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Media Coverage on Sustainable Development Issues

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ABSTRACT: Over the last two decades there has been a marked change in the way that the public perceives environmental issues and the concepts associated with sustainable development. Few would argue that this has moved into the mainstream of public consciousness. Coverage of sustainability related concepts within the media, as illustrated by a sample of 112 worldwide newspapers, shows a clear upward trajectory. Taking the example of climate change and sustainable development, this paper explores this increasing coverage, and arguably awareness, of sustainability concepts, and considers parallels with the concepts of punctuated equilibrium and issue-attention cycles.

KEYWORDS: media, environment, sustainable, development, awareness, equilibrium, issue-attention, public, consciousness

I. INTRODUCTION

India is the seventh largest democratic country in the world. One of the great achievement of India is our vast expansion and exposure of media. After independence, India has made a tremendous progress in the field of mass media especially audio visual media. In the present era information technology, no one can deny the power of potential of the media. Everything about the present society is nothing but a media thing[1]. And what is most peculiar is the rising of a new media consciousness. Different forms of media play an important role in shaping the perception of people by making them aware of sustainable development. Among different forms of mass media, electronic and print both medias are playing important role in reporting sustainable development goals and raising awareness among masses thus providing better understanding of the agenda for sustainable development goals.[2] The concept of sustainable development must be balanced with growth that meet peoples need and protect the environment. Especially Television with its power of informing, entertaining and educating its viewers. India is the most populated country after China where the population is growing every second with this situation will inevitably mean an increase pressure on the environment, culture and society. Therefore it is the need of an hour that every single human being pursue an effective path of sustainable development[3]. This lead people to learn an effective way by disseminating the information in areas of agriculture, environment, health and hygiene etc. all necessary education regarding sustainable development among masses. Media also provide essential stuff like news, current affair, bulletins, entertainment based articles and shows about education, public health and hygiene environment, ecology n development based information and shows.[4]

Communication plays an important role in the process of human development. Communication of development is about participation, dialogue, sharing of knowledge and the information among people. It takes into account the need of aspiration of the people in the development process In India media has acquired is specific space in everyday life of the layman.[5] Media being the fourth estate has a prominent role in the success of democracy. We need to elect our representative to rule us. In views of Shrinivasan, no democracy is possible unless its citizens are fully informed on anything affecting their life. Therefore a way has to be found to organize the decisiontaking process in the media so that, on one hand, citizens are always fully informed and, on the other hand media are under the real control of the community. Media has played pivotal role in the society by providing useful information necessary for the survival of human being in the society.[6] It also can provide an effective way to mobilize support and increase public awareness about various aspects of life. Media provides us information about wheatear forecast to business, policies and political, social, economical, cultural, academic reforms taking place in the country. For the democratic country media works like a backbone. It helps the common man by educating him about their rights and duties in the society. Mass media isn't more than 100 years old, but the development in content and technology can be compared with the best in the world.[7] Further mass media provides information to the masses within less time by taking a wide coverage of information regarding anything that is happening in any corner of the world. These media easily reach groups, allow respected use, give more reality, influences attitude, shows cause and effect relationship and ultimately motivate the audience. The noticeable contribution of the media is to bridge the widening gap that is said to be the opening up between the private and public worlds. It also helps in modification of attitudes, inculcation of desirable values and acquaintance with the cultural heritage and also act as agency of social change. Mass media are useful for reinforcing

