



## 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.

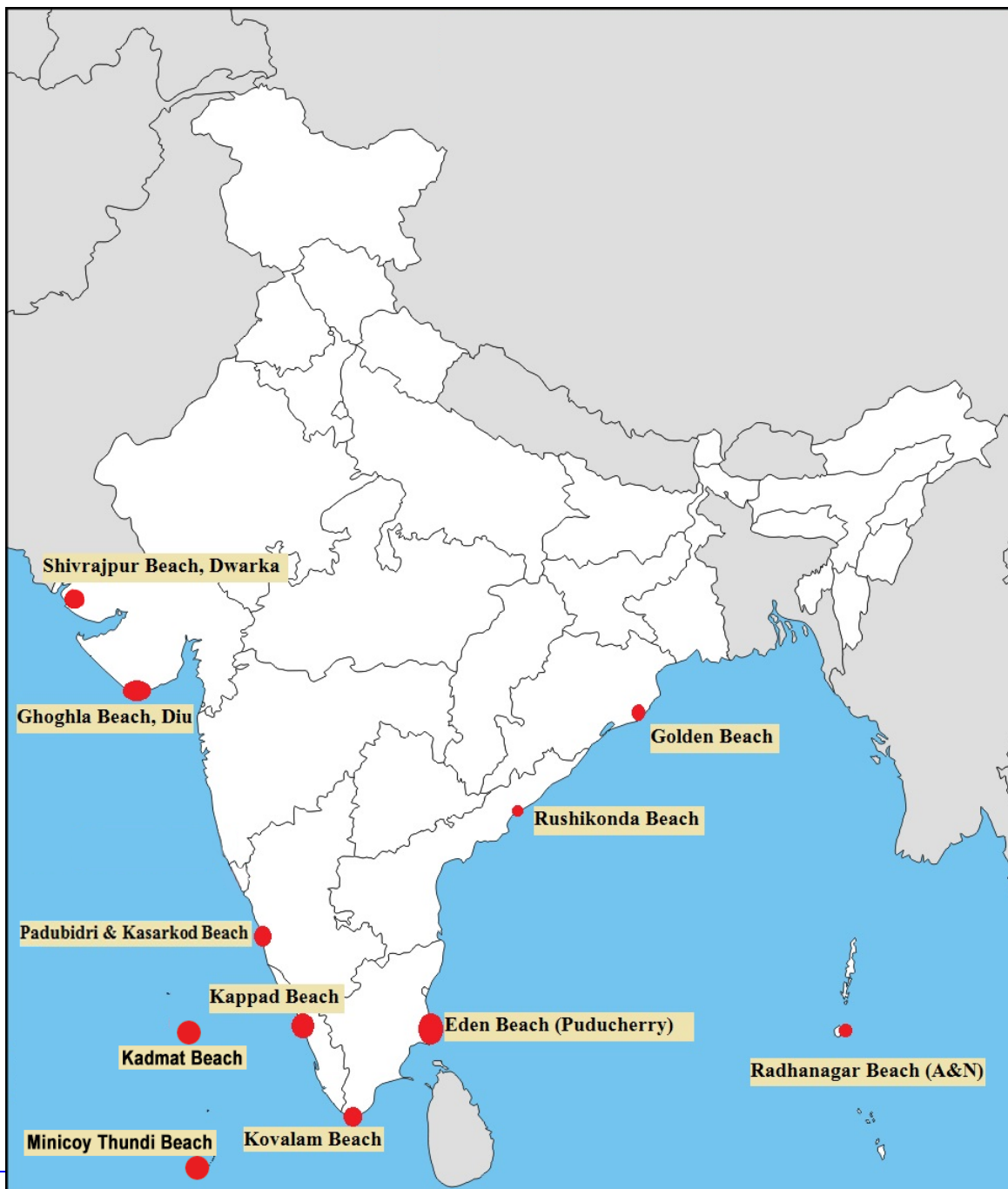
### What is Blue Flag Certification?

#### ▪ 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 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 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: [IE](#)

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