

The Role of Media in Promoting Sustainable Development Goals (SDGs) In India

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Abstract - The Sustainable Development Goals (SDGs) set forth by the United Nations 2015 are one of the most ambitious transformations pursued by the international community with the aim at providing access to development resources and opportunities in an environmentally sustainable manner and improving the lives and prospects of people everywhere. The mass media can play an important role in SDG-related communication efforts as a provider of information and a stimulator of behavioural change. This paper studies the role of media in spreading information on SDGs in India, with a focus on its involvement and the impact on public opinion. It also analyses the current situation and suggests possible future strategies to enhance the role of mass media in spreading SDG-related messages and influencing public opinion and policymaking. Qualitative and quantitative findings are presented to capture its impact and the effort of the media in India at spreading the messages of SDGs. It further elaborates on the response of the Indian society to the available media and suggests future strategies for enhancing the role of mass media in contributing to the SDGs.

Keywords - *Sustainable Development Goals, Media, India, Public Awareness, Policy Advocacy*

Introduction

The Sustainable Development Goals (SDGs) launched by the United Nations in 2015 represents a set of 17 interlinked global goals that, together with the 2030 Agenda for Sustainable Development, is intended to ‘end poverty and hunger, to combat inequalities, to fight against climate change and to stop environmental damage, and also to foster peace, justice and strong institutions’. Arriving on the heels of eight Millennium Development Goals (MDGs), SDGs are determined to shape a world that is ‘prosperous, resilient, equitable and sustainable by the year 2030’.

Sustainable Development Goals (SDGs) (Hák et al., 2016) (Sachs, 2012)

- No Poverty: End poverty in all its forms everywhere.
- Zero Hunger: End hunger, achieve food security and improved nutrition, and promote sustainable agriculture.
- Quality Education: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

- Gender Equality: Achieve gender equality and empower all women and girls.
- Clean Water and Sanitation: Ensure availability and sustainable management of water and sanitation for all.
- Affordable and Clean Energy: Ensure access to affordable, reliable, sustainable, and modern energy for all.
- Decent Work and Economic Growth: Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.
- Industry, Innovation, and Infrastructure: Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.
- Reduced Inequalities: Reduce inequality within and among countries.
- Sustainable Cities and Communities: Make cities and human settlements inclusive, safe, resilient, and sustainable.
- Responsible Consumption and Production: Ensure sustainable consumption and production patterns.
- Climate Action: Take urgent action to combat climate change and its impacts.
- Life Below Water: Conserve and sustainably use the oceans, seas, and marine resources for sustainable development.
- Life on Land: Protect, restore, and promote the sustainable use of terrestrial ecosystems, manage forests sustainably, combat desertification, and halt and reverse land degradation and halt biodiversity loss.
- Peace, Justice, and Strong Institutions: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable, and inclusive institutions at all levels.
- Partnerships for the Goals: Strengthen the means of implementation and revitalize the global partnership for sustainable development.

Global Importance of the SDGs

Forging a healthy and sustainable path forward will require the SDGs because in one fell swoop they enshrine the social, economic and environmental dimensions as interdependent and indivisible. This incorporation recognises that progress within any society is contingent on progress in all dimensions. Every dimension will remain incomplete to the extent that it is not anchored in the others (Janoušková et al., 2018). This Zen-like equanimity and coherent synchronisation of objectives make the SDGs the most ambitious and globally dynamic agenda to date for multilateral cooperation on shared challenges and for delivering on the promise of more equal development. The SDGs implore nations to experiment with new policies, regenerate best practices, and contribute resources and efforts for ending all of their imperfections together (Cernev & Fenner, 2020). The growing focus of Indian researchers on SDGs, especially in health, engineering, and environmental disciplines, and suggests that future work should also consider contributions through patents and technology development (Aakash Singh & Anurag Kanaujia, 2022). The study evaluates the research-friendliness of the SDGs, highlighting the importance of understanding research priorities to guide resource allocation and improve global sustainable development outcomes (Shahryar Sorooshian, 2024)

Importance of SDGs in India

India, with its vast population and diverse socio-economic landscape, plays a pivotal role in the global achievement of the SDGs. The SDGs are particularly significant for India due to several reasons (David, 2018) (Ghosh et al., 2019):