group dynamics and interpersonal communication. It make the instructions correct and stimulate interest and excite curiosity in things. Different forms of media play different roles based on their characteristics, popularity, expansion and reachability. Similarly categorised according to geographical are, classes, requirements, effectiveness and impact in order to achieve the desirable output what the media has planned for.[8] Radio, TV, press, motion pictures, internet, social media and new media etc. makes the concept more clear, durable and realistic. The term sustainable development on the international and domestic arena appeared to find its way amid many contemporary terminologies such as globalization, clash of civilization, modernism, post modernism, human development, structural, genomics, informatics etc. It is not limited to environmental awareness, but aims to establish a better balance between economic, social and environmental dimensions. [9]Sustainable development is a multidimensional and multi-disciplinary concept covering almost all spears of human activity, has become the concern of economists, ecologists, administrators, communication experts, environmentalists, human rights activists, lawyers, feminists, scientists and NGO. In other words, it has become everybody's cup of tea. The Brundtland Commission's brief definition of sustainable development as, the ability to make development sustainable-to ensure that it meet their own need. Sustainable development relates to social change, its directions and possibilities. Its evolution is rooted in hindsight, which trails man's incorrigible tendency to commit mistake and aversion to learn from the past mistakes, big or small. It is true that idea of sustainable development has attracted groups with different interests.[10] However, the interests and activities of each other, towards meeting the common goal of sustainable development, for instance, completely an economist pay attention to growth, a biologist pays attention to bio diversity. All their efforts are towards meeting a common goal. The sustainable development goals is a set of 17 goals identified by the UN at the sustainable development summit in 2015 with 169 targets. It is important now, more than ever, to address the concern for environment and adopt SD as an agenda of the country, at both the macro and micro level. Mass media is a significant source to carry this message across[11]. To get a clearer perspective of where the country stands in examining the essentials of the environment it is important to know the way mass media, especially news media reflects environment in their coverage. Between these goals, provide a powerful aspiration of improving our world. The word sustainable itself means something that lasts long while development implies a change that is considered desirable in a society. It was this realization of the link between environment, economic development, social development and environmental protection at the local, national, regional and global level. In our society media is playing very crucial role in day today life of people. [12]The most important communication tool presented in different forms especially mass media have been playing a major role in shaping perceptions and awareness of SDGs. Mass media companies and advertising agencies take a variety of forms in their efforts to communicate scientific knowledge among masses. They include mainly print, electronic, internet, radio, and number of new media. Electronic media are the mostly consumed media these days, are effectively preparing a group for introducing innovativeness and for reinforcing messages. Are very fast and successfully disseminating the information about SDG with the help of government officials, environmental activists, scientists and industrialists and broadcasters have together set the agenda for creating awareness regarding discussion on SDGs. Sustainable development is the key to success today. With the rapid innovations in the communication technology, its ease of accessibility to the masses coupled with increasing economic pressures there is a significant change in the roles, operations and practices of new media and news professionals in the last decades. [13]The digital age has witnessed numerous successful social campaigns, in print and visual media at a global level as NDTV Toyota a green campaign was purely aimed at creating awareness about environment and involving people to make a difference. Audio visual media played a major role in sustainability issues like climate change, poverty, ecosystem, environment protection, inequality and economic development with lot of government support and initiatives like Swacha Bharat Abhiyan, Beti Bachao Beti Padhao, Sarva Shiksha Abhiyan has motivated people to participate in development program. Electronic media as a mass media has a huge appeal to common person. News, features, documentaries or development campaigns regarding SDGs are made such that it create interest in the minds of the viewer. The content is made contemporary to attract people of all ages and classes is successfully capable enough to influence people to take part in development programs.[14] Thus, media is clear about the approaches like preventive measures in case of reduction of child mortality, eradication of deceases like HIV/AIDS, by education etc. Similarly curative approach like counselling about to take safety measures like daily health, and services as programs like hello doctor on TV. Correctional approach like pointing the need of education, eliminating poverty and hunger. Rehabilitative and development approach like correcting the taboo of HIV/AIDS, and information about the NGOs bringing rays in many lives. In addition, taking all possible efforts for socio-economic, environmental and cultural development to take place in the society. It can be said that media can play a vital role in achieving the SDGs to create awareness about it. Some important scientific content used articles, films, shows;[15] advertisements in public interests have to be worked out at grass root level for creating scientific awareness and information among the masses regarding SDGS. It is worth taking into account that effective popularization in media both print and audio visual requires a special kind of discourse, which is not, just simplifies messages but different one with its own characteristics, value difficulties. So media is playing very important role in

achieving SDGs by different ideas, gimmicks and innovative tricks in taking consideration of the positive receptivity of the public is very significant.[16]

