Critical Analysis of Role of Media in Ensuring Sustainable Development in India

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Abstract: Sustainable development can be effectively addresses if efforts are made to make it a lifestyle rather than an issue to resolve. This requires a change in the psyche of people which is possible through effective use of media. Role of media in democratic countries is useful in manipulating the opinion of people thereby creating pressure for change at the government level. Environment protection is an issue of concern for the entire humanity which is unfortunately taking a back seat for the governments of many countries including India. If media platforms can be used properly, the change in the mindset of the government and the society is possible. There is very limited literature available on this topic in India. Hence, this research gap was identified and descriptive study was conducted to ascertain the role of media in ensuring sustainable development in India. Information from secondary sources about various development projects and public reaction in last 25 years was considered for this study. Survey of 127 people living in the PCMC, Pune (M.S.) was conducted to ascertain to what extent media had contributed in shaping public opinion. The outcome of this research will be useful for the civil action groups, NGO in the area of environment protection to design effective media interventions in future for the cause of environment protection.

Key Words: SD, UN, Media, NGO, PCMC, UNESCO, SDG.

Introduction: India has the largest democracy in the world, to which the citizens are availed with the freedom of speech and information. Media provides a platform to the citizens of having awareness of their personal interest. It acts as a channel for the general public to raise their voice and make the government hear it. This have affected positively as it leads to better connectivity amongst the society as it has impacted in various sectors such as tourism, democracy, medical and women empowerment. According to UNESCO, sustainability is often thought as a long-term goal. The sustainability aims to meet the goals of human development while also looking into ecosystem and natural resources. This desire of meeting human needs with consideration of sustainability is major goal of lasting development. UN members stated in 2015 that their agenda of 2030 for Sustainable development is for guarding planet with peace and prosperity. This was the urgent call from UNM to all their global partners for working on the 17 SDGs. Such SDGs can be realized by promoting the related campaigns to spread awareness with the assistance of the media. Since Independence till date media has always been considered as the primary source of particulars. Media composite an influential character in infringing the minds of people. Intellect information which is provided by media has been a vehicle for structuring the sustainable development. The mindset of developed countries has evolved over the past 100 years which have shaped perspective of the people which wouldn't be possible without media. Earlier urbanization, modernization and industrialization were the only main routes which were considered pillars of sustainable development but with revolutionization as only having thought of these pillars were eradicating

the other causes of ill society. Along with media, now-a-days social media is also a platform of exchanging information, but the information gathered from such platform could be unreliable due to presence of biasness or fictitious information. Due to media, citizens are always wholly informed and, on the other hand the communities are the real controller of the media.

For any democratic country, media works as a backbone. Sustainable development is always an important topic for media to talk about as the world copes with resource scarcity, loss of biodiversity and climate changes many problems related to these SD are unaddressed by the government due to various reasons but from the source of media sustainable development regarding issues are been taken under the light. Media assists to put pressure on the Government and influence the policy discussions which force them to take corrective measures and contribute to the equitable future. Once the purpose of the current area is achieved, media tends to switch and help to develop another area. Media also supported the Government to answer hot topics such as inequality and poverty however topics like climate actions and health can never be faded.

This paper aims to look at the notion of sustainable development. How the media has played a pivotal role in ensuring sustainability in various sectors and overall, India's longing development. The hostile factors to the country's development and appropriate measures to handle them and ensure the effectiveness of the role of media.

