

## **Blue Flag Certification**

For Prelims: UNEP, UNWTO, Foundation for Environmental Education (FEE), IUCN.

**For Mains:** Blue Flag certification and its Significance.

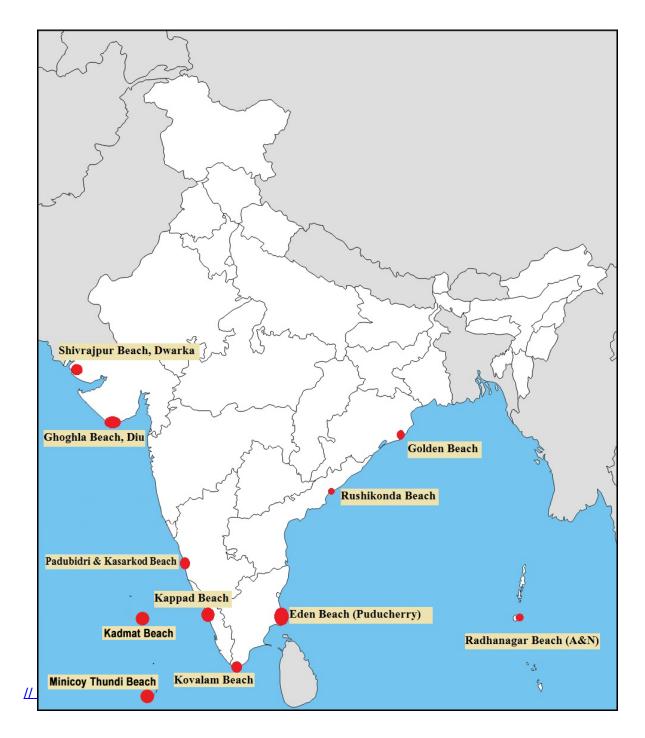
## Why in News?

Recently, the Blue Flag certification has been accorded to two new beaches - **Minicoy Thundi Beach and Kadmat Beach**- both in **Lakshadweep**.

This takes the number of beaches certified under the Blue Flag certification to 12.

## What is Blue Flag Certification?

- About:
  - It is an internationally recognised eco-label that is accorded based on 33 criterias.
    These criterias are divided into 4 major heads namely,
    - Environmental education and information
    - Bathing water quality
    - Environmental management
    - Conservation and safety services in the beaches
  - Blue Flag beaches are considered the cleanest beaches of the world. It is an ecotourism model endeavouring to provide the tourists/beachgoers clean and hygienic bathing water, facilities, a safe and healthy environment and sustainable development of the area.
  - It is accorded by the international jury composed of eminent members <u>United Nations</u>
    <u>Environment Programme</u> (UNEP), <u>United Nations World Tourism Organisation</u>
    (UNWTO), Denmark-based NGO Foundation for Environmental Education (FEE) and <u>International Union for Conservation of Nature</u> (IUCN).
  - On the lines of Blue Flag certification, India has also launched its **own eco-label BEAMS** (Beach Environment & Aesthetics Management Services).
- Other 10 Beaches which have Received the Certification:
  - Shivrajpur (Gujarat)
  - Ghoghla (Daman & Diu)
  - Kasarkod (Karnataka)
  - Padubidri beach (Karnataka)
  - Kappad (Kerala)
  - Rushikonda (Andhra Pradesh)
  - Golden beach (Odisha)
  - Radhanagar beach (Andaman and Nicobar)
  - Kovalam (Tamil Nadu)
  - Eden (Puducherry)



## What is BEAMS?

- Beach Environment & Aesthetics Management Services comes under ICZM (Integrated Coastal Zone Management) project.
- This was launched by the Society of Integrated Coastal Management (SICOM) and the Union Ministry of Environment, Forest and Climate Change (MoEFCC).
- The objectives of BEAMS program are to:
  - Abate pollution in coastal waters,
  - Promote sustainable development of beach facilities,
  - Protect & conserve coastal ecosystems & natural resources,
  - · Strive and maintain high standards of cleanliness,
  - Hygiene & safety for beachgoers in accordance with coastal environment & regulations.
- It has helped in saving 1,100 ml/year of municipal water through recycling; educating around 1,25,000 beachgoers about responsible behaviour at the beaches; providing alternate livelihood opportunities to 500 fishermen families through pollution abatement, safety and services and has also increased footfall for recreation activities at the beaches by approximately 80% leading to

economic development.

Source: <u>IE</u>

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