



# Protest Against Blue Flag Beaches

## Why in News

Recently Odisha government's plan to get Blue Flag Certification for five beaches was opposed by the fishermen.

- Odisha planned to develop five more beaches in three districts to meet **international standards** after receiving the certification for Puri's Golden Beach in 2020.

## Key Points

### ▪ Fishermen's Demands:

- The proposed land for the certification is used by the fishermen to anchor their boats.
  - They want a permanent sea mouth to anchor the fishing boats.
- Protection of livelihood should be ensured and protected.
- Reopening of a new fishing jetty.

### ▪ 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.
- **Criteria for Certification:**
  - In order to qualify for the Blue Flag, a series of stringent environmental, educational, safety, and accessibility criteria must be met and maintained.
  - There are around **33 criteria** that are to be met to qualify for a **Blue Flag certification**,
    - Such as the water meeting certain quality standards, having waste disposal facilities, being disabled- friendly, having first aid equipment, and no access to pets in the main areas of the beach.
  - Some criteria are voluntary and some compulsory.
- **Organisations:**
  - 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 (Beach Environment & Aesthetics Management Services)**.

## BEAMS

- **Beach Environment & Aesthetics Management Services** that 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.
- **There are eight beaches in India which have received Blue Flag 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.



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