Project: Tata Nano Project at Singur (W.B.)			
Sr. No	Dimension	Before Civil Society Action	After Civil Society Action	Impact
	A	B	C	(B– C)
1	Time announced by the Govt./ owners	It took 28 months to install the plant at Singur.	Project Shifted to GJ Delay in commission of Project	Shifting of Plant from WB to GJ Delay in Project by 14 months
2	Cost/ Budget	Tata invested 2246 Crore in first phase	Extra relocation cost	650 Crore relocation cost.
3	Scope	Tata Group opted for Singur to avail the benefits of financial subsidies, tax holidays, etc. along with geographical benefits like land availability, cheap labour, raw material availability, etc.	Project Shifted to GJ Raw material availability, transportation cost etc. increased	Gujarat government offered 9000 crore interest free loan with a benefit of no repayment for a term of 22 years.
4	Quality	Tata holds Guinness world of having around 80 patents. Due to the commitment of rolling out world's cheapest car, they decided cost-cutting by making small changes to the car design.	Due to the delay, there was a rise in overhead cost, however Tata decided to stick to their commitment and compromised with the essentials, resulting in incidents like catching fire.	No change but Project became non-feasible. Hence, TATA enhanced price of NANO after sale of initial 1 Lakh cars
5	Business goals	Earning Profit & capturing car market by selling Car at lowest rate i.e. Rs. 1 Lakhs	Project became non-profitable and company was constrained to increase car price	Tata could not capture car market in India & could not meet his business goals

| 6 | Stakeholders' satisfaction | The basic reason behind Tata Nano was to launch a car which can be afforded by the middle-class family too. | Tata Nano was labeled as 'cheapest car'. Car is seen as a social status in India and this perceptional pride was missing in Nano. | After initial 1 lakh cars which were sold at loss the Car price was increased leading towards less satisfaction of stakeholders. |

Thus, the table above shows significant impact on the execution of Tata Nano project. Project parameters like time of completion, cost, stakeholder's satisfaction etc. all got affected due to the constructive role played by the media.

		Project: Nanar Petroleum Refinery (M.S.)		
Sr. No	Dimension	Before Civil Society Action	After Civil Society Action	Impact
	A	**B**	**C**	**(B– C)**
1	Time announced by the Govt./ owners	The project was estimated to be completed in 2025.	State Govt. assured citizens for ensuring proper environmental clearances & rehabilitation of people	Time period of getting environmental clearances got delayed due to filing of PIL by citizens
2	Cost/ Budget	The project was estimated to cost around 3 lakh crores.	Due to inflation cost rises due to delay in project execution	Increased cost (yet to be estimated)
3	Scope	To create refinery in Maharashtra which would also lead to employment nearby 1 lakh.	The protest has led to protection of the ecosystem, considering the concerns of the local.	Protect from hazardous chemicals which will lead to sustainability towards fishing, cultivation of paddy, mangoes and many other.
4	Quality	The setting up of refinery would have led to degradation of soil quality.	The fertility of the land can be saved by relocating the refinery plant.	The ecosystem of Kokan which is also hub for alphonso has been saved from the chemicals.
5	Business goals	Joint venture of Indian oil with other foreign investors such as Aramco, UAE National Oil. Development to backward kokan region.	Even after the outbreak, the business goals remained the same.	The business goals remain unchanged.
6	Stakeholders' satisfaction	People living in the area were apprehensive about the ill effects of the Project.	Govt. initiated awareness campaign & public meetings for making the people aware about the Project	Public protest against the project could be minimized significantly.

The PIL field by citizens worked positively as it protected the soil from chemicals and due to the refinery, the locals would also be affected as pollution would be increased and would harm the local cultivation. While the initial plan aimed at establishing a refinery with potential economic benefits, the intervention of civil society has led to noteworthy changes.

