

World Bank Launches \$213m Programme to Protect Indian Coastline and Create 100,000 Jobs

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The World Bank has approved a major new programme to protect India's coastline and create thousands of jobs in the southern states of Tamil Nadu and Karnataka.

The *Strengthening Coastal Resilience and the Economy (SHORE)* Project – worth **US\$212.64 million** and forming part of the wider US\$850 million SHORE initiative – will fund efforts to conserve ecosystems, reduce plastic pollution and provide skills training for **100,000 people**.

India's coastline stretches more than **11,000 kilometres**, with around a third at risk from erosion and severe weather. Some **250 million people** live along these shores, relying on industries such as fisheries, shipping and tourism. The region is also home to around **18,000 species** of flora and fauna, but faces mounting threats from erosion, pollution, mangrove destruction and rapid urban development.

Under the new project, Tamil Nadu and Karnataka will implement their coastal zone management plans. Some **70,000 people**, including many women, will be trained in sustainable tourism and related sectors to diversify income. Conservation efforts will cover **30,000 hectares** of seascapes through mangrove planting, dune restoration and the installation of breakwaters or other infrastructure. The programme will also help protect coral reefs and species such as dugongs, turtles and coastal birds.

"India's Vision 2030 has recognized the potential of the blue economy to power its economic growth," said Paul Procee, the World Bank's Acting Country Director for India. "This Project will help states tap into private sector sources to mitigate the impacts of plastic pollution and to foster eco-tourism

in selected areas. For example, private sector intervention can help to strengthen plastic waste value chains and establish environment-friendly beaches while also creating economic opportunities for coastal communities.”

“In **2019**, Tamil Nadu was the first state in India to ban single-use plastics. **This Project will enhance measures in Tamil Nadu and Karnataka through public awareness campaigns on recycling and plastics leakage, as well as bridging the gap between urban local bodies and the private sector for solid waste management in cities. Reducing plastic pollution will benefit **120,000 people**,” said Dinesh Aryal, Chabungbam Singh, and Avanish Kant, the Task Team Leaders for the Programme.

The project is financed by a loan from the International Bank for Reconstruction and Development (IBRD), with a **final maturity of 23 years** and a **6.5-year grace period**.

The initiative reflects growing international efforts to combine environmental protection with economic development, particularly in regions vulnerable to climate change and environmental degradation.