- **Poverty:** Though India is one of the fastest-growing economies in the world, it still has a very high level of poverty. The SDGs aim to eradicate extreme poverty and cut the number of people in poverty by half by ending extreme poverty and achieving inclusive economic growth and social protection systems.
- **Health and Education:** While improvement is observable in all aspects, there are many challenges to be accomplished in order to achieve the universal health coverage and education quality for all: improving health lives and well-being for people of all ages; preventing deaths of newborns and children under five; achieving universal access to sexual and reproductive health and reproductive rights.
- **Gender Equality:** In India, gender equality is a subject of great importance, as is clear from the SDGs, also because it affects all aspects of life, from education to health, from work to professional opportunities.
- **Environmental sustainability:** India's serious environmental problems – air and water pollution, deforestation, climate change are being tackled through the SDGs, which promote sustainable use of natural resources and take action on climate change.
- **Economic Growth and Employment:** A large and growing workforce needs ample opportunities for jobs and sustainable industrialisation. The SDGs encourage sustainable economic growth, jobs creation, innovation and infrastructure development.
- **Less Inequality:** Inequality in economic and social spheres persist in India, particularly in the targeted marginalised communities and regions. The targets of the SDGs seek to address these inequalities and rectify the shortcomings of the existing society so that India's development process reaches every nook and corner of society.
- **Urbanisation and Infrastructure:** The pace of urbanisation in India brings challenges of housing, transportation and urban infrastructure. The SDGs provide for sustainable cities and communities, promoting sustainable urban development while safeguarding cultural identity and natural resources.
- **Global Leadership:** As a major country in global institutions, India's commitment to the SDGs can strengthen its role as a global leader. In line with the SDGs, India will be able to contribute to the global agenda and work with other nations to achieve sustainable development.

1.1 Objective

The aim of this study is to examine the complex role of media in India towards achieving the Sustainable Development Goals (SDGs) – by analysing and documenting the role of media across the different dimensions of its work, namely, public information and opinion, policy promotion and citizens' action. Some of the areas that this project will investigate are (Khalid et al., 2021):

1.1.1 Raising Awareness

- **Content analysis:** Uncover the quantity and quality of SDG-related media content by platform (print, broadcast, digital) and duration (short- and long-term mentions, bumps); trends such as whether

mentions go up and down weekly, by country, over time; mapping trends; geographic and temporal distribution analysis of SDG mentions; identification of opinion leaders on social media and interactions with them.

- Public Engagement: depth and breadth of reach, breadth and depth of engagement for SDG-related content – number of audience members, likes, shares, comments, virality of SDG campaigns.
- Educational initiatives: What educational initiatives, if any, are being undertaken by media organisations aimed at mobilising the public to understand the SDGs, the necessity for addressing them and how they can contribute to that end.

1.1.2 *Influencing Public Opinion*

- Perception studies: gauge public perceptions of the SDGs and explore the role of media in shaping perceptions and beliefs about the SDGs (does media coverage related to the SDGs change patterns of awareness of the SDGs, and do they change attitudes about them and behaviour towards sustainable development?)
- Media Framing: in relation to issues that are somehow tied to the SDGs, analyse how different types of media (eg, Twitter, newspaper, broadcast) frame these issues. Consider the lenses or angles used, the nature of storytelling employed, the salience of certain goals or targets, and so on.

1.1.3 *Challenges Faced by Media*

- Political and Economic Pressures: Unpack the difficulties and constraints that media organisations face while working towards the SDGs such as political pressures and censure, as well as the economic climate for delivering the SDGs through media. Laying out how political and economic pressures impact media freedom and ability to promote the SDGs is key here.
- Resource constraints: Evaluate what kinds of employees media organisations can afford (US Nationals’ proposals of more journalists focused on coverage of the Global South may ignore the realities of media economics in the Global North). How much funding and expertise they can afford? What kinds of information organisations have access to and how they interpret that information?
- Addressing audience engagement challenges: What are the barriers/challenges in engaging more diverse audiences with SDGs (the content), efforts being made to overcome these barriers, media strategies involved in the process (if any), what makes specific media more relatable/engaging for the public around SDGs?

1.2 **Research Questions:**

Q1: How is media raising awareness about the SDGs in India?

Q2: What strategies are used by different media platforms to promote SDG-related content?

