

## Rushikonda Beach wins back the Blue Flag tag which was earlier withdrawn due to poor maintenance.

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## Context

Rushikonda Beach in Visakhapatnam is the only Blue Flag beach in Andhra Pradesh and is among the 13 Blue Flag beaches in India.

## **About Blue Flag tag**

• Conferred upon: For beaches, marinas, and sustainable tourism boats. (has different criteria for each)

• Conferred by: Denmark-based Foundation for Environment Education (FEE).

• 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.

