



# Government Programs Promoting Sustainable Development-A Study on Select Government Programs and Media Usage by Government of India

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## Abstract:

The most pressing problem now is sustainable development, owing to the myriad difficulties affecting the nation and the world's human population. These difficulties are harmful to any nation's growth. Because India has the world's second largest population, resulting in massive use of precious resources, sustainable development is critical for the nation's growth and development. Around 193 countries signed an agreement in the UN assembly to achieve 17 Sustainable development goals which include eradication of poverty, zero hunger, quality education, gender equality, Industry and Innovation, clean water, affordable and clean energy, decent work and economic growth, responsible consumption, among others. The Government of India too has launched several flagship programs whose goals are mirrored with the SDG's. There are several schemes or programs launched by the Government of India for Social and Economic development and welfare of people which are the key areas of focus for Sustainable Goals too. Furthermore, both conventional and non-conventional media play an important role in conveying or raising awareness about these initiatives. The public, particularly the young and middle-aged, are primarily influenced by media, and with the emergence of new age or digital media, their reliance on them has grown significantly. As a result, establishing policies targeted at attaining long-term goals are not enough; they must also aggressively promote them in order to reach a large number of people. This study attempts to identify and explain a few

select programs of the Government of India that are in accordance with sustainable aims, as well as to analyse the types of media utilised by the Government to promote them.

**Key Words:** Sustainable Development Goals, Conventional, Non-conventional, New Media, Gender equality, Flagship programs

## I. Introduction

There was a time when the notion of sustainability was only heard or seen in magazines, seminars, and newspapers, and it was the subject of expert panels assembled for debates and discussions. We are currently in an era where sustainable development is not only a good idea, but a need. Throughout history, unpleasant natural disasters, unseasonal weather, rising temperatures, and a few other things have occurred as a direct result of environmental degradation. Apart from the aforementioned, the current economic conditions caused by the falling rupee, rising fuel prices, and war between nations have all resulted in higher prices and low affordability for many goods and services, as a result of which the country is consistently experiencing double-digit inflation. There are also voices heard everywhere calling for gender equality and good living conditions in a progressive society. All of this has made sustainability an unavoidable requirement and a real agenda for survival and a better tomorrow, rather than merely a simple warning.

Sustainable development is defined as development that meets current needs without jeopardizing future generations' ability to meet their own. It emphasizes the importance of preserving or prudently utilizing currently available finite resources, rather than misusing or overusing them to enjoy a higher quality of life while leaving them empty or unavailable for future generations.

Sustainable development encourages us to conserve and enhance our resource base, by gradually changing the ways in which we develop and use technologies. Countries must be allowed to meet their basic needs of employment, food, energy, water and sanitation.

In the year 2015 the United Nations along with its other member states committed to adopt The Sustainable Development Goals (SDGs), also known as the Global Goals. These goals have three core focus areas which include Economic, Environmental and Social. To cover these core areas they have listed out 17 goals which are targeted to be achieved by the year 2030. They are, No Poverty, Zero Hunger, Good Health and Well-being, Quality Education, Gender Equality, Clean Water and Sanitation, Affordable and Clean Energy, Decent Work and Economic Growth, Industry, Innovation and Infrastructure, Reduced Inequality, Sustainable Cities and Communities, Responsible Consumption and Production, Climate Action, Life below Water, Life on Land, Peace and Justice Strong Institutions, Partnerships to achieve the Goal.

The development agenda of the Government of India too reflects most of the sustainable goals aimed to achieve by the World. India is in a unique position to deliver on its aspirations to inclusive and

sustainable development as the world's fastest expanding major economy. Externally, the government has been instrumental in creating the SDGs and ensuring that the three pillars of economic, social, and environmental sustainability are all balanced. It has established numerous internal programmes to help it achieve these objectives.

The Government has designed various schemes and initiated projects which directly serve the purpose of sustainable development and inclusive growth. It has ambitious goals such as poverty reduction, gender equality, universal rural electrification, road and digital connectivity for all, massive expansions of clean and renewable energy, sanitation and housing for all and universal elementary school education.

Media being the fourth estate of democracy and most powerful and influential tool in shaping a progressive society plays a crucial role in promoting programs which are aiming at sustainable development philosophy. Media now being most preferred and consumed has a wide reach. Studies have shown that the greatest drawback resulting in low or under performance of several Government programs are due to lack of proper awareness and knowledge. This has necessitated media in playing a prominent role in providing sufficient information and educating people about availability of and mode of accessibility to these Government programs

This article attempts to identify and describe features of select schemes launched by Government of India in connection with the SDG goals or those schemes which cover the key sustainability goals. Out of these 17 SDG goals, this descriptive study focuses on 3 crucial areas such as gender equality which includes women empowerment and protection of girl child, education to all, and health and sanitation. An attempt is also made to review literature's and articles to explore the usage of media by the Government in promoting these select programs aiming at sustainability to geographically scattered population.

## **II. Government programs and Sustainability:**

India continues to target and maintain its economic growth, by introducing and implementing various policies and measures relating to sustainable development, climate change, resource efficiency and air pollution. India, like other countries, is working to achieve a world free of poverty, gender inequity, and economic inequality, preserving a healthy planet for future generations. While aiming for economic growth, infrastructural development, and industrialization, the country's anti-poverty campaign has shifted its focus to social inclusion and poor empowerment. India is committed to environmental protection even as it fights poverty. To ensure these it has launched several schemes. Few among them are Swachh Bharath, Mahatma Gandhi Rural Employment Guarantee Act, Beti Bachao Beti Padhao, Pradhan Mantri Awas Yojana, Smart Cities, Pradhan Mantri Jan Dhan Yojana, Stand Up India and few more.

NITI Aayog, the Government of India's premier institution formed via a resolution of the Union Cabinet on 1 January 2015., has been entrusted with the task of coordinating the SDGs.

According to the recent NITI Aayog SDG India Index, which shows the country's progress in social, economic, and environmental development over the previous year, India's total score across SDGs has grown from 60 to 66 in 2021, thanks to national advances in 'clean water and sanitation' and 'affordable and clean energy.'

### III. Review of Literature:

Bhavna J Parmar(2019) describes the need and impact of swach bharath initiative. The author states that though the campaign had a positive impact on people there was a huge change required in their mindset, where citizen had an opinion that cleaning was the task of certain group of people and their part of responsibility and also private participation in cleanliness drives combined with participation of media, citizens, media, social media,civil society & organizations was highly required for a greater impact of such campaigns.

Dr.DilipKumar(2015) and others have analysed the role of new media in development related communication. It addresses certain areas like new media emerges as a significant player for sustainable development, its role in changing the development scenario in India, new media as a platform for people's participation in development and so on. The study examines the various kinds of new media's and its role in development communication. The study reveals that the development communication has a lack of equal sharing among all sections of the society. It is stated that proper steps are to be initiated by the Government to ensure that certain forms like community radio or other mass media programs are to be designed keeping target audience in mind.

Prof. B. Balaswamy(2017) examines the role of social media in promoting sustainable development. The author from his evaluation expresses that Knowledge and technology must be properly shared, and populations must be motivated and dedicated to success for development programmes to realise their full potential. It further describes how social media plays a prominent role in environmental protection, poverty alleviation and population control by creating a climate of opinions, conducting interactive discussions in favour of or against certain primitive policies aiming at development and providing easy access to information and educating people who have geographical and economical restrictions for physical movement. It is precisely concluded that knowledge and technology must be properly shared, and populations must be motivated and dedicated to success for development programmes to realise their full potential.

Rupali V. Wagh(2019) attempts to explain how electronic and print media, among other kinds of mass media, play a significant role in reporting sustainable development objectives and boosting awareness among the general public. At a worldwide level, the digital era has seen various effective social efforts in print and visual media in raising environmental awareness and enlisting individuals



to make a difference the author describes. She further states that Audio visual media played a major role in addressing sustainability issues like climate change, poverty, ecosystem, environment protection, inequality and economic development and also with lot of government support and initiatives like Swachh Bharat Abhiyan, BetiBachaoBetiPadhao, SarvaShikshaAbhiyan people are motivated to participate in development programs. The author finally concludes by stating that the media may play a critical role in accomplishing the SDGs by raising awareness about them.

#### **IV. Objectives:**

- To identify and evaluate various schemes launched by Government of India to promote sustainability
- To examine the usage of media by the Government to promote schemes relating to sustainable development.

#### **V. Methodology:**

This is a descriptive and review based study which was conducted by extracting data from secondary sources which include online newspaper articles, journals and official websites of concerned ministries of select Government programs of India.

#### **VI. Scope of the Study:**

This study on Government Programs promoting sustainability and media usage to promote them is descriptive and review based. The study primarily identifies and explains chosen programmes of the Government of India whose aims are closely aligned with the UN Sustainable Development Goals for 2030, which were recognised and signed by 193 nations. The study also assesses the type of media utilisation employed by the Indian government to promote these select programs, as gleaned from various literatures and newspaper articles. The intent of the study was to identify and present information on Government programs reflecting sustainable goals and also to understand the media usage done by the Government of India.

#### **VII. An Overview of Select Government Programs promoting sustainability and Rationale for its selection:**

##### **1) SwachhBharathAbhiyan:**

The Swachh Bharat Abhiyan is the most significant cleanliness campaign by the Government of India launched on 2nd October 2014, as a tribute to Mahatma Gandhi on his 150<sup>th</sup> birth anniversary. The major objective of the Swachh Bharat Abhiyan is to spread the awareness of

cleanliness and the importance of it. The concept of Swachh Bharat Abhiyan is to provide basic sanitation facilities like toilets, solid and liquid waste disposal systems, village cleanliness, and safe and adequate drinking water supply to every person.

This helped the country get closer to SDG 6.2, which calls for everyone, especially women and girls, to have access to sufficient and equitable sanitation

### **Objectives of Swachh Bharat Abhiyan**

- To promote cleanliness and hygiene in a wholistic manner.
- To reduce the incidence of open defecation
- To bring improvement in the quality of life in rural areas
- To encourage the concept of sustainable sanitation practices
- To create awareness about health and hygiene.
- To help India reach to India Sustainable Development Goal 6 (SDG 6).
- To encourage cost-effective sanitation efforts.
- To develop community managed sanitation systems
- To focusing on scientific Solid & Liquid Waste Management systems.
- To create a positive impact on gender and promote social inclusion

The overall SwachBharath mission is divided into 2 parts, one being SwachBharath Garmin and the other SwachBharath Urban.

Swachch Bharat Abhiyan- Gramin aims to expand the scope of rural sanitation coverage and eliminate open defecation. The project also aims to improve solid and liquid waste management.

Swachh Bharat Abhiyan-Urban strives to achieve three goals. Its primary goal is to minimise the number of households who practise open defecation. The second objective is to convert pit latrines to sanitary latrines. The third purpose of the Clean India Mission is to prohibit the construction of any more unsanitary toilets. (*The Wire.Com April 25, 2020*)

### **2) BetiBachao, BetiPadhao**

In response to India's rapidly dropping sex ratio, the government launched the 'BetiBachao, BetiPadhao' campaign in October 2014. (2011: 918 girls for 1,000 boys). The initiative's tagline is 'Educate the Girl Child, Save the Girl Child,' and it attempts to create awareness and improve access to large-scale female welfare programmes across India. In order to counteract deep-seated gender discrimination and give females inclusion, the programme strives to provide girl children with survival, safety, and education while also honouring the female kid.