Q3. What is the role of media in communicating SDGs to the Indian public and framing policy-making in India?

2 **Literature Review**

In this section we have presented the review of literature for our topic

2.1 Global Perspective: Studies on the Role of Media in Promoting SDGs Worldwide

The Sustainable Development Goals (SDGs), agreed by all United Nations Member States in 2015, have become a key framework through which to think about the crises facing our world. An increasing number of studies are focusing on the role of media in promoting the SDGs, exploring what strategies media outlets in different contexts are using to promote the SDGs, what is working and why, as well as the problems that media need to address. I have put together the relevant literature on the global role of media in promoting the SDGs into a short, structured Literature Review.

2.1.1 *The Role of Media in Raising Awareness*

Media has been found as a major facilitator in popularising the SDGs as various studies have suggested that the SDGs are being fuelled by communication and media with the United Nations making the importance of communication and media clear to drive the 2030 Agenda for sustainable development. Various studies and researches have also indicated that television, radio, print media and digital media are also effectively popularising the SDGs by reaching a wide range of masses.

- **Social Media:** Due to the widespread use of social media, authorities are engaging the public on this topic through Facebook and Twitter, as a means of increasing awareness and understanding. For example, Darsano et al. examined students’ awareness of the SDGs and found that, in Kenya, the adoption and promotion of social media was a useful awareness-raising tool (Darsono et al., 2019).
- **Traditional Media:** Newspapers, television and radio have long played a substantial role in disseminating information. For example, a study by Dahal et al. on media coverage on environmental sustainability and gender equality in one of Nepal’s leading daily newspapers showed that television programs and newspaper articles raised such issues (Dahal & Aram, 2015).
- **Digital Media:** Digital media is becoming ubiquitous in disseminating and delivering content related to the SDGs. A report from the United Nations Development Programme (UNDP, 2020) informs that social media platforms such as Twitter, Facebook and Instagram continue to be a vehicle for mobilising young people and forming online communities committed on sustainable development.

2.1.2 *Strategies for Promoting SDGs*

Each of these different types of media have diverse ways of promoting the SDGs through storytelling, framing and partnering with other groups.

- **Storytelling and Framing:** It has long been known that storytelling – what Benesch in 2018 calls the ‘lyrical voice of the human interest angle’ remains an incredibly powerful way to involve audiences in otherwise technocratic endeavours such as the SDGs. And much of the media coverage on the global goals frames the goals with human-interest reporting and related narratives. ‘The way we talk about SDG issues can make a difference to audiences,’ adds Benesch, pointing to instances of ‘localising’ an issue or framing it in personal terms (UN, 2019).
- **Collaboration:** Partnerships between the media, NGOs and even governments are another way. For example, UN’s Global Media Compact asks media organisations to pledge to advance the SDGs through their work. Janouskova et al. found that such alliances can scale up SDG campaigns through the use of their partners’ varied strengths (Janoušková et al., 2019).

2.1.3 *Impact of Media on Public Perception and Policy-Making*

The media's influence extends beyond raising awareness to shaping public perception and influencing policy-making.

- **Media Impact:** Extensive media coverage of the SDGs was found to be an important factor for improving public understanding and attitudes. A European Commission (2019) study showed that ‘Extensive media coverage of climate change and sustainability issues had boosted public support for environmental policies in the EU (UN, 2019).
- **Policy change:** Media also contributes to policy change by reshaping the political landscape by focusing attention on social problems and holding policy makers to account. For example, Cottle et al. have shown how media campaigns on plastic pollution have led to new and more stringent rules, or bans on single-use plastics in tens of countries (Cottle & Nolan, 2007) .

2.1.4 *Challenges in Promoting SDGs*

Despite the positive impact, media organizations face several challenges in promoting the SDGs.

- **Poor Funding:** Spending power constrains the ability to produce in-depth coverage of SDG issues and media outlets in developing countries are generally under-resourced.
- **Political and commercial interests:** Political and commercial interests might inhibit press coverage of the SDGs. Studies have shown that political interference can lead not only to media absence or suppression, but also the undermining of media independence. In their recent paper, ‘Media Freedom and Sustainable Development’ (2019), the political scientist Leonardo Waisbord and colleagues refer to the ‘highly problematic political and commercial damage’ that journalistic independence suffers, ‘raising the costs for democratic reporting’ (UN, 2019)
- **Audience interest:** Reliable data show that interest in and knowledge of the SDGs vary among audiences. Media organisations have to continue to innovate in audience engagement as reported in a study on media consumption by Pew Research Center (2020).

