



ONE EARTH
FOUNDATION



MAKEMYTRIP
FOUNDATION

SUSTAINABLE SHORES

Q1 PROGRESS REPORT



2024

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Sustainable Shores



Introduction



Morjim Beach

OneEarth Foundation is dedicated to environmental conservation and community engagement. With a proven track record of successful clean-up activities and collaboration with government bodies, we understand the importance of sustained interventions for lasting impact. This quarterly progress report presents the activities, achievements, challenges, and plans for the Sustainable Shores Project from April to June 2024.

The on-ground project implementation of Sustainable Shores commenced in April 2024, starting with the inception phase which included preparation activities and project area scoping. This phase involved identifying and finalizing the beach to be adopted. After consultations with the Goa Tourism Department, Morjim Beach, also known as Turtle Beach, was mutually selected for adoption. This beach is not only a popular tourist destination but also an important nesting site for turtles, making its conservation crucial.

Project Overview

The “Sustainable Shores” project, financed by a grant, from MakeMyTrip Foundation aims to address critical issues concerning coastal conservation in Goa. The primary objective is to adopt a beach, ensuring its restoration and ongoing maintenance through a comprehensive approach. Key stakeholders, including government organizations, fishing communities, shack owners, tourists, and locals, are engaged and capacitated through targeted capacity-building initiatives. The objectives of the project are as follows

Objectives

- Establish a women-led circularity center.
- Achieve a Single-Use Plastics (SUP) free beach status.
- Collect quantitative and qualitative data on waste.
- Significantly reduce beach waste over time.
- Promote sustainable tourism practices and responsible behavior to minimize plastic traces left behind on the beach.



Morjim Beach



जल शक्ति मंत्रालय
MINISTRY OF
JAL SHAKTI



CEE

Centre for Environment Education



Lifestyle for
Environment

CEE, appointed by the Department of Drinking Water and Sanitation as the state lead for Goa under the Rural WASH Partners' Forum (RWPF), spearheads WASH and sanitation initiatives. CEE and OneEarth have collaborated to support the state government of Goa in initiatives under Swachh Bharat Mission SBM 2.0 and Jal Jeevan Mission JJM 2.0. The Sustainable Shores project will be monitored under these initiatives. Consequently, all our creative materials will feature the Ministry logo, CEE logo, SBM logo, and LIFE Mission logo.



Clean-Up Drive at Morjim Beach

Baseline Survey

We commenced the baseline survey process by finalizing the baseline format and curating a comprehensive survey form tailored for various stakeholders, including local communities, the fishing community, tourists, and shack/hotel/business owners. This baseline survey aims to assess the current environmental conditions, waste management practices, and the level of awareness among stakeholders regarding coastal conservation.

The baseline survey was initiated in April and is currently in progress. It is scheduled for completion by the end of July. The data collected will provide valuable insights into the existing challenges and will help in measuring the impact of our interventions over time. By the end of June 2024, we were able to get 38 responses through online and offline surveys of various stakeholders. The survey results will guide our strategic planning and help us tailor our activities to address specific needs effectively.



Discarded fishing nets and gears at Morjim Beach

Government Approval



Meeting with Village Panchayat Morjim

Village Panchayat Morjim:

The Sustainable Shores project was initially introduced to Sarpanch Shri Umesh Gadekar, and a formal letter outlining the project was submitted to the Panchayat. Subsequently, a meeting was convened by the Sarpanch and Secretary, where OneEarth presented detailed project plans to all Panchayat members, emphasizing the critical role of Panchayat support for effective waste management at Morjim Beach. The Panchayat members unanimously agreed to support the project. To formalize this collaboration, OneEarth submitted a collaboration letter to the Village Panchayat. Currently, the Panchayat has issued a No Objection Certificate (NOC) and has assured us that a formal collaboration letter will be provided in July.

Goa Tourism Department:

Morjim Beach, selected and proposed by OneEarth for the Sustainable Shores project, received approval from Shri Pradeep Binnar, Assistant Director of Tourism (Revenue/North Zone). This was followed by a total of two meetings with the Goa Tourism Department. OneEarth has submitted a formal letter to Shri Suneel Anchipaka, IAS, Director of Tourism, detailing the support required from the Tourism Department for project implementation in collaboration with them.