II. DISCUSSION

Inclusive Knowledge Societies are the way forward, as they build on the sum of human ingenuity, technical innovation and the power of information and knowledge. They have the potential to achieve lasting, positive impacts on education, economic prosperity, social inclusion and environmental protection, taking us all forward to a new era of peace and sustainable development. Highlighting the importance of freedom of expression is an indispensable element for flourishing democracies and for fostering citizen participation in the post-2015 development agenda. The rule of law is a prerequisite for[17], as well as an outcome of, governance and a sustainable and human rights-centred development agenda, and freedom of expression and the safety of journalists are prominent issues for the rule of law. UNESCO's work in this area contributes to Goal 16 promoting peaceful and inclusive societies, ensuring public access to information and protecting fundamental freedoms.UNESCO's approach to media development is both knowledge-driven and context-sensitive, and it takes into account the challenges and opportunities created by the rapidly changing media environment. IPDC's Special Initiative on Knowledge-Driven Media Development highlights the importance of generating and sharing of knowledge to advance media development, and has special relevance to an inclusive approach to strengthening journalism education worldwide. This initiative contributes to Goal 16.UNESCO's work on the promotion of universal access to information, including through Open Solutions directly contributes to the achievement of Goal 9, which focuses on building resilient infrastructure and fostering innovation, particularly through increasing access to ICT. The YouthMobile Initiative(link is external) aims to teach young people to directly mitigate hyper-local issues of sustainable development by developing relevant mobile app solutions in local languages. The Initiative takes advantage of the explosive global growth, reach and affordability of smart mobile phones as well as the energy and intuitive skills of the digital net-native young people. [18]The BBC recently issued internal guidance on how to report on climate change, which links to every goal, while The Guardian updated its style guide in 2019 to introduce terms like "climate emergency" and "climate crisis" though the use of "climate change" remains accepted, too.In September 2018, the United Nations organized the SDG Media Compact, currently consisting of 85 major news media companies around the world, to propel the media toward more active SDGs-related coverage.What's intriguing is the way the organization is structured: 20 outlets from Europe, 14 from the Americas, 15 from Africa, nine from the Middle East and 27 from Asia, with 12 from Japan, including The Asahi Shimbun.Why does Japan have the biggest representation? Japan, which relies almost totally on imports for its consumption of oil, went through a major economic crisis during the so-called "oil shock" of the 1970s. Since then, Japan's government, business community and people have put a focus on making energy-saving efforts. However, in 2011, Japan experienced tsunami-induced reactor meltdowns at the Fukushima Daiichi nuclear power plant, when eastern Japan was rocked by a 9.0-magnitude earthquake. [19]Most of the 54 nuclear reactors in operation at the time of the disaster were shut down, which has led to an increase in the nation's reliance on fossil fuels.According to the Agency for Natural Resources and Energy, nuclear power generation, which accounted for about 30% of the nation's energy supply before the 2011 disaster, represented only 3% of the supply in 2017. Natural gas (39%) and coal (35%) account for more than 70% of the supply. In contrast, renewable energy represents only 16%.A report by the Brookings Institution, a think-tank based in Washington D.C., kept track of SDGs-related coverage of the media between 2000 and 2016. They uncovered an interesting phenomenon: coverage of SDG issues by the US and European media has increased in years with UN conferences and events and decreased in years without such events.[20] Meanwhile, media coverage has been continuously visible in developing nations such as India, South Africa and Nigeria.The reason SDGs-related coverage remains in abundance in Japan and developing nations is clear: they view a plethora of global issues as "pressing crises" particularly affecting them.

