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## 4. Role of Media in Promoting Sustainable Development Goals

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### Abstract

*The role of media in promoting sustainable development goals (SDGs) is crucial in the contemporary world. The media and especially social media has become a critical tool for spreading awareness about the importance of SDGs and their potential impact on our planet. This paper examines the role of media in promoting sustainable development goals, with a focus on the various forms of media and how they can be used to enhance the achievement of SDGs. The paper also discusses the challenges faced by the media in promoting SDGs and offers some recommendations to address these challenges.*

**Key words:** Sustainable development goals, media, social media

### Introduction:

Sustainable development is a global challenge that requires a collective effort from all stakeholders, including governments, civil society, private sector, and media. The media plays a vital role in raising awareness about sustainable development goals (SDGs) and their potential impact on our planet. Through various forms of media, including television, radio, print, and social media, the media can inform, educate and engage the public on issues related to sustainable development. The media also provides a platform for different stakeholders to share their ideas and experiences on how to achieve SDGs.

### Historical background of SDG and its current status

The Sustainable Development Goals (SDGs) were created by the United Nations in 2015 as a successor to the Millennium Development Goals (MDGs). The SDGs are a set of 17 goals that cover a variety of matters related to economic and social development.



The goals are:

1. Eradicate destitution in all its manifestations everywhere.
2. Eradicate hunger, ensure everyone has access to nutritious food, and foster sustainable farming.
3. Encourage wellbeing and improve the standard of living for everyone, no matter their age.
4. Guarantee access to high-quality education and offer lifelong learning chances for everybody, regardless of their background.
5. Reach parity between the genders and give all females the power they deserve.
6. Ensure that everyone has access to safe, reliable water and sanitation services, and that these resources are managed sustainably.
7. Provide everyone with accessible, dependable, sustainable, and cutting-edge energy sources.
8. Encourage a long-term, comprehensive, and lasting economic development that ensures full job opportunities and respectable work for everyone.
9. Create robust infrastructure, encourage equitable and sustainable industrial development, and cultivate innovation.
10. Lower the gap between rich and poor both within and between countries.
11. Construct cities and settlements that are welcoming, secure, robust, and environmentally friendly.
12. Adopt practices of consumption and production that are sustainable and lasting.
13. Act promptly to address climate change and its consequences.
14. Preserve and exploit the oceans, seas, and aquatic resources in a responsible manner for sustainable development.
15. Preserve, revive, and foster the responsible utilization of land-based ecosystems, sustainably care for forests, fight desertification, reverse soil deterioration, and stop the decline of biodiversity.



16. Create tranquil and integrated societies for long-term growth, ensure everyone has access to justice, and construct reliable, answerable, and comprehensive organizations on all levels.

17. Enhance the tools for realizing our goals and recharge the alliance to reach our objectives of sustainable development.

The SDGs are currently in the implementation phase, with countries working to achieve the goals by 2030.

The SDGs are relevant to India because India is a signatory to the United Nations Sustainable Development Goals. India has made progress on some of the goals, such as goal 1 (end poverty), goal 2 (end hunger), goal 3 (ensure healthy lives), goal 4 (ensure quality education), goal 8 (promote economic growth), and goal 11 (make cities inclusive). India has also made progress on some of the goals that are specific to India, such as goal 6 (water and sanitation), goal 7 (energy), goal 9 (infrastructure), goal 10 (inequality), and goal 17 (partnerships).

In India, the Ministry of Rural Development is implementing various schemes for the achievement of SDG in rural India.

The schemes are targeted at improving the lives of rural people by providing access to basic services, creating employment opportunities and improving infrastructure. Some of the flagship programmes of the Ministry include the Pradhan Mantri Gram Sadak Yojana (PMGSY), Pradhan Mantri Awaas Yojana – Gramin (PMAY-G), Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDISHA) and Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY).

The Ministry is also implementing the Swachh Bharat Mission – Gramin (SBM-G) to improve the sanitation and hygiene conditions in rural areas. Under the SBM-G, over 4.6 million toilets have been constructed and over 5.3 million households have been provided with sanitation facilities.

The schemes of the Ministry are helping in the achievement of various SDGs in rural India, including Goal 1 on No Poverty, Goal 2 on Zero Hunger, Goal 3 on Good Health and Well-Being, Goal 4 on Quality Education, Goal 5 on Gender Equality, Goal 6 on Clean Water and Sanitation, Goal 8 on Decent Work and Economic Growth, Goal 11 on Sustainable Cities and Communities, and Goal 15 on Life on Land.

The media has played a significant role in promoting awareness of the Sustainable Development Goals and helping to make progress towards them. Through news coverage, opinion pieces, and investigative journalism, the media has helped to shine a light on the pressing issues of our time and the progress that is being made to address them. In addition, social media has been instrumental in amplifying the voices of those working to achieve the SDGs and raising awareness of the goals among a wider audience.



The role of media in promoting SDG through Newspaper, radio and television is significant as it increases public awareness and understanding of the goals. The media also help to hold governments and other actors accountable for their progress towards the goals, and can act as a powerful force for change.

The role of online media in promoting SDG goals is also important, as it can reach a large audience quickly and easily. Social media platforms such as Twitter and Facebook can be used to raise awareness of the goals and to engage people in discussion and debate.

The media plays an important role in promoting the Sustainable Development Goals (SDGs) in India. The media can help to raise awareness of the SDGs and their targets, and can also engage people in discussion and debate about the goals.

The Indian government has made a commitment to the SDGs, and has set up a National Implementation Framework to ensure that the goals are achieved. The media can help to support this by raising awareness of the goals and their targets, and by engaging people in discussion and debate about the goals.

The media can also help to hold the government to account for its progress on the SDGs. By reporting on the government's progress, the media can help to ensure that the government is held accountable for its commitments.

Social media can play an important role in promoting the Sustainable Development Goals (SDGs) in India. Social media can help to raise awareness of the SDGs and their targets, and can also engage people in discussion and debate about the goals. The Indian government has made a commitment to the SDGs, and has set up a National Implementation Framework to ensure that the goals are achieved. Social media can help to support this by raising awareness of the goals and their targets, and by engaging people in discussion and debate about the goals. Social media can also help to hold the government to account for its progress on the SDGs. By reporting on the government's progress, social media can help to ensure that the government is held accountable for its commitments.

### **How this research is going to fill the research gap**

The research on the role of media in promoting SDGs is going to fill the research gap by determining how the media can be used to effectively communicate the goals of the SDGs to the public. This research will also identify the most effective strategies for media engagement and education on the SDGs. The research on the role of media in promoting SDGs in the Indian context is expected to fill the gap in the understanding of the influence of media on the public's perceptions and understanding of the SDGs. Additionally, the research is expected to contribute to the development of effective communication strategies for promoting the SDGs in India.

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## Media and SDGs

Media, in all its forms, plays a crucial role in promoting SDGs. The media can raise awareness about the importance of SDGs, inform the public about the progress made in achieving these goals, and educate people on how they can contribute to achieving SDGs. The following are some of the ways in which media can promote SDGs:

1. Raising awareness: The media can help to raise awareness about the importance of SDGs by highlighting their potential impact on the planet and society. Through news articles, documentaries, and other forms of media, the media can inform the public about the challenges faced in achieving SDGs and the need for collective action.
2. Educating the public: The media can educate the public about sustainable development by providing information on sustainable practices and their benefits. For instance, the media can provide information on the benefits of renewable energy, sustainable agriculture, and eco-friendly products.
3. Encouraging participation: The media can encourage participation in sustainable development by providing a platform for different stakeholders to share their ideas and experiences. The media can also promote initiatives and programs aimed at achieving SDGs and encourage the public to participate in such programs.
4. Holding stakeholders accountable: The media can hold stakeholders accountable for their actions or inactions in achieving SDGs. The media can highlight the progress made by governments, civil society, and the private sector in achieving SDGs and point out areas where more effort is needed.

## Challenges Faced by Media in Promoting SDGs

Despite the crucial role played by the media in promoting SDGs, several challenges hinder their effectiveness in achieving this objective. Some of the challenges include:

1. Limited resources: Many media organizations operate on tight budgets, which limit their capacity to cover sustainable development issues comprehensively.
2. Limited understanding of SDGs: Some media organizations have limited knowledge about sustainable development, making it difficult for them to provide accurate and informative coverage of SDGs.
3. Conflicting interests: Some media organizations are owned by companies with conflicting interests, making it difficult for them to report on sustainable development issues objectively.
4. Political interference: In some countries, governments interfere with the media's coverage of sustainable development issues, making it difficult for them to report accurately on SDGs.



## Recommendations

To address the challenges faced by the media in promoting SDGs, the following recommendations can be made:

1. Increase funding: Governments and private sector organizations should increase funding to media organizations that cover sustainable development issues to enable them to provide comprehensive and accurate coverage.
2. Increase awareness: Media organizations should invest in training programs for their staff to increase their knowledge and understanding of sustainable development issues.
3. Foster partnerships: Media organizations should foster partnerships with governments,

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