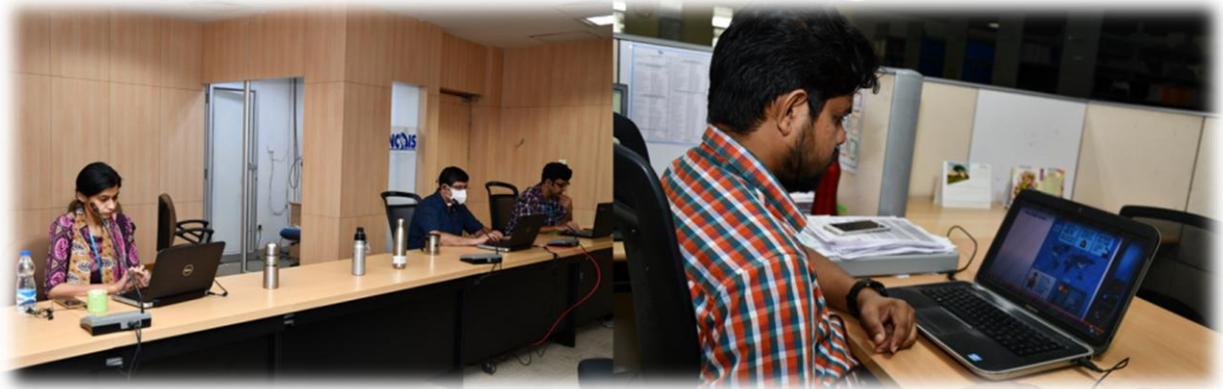


Since the webinar announcement received overwhelming response and about 90% have shown preference to access it though YouTube/Facebook Live or Archived (later), it was decided that the webcast would be done on both of these platforms simultaneously. Among other queries almost 90% have shown the interest in providing feedback after webinar, and 84.5% respondents were willing to subscribe for future updates from INCOIS. These will help INCOIS conduct better outreach through better content in coming times.

The speaker began the webinar by showing some environmental-positive effects of the COVID-19 outbreak and the lockdowns resulted thereof. He quickly shown that this have other adverse impacts such as burgeoning solid-waste that poses challenge for the authorities to safely manage the waste; especially much of it being the medical waste. Then the speaker shown mainstream and social media reports that cover the medical waste such as masks, gloves and PPE entering into sea as early as in March, 2020. This followed by a detailed depiction on what harms such waste bring to the marine environment and thus, why it is pertinent to stringently avoid waste going into the sea. He also connected these impacts to the Sharks, since 14 July is celebrated as the Day of Shark Awareness. He introduced the audience with many astonishing facts about sharks and did myth-busting related to them, underlining that Sharks are real “Chowkidaar” of

the oceans. Keeping in mind the kids' requirement of creative activities during lockdown time, he shared online resource related to Shark in order to address the same.

The webinar was a major success with about 130 attendees, in addition to the INCOIS employees who attended from their work desks or from INCOIS auditorium. All the necessary precautions were taken as per prevailing guidelines while screening the webinar in the auditorium.



(L) INCOIS team coordinating webinar hosting with speaker on extreme right end (R) An INCOIS employee intently attending the webinar from own work-desk



INCOIS colleagues attending webinar on large screen at auditorium



INCOIS arranged for screening the webinar at auditorium while maintaining COVID-19 related precautions

3. Useful / Reference Links

- Proceedings of Swachhata Pakhwada 2020:
<https://incois.gov.in/SwachhBharat/SwachhataPakhwada2020.jsp>
- Photo Gallery:
<https://incois.gov.in/SwachhBharat/sbphotogallery.jsp>
- Swachhata Activities Reports:
<https://incois.gov.in/SwachhBharat/SwachhtaActivites.jsp>
- Youtube
<https://www.youtube.com/watch?v=DN6e9GxtqVM>
- Facebook
<https://www.facebook.com/INCOISofficial/videos/287877189303550>