The raise in living standards of the mass of the population occurred in developed countries in the past 100 years. This has been happening in most developing countries in the last half century, or, in the context of Bhutan, mainly in the past three decades. This raise in living standards has many positive effects, such as: better access to health care resulting in increase in life expectancy and reduction in child and infant mortality; better access to educational facilities rising literacy and improving economic opportunities; improved infrastructure; increased availability of consumer goods; and increased access to modern media. So despite recognition of the problem and a well-planned vision for the year 2020[21], including government policies directed at environmental preservation besides economic and social development, there is a danger that when the behaviour of people does not change towards a more sustainable way of living, Bhutan might face future environmental problems not much different from those faced by other (developing) countries. Thus, even in Bhutan, there are obvious links between poverty, environmental degradation, and economic development. The precursor for all later developments was the United Nations Conference on the Human Environment (UNCHE, United Nations 1972) in Stockholm in 1972, [22]where the then Indian Prime Minister Indira Gandhi already said that "the environment cannot be improved in conditions of poverty". It is often thought that economic development

alone will alleviate poverty through increasing income levels of the population. This unfortunately passes by the fact that the resulting environmental degradation can also lead to increased poverty. For example, large-scale commercial harvest of valuable tree species will contribute to the economy and can thus contribute to poverty alleviation. If not properly managed however the resulting deforestation can lead to soil erosion, nutrient loss, loss of biodiversity, and loss of ecological services such as maintenance of the water balance. This in return will affect rural populations depending on the forests directly through decreased availability of forest products—but also indirectly, for example through decreased agricultural production as a result of decreased soil fertility.[23] In other words, sustainable development strives to achieve economic development that can be maintained well into the future and for all human beings. The Brundtland Report describes the common challenges facing the earth, namely: growing populations; securing food security; threats to and conservation of species and ecosystems; energy use and depletion of energy sources; industrial development; increasing urbanization; and the relationship between poverty and environmental degradation and inequality between the developed and developing world. The goal of sustainable development has been generally described as to achieve a sustainable society. This means a society in which economy and population size are managed in such a way that they do not do irreparable harm to the environment by overloading the planet's ability to absorb waste and pollution, replenish its resources, and sustain human and other forms of life over a specified period of time. In a sustainable society the needs of people are satisfied without depleting natural resources and thereby reducing the prospects of current and future generations of humans and other species. The objectives of sustainable development often are mentioned as: reviving growth; changing the quality of growth; [24]meeting essential needs for jobs, food, energy, water, and sanitation; ensuring a sustainable level of population; conserving and enhancing the resource base; reorienting technology and managing risk; and merging environment and economics in decision-making.[25]

There is broad agreement that the regulative idea of sustainability needs to be specified in public deliberation so that it can contribute to sustainable development policies and practices. The media plays a critical role in this endeavor. However, journalists commonly criticize the terminology of 'sustainability' and 'sustainable development' as blurred, fuzzy and ambiguous. The vibrant controversy over how journalists should engage with the sustainability terminology is however facing an apparent lack of research on how sustainability terminology actually has been embraced and used in the media.[26] This study aims to close the aforementioned research gaps in providing a twofold account of the field in Germany. First, in a trend analysis, it sketches the usage of sustainability terminology in six major German newspapers from 1995 to 2015. Second, in an in-depth analysis for the three years 2001, 2007 and 2013, more than 16 000 usages of sustainability terminology have been coded according to their underpinning meaning. The findings show that sustainability terminology in major German newspapers is used in about twice as many articles in 2015 compared with 1995. What changes is not only the frequency, but also the meanings, with which sustainability terminology is used.[27] There is an apparent tendency towards a 'semantic consolidation' of sustainability terminology in the post-2000 years. The meaning thereby moves away from a non-specific and replaceable fashion word towards a more sophisticated and elaborated reflection of the concept of sustainable development. Data analysis finds that political alignment of the newspaper plays a critical role in this.[28]

