

03– 03 – 2024

News: TN-SHORE

- The Tamil Nadu government has announced a new scheme called TN-SHORE, to revive the coastal resources and protect the endangered species in the 2024-2025 State budget.
- Additionally, the Tamil Nadu government also highlighted the Tamil Nadu Endangered Species Conservation Fund aimed at Endangered Species Conservation and the pursuit of Blue Flag certification for 8 beaches.

Key Highlights of TN-SHORE

- TN-SHORE (Neithal Meetchi Iyakkam) is announced to restore coastal resources across 14 districts, spanning 1,076 km, at an estimated cost of Rs 1,675 crore.
- The scheme aims to enhance coastal biodiversity, and coastal protection, improve livelihoods of coastal communities, and control pollution in coastal areas.

TN-SHORE and Blue Economy

- The **Blue Economy** refers to the sustainable use of ocean resources for economic growth, improved livelihoods, and jobs while preserving the health of the ocean ecosystem.
- The scheme will capitalise on the potential of the Blue Economy by focusing on the restoration of mangroves, coral reefs, and salt marshes, which are vital for the marine environment and the coastal economy.
- The scheme will also help in achieving the Sustainable Development Goals (SDGs), especially **SDG 14 (Life below Water)**.

Benefits the Coastal Communities

- The scheme will involve the participation of the local communities, especially the youth, in the conservation and management of the coastal resources.
- The scheme will provide alternative livelihood opportunities for the coastal communities, such as ecotourism, waste management, and circular economy solutions.
- The scheme will also contribute to the preservation of the cultural and natural heritage of the coastal areas.

Blue Flag Certification

- Blue Flag Certification is one of the world's **most recognized voluntary eco-label awarded to beaches**, marinas and sustainable boating tourism operators.
- The Blue flag programme is **run by International, Non-governmental, Non-Profit Organisation the Foundation for Environmental Education (FEE)** based on Copenhagen (Denmark).
- The Blue Flag programme was **started in France in 1985** and in **areas out of Europe in 2001**.
- The programme **promotes sustainable development in freshwater and marine areas** through four main criteria: water quality, environmental management, environmental education and safety.
- **Forty-seven countries currently participate in the program**, and 4,573 beaches, marinas, and boats have this certification.
- There are **33 criteria that must be met to qualify** for Blue flag certification such as water standards, being disabled-friendly, and proper waste disposal facilities.
- If awarded, **beaches will carry a blue tag for a year & must renew application for continued meriting** to right to fly this flag.
- **Spain has got the most Blue flag beaches** in the world; 684.

- Japan & South Korea were only countries from South/Southeast Asia to have Blue Flag beaches.
- Chandrabhaga Beach in Puri district of Odisha became the first beach in India to be awarded with Blue Flag certification.
- Other beaches to get Certification are Shivrajpur in Gujarat, Ghoghla in Daman & Diu, Kasarkod and Padubidri beach in Karnataka, Kappad and Kovalam in Kerala, Rushikonda in Andhra Pradesh, Golden beach of Odisha, Radhanagar beach in Andaman and Nicobar and Eden Beaches in Pondicherry, Tamil Nadu.
- Padubidri in Karnataka, is famous for the Dakkebali ritual held once in two years.
- On the lines of Blue Flag Certification, India has also launched its own eco-label BEAMS.