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**PRESS RELEASE**

**Kerala's Kappad, Chal beaches get global Blue Flag certification**

**Thiruvananthapuram, Jan 9:** Kerala's famed Kappad beach in Kozhikode and Chal beach in Kannur have been bestowed with the coveted Blue Flag certification by Denmark-based Foundation for Environmental Education (FEE) for meeting stringent environmental and safety standards.

Tourism Minister Shri P A Mohamed Riyas said the Blue Flag status not only enhances the global appeal of these beaches but also firm up Kerala's reputation as a leading sustainable tourism destination.

Noting it as a 'milestone,' Shri Riyas said Kerala continues to set global benchmark in preserving its picturesque landscape while promoting and implementing eco-friendly initiatives to provide a unique experience for tourists.

According to him, it is a significant step towards boosting tourism and attracting environmentally conscious travellers to the state.

The Blue Flag certification reflects Kerala's efforts towards responsible and accessible tourism, said Tourism Director Smt Sikha Surendran.

The scenic Kappad and Chal beaches have emerged as models of Responsible Tourism (RT) by implementing eco-friendly initiatives, besides ensuring hygienic and safe milieu for visitors on par with global standard.

FEE gives the award to beaches, marinas, and boating operators that meet 33 criteria that also include sustainable and safety practices.

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