III. RESULTS

We know that the digital based media (basically based on binary system) is known as New Media. It came into the light in 1990 with the discovery of practice of Internet. New Media is a 21st Century catchall term used to define all that is related to the internet and the interplay between technology, images and sound. In fact, the definition of new media changes daily, and will continue to do so. New media evolves and morphs continuously. What it will be tomorrow is virtually unpredictable for most of us, but we do know that it will continue to evolve in fast and furious ways. However, in order to understand an extremely complex and amorphous concept we need a base line[20]. The forms of communicating in the digital world, which is primarily online via the Internet, but also publishing on CDs and DVDs. It implies that the user obtains the material via desktop and laptop computers, smart phones and tablets. Every company in the developed world is involved with new media. Contrast with old media. The concept that people with similar interests congregate online and share, sell and swap information and goods. New media also allows everyone to have a voice in their community and in the world in general. The Internet or the new media is the world's largest interconnected environment. It is the most recent communication tool of the world where a user can transcend borders and have access to the encyclopedias, newspapers, bulletin boards, video arcades, hypermalls, broadcast stations, the movies, grapevine, travel agency,[22] and mail order - all at one stop, in a global village (RahmahHashim, 2001, p. 72). With the advent of the New Media (Internet), the government is faced with the challenge of how it can be used to enhance national development. The new media allows interactivity coupled with the fact that it is difficult to be controlled and monitored as compared to the traditional or conventional mass media.[23] The new media and ICT in general are seen as a means to speed up and accelerate development if applied properly. The Internet offers various useful tools for communication, among which we might mention electronic mail, the World Wide Web, newsgroups,

remote access, file transfer and text-based and voiced-based chat. The net has become the most important e-mail system in the world because it connects so many people worldwide, creating a productivity gain. Organizations use it to facilitate communication between employees and offices, and to communicate with customers and suppliers. Friends and family use e-mail in replacement to snail mail, due to its speed and flexibility. Information retrieval is the second basic Internet function. Many use the Internet to locateand download some of the free, quality computer software that has been made available by developers on computers all over the world. The only major problem would be finding what you need from among the storehouses of data found in databases and libraries. It is therefore necessary to explain the two major methods of accessing computers and locating files without which the information retrieval function would not be possible. File transfer protocol (FTP) issued to access a remote computer and retrieve files from it. FTP is a quick and easy method ifyou know the remote computer site where the file is stored. Once a file has been located, There are now even virtual libraries and full degree programs – all available online. As a result of these innovations, already there is for example, the University of the Web™, fully accredited, and up and running in the United Sates, with several programs for Bachelors and Masters degrees (Jones International University). And this is just one example of many as a host of other universities are now innovating to offer Bachelors and Masters Degrees and even research doctoral (Ph.D.) programs online (Leigh, 2004, p. 11).[24] Commerce on the Internet is already a reality. The communication facilities which are on offer have rapidly become integrated as core business tools. Thus most of the business functions are communicative in nature. The emphasis to date has been on use of the Internet for communications with customers and other companies operating on collaborative ventures. However, an increasing number are concentrating on transactions between businesses and on-line sales. The Internet Mall companies offer everything from books to flowers to travel. It is estimated that over USD 300 billion in goods and services would have been exchanged over the Internet by 2002 (Laudon and Laudon, 2001, p. 24).There are other benefits such as e-government, e-procurement, outsourcing etc. to be derived from using Internet. 3. Theoretical Frame Work of the Study Before empirical research begun, it was believed that the mass media produce direct, immediate and powerful influence on society about sustainable development. Arguably accumulation theory provides as expiation for the role of the media in changing people attitudes about topics such as information and politics over a period of time. In modern and postmodern society there is a consistent flow of new products, ideas and solutions to providing new interpretation and other kinds of innovations. According to environmentalists every environment friendly innovation is taken up by people in a particular society in a rather regular process which can be explained by the Uses and Gratification theory. The basic assumption of uses and gratification research is that people are active and goal oriented with an ability to evaluate different types of functions media may serve, and users are considered to actively seek out media messages to satisfy their social and psychological want and needs[25]. The rise of uses and gratification research therefore indicates a shift in media effect research by examining „what people do with media rather than what media do to people. Because of the user - centered perspective uses and gratifications research has served as a cutting-edge theoretical approach to better understand the specific motivations for using newly emerging communication media. Many scholars have employed and argued that the uses and gratification approach is to examine how and why people are using the Internet and its interactive application such as e-mail, bulletin boards, social network surfing, chat rooms and use of online media.[26] Further some of the studies have examined the motivation for using political blogs, and social media for information has found strong motives: political surveillance/guidance, information seeking/convenience, social utility and entertainment. Further it is examine that what factor predicted diverse motivations for accessing political blogs and found that political efficacy, political involvement and strength of party affiliation were significant predictors of motivations for using political blogs and political information in new media. Based on the aforementioned discussion, this study addresses the following research questions: 1) Is the new media really emerging as a new player in India for the sustainable development? 2) How has and how will the New Media continue to change the scenario of the development in India? 3) How new media convert its users to be aware about new developments? 4) Does New Media in India is providing the platform for its users to engage actively in development process? 5) How the development is very much essential for next generations? 6) Will New Media help in the development? 4. Methodology The present study is in the nature of qualitative and deep understanding about the particular case, its features and its impact. The richness of the study is to complements of theoretical frame work and answer to research questions.[27] In generally theory is designed to rationally and clearly explain a phenomenon. The basic unit analysis is the use of new media in formation of protest group of a relationship between new media and development. The term relationship deservers same specific attention with regard to the use of new media in development is viewed as set of elements embedded up a massive protest and role of new media in sustainable development. The present study is focusing methodologically on information flows, rises and uses that in turn to provide a deeper understanding of uses gratifications. In this research the researchers have tried to analyze the emerging behavior patterns and their uses of new media like internet, social networking sites in the development in India from individuals and community for political participation. The study analyzed the Facebook, twitter, social blogs, search engines, and micro-blogs in disseminating and mobilizing in political participation in the development. Uses and gratification is a psychological communication perspective that

