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Eight Indian Beaches Recommended for Blue Flag

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Why in News

On the occasion of **International Coastal Clean-Up Day**, for the first time eight beaches of India are recommended for the coveted International eco-label, the **Blue flag certification**.

Key Points

- The **eight beaches are:**
 - Shivrajpur in Gujarat,
 - Ghoghla in Daman & Diu,
 - Kasarkod and Padubidri beach in Karnataka,
 - Kappad in Kerala,
 - Rushikonda in Andhra Pradesh,
 - Golden beach of Odisha and
 - Radhanagar beach in Andaman and Nicobar.
- **Blue Flag Certification:**
 - Blue Flag beaches are considered the **cleanest** beaches of the world.
 - The Blue Flag is one of the world's most recognised **voluntary eco-labels** awarded to beaches, marinas, and sustainable boating tourism operators.
 - In order to qualify for the Blue Flag, a series of stringent environmental, educational, safety, and accessibility criteria must be met and maintained.
 - The Blue Flag Programme for beaches and marinas is run by the international, non-governmental, non-profit organisation FEE (the **Foundation for Environmental Education**).
 - FEE (the Foundation for Environmental Education) was established in France in 1985.
 - On the lines of Blue Flag certification, India has also launched **its own eco-label BEAMS**.

- **BEAMS**
 - On this occasion, India has also launched India's own eco-label **BEAMS (Beach Environment & Aesthetics Management Services)** under **ICZM (Integrated Coastal Zone Management)** project.
 - This is 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.

Integrated Coastal Zone Management Plan

- **Integrated Coastal Zone Management Plan (ICZM)** is a process for the management of the coast using an integrated approach, regarding all aspects of the coastal zone, including geographical and political boundaries, in an attempt to achieve sustainability.
 - The concept of ICZM was born in **1992** during the Earth Summit of Rio de Janeiro.
 - The specifics regarding ICZM is set out in the proceedings of the summit within Agenda 21.
- **Implementation**
 - It is a **World Bank** assisted project and is being implemented by the Union Ministry of Environment, Forests and Climate Change (MoEFCC).
 - The **National Centre for Sustainable Coastal Management (NCSCM)**, Chennai, is providing scientific and technical inputs.

Society of Integrated Coastal Management

- Society of Integrated Coastal Management (SICOM) has been established under the aegis of the Ministry of Environment, Forests and Climate Change.
- It has a vision for a vibrant, healthy and resilient coastal and marine environment for the continuous and enhanced outflow of benefits to the country and the coastal community.
- SICOM is the national project management unit of India in strategic planning, management, execution, monitoring and successful implementation of the ICZMP-Phase-I.

International Coastal Clean-Up Day

- It has been celebrated across 100 countries since 1986.
- The day is marked each year on the **third Saturday of September** as an initiative of the Washington-based Ocean Conservancy, a volunteer effort for ocean health.

Source PIB