Project: Aarey Colony Metro Car Shed				
Sr. No	Dimension	Before Civil Society Action	After Civil Society Action	Impact
	A	**B**	**C**	**(B– C)**
1	Time announced by the Govt./ owners	Previously the project was to be completed by December 2023.	The first phase of Mumbai Metro Line 3 is expected to be operational by April 2024.	4 months delay
2	Cost/ Budget	The project was estimated to cost 32000 crores.	The cost escalated to 37000 crores.	Cost worsened by 5000 crores.
3	Scope	To connect Aarey colony and Bandra Kurla Complex (BKC). Built car shed for Colaba Bandra SEEPZ Metro Line 3.	Shifted the project on Govt. land in Kanjurmarg in Central Mumbai.	This resulted in withdrawal of filed cases against the Aarey protestors and reservation of 600 acres land in Aarey as reserved forest.
4	Quality	To save time by connecting with SEEPZ metro line but without the cost of harming green lands of Aarey.	As the project shifted to Kanjurmarg on the land of Govt. after all soil test it is state that the land of Kanjurmarg is suitable for construction and no Greenland would be harmed.	Shift of project to Kanjurmarg saved the tribals' houses and flora and fauna of the surrounding of Aarey.
5	Business goals	Main purpose of metro shed is to provide reliable and eco-friendly travel experience at a low-end pricing.	After civil society action, the main purpose remains same, but the cost increased in shifting the project.	No noteworthy impact on the business goals of the project.
6	Stakeholders' satisfaction	Project in Aarey was estimated to be done within 3 years which would have benefited the stakeholders and the local who travelled the course.	The shift of metro car shed led to increase the tenure from 3 years to exceedingly more 2 years which affected more on cost excavation.	Stakeholders were affected by increased in tenure time and impacted adversely.

This relocation, although causing a delay, has had positive impacts on environmental preservation, specifically in Aarey, where reserved forest status has been granted to 600 acres of land. However, these positive environmental outcomes come at the cost of a budget escalation. In summary, the civil society action has brought about a mixed bag of outcomes – positive in terms of environmental preservation and negative in terms of financial and temporal impacts. Balancing the various dimensions and stakeholders' concerns will be crucial for the successful completion of the Mumbai Metro Line 3 project.

		Project: Punawale Garbage Depot		
Sr. No	Dimension	Before Civil Society Action	After Civil Society Action	Impact
	A	B	C	(B– C)
1	Time announced by the Govt./ owners	The project was proposed in 2008 and the Punawale project was delayed by 5-7 years.	No deadline is announced yet.	The project is still being delayed and no final verdict is announced.
2	Cost/ Budget	The PCMC paid the forest department a sum of 3.53 crores to acquire 22.8 hectares of land at Punawale for landfill plan and its waste management.	No action taken, neither any further proceedings are undertaken of exchange of land or compressing garbage by bio-mining.	The frequent change of locality is leading to cost escalation.
3	Scope	The 26-hectare land of Pimpri-Chinchwad Municipal Corporation was intended to be used as dump-yard.	After the protest, in return, the government offered 22-hectare land worth 9 crores in Chandrapur area.	The project is shifted to Chandrapur area.
4	Quality	Due to this project hundreds of trees and the nearby IT park environment would be adversely affected.	The decision to change the location as mad to safeguard the forest area.	Change in location will result in sustainability of the environment and will not disturb the residential.
5	Business goals	To build a new dump-yard because the Mulshi dump-yard was overfilled.	For obtaining the bigger area so that the garbage can be stored and there itself bio-mining can be held.	For societal cause and increasing area for dumping and achieving sustainability.
6	Stakeholders' satisfaction	The project was causing trouble to the residential people and was also the source of arisal of several health issues.	The alteration is made considering the problems faced by the netizens.	This will serve as solution to the health problems encountered by them.

The civil society action has significantly impacted various dimensions of the proposed landfill project in Punawale. The government's initial announcement of the project in 2008 and subsequent delays of 5-7 years had raised concerns and dissatisfaction among the residents. However, the recent civil society action has brought about changes in multiple aspects.

Research Methodology:

This research methodology involves the systematic process of collecting, analyzing, and interpreting data to answer a research question or test a hypothesis. Both primary and secondary data are used in this process.

Objectives of the Study:
1. To study the concept of sustainable development.
2. To analyze role of Indian mainline media in ensuring sustainable development in India.
3. To design appropriate measures for ensuring effective role of media in sustainable development in India.

Literature Review:

1. **Dr. Dilip Kumar, Priyanka Tyagi (2015)**: New media also known as digital based media evolves and morphs continuously along with time. It assists to disseminate information related to sustainability development goals, amplify the voices towards sustainable development, and can shape the cultural attitudes towards sustainability effectively and efficiently.

2. **Rupali V. Wagh (2019)**: The media plays a critical role in shaping the perceptions of the public and spreading awareness of SDGs. Media forms can collaborate with government officials, activists, scientists to generate interest among the people and influence them to actively participate in development initiatives.