examines how individuals use mass media. An audience base theoretical framework is grounded on the assumption that individuals select new media exercises to fulfill felt needs and wants. These needs are expressed as motives for adopting particular exercises use, and are connected to the social psychological makeup of the individual and society.[28] Based on perceived needs, social and psychological characteristics, and media attributes, individuals use media and experience related gratifications. Further the theories of uses and gratification have been intensively used to explain the aspects and answer to research questions. Indian newspapers played a very important role in the freedom struggle. Newspapers in English and non-English languages published from cities and rural areas took on the might of the British rulers. They effectively countered the anti-freedom struggle campaigns undertaken by the Britishowned newspapers of the day. The newspapers largely devoted their space to politics. Non-English publications debated social issues also[25]. Coverage of issues of development was rare. After the Independence, these newspapers were initially not sure about their role in the democracy because now the governments at the Centre and at the states were run by the natives. They could not thus continue the anti-establishment stance. Like the common people and the government servants, journalists were overawed by the charismatic personality of Pandit Jawaharlal Nehru who remained at the helm until his death in 1964. Owners, editors, and journalists gradually woke up to write about the social and economic issues although politics remained top priority for some decades later. Politics of Mrs Indira Gandhi and her opponents dominated newspapers in the turbulent seventies. Yet newspapers had provided space to issues of the common people as special features on droughts, scarcity of food, and problems of deprived sections such as women, children, tribals, and slum-dwellers. Newspapers had space earmarked for debates and question-and-answers in Parliament and state assemblies[22]. Government-run Akashvani and Doordashan broadcast programmes that discussed such problems and experts were on their panels to offer advice and solutions to the listeners. The scenario gradually changed when colour television made its appearance for the Asiad Games in 1982. Although the electronic media was still state-controlled, newspapers felt that there was now stiff competition from television, which could provide live coverage of major events. The policies for globalization, liberalization, and privatization were introduced in 1991 that brought in the subsequent years, among other things, private television channels, private telephone operators and Internet. The users had more options to get news and entertainment. Daily newspapers and other print publications changed their strategies and tried to offer what the 24-hour channels telecast. The electronic media did not provide any threat in terms of circulation and advertisement revenue to the newspapers, like the US traditional media experienced during the last two decades. Yet, the India print media became more aggressive as the publishers added pages, brought out more supplements, editions from other centres, and even publications in other languages, with colour printing on glossy art papers.[28] Some leading publishers have begun exploiting convergence of media technology, as they now own television and private FM radio stations. Some newspapers have Internet portals offering a variety of contents including latest news, jokes and counselling. The globalization and open economy have brought in India multi-nationals and new players in engineering and service industry. This has offered substantial ad support and sponsorships to at least leading media in English and nonEnglish languages. In this flurry of activity in media of India, casualty seems to be serious coverage of pressing development issues. Newspapers ape the formats of news and entertainment channels that have no space or inclination to cover such issues. Parliament coverage is available on state-run LokSabha and RajyaSabha channels, but newspapers do not any more carry columns such as 'Today in Parliament' wherein they used to publish important government decisions announced in both the Houses. The popular media cover political issues that include intra-party or inter-party feuds presuming that this is newsy and that the audiences are eager to watch or read only these. No serious nation-wide surveys have been carried out to find out if this presumption is correct. Television channels are happy with the TRPs (Television Rating Points) collected from few viewers in metros. Against this background, Internet has become a very important and useful tool to fill in the vacuum created by the traditional print and electronic media who ignore development issues.[18] This paper attempts to highlight the role of Internet and other new technologies play to do what the traditional media have chosen to ignore. It will be too presumptuous to argue that Internet has been very effective in reporting, discussing, and motivating the target audiences to act for development. There are limitations to the use of Internet in a vast sub-continent of India, but it is worthwhile documenting how the Net is trying to play a role in its nascent stage. After all, the web emerged as recently as in 1995 when it was available only in the metros. The real thrust to introduction of Internet was received in the initial years of the new millennium when broadband and mobile telephony were made available to the people. 6. Internet in India and Development Internet was born in USA in 1960s to aid defence and scientific project. In India also, Internet was introduced by research institutes. India had 42,000,000 Internet users (not subscribers) in July 2007 compared to 5,000,000 at the turn of the last century. This showed an impressive 740 per cent usage growth. Yet for a population of 1,129,667,528, the penetration was just 3.7 per cent. When contrasted with tiny Japan, India's progress in this area would seem unimpressive: Japan (population: 128,646,345) had 86,300,000 Internet users, which meant that the penetration was 67.1 per cent. The usage growth during the seven years ending 2007 was 83.3 per cent. It would have to be acknowledged, however, that India made rapid progress in Information and Communication Technology[19] within a very short span. This had to be viewed against the backdrop that Internet for private use was first available only in