The BetiBachaoBetiPadhaoYojana aims to achieve the following goals:

- Improve the child sex ratio
- Ensure gender equality and women empowerment
- Prevent gender-biased, sex selective elimination
- Ensure survival and protection of the girl child
- Encourage education and participation of the girl child

(Source: [www.ibef.org/government-schemes/beti-bachao-beti-padhao](http://www.ibef.org/government-schemes/beti-bachao-beti-padhao))

BetiBachaoBetiPadhao, as a national initiative, is being implemented through a focussed action in 100 selected districts which are low in CSR. These 100 districts have been selected according to the Census 2011 covering all the states and UTIs. There are:

- 87 districts/23 states which are below national average
- 8 districts/8 states which are above average but have shown declining trend
- 5 districts/5 states which are above average and have shown increasing trends

Three classifications have been made regarding the target audience for BBBP:

1. **Primary Groups:** Including young and married couples, pregnant mothers and parents
2. **Secondary Groups:** Including the youth of the country, doctors, in-laws, private hospitals, nursing homes, diagnostic centres
3. **Tertiary Groups:** Including general people of the country, frontline workers, officials, religious leaders, voluntary organisations, media and women SHGs. (<https://www.paisabazaar.com>)

### 3) Stand Up India:

On April 5, 2016, the Government of India introduced the Stand Up India initiative as part of its efforts to boost entrepreneurship among women and Scheduled Caste and Scheduled Tribe (SC & ST) populations. The Ministry of Finance's Department of Financial Services backs the idea (DFS). (source: [www.ibef.org](http://www.ibef.org))

Stand-Up India Scheme provides bank loans ranging from Rs 10 lakh to Rs 1 Crore to at least one Scheduled Caste (SC) or Scheduled Tribe (ST) borrower and one woman borrower per bank branch for the establishment of a greenfield firm. This business might be in manufacturing, services, or trading. In the case of non-individual firms, a SC/ST or women entrepreneur must possess at least 51 percent of the ownership and controlling interest. (vikaspedia.)

## Features:

- The scheme is part of an initiative by the Department of Financial Services (DFS), Ministry of Finance to promote entrepreneurial projects.
- According to the scheme, each bank branch should support two entrepreneurial enterprises on average. One for a woman entrepreneur and one for SC/ST.
- A RuPay debit card would be provided for the withdrawal of credit.
- Credit history of the borrower would be maintained by the bank so that the money is not used for any personal use.
- Supporting the borrowers by providing comprehensive support for pre-loan training like facilitating the loan, factoring, marketing, etc.

### 4) Pradhan Mantri AwasYojana:

Pradhan Mantri AwasYojana (Urban) Mission launched on 25th June 2015 which intends to provide housing for all in urban areas by year 2022

The scheme is divided into 2 categories, namely:

#### a) Pradhan Mantri AwasYojana - Urban:

It strives to meet the demands of those who live in cities. Its benefits are available to people who fall within the Economically Weak Section (EWS), the Low Income Group, or the Middle Income Group.

#### b) Pradhan Mantri AwasYojana–Gramin:

According to the data collected from the Socio-Economic and Caste Census 2011, only those people who are homeless or live in one or two-room kutchha households are eligible to benefit from the scheme.

### Features of the Pradhan Mantri AwasYojana:

- 1) Under the Pradhan Mantri AwasYojana scheme, the subsidy interest rate is provided at 6.50% per annum on housing loan for a term of 20 years to all the beneficiaries.
- 2) Ground floors are preferably allocated to the differently abled and senior citizens
- 3) Usage of sustainable and eco-friendly technology for construction
- 4) Entire urban areas are covered under this scheme.
- 5) The credit linked subsidy aspect of the scheme gets executed in India in all statutory towns from the very first stage. (Source:TOI-Online / Dec 16, 2019)



