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TODAY'S ANALYSIS

(14 January 2025)

TOPICS TO BE COVERED

- KAPPAD & CHAL BEACHES GET BLUE FLAG TAG
- INDIA JOINS UN COMMITTEE OF EXPERTS ON BIG DATA (UN-CEBD)
- MCQs



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KAPPAD & CHAL BEACHES GET BLUE FLAG TAG

- In a remarkable achievement, **Kappad Beach** in **Kozhikode** and **Chal Beach** in **Kannur**, both located in the state of **Kerala**, have been awarded the prestigious **Blue Flag** certification by the **Foundation for Environmental Education (FEE)**, Denmark.
- The Blue Flag status recognizes these beaches for meeting international standards related to **environmental management, water quality, eco-friendly practices, tourist safety, and sustainability.**
- This **certification not only highlights the state's commitment to environmental conservation but also strengthens its position as a global leader in sustainable tourism.**

KEY ASPECTS

- **Global Recognition:** The **Blue Flag** is an **internationally recognized eco-label** granted to **beaches, marinas, and boating operators** that **meet 33 stringent criteria set by the Foundation for Environmental Education (FEE)**. These criteria cover four broad areas:
 - **Water Quality:** Ensuring that the water at these beaches meets stringent environmental standards.

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- **Environmental Education and Information:** Providing information to the **public about sustainability, environmental issues**, and the significance of the area.
- **Environmental Management:** Incorporating **practices for environmental protection, waste management**, and conservation.
- **Safety and Services:** Ensuring that beaches are safe, clean, and equipped with necessary amenities for tourists.
- **Benefits to Kerala's Tourism:**
 - The **Blue Flag** certification enhances the global appeal of Kerala's tourism, particularly **focusing on eco-conscious travelers** who prioritize sustainability.
 - It contributes to the promotion of **Responsible Tourism (RT)** by showcasing **eco-friendly initiatives at Kappad and Chal beaches**.
 - These beaches now serve as models for **responsible tourism, showing how environmental conservation** and tourism can coexist harmoniously.
- **Sustainable Practices at Kappad and Chal Beaches:**
 - Both beaches have implemented **environmentally friendly practices**, including maintaining a clean environment, using **renewable energy sources, promoting waste segregation, and preserving the local ecosystem**.

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- **Eco-friendly infrastructure** like solar-powered lights and water conservation systems, alongside **safety measures** such as **lifeguards, first-aid services, and emergency response protocols**, ensure a secure and sustainable environment for visitors.
- **Kerala's Commitment to Sustainable Tourism:** ○ Kerala has long been a proponent of **eco-tourism**, and the **Blue Flag** certification further solidifies its reputation as a state that prioritizes the protection of its natural resources. ○ This achievement is seen as a **milestone** in Kerala's journey towards becoming a global leader in promoting **sustainable tourism** while maintaining the integrity of its pristine beaches and landscapes.

ABOUT BLUE FLAG CERTIFICATION

- The **Blue Flag** program was **first established in 1985 in France**.
- Its **aim is to promote sustainable development in coastal areas and inland waterways** by adhering to a set of rigorous environmental, educational, and safety criteria.
- The program expanded internationally in **2001**, and now it covers **beaches, marinas, and sustainable tourism boats across more than 40 countries**.

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- The **certification not only helps to maintain the natural beauty of beaches** but also educates visitors on the importance of **sustainability** and **environmental responsibility**.

OTHER INDIAN BEACHES WITH BLUE FLAG CERTIFICATION

In addition to Kappad and Chal, several other beaches in India have received the Blue Flag certification. These include:

- **Shivrajpur Beach** (Gujarat)
- **Ghoghla Beach** (Diu)
- **Kasarkod and Padubidri Beaches** (Karnataka)
- **Rushikonda Beach** (Andhra Pradesh)
- **Golden Beach** (Odisha)
- **Kadmat Beach** (Lakshadweep)
- **Radhanagar Beach** (Andaman & Nicobar)
- **Kovalam Beach** (Tamil Nadu)
- **Eden Beach** (Puducherry)
- **Minicoy Thundi Beach** (Lakshadweep)



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These beaches are recognized for their commitment to environmental preservation, cleanliness, and sustainability.



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INDIA'S FIRST BLUE FLAG BEACH

- India's first **Blue Flag** certified beach was **Chandrabhaga Beach**, located along the **Konark coast in Odisha**.
- This certification set a precedent for other beaches in **India to adopt the principles of environmental conservation and responsible tourism**, paving the way for Kerala's recent achievement with Kappad and Chal beaches.

Conclusion:

The **Blue Flag** certification of **Kappad and Chal Beaches** signifies a major step in Kerala's journey toward achieving **sustainable tourism**. The recognition of these beaches sets a **global benchmark** for tourism destinations, encouraging the adoption of best practices in **environmental conservation, sustainability, and tourist safety**. Kerala's success in securing Blue Flag status for these beaches not only boosts its tourism industry but also highlights the importance of protecting natural resources while providing a memorable experience for visitors.

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INDIA JOINS UN COMMITTEE OF EXPERTS ON BIG DATA (UN-CEBD)

- India has officially become a member of the UN Committee of Experts on Big Data and Data Science for Official Statistics (UN-CEBD), marking a significant milestone in the country's growing prominence in the global statistical community.
- This development shows India's commitment to leveraging advanced technologies, particularly Big Data, for more informed and efficient policy-making and governance.



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WHAT IS BIG DATA?

- **Big Data** refers to **massive and diverse datasets that are too large, fast, and complex for traditional data management systems to handle.**
- These datasets grow exponentially due to advancements in digital technologies like the **Internet of Things (IoT), connectivity, mobility, and artificial intelligence (AI).**
- Big Data includes **structured, unstructured, and semi-structured** data, which is **increasingly used for machine learning, predictive modeling, and advanced analytics to solve business problems** and make informed decisions.

EXAMPLES OF BIG DATA APPLICATIONS

1. **Retail:** Analyzing **consumer behavior to deliver personalized product recommendations.**
2. **Finance:** Monitoring payment patterns **to detect real-time fraud.**
3. **Logistics:** **Optimizing last-mile delivery by combining order data** with traffic insights.
4. **Healthcare:** Using **AI to analyze unstructured medical data for improved treatment development.**

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5. **Urban Planning:** Detecting potholes using image data for better road maintenance.
6. **Environmental Monitoring:** Using satellite imagery to assess the social and environmental impacts of supply chains.

KEY ASPECTS OF INDIA'S MEMBERSHIP TO UN-CEBD

- **Strategic Importance:**

- India's inclusion in the **UN-CEBD** highlights its active role in shaping **global statistical standards** and its drive to enhance the use of **data science** in official statistics.
- The country will contribute to **global discussions** on how Big Data can be utilized effectively to monitor and report on progress toward the **Sustainable Development Goals (SDGs)**.

- **India's Contributions and Initiatives:**

- India has been a pioneer in the use of **alternative data sources**, such as **satellite imagery, machine learning, and Internet of Things (IoT)** data for policy formulation and governance.

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- Notably, India has established the **Data Innovation Lab**, which explores innovative data-driven approaches to **solving complex socio-economic challenges**.
- By joining the UN-CEBD, India will showcase its **cutting-edge efforts** in the data space, helping shape global practices for **data-driven governance** and policy-making.
- **Transformative Potential of Big Data:**
 - The integration of **Big Data** and **advanced data science techniques** is set to revolutionize the way **official statistics** are produced and disseminated.
 - By using **non-traditional data sources**, such as **private sector data streams** and **satellite data**, India aims to modernize its statistical processes.
 - This will improve the **accuracy** and **timeliness** of data, allowing for more **informed decision-making**.
 - The use of **Big Data** will also **reduce the time lag in data availability**, which is essential for quick and effective policy responses.

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- **Enhancing Governance through Data:**
 - The adoption of Big Data tools can lead to **real-time insights** for **evidence-based decision-making**, helping policymakers address **critical socio-economic challenges**.
 - **Real-time data** will also support the timely monitoring and implementation of policies, thus fostering improved governance.

ABOUT UN CEBD

- The **UN-CEBD** was established in **2014** with the goal of exploring the role of **Big Data** and **data science** in producing more accurate, timely, and relevant **official statistics**.
- The committee plays an important role in **investigating the potential and challenges of utilizing Big Data for global reporting**, particularly in the context of the **2030 Agenda for Sustainable Development**.

MANDATE & OBJECTIVES

- **Strategic Vision:** Provide direction and coordination for a global program on **Big Data for Official Statistics**, focusing on indicators for the **Sustainable Development Goals (SDGs)**.

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- **Promote Data Use:** Encourage the use of **Big Data sources** (including **cross-border data**) for monitoring development goals while tackling associated challenges.
- **Capacity Building:** Foster the **sharing of experiences**, capacity building, and **training** to improve the quality and efficiency of statistical practices worldwide.
- **Public Trust:** Build **public trust** in the use of **Big Data** for **official statistics** by promoting transparency and accountability in data usage.

Governance Structure:

- **Advisory Board:** This management body meets approximately **4 times per year** to review the work of the UN-CEBD and provide **strategic direction**.
- **UN Bureau:** The Bureau handles the day-to-day operations and coordination of the committee's activities.

India's Role in the UN-CEBD

- India's engagement with the **UN-CEBD** is a strategic move to **align its domestic advancements in Big Data** and **data science** with international objectives.
- The country has been making progress in improving its statistical infrastructure, leveraging **innovative data sources** and **advanced analytics** to enhance the quality and accessibility of its official statistics.

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SIGNIFICANCE FOR INDIA & GLOBAL STATISTICS COMMUNITY

- **Boosting India's Global Influence:**

- Membership in the UN-CEBD boosts **India's stature** in the international statistical and data science communities.
- It highlights the country's leadership in the integration of **technology and governance**, establishing India as a key player in **data-driven decision-making** globally.

- **Global Standards and Sustainable Development:**

- India's participation will contribute to the formulation of **global standards** for using **Big Data** in monitoring progress towards the **Sustainable Development Goals (SDGs)**.
- The use of **Big Data to track SDGs** allows countries to **identify trends, challenges, and gaps in achieving** these global objectives, thus driving more **efficient interventions**.

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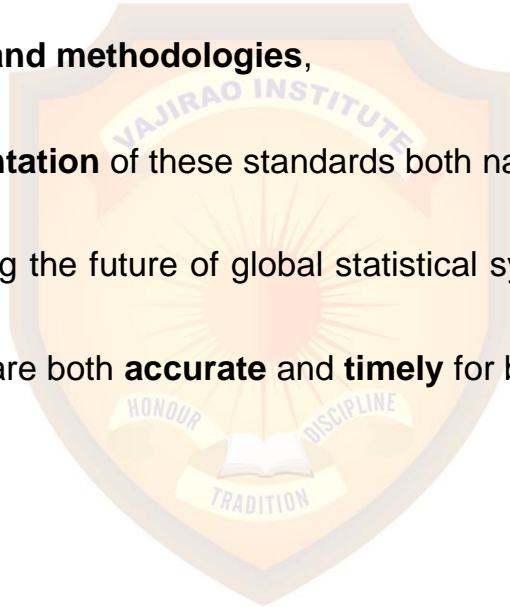
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ABOUT UN STATISTICS COMMITTEE

The **UN Statistical Commission** is the highest decision-making body for international statistical activities. It is responsible for:

- Setting **statistical standards**,
- Developing **concepts and methodologies**,
- Ensuring the **implementation** of these standards both nationally and internationally.

This body is pivotal in shaping the future of global statistical systems and ensuring that data collection and dissemination are both **accurate** and **timely** for better governance.



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MCQs

1. Which of these is a criteria for beaches to be recognised as Blue Flag Beach?

1. Environment Sustainability
2. Safety measures on the beach
3. Water Quality

- (A) Only 3
(B) Only 1 & 3
(C) Only 1 & 2
(D) All of the above

Ans. (D)

2. Consider the following pairs and mark **how many** of them are correctly matched:

Beach	State
1. Radhanagar	Andaman & Nicobar Island
2. Kovalam	Kerala
3. Eden	Tamil Nadu

- (A) Only 1 pair is correctly matched.
(B) Only 2 pairs are correctly matched.
(C) All the pairs are correctly matched.
(D) None of the pairs are correctly matched.

Ans. (A)

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3. In which of these domains can Big Data be used?

1. Traffic Management
2. Urban Planning
3. Healthcare

- (A) Only 2 & 3
(B) Only 3
(C) Only 1 & 2
(D) All of the above



Ans. (D)

4. Consider the following statement wrt UN CEBD and mark the correct one:

1. It was formed in 2014.
2. The advisory board of UN CEBD handles day to day affairs of UN CEBD.

- (A) Only 1
(B) Only 2
(C) Both 1 & 2
(D) Neither 1 nor 2

Ans. (A)

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