Note: All correspondence and communication with government stakeholders are included in the annexure.

Activities Conducted



Awareness session with SHG group at Morjim

In June 2024, we commenced our community engagement and IEC (Information, Education, and Communication) activities for the Sustainable Shores project. These initiatives aimed to introduce the project, highlight its significance and educate the community on the importance of proper waste management, especially in coastal areas.

The community engagement activities began with introducing the project to various stakeholders, including local residents, the fishing community, educational institutes, and Self-Help Groups (SHGs). During these sessions, we emphasized why proper waste management is critical, particularly in sensitive coastal ecosystems. The discussions covered the adverse impacts of improper waste management on marine life and human health, underscoring the urgency for collective action.

We stressed the necessity for individual and community-level measures to maintain cleanliness and prevent pollution. Stakeholders were informed about the environmental consequences of neglecting waste management practices, such as the accumulation of plastic waste in the oceans, which poses severe threats to marine animals and disrupts the natural habitat.

Specific activities included interactive sessions with the fishing community, where we discussed the dangers of ghost nets and promoted responsible disposal and recycling of fishing gear.

Activities Conducted

Educational institutes participated in workshops that focused on the impact of single-use plastics and explored sustainable alternatives. Local resident groups and SHGs were engaged in discussions about their role in ensuring beach cleanliness and promoting eco-friendly practices within their communities.

Table 1: List of Activities Conducted and Details

SR. NO	DATE	ACTIVITY	TOTAL PARTICIPANTS
1.	03/06/2024	Beach Clean-up Drive	15
2.	14/06/2024	Workshop with fishing community	14
3.	15/06/2024	Workshop with SHG group	35
4.	19/06/2024	Workshop at Peter Alvares Memorial High School Morjim (Session 1)	42
		Workshop at Peter Alvares Memorial High School Morjim (Session 2)	43
5.	20/06/2024	Workshop at Vidya Prasarak High School Morjim	63



Awareness sessions in schools

Table 2: Overview of activities conducted in the first quarter as per project deliverables

ACTIVITY	TARGET	ACHIEVED
BEACH CLEAN UP	12	01
WORKSHOPS WITH ULBS AND GOVERNMENT STAKEHOLDERS	02	-
WORKSHOPS WITH FISHING COMMUNITIES.	05	01
WORKSHOPS AND AWARENESS SESSIONS WITH EDUCATIONAL INSTITUTES/CITIZEN GROUPS.	10	04
TRAINING SESSION WITH SAFAI SATHIS	02	-
WORKSHOPS WITH BEACH SHACK OWNERS	02	-
HEALTH CAMPS FOR SAFAI SATHIS	04	-



Workshop with fishing community in Morjim



Clean-up drive at Morjim Beach

Challenges and Solutions

Challenges	Solutions Adopted
Model Code of Conduct: The enforcement of the Model Code of Conduct for the Loksabha Elections 2024 from April until June 4th delayed official work and approvals with the government.	Adjusting Timelines: Accounted for the delays caused by the Model Code of Conduct by adjusting project timelines and focusing on non-governmental activities during the period.
Community Skepticism: Initial skepticism from the fishing community and panchayat members at Morjim due to previous negative experiences with NGOs.	Building Trust: Conducted engagement sessions with the fishing community and panchayat members, gaining their trust through open communication and demonstrating commitment to sustainable practices.



Shradha Salekar from the OneEarth team visiting a fisherman's house to conduct a survey, understand their challenges, and share insights about our Sustainable Shores project.

Annexure



Official Letters

Access all official correspondence related to the Sustainable Shores project via this Basecamp link:

[\[Basecamp Link to Official Letters\]](#)



Participant Lists

Review the participant lists for all project activities here:

[\[Basecamp Link to Participant Lists\]](#)



Baseline Survey Form

The baseline survey form used for gathering initial data can be accessed here: [\[Basecamp Link to Baseline Survey Form\]](#)



Photos and Videos

View and download photos and videos of project activities via this drive link: [\[Drive Link to Photos and Videos\]](#)




Monthly Reports

Detailed monthly reports for April, May, and June, documenting the activities, achievements, and challenges faced during each month, can be accessed here: [\[Basecamp Link to Monthly Reports\]](#)

Thank You

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Stay connected