2.2 **Indian Context: Previous Research on Media's Role in India's Development Initiatives**

1. The role of media with respect to India's development agenda and its contribution towards the Sustainable Development Goals (SDGs) has been widely researched. This section focuses on a review of the existing work to identify how Indian media has assisted in the development efforts, how Indian media tracked this agenda and the extent to which it was implemented, the impact achieved, and the prevailing challenges. The shift from mass media to digital media, analyzing the factors driving this change and its implications for marketing strategies, particularly in budget allocation and target market selection. It highlights the evolving roles of both media types in integrated marketing communications. (Hongcharu, Boonchai, 2024)

2.2.1 *Media's Role in Development Initiatives*

India's media has a near-century history of experimentation with different forms of developmental engagement, acting as an informational, organisational and policy advocacy partner.

- **Historical Context:** Media has been involved in national development since independence; radio and print campaigns for education and public health then played an important role in both media development and national life; early studies of media campaigns in health and literacy by Singhal et

al. show the effects of information dissemination through media on health and education (Singhal & Rogers, 2002).

- Digital media: With the arrival of the digital age, the scenario has changed. Digital media, according to Thussu et al., has increased the breadth and impact of the development messages with the shrinking of distances. Social media campaigns on topics such as toilet (Swachh Bharat Abhiyan), digital literacy (Digital India), have been a clear indication of the involvement of masses and mobilising of citizenry on issues of development (Thussu, 2013).

2.2.2 *Strategies Employed by Indian Media*

Indian media use numerous devices to market development programmes including SDGs.

- Campaigns and Advocacy: Media houses themselves run campaigns in partnership with the state and/or with NGOs. For example, the ‘Jaago Re’ (waken up!) campaign by the Tata Tea company in association with media houses centred on social awakening and encouraging voters to cast their ballots. These have been found to be effective in creating awareness and also in leveraging action by the citizens, as shown in several studies by (Neyazi et al., 2016).
- Entertainment-Education: The use of entertainment media to deliver education has considerable benefits in India. Television serials and feature films that convey social messages are highly popular and effective. The 1984 Hindi TV series Hum Log particularly addressed various social issues through the lives of an upper-middle-class family, a study by Arvind Singhal and Everett Rogers (2004) shows.
- Collaborative relationships: This relationship between media, government and civil society organisations, such as the ‘Awaaz Do’ (‘Speak up!’) campaign by the UNICEF that utilised several media outlets to spread messages on child rights. For instance, studies by Rao (2017) show that such partnerships help to broaden the reach of development outreach and the credibility of news.

2.2.3 *Impact on Public Perception and Policy*

Understanding more precisely how the Indian media reflects public sentiment and influences the government’s policy towards development imperatives can help us.

- Public Opinion: There is evidence that public attitudes and behaviours are changed when mainstream media cover important issues, with media campaigns leading to better environmental awareness. For instance, the number of environmental stories in the mainstream media has increased over time, and greater coverage of the environment has led to increased public support for conservation. This also corresponds with Mathur and Singh’s (2018) findings that public awareness of polluted water and climate change has increased as media exposure has risen, and that more people engage in environmental activities as a result of increased media exposure to the environment.
- Policy Influence: Media created forces to push policy changes. Chatterjee (2016) found that media pressure was one of the reasons policy had changed, such as the regulation for child labour, and more sanitation facilities in urban cities.

2.2.4 *Challenges Faced by Media in Promoting Development*

Despite its critical role, Indian media faces several challenges in promoting development initiatives.

- **Resource Constraints:** Poor media organisations lack the financial resourcing and human capacity to produce grounded and quality development content; this is particularly stark in provincial and local media, where this shortcoming has been documented by Singh (2019) for instance.
- **Political and Commercial Pressures:** The independence of the media is compromised (eg, by political and commercial orders of the day) In a series of studies, Rajagopal (2017) shows how political interference and advertising pressures can affect the independence of the media with respect to development journalism, decreasing their objectivity (eg, shaping reporting to favour one or another politician) and primary focus (eg, giving more exposure to information on politicians over reporting on, for example, poverty).
- **Audience Engagement:** Content providers face the challenge of reaching a diversified and vast audience. Media organisations are constantly innovating to capture and hold audience interest in ‘development’. Banerjee and Seneviratne (2016) report on efforts made within media to reach rural and urban audiences.