1995. Within the first three years, there were 1,400,000 users while the number went up to 5,500,000 at the turn of the century though it meant a penetration of only half a percent for a population of 1,094,870,677. Thanks to a series of initiatives taken by the Union Government, the dial-up connectivity was available to government and local-self-government offices, commercial establishments, educational institutions, domestic users and cyber café owners taking the number of Net users to 42,000,000 for a population that had gone up to 1,129,667,528 in year 2007. The penetration was only 3.7 per cent. Broadband connectivity was available in major cities in 2003.[16] From a mere 19,000 broadband connections in 2004, the country had 1.82 million connections in September 2006 by which time dial-up connections had gone up to 8.8 million. Education and Research Network (ERNET) The Department of Electronics initiated, under financial assistance from UNDP in 1986, the Education and Research Network (ERNET) which became the first major step in ushering in Internet era in the country. It practically brought Internet in India. It succeeded in building a large network for scientists and academics. The government adopted ERNET as the platform for launching a science and technology network in the country. The founding fathers were National Centre for Software Technology, Mumbai, Indian Institute of Science, Bangalore, five Indian Institutes of Technology at Delhi, Mumbai, Kanpur, Kharagpur and Chennai, and the Department of Electronics, New Delhi. ERNET eventually became the largest nationwide terrestrial and satellite network of premiere educational and research institutions in major cities of India. Focus of ERNET is not limited to just providing connectivity, but to meet the entire needs of the educational and research institutions by hosting and providing relevant information to their users.[28] National Informatics Centre (NIC) An important decision of the government in seventies was to set up National Informatics Centre (NIC) as the initiative of the Department of Information Technology. If ERNET's mission was to network the science and academic community, NIC was created to provide network backbone and e-Governance support to government administration. Its mandate was to provide Information and Communication Technology services to Central Government, State Governments, Union Territory Administrations, Districts, and other Government bodies in India. The NIC offers a wide range of Information and Communication Technology (ICT) services including Nationwide Communication Network for decentