Cox's Bazar is recognised as the longest coastline beach in the world spanning up to 125 Kilometres, while we only get to explore approximately 5 Kilometres of it. Even then, it becomes extremely difficult to maintain the coastline and preserve its beauty. The International Coastal Cleanup is the largest volunteering effort in the world and on September 23, 2010, it has completed 25 years of its journey so far. The initiative of cleaning up the beach had begun in Bangladesh in 2007 and to date has successfully managed to encourage more volunteers to participate in the act of removing trash and debris from the sea beach.

This year with the help of Kewkradong, Banglalink and Ocean Conservancy students from different schools and universities took part in the major task of cleaning up the longest beach in the world. To name a few there were students from Independent University Bangladesh (IUB), BRAC University, University of Dhaka (DU) and a local school such as Kolatoli High School and others, who volunteered to raise awareness amongst people. They started off with the beach at Kolatoli, then Laboni and later travelled extra miles towards Inani and Himchori to perform the cleanup work. Lead by the moderators of clubs and teachers of these education institutions, students were taught the proper ways of cleaning the beach without hampering the natural habitat around. The students in fact have a lot to say to the society through their volunteering activities. "As a part of the House of Volunteers (HOV) of BRAC University I have had lots of volunteering experience," says Faisal Rezwan, who now works as a Communication Officer at BRAC. "Working under different situations have made me realise that we all should educate the society in whichever way we can so that people can have proper knowledge and understand the importance of being a volunteer," he adds. He believes in development and that there should be more awareness

Our environment is deteriorating constantly over the past few years with an increase in the sea level, melting of ice and even frequent earthquakes, thereby threatening our life expectancy on the planet. With such conditions prevailing, it is very unwise if we are not conscious of our surroundings and should take initiatives to prevent it from being destroyed. "



A step towards making a difference. The enthusiastic volunteers heading for the Laboni beach