3 METHODOLOGY

In this section we will deal with the methodology used in the research

3.1 Research Design: Qualitative and Quantitative Analysis

Using a mixed-methods research design that combines both, qualitative and quantitative approaches, this study seeks to understand how the mass media in India erode or support the contested and evolving agenda of international development called the Sustainable Development Goals (SDGs), including how the media affects public awareness, perception, and policy on the SDGs.

3.1.1 Quantitative Analysis

Objective: To quantify the extent and nature of media coverage on SDGs and to measure public awareness and perception of SDGs.

Methods:

- **Content Analysis:**
 - **Sample:** Major national and regional newspapers, television news channels, and digital media platforms.
 - **Time Frame:** Analysis of content over the past five years.
 - **Variables:** frequency of SDG-related programme articles and programming; range of themes covered (e.g., of poverty, education, climate action); featuring on front-page articles, prime-time news.
- **Surveys:**
 - **Population:** General public across different regions of India.
 - **Instrument:** Structured questionnaire designed to assess awareness, knowledge, and attitudes towards SDGs.
 - **Data Collection:** Online and face-to-face surveys.
 - **Data Analysis:** Statistical analysis using SPSS or similar software to identify patterns and correlations between media exposure and public awareness/perception of SDGs.
- **Expected Outcomes:**

- Quantitative data on the extent of media coverage of SDGs.
- Statistical insights into public awareness and perception of SDGs in relation to media consumption.

3.1.2 Qualitative Analysis

Objective: To gain an in-depth understanding of the strategies employed by media to promote SDGs and the impact of these strategies on public perception and policy-making.

Methods:

- In-Depth Interviews:
 - Participants: Journalists, editors, media professionals, policymakers, and representatives from NGOs involved in SDG initiatives.
 - Sample Size: 20-30 key informants.
 - Instrument: Semi-structured interview guide with open-ended questions.
 - Data Collection: Conducted through face-to-face or virtual interviews.
 - Data Analysis: Thematic analysis to identify common themes and insights regarding media strategies, challenges, and perceived impact.
- Focus Groups:
 - Participants: Diverse groups of citizens from various socio-economic backgrounds.
 - Sample Size: 5-6 focus groups with 8-10 participants each.
 - Instrument: A script for a focus group about media usage habits, attitudes towards media used and created to advance the UN’s SDGs, and how that influences their self-reported attitudes and behaviours.
 - Data Collection: Facilitated discussions recorded and transcribed for analysis.
 - Data Analysis: Coding and thematic analysis to extract key themes and narratives.
- Case Studies:
 - Case study: analysis of the actual election campaigns related to SDGs (eg, Swachh Bharat Abhiyan, Beti Bachao Beti Padhao).
 - Data Sources: Media content, campaign reports, and interviews with campaign organizers.
 - Analysis of the data: Comparison of performance, identifying successful strategies, challenges and the contribution to public awareness and
 - Selection: Focus on one media campaign based around one SDG (example, Swachh Bharat Abhiyan, or Beti Bachao Beti Padhao)
 - Data Sources: Media content, campaign reports, and interviews with campaign organizers.
 - Data analysis: Comparative analysis to assess success strategies, challenges, and broader impact on public awareness and policy.
- Expected Outcomes:
 - Qualitative insights into the strategies and challenges faced by media in promoting SDGs.
 - In-depth understanding of the impact of media campaigns on public perception and policy-making.

4 DISCUSSION

5.1 Effectiveness of Media Strategies: Evaluation of Different Media Strategies in Promoting SDGs

5.1.1 *Storytelling and Human Interest Stories:*

- SDG campaigners have been highly effective in leveraging human-interest stories and narrative strategies to engage with the public. These storytelling media strategies bring more complex realities closer to the viewers’ lives and hearts.
- Stories told about examples of people or communities benefitting from interventions related to the SDGs humanise and localise the goals.

