



ABSTRACT

Environment and Climate Change – Blue Flag Beach Certification Programme in Tamil Nadu – Announcement made in the Budget speech - Orders – Issued

ENVIRONMENT, CLIMATE CHANGE AND FOREST (EC.3) DEPARTMENT

G.O.(Ms).No. 89

Dated: 22.10.2021

திருவள்ளூர் ஆண்டு - 2052

பிலவ வருடம், ஐப்பசி- 5

ORDER:-

The Blue Flag Programme is a world renowned eco label certification for beaches and marinas. It is operated by the International, Non-Governmental, Non-profit Organisation - FEE (Foundation for Environmental Education), Denmark. The Blue Flag was created in France in 1985, as a pilot scheme by FEE and currently implemented in 49 countries. The 'Blue Flag' beach is an Eco-tourism model aiming to provide a clean and hygienic bathing water facility, safe and healthy environment and sustainable development of the area for tourists / beach goers. In India the Blue Flag certification programme is being implemented under the Beach Environment and Aesthetic Management System (BEAMS) programme. BEAMS is an integrated coastal management scheme conceived by the Ministry of Environment, Forest and Climate Change (MoEF&CC), Government of India to plan sustainable tourism and healthy coasts. This scheme is monitored by the Society of Integrated Coastal Management (SICOM) in the Ministry of Environment, Forest and Climate Change, Government of India.

2. In the Budget Speech 2021-2022, the Government of Tamil Nadu has made an Announcement on the floor of Tamil Nadu Legislative Assembly on 13.09.2021 that 10 beaches shall be taken up for Blue Flag certification under the BEAMS programme.

3. Kovalam Beach, Chengalpattu was selected as the pilot beach in Tamil Nadu for the Blue Flag Programme implemented by SICOM. Kovalam Beach has been certified as the Blue beach in September, 2021.

(P.T.O.)

/2/

4. In accordance with the said Announcement, the Beach Environment and Aesthetic Management System (BEAMS) programme for Blue Flag Certification shall be taken up by the Department of Environment, Government of Tamil Nadu with following objectives:-

“The objective of the BEAMS programme is to abate pollution in coastal waters & beaches, promote sustainable development of beach amenities/facilities, protect & conserve coastal eco system & natural resources and encourage local authorities & stakeholders to strive and maintain high standards of cleanliness, hygiene, safety and security for beachgoers in accordance with coastal environment norms & regulations. This programme will promote beach tourism and recreation in absolute harmony with nature.

5. The Blue Flag Beach certification programme in Tamil Nadu shall be implemented at a cost of Rs.100 crores for 10 beaches.

6. The Government accord administrative sanction for 10 beaches to be taken up under the Beach Environment and Aesthetic Management System (BEAMS) programme in the next 5 years at a total cost of Rs.100 crores with funding support from Tamil Nadu Pollution Control Board / Ministry of Environment, Forest and Climate Change / Society of Integrated Coastal Management (SICOM) / Department of Environment etc.,

(BY ORDER OF THE GOVERNOR)

SUPRIYA SAHU
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Chairman, Tamil Nadu Pollution Control Board,
Chennai-32.
The Director, Department of Environment, Chennai-15.

Copy to:

The Senior Personal Assistant to Hon'ble Minister (Environment, Climate Change and Youth Welfare & Sports Development), Chennai -9.
Finance (AHD&F) Department, Chennai-9.
The Private Secretary to Principal Secretary to Government,
Environment, Climate Change & Forest Department, Chennai-9.
The Private Secretary to Special Secretary (Environment and Climate Change),
Chennai-9.
SF/SC.

//Forwarded By Order//

P. Selvi
22.10.21
SECTION OFFICER

[Signature]
22.10.21