



## SMALL PELAGIC PURSE SEINE FISHERIES IMPROVEMENT PROGRAM-SOCIAL AWARENESS ACTIVITIES

### Introduction:

The Small Pelagic Purse Seine Fisheries Improvement Program is committed to enhancing sustainability and environmental responsibility in the fishing sector. As part of its social awareness initiatives, the program has actively engaged in community-driven activities to promote marine conservation and responsible waste management. This report highlights two key initiatives undertaken in Udupi and Mangalore in collaboration with local organizations.

#### 1. Cleanup Drive at Malpe Port Date: August 7, 2024

**Location:** Malpe Port, Udupi

**Collaborators:** Department of Fisheries - Malpe

Malpe Port, recognized as Asia's largest fishing port, has been significantly affected by waste accumulation, particularly during the monsoon season. Increased runoff and sedimentation have worsened pollution levels, necessitating an urgent cleanup initiative.

The cleanup drive was led by volunteers from the Small Pelagic Purse Seine Fisheries Improvement Program, who employed nets to extract substantial amounts of debris from the water. This effort aimed to restore cleanliness to the port area and safeguard marine life from hazardous waste. The initiative reinforced the importance of community participation in marine conservation and emphasized the role of sustainable waste disposal practices in reducing environmental impact.





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### Branch 2

Plot No. IP-25A, Mangalore SEZ, Permude Village,  
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## 2. Participation in Walkathon for Cleaner and Greener India

**Date:** September 24, 2024

**Location:** Mangalore

**Collaborators:** Central Marine Fisheries Research Institute (CMFRI), College of Fisheries Mangalore

To further promote environmental awareness, the Small Pelagic Purse Seine Fisheries Improvement Program joined the Walkathon for Cleaner and Greener India, an initiative organized by CMFRI in collaboration with the College of Fisheries, Mangalore. The event aimed to encourage sustainable practices among the local community and fisheries stakeholders, fostering a sense of shared responsibility for environmental conservation.





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By participating in the walkathon, the program demonstrated its commitment to social engagement and the promotion of eco-friendly practices within the fisheries sector. The initiative provided an opportunity to educate the public about the significance of marine conservation and the necessity of reducing pollution in fishing hubs.

**Conclusion** These social awareness activities undertaken by the Small Pelagic Purse Seine Fisheries Improvement Program reflect its dedication to fostering environmental stewardship within the fishing industry. The cleanup drive at Malpe Port and participation in the Walkathon for Cleaner and Greener India highlight the program's proactive approach to marine conservation. Moving forward, the program aims to expand its outreach efforts, engage more stakeholders, and implement additional initiatives to ensure the sustainability of small pelagic fisheries and the broader marine ecosystem.



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