5.1.2 *Visual and Interactive Content:*

- Visuals such as infographics, websites with videos, quizzes and games can help to make the issues of the SDGs accessible to a wider public.
- Interactive elements like quizzes and social media campaigns encourage active participation and engagement, which can reinforce learning and retention of information.
- Media campaigns have been effectively tailored to these audiences, for instance to reach women, youth, and rural populations.

4.1.3 *Collaborations and Partnerships:*

- Collaborations between media organizations and NGOs, government agencies, and private sector partners have amplified the reach and impact of SDG-related content.
- Joint campaigns and initiatives benefit from pooled resources, diverse expertise, and broader dissemination channels, leading to more comprehensive coverage and greater public impact.

4.1.4 *Targeted Campaigns:*

- Tailored messaging and platforms ensure that the content resonates with the intended audience, leading to higher engagement and relevance.
- It matters for the framing of the messages, whether they relate to youth, women, or other specific audiences.

4.2 Role of Different Media Types: Print Vs Broadcast Vs Digital Media in Promoting SDGs on Europe’s Broadcast Radio, Newspapers and Digital Medias

4.2.1 *Print Media:*

- Television and radio are powerful tools for mass communication, capable of reaching wide and diverse audiences across urban and rural areas.
- Newspapers, magazines and other forms of print media offer a great depth of analysis and long-form content that can elaborate on such topics related to the SDGs.

4.2.2 *Broadcast Media:*

- There is an important role for broadcast media which can deliver fast-breaking news as well as documentary and talk-show formats that can drive public awareness and education on SDGs.
- Despite the shrinking outreach of print, it exerts a powerful influence on policymakers, academics and older audiences.

4.2.3 *Digital Media:*

- Digital media, including online news portals, social media platforms, and blogs, offer unparalleled immediacy and interactivity.
- Digital media also allows for targeted advertising and analytics, enabling more precise measurement of campaign effectiveness and audience engagement.

4.3 **Case Studies: Detailed Examination of Successful Media Campaigns and Their Outcomes**

4.3.1 *Swachh Bharat Abhiyan (Clean India Campaign):*

- Strategy: Broadcast and print advertisements, social media posts and celebrity endorsements to ramp up the perception of cleanliness and sanitisation.
- Outcome: Programme led to substantial increase in public awareness and involvement with improved sanitation facilities and habits countrywide – and also a massive government investment in sanitation infrastructure.

4.3.2 *Beti Bachao Beti Padhao (Save the Girl Child, Educate the Girl Child):*

- Strategy: Multimedia campaign on TV, radio and print and digital media to address gender discriminations for promoting female education.
- Outcome: Increased public discourse on gender equality, improved enrollment rates for girls in schools, and greater government support for women's welfare programs.

4.3.3 *#SelfiewithDaughter Campaign:*

- Strategy: Social media campaign encouraging people to share selfies with their daughters to promote gender equality and female empowerment.
- Outcome: Widespread public engagement and media coverage, leading to heightened awareness of gender issues and positive societal attitudes towards daughters.

4.3.4 *Climate Action Campaigns:*

- Strategy: Utilisation of documentaries, news reporting, social media advocacy and partnerships with environment organisations to spotlight effects of climate change and sustainability practices.
- Outcome: Increased public awareness and activism, influencing policy decisions on environmental regulations and sustainable development practices.

CONCLUSION

The report highlights the importance of media in bringing SDG issues, including poverty eradication, gender equality and climate action, on to India's public agenda. While media coverage is moderate, news stories and features have helped drive the awareness of SDG issues and garnered public support for policies. Successful strategies, including storytelling, visual content and interactive social media campaigns have helped to raise awareness on these issues. Yet significant barriers have emerged, including political pressure, financial constraints and low user engagement that need to be addressed if media is to make a meaningful contribution to sustainable development.

For media to make a stronger contribution to the SDGs, news organisations need to provide greater support for SDG-specific reporting, and utilise digital platforms for more reach and citizen engagement. Policymakers need to create an enabling environment for independent journalism and partner with media to

educate the public about progress on the SDGs, and civil society needs to campaign for media freedom and partner with media to showcase SDG successes. Research needs to concentrate on longitudinal and cross-country research, the effect of digital media, and issues specific to individual SDGs, in order to maintain media as a useful tool for achieving the SDGs.

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