



Blue Flag Certification

Why in News

Recently, [Foundation for Environment Education \(FEE\)](#), Denmark has awarded the **Blue Flag Certification to Kovalam (Tamil Nadu) and Eden (Puducherry)**, taking the total number of **such beaches in the country to 10**.

- A waving "Blue Flag" is an indication of 100% compliance to the 33 stringent criteria and sound health of the beach.

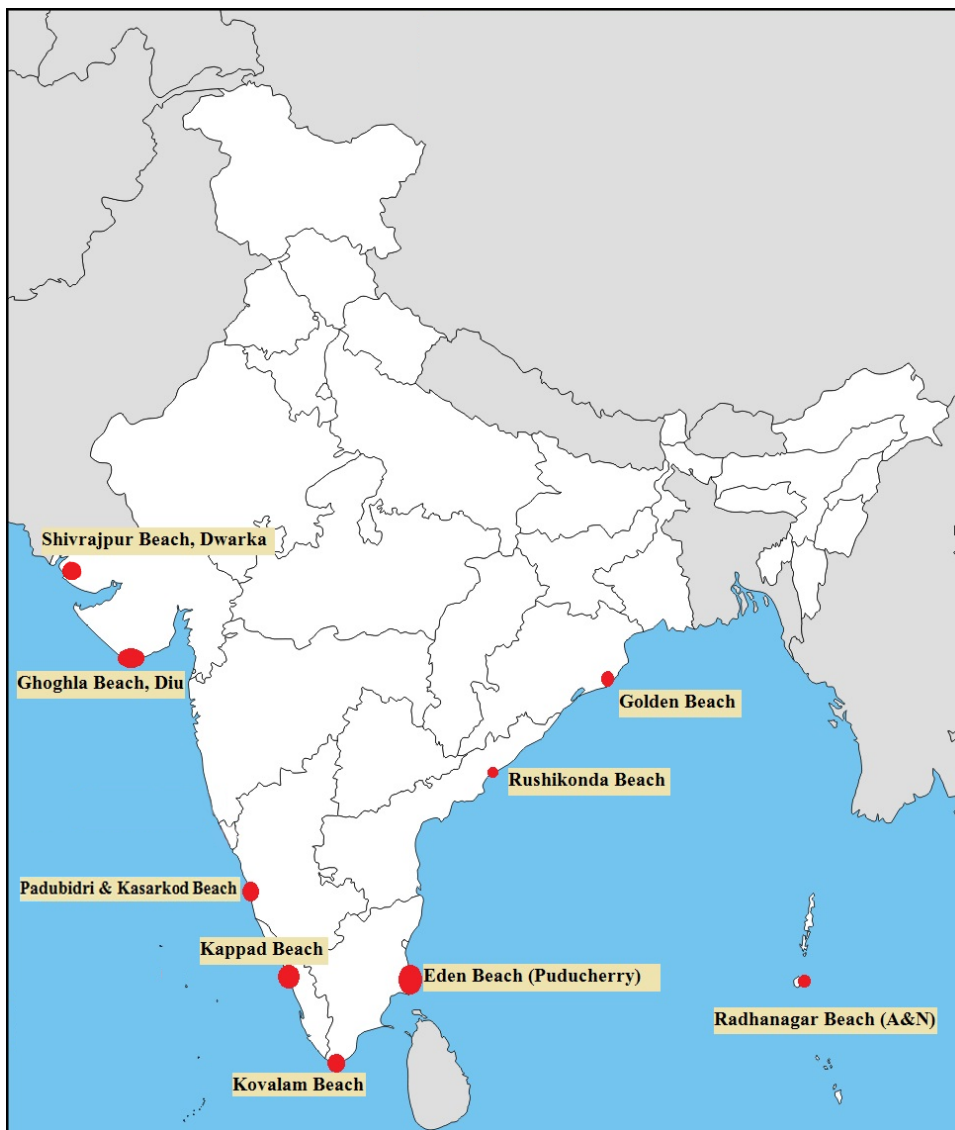
Key Points

▪ 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 **eco-tourism 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 - [United Nations Environment Programme \(UNEP\)](#), [United Nations World Tourism Organisation \(UNWTO\)](#), Denmark-based NGO [Foundation for Environmental Education \(FEE\)](#) and [International Union for Conservation of Nature \(IUCN\)](#).
- On the lines of Blue Flag certification, **India has also launched its own eco-label [BEAMS](#) (Beach Environment & Aesthetics Management Services)**.

▪ Other Eight Beaches which have Received the Certification:

- Shivrajpur in Gujarat,
- Ghoghla in Daman & Diu,
- Kasarkod in Karnataka and,
- Padubidri beach in Karnataka,
- Kappad in Kerala,
- Rushikonda in Andhra Pradesh,
- Golden beach of Odisha,
- Radhanagar beach in Andaman and Nicobar.



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** is 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: PIB

PDF Refernece URL: <https://www.drishtias.com/printpdf/blue-flag-certification-1>

