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'Litter-free Beach Road' campaign to be launched

VISAKHAPATNAM: Vuda along with the district administration, GVMC and the Indian National Trust for Art and Cultural Heritage (Intach) is taking up a beach cleaning campaign to make Beach Road litter-free.

Increasing the number of dustbins, signs declaring that the place is a litter-free zone, educating the vendors to prevent people from littering the place, making public announcements about keeping the beach litter-free using a pre-recorded addressing system, were among the measures discussed at a meeting chaired on Tuesday by Vuda vice-chairman N Yuvaraj.

Further, morning and evening walkers would also be asked to volunteer to advise the public to keep the place clean. Corporates and NGOs would be asked to provide more drinking water coolers along the stretch to minimise the use of plastic bottles and water packets, informed Intach member Sohan Hatangadi, who also focused on keeping the beaches plastic-free.

Intach convener PV Prasad and architects Narasimha Rao and Shabnam Patel were among those present.