### **VIII. Rationale for Selection:**

Growing importance of sustainability across the World has led to serious concerns over many factors that directly or indirectly contribute to a nation's economic prosperity, environment protection, and societal development. India being the second largest populated country in the World there is heavy consumption of available precious resources. With its ever increasing pollution, and existence of people below poverty line and unemployed human resources, adopting sustainable practices and progressing towards it is very critical. Furthermore, despite having the world's third-largest economy, we have the highest proportion of people living below the international poverty line. The two largest hurdles to our approach to sustainability are our sheer size and the quick rate of our growth. India being one of the most preferred investment destination in the developing economy with numerous opportunities for industrialization, it has become vital for policy makers to include SDG goals as primary agenda for making India a sustainable nation. In this context Government of India too has launched several programs whose goals are a mirror to SDG goals. India has taken the lead as a potential change-maker in addressing climate change and framing developmental programs that are in line with the Sustainable Development Goals, which were adopted in September 2015 and cover the social, environmental, and economic aspects of development, as well as ending all forms of poverty. To that aim, efforts have been made to include all stakeholders – public and private – in the development of successful policies, implementation strategies, and best practises. The schemes selected for this study too are direct contributors for a better and sustainable India. Likewise Swach Bharath targets on Environment protection, hygiene and human development, Beti Bacho Beti Padhao focuses on gender equality. Similarly Stand Up India too focuses on Women Empowerment by encouraging entrepreneurship among women and PM Awas Yojana aims at providing housing for all leading to better standard of living and societal development.

### **IX. Media and its role in promoting Sustainable development programs:**

Media today is considered a power tool in providing information, knowledge and forming of opinions among the masses. India being a country with diverse people, rich resources and huge population, media plays a significant tool in disseminating information which is highly relevant for proper utilization and management of these rich resources, people and the environment. Media has the ability of framing or changing the opinions, attitude and mindset of the people which is evident in many instances witnessed by us.

Furthermore, the media, particularly community and social media, has the potential to empower individuals; particularly disadvantaged and vulnerable populations.

The need to define the agenda, take the proper angles, and deliver the news package to develop more interaction with the audience is more vital than ever in this digital era, as growing numbers of people receive information from internet as well as social media.

Various kinds of media campaigns to promote schemes aiming at SDG goals have been undertaken most popular among them are campaigns of SwachBharath, BetiBachoBetiPadhao, Skill India and so on. People especially the masses who are in the rural or semi urban parts of India are highly ignorant in adopting certain best practices or utilising welfare programs mainly due to two reasons one being the bureaucratic hurdles involved and the next is lack of proper information. Few of the programs such as SwachBharth, BetiBachoBetiPadhao have become popular campaigns mainly due to wide coverage and promotions done by media's. With the increased use of smart phones and easy access to internet, social media has become an integral part of our daily life. On an average; Indians spend 2.36 hours every day on social media. Because to the widespread availability of internet access in India, the number of social media users is expected to reach 467 million by 2022. India's Internet population has risen to 658 million people, or nearly 47 percent of the country's overall population. (*theglobalstatistics.com*)

Social media platforms like Facebook, Instagram, You tube and Twitter allows concerned department, ministries or agencies to post/upload/print advertisements relating to programs promotion sustainability. Indian Government is actively using twitter to promote existing or new programs where tweets by ministries and ministers either from their official or personal twitter accounts have created as strong platform for creating a buzz. These have proven to be beneficial owing to their interactive nature, which leads to the creation of opinions or changes in attitudes among the general public, who may support or oppose specific initiatives, ideas, or people.

#### **IX (a). Media Usage by the Government to promote select schemes on sustainability:**

Media played a major role in promoting select government programs making it most popular among others. The Government too allocated and spent huge funds on media promotions to popularize these flagship programs. Print, Radio, Television, Social media and outdoor media were extensively used to promote programs like Swach Bharath abhiyaan, PM Jan DhanYojana and Ayushman Bharathetc. The Logical India(2017) states that, Swachh Bharat Mission (SBM), hailed as the country's biggest cleaning campaign, has the highest central government advertising budget, over 15 times that of the much-publicized Beti Bachao Beti Padhao initiative.

The Government of India along with conventional and new media also laid emphasis on use of interpersonal communication through launch of mobile apps and short videos and sending them to opinion leaders and influencers. News papers, Outdoor and Social Media were extensively used by the Government to promote flagship programs selected for the study.

The majority of Swach Bharat Mission materials were released in the form of news, followed by 2campaigns and images. The majority of the issues were covered by newspaper reporters and national agencies. In terms of coverage, the bulk of things were at the national level, followed by those at the local level. The majority of issues were published on the front page of selected Hindi

newspapers. Readers were not only interested in reading news, but they also want more in-depth information on the mission in the form of features, articles, and so on. As a result, other items may be prioritised. Social advertising may play an essential role in raising public awareness.

The central government had spent over Rs 4,880 crore in advertisements through electronic, print and other media since 2014-15. The number of advertisements and the amount spent through the BOC(Bureau of Outreach and Communications) for the Pradhan Mantri Fasal Bima Yojana, Swachh Bharat Mission, Smart City Mission and Saansad Adarsh Gram Yojana for 2014-15,,2015-16 & 2016-17 was Rs 60.9442 crore on 52 advertisements in 2015-16, Rs 83.2686 crore on 142 advertisements in 2016-17, and Rs 147.9600 crore on 309 advertisements in 2017-18, as reported by the Minister of State for Information and Broadcasting.(*hindustantimes.com, Jul 30, 2018*) According to a report from the centre Rs 979.78 crore was spent in 2014-15, Rs 1,160.16 crore in 2015-16, Rs 1,264.26 crore in 2016-17 and Rs 1,313.57 crore in 2017-18.(*Dec 16, 2021,Economic Times.com*).

Dr. Pitabas Pradhan(2017)in his study on media coverage on swach bharaoh mission focussing on two English and two hindi news papers, states that Newspapers continuously published SBA news daily to aware the condition of the garbage treated in market areas, streets, parks, roadsides, construction of public and community toilets and provide water facilities etc.

The Ministry of Information and Broadcasting (MIB) is in charge of disseminating information about government policies, schemes, and programmes via various forms of mass communication such as radio, television, press, social media, internet websites, printed literature, outdoor media, and traditional modes of communication such as dance, drama, folk recitals, and so on. The MIB is also the focal point for administration of public service broadcasting (Prasar Bharati), multi-media advertising and dissemination of government policies and programmes, cinema promotion, and print media certification and regulation.

Bureau of Outreach and Communication (BOC) is the nodal organization for paid outreach campaigns through Print Media, Electronic Media, Outdoor Media, Social Media, Internet Websites, etc, on behalf of client Ministries/Departments and organizations of Government of India.

BOC disseminates information and conducts promotional campaigns through advertisements to raise public awareness about government schemes, programmes, and policies through various forms of media such as print media, electronic media, outdoor media, social media, internet websites, and so on behalf of various Ministries/Departments, Public Sector Undertakings, Autonomous Organizations, Central Universities, and educational institutions that are administered and funded by the government. Advertisements on these Government programs are done only through newspapers who have empanelled with BOC if they meet certain criteria's.( *mib.gov.in, Print media and advertisement Policy of the Government of India – 2020*).

The table below shows the kinds of media and tools used to promote Swach Bharath campaign in India

Media	Tools
Audio-Visual	CDs, TV ads, radio spots, cinema ads, etc.
Print	Pamphlets, posters, newspapers ads, etc.
Traditional Media	Bhavai, street play, puppetry, story-telling, etc. Media
Endorsements	Local and national sports, cinema and other popular icons, creating a network of people nominated by someone and nominating other people each.
HCC(Human Channel of Communication)	Students, ASHA and anganwadi workers, doctors, teachers, block official, house-to-house visits by Swachhata Doots, NGOs, SHGs, local groups, etc.

(Source: Mridula Sinha Dr. R.K. Sinha, Prabhath Prakashan, Jan 2015)

To promote Swach Bharath Gramen, there were mass media campaigns like Darwaza Band campaign featuring Amitabh Bachchan, Shaucha Singh Radio Campaigns, Taking advantage of the large number of Smartphone users in the rural heartland, social media campaigns on numerous thematic mobisodes addressing concerns like as safe sanitation, toilet usage, and twin pit toilet technologies have been produced, short videos were filmed and sent via whats app to generate awareness among rural masses. Apart from the media campaigns several on ground IEC activities too were organized to promote this flagship program. Official twitter accounts on Swach Bharath Grameen and Urban were created to tweet and post updates on progress of the campaign.

It is stated that the Government spent more funds on advertising Beti Bacho Beti Padho scheme than on its implementation. The data reveals that, in the previous five years, the government has allotted Rs 648 crore for the programme and spent less to 530 crores on media advocacy campaign, on advertising. The data plainly reveals that the administration was more concerned with PR and advertising than with genuine groundwork for the programme.

BBBP has two major components, according to the scheme's implementation instructions on the Ministry of Women and Child Development's website. These include advocacy and media campaigns – radio spots or jingles in Hindi and regional languages, television publicity, outdoor and print media, community engagement via mobile exhibition vans, SMS campaigns, brochures, and so



on – as well as multi-sectoral intervention in selected gender critical districts with low child sex ratios. (*thehindu.com,10, Dec 2021*)

According to the content analysis, the government has promoted programmes such as Stand Up India and the PM Awas Yojana primarily through new media, the bulk of which were through tweets from the Ministry of Finance and Housing for All @ PMAY Urban official accounts. The ministries mostly tweeted about the scheme's development in terms of the number of beneficiaries who have received the scheme, awareness initiatives held in various areas of the country, and many other topics. The recently held much publicised programme 'Gareen Kalyan Sammelan' held in Shimla marking Prime Minister Shri.Narendra Modi completing 8 years as PM was tweeted, and photographs of the event where the Prime Minister interacted with PMAY-U beneficiaries and distributed allotment letters were uploaded in their official account print media advertisements and outdoor publicity with. Furthermore, the Ministry of Women and Child Development of the Government of India promotes Beti Bachao Beti Padhao from its Face book account and PM Awas Yojana-Urban too has its face book official account through which promotions are done. Spreading awareness, highlighting achievements, uploading photographs of various events or rallies held in connection with the same by anganwadi workers and women, and many more were seen in their face book official accounts. Short clips demonstrating the development and accomplishments accomplished under these programmes are also provided.

The evaluation of government schemes and media usage revealed that the performance of these selected schemes is not up to the mark. Large sums of money were spent on promotion rather than execution of programs such as Swach Bharath and Beti Bachao Beti Padho. Moreover it was also observed that programs like Stand Up India and PM Awas Yojana had limited promotions done using multi media. In addition promotions were done using traditional approach with outdated content and lack of persuading elements. The advertisement and other promotional elements require programs or copies which are highly creative involving slice of life elements. The schemes to achieve the predetermined objective and progress towards sustainability must work on its effective reach to the potential beneficiaries in all parts of the nation. Mere spending on ads without proper strategic focus on implementation of programs will never result in achieving the desired outcomes.

## **X. Conclusion:**

The contents reviewed demonstrate that the Government of India has a number of activities that directly contribute to the achievement of the SDGs. The programs launched are both appealing and helpful. Maximum media attention is required to increase awareness, which is an urgent necessity. Both rural and urban communities must be taught through outdoor, television, and social media marketing, as well as attention-grabbing programmes, events, jathas, rallies, and so on, to make it



more appealing and captivating to the populace. Human Communication Channels, such as the efficient use of Anagnwadia, Asha, and other NGO workers, may play an important role in improving awareness among the ignorant and illiterate; especially in rural and semi-urban areas. The Media usage by the Government is impressive when it comes to schemes like Swach Bhararth and Beti Bachao Beti Padhao Schemes. In reality, Swach Bhararth is one of the most popular government initiatives, with the greatest money spent on advertising through the media and other means. But when it comes to outcomes or utilization it is been minimal or less the expectations and with respect to few initiatives like Stand Up India and PM Awas Yojana the outcomes are highly discouraging. However, development communication must be regarded far more broadly than simply allocating funds and spending them on media advertisements. Properly designed advertising efforts, including outdoor activities, use of human communication channel and increased use of new media platforms such as Instagram, Facebook, and YouTube may all play a significant role in leading the nation close to sustainability goals.

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