3. **Prof. LAXMAN.T (2022):** Sustainable development hinges on the synergy of three core elements: Economic growth, social inclusion and environmental protection. A harmony and balance should be struck between them to pave the way for a sustainable and resilient future.

4. **Babitha Elsa Oommen (2020):** Environmental sustainability is a significant concern both for organizations and communities. Various sustainable practices are conducted at the university level to promote environmental sustainability. Social media tools can contribute to promote campaigning activities and raise awareness.

5. **Dhiman, Bharat (2023):** Meditation and mindfulness can support sustainable development by integrating them by mindfulness-based media support, collaborative campaigns and initiatives that combine media messaging with meditation practices, mindfulness in media production as well as mindful media consumption. However, such integration can bring several challenges such as lack of authenticity and integrity, media biases and representation, cultural sensitivity can be a barrier too, and many more.

6. **Onete, Dina, & Vlad (2013):** Social media provides a platform by offering support across various business functions for sustainable business practices. It also enables the business to understand the needs through discussion forums and blogs. Products can be promoted and a two-way communication can be established with consumers.

7. **Mohsina Rahman (2019):** Sustainable Development a multi-dimensional and multi-disciplinary concept. The common man, in addition to scientists and government officials, emerges as a potent catalyst for driving social change. Thus, fostering an enlightened citizenry to empower society and fortify democracy is the primary responsibility of media.

8. **Shivani Kasturia (2023):** The potential of mass media lies in its ability to significantly reduce obstacles and societal biases associated with specific medical conditions, thereby encouraging individuals to actively pursue appropriate healthcare and therapeutic measures. Schemes like Ayushman Bharat are a step towards Sustainable Development in the healthcare sector.

9. **Tim Bodt:** Sustainable development is a linkage between environment, economic development, and poverty. The economy and population size should be managed in a way that they cause any harm to the environment by exceeding the Earth's capacity to absorb waste and pollution while replenishing its resources.

10. **Prof. B. Balaswamy, Ramesh Palvai (2017):** Communication ensures that development efforts for local needs are prioritize and this helps the community to know there potential so that they can achieve their sustainable development to add on communication social media also plays the vital role specifically in mass communication.

11. **Endy M. Bayuni (2015):** Religion is the most difficult and sensitive issue to report in journalism. In many societies, it is an emotional issue. It is a subject that needs to be handled with the greatest care. Yet, it is one of the areas in which media and journalists have failed the most.

12. **Eva Alfred Oueiss, Jessica khoury(2023):** Online communication within the context of sustainable development goals is essential for organizations like the Global Compact Network to maximize their impact and engagement with diverse stakeholders. Effective online communication, particularly through platforms like Instagram, can positively impact corporate reputations, trust-building, behavior imitation, and online cooperation among stakeholders
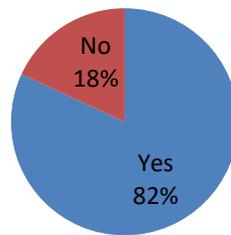
Survey Report:

1. Were you aware of the existence of the dump yard in Punawale before taking this survey?
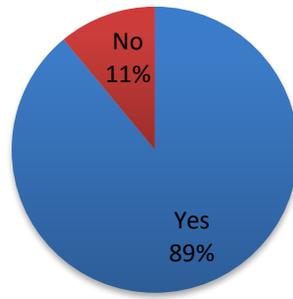
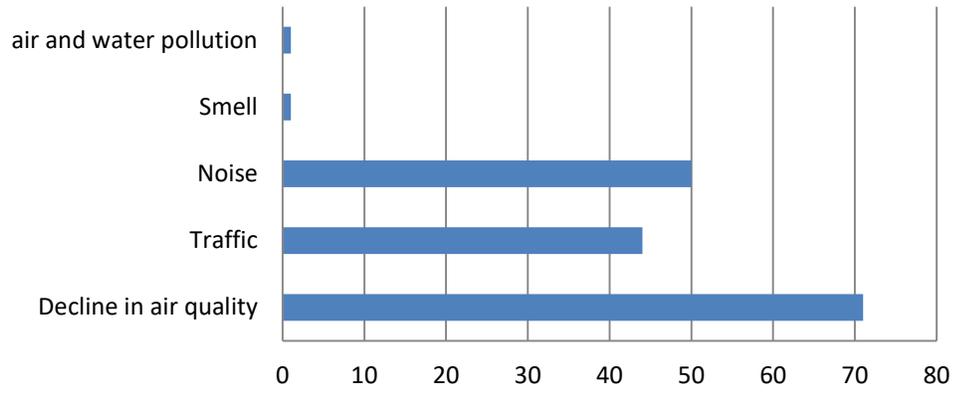2. How would you describe your perception of the dump yard?
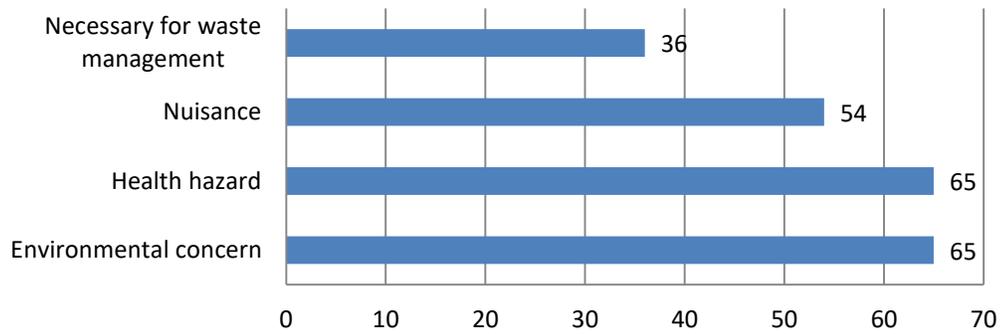
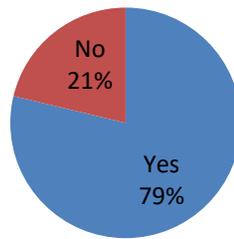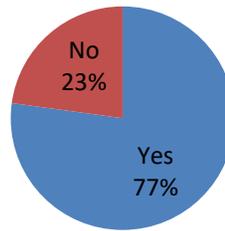3. Do you believe the dump yard has had any impact on your daily life?
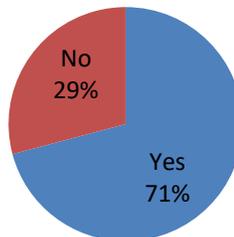
4. If yes, please describe the specific impact.

5. Do you have any health concerns related to the dump yard?

6. Have you or your community been involved in any initiatives or discussions related to the dump yard?
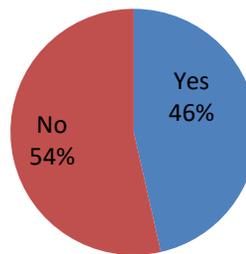

7. Did the local government or municipal authorities take any actions regarding the dump yard?

8. Are you satisfied with the actions taken by the local government or municipal authorities regarding the dump yard?
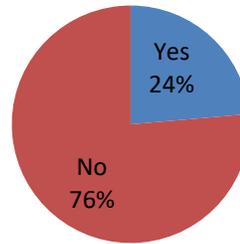
9. Are you aware of any proposed or existing alternatives for waste management in Punawale?

Conclusion:

A critical analysis of the role of media in ensuring sustainable development in India reveals a complex and multifaceted relationship. Media can act as a catalyst with its ability to disseminate information, educate the public and bring attention to critical issues related to critical issues related to sustainable development. Though, there may be challenges that need consideration such as undue influence of political and economic interests, leading to biasness. In conclusion, while media can significantly contribute to ensuring sustainable development in India, there are complexities and challenges that need to be addressed. A collaborative effort involving media organizations, policymakers, civil society, and the public is necessary to harness the full potential of media in fostering a sustainable and equitable future for India.

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