

11 Oct 2020: PIB Summary & Analysis

1. Blue Flag Certification

Context:

All 8 beaches recommended by the government get International Blue Flag Certification.

Details:

- Eight beaches of India spread across five states and two union territories, have been awarded the “BLUE FLAG” by an International Jury comprising of eminent members from UNEP, [UNWTO](#), FEE, IUCN.
- The following beaches have been awarded the “Blue Flag”:
 - Shivrajpur (Dwarka-Gujarat)
 - Ghoghla (Diu)
 - Kasarkod (Karnataka)
 - Padubidri (Karnataka)
 - Kappad (Kerala)
 - Rushikonda (Andhra Pradesh)
 - Golden (Puri-Odisha)
 - Radhanagar (Andaman & Nicobar Islands)
- India has also been awarded the 3rd prize by the International Jury under the “International Best Practices” for pollution control in coastal regions.
- India is also the first country in the “Asia-Pacific” region that has achieved this feat in just about 2 years’ time.
- Japan, South Korea and the UAE are the only other Asian nations that have been conferred with a couple of Blue Flag beaches, however, in a time frame of about 5 to 6 years.
- India is now in the league of 50 “BLUE FLAG” countries.

Background:

- It was in 2018 that the first set of pilot beaches were selected for development. In 2020, 8 beaches were presented for the certification.
- SICOM (under the Environment Ministry) in its pursuit of “Sustainable Development” of the coastal regions of India embarked upon its flagship program “**BEAMS**” (Beach Environment & Aesthetics Management Services) under its **ICZM (Integrated Coastal Zone Management)**
 - The Environment Ministry launched the ICZM activities in India with a view to protect and conserve the coastal and marine ecosystems and the environment through holistic coastal management.
 - The project promotes the sustainable development & management of coastal zones through its own wing SICOM.
 - The concept of ICZM was introduced in 1992 during the [Earth Summit](#) at Rio de Janeiro and most of the coastal countries in the world have been adopting ICZM principles for managing their coastal zones.
- This project was aimed at striving for the coveted International eco-label “Blue flag”, accorded by the Foundation of Environment Education, FEE Denmark.
- **BEAMS is India’s own eco-label:**
 - It was launched by SICOM (Society of Integrated Coastal Management).
 - It is one of the several other projects of ICZM that the government is undertaking for the sustainable development of coastal regions striving for the globally recognized and coveted eco-label Blue Flag.

- The objective of BEAMS is to abate pollution in coastal waters, promote sustainable development of beach facilities, protect & conserve coastal ecosystems & natural resources, and seriously challenge local authorities & stakeholders to strive and maintain high standards of cleanliness, hygiene & safety for beachgoers in accordance with coastal environment & regulations.
- This program promotes beach recreation in absolute harmony with nature.

Read more about the [Blue Flag Certification](#) in the linked article.

2. Bharatmala Pariyojana

Know more about the [Bharatmala Pariyojana](#), an umbrella programme for the highways sector, in the linked article.

Context:

2921 km roads constructed under Bharatmala Pariyojana; 322 projects of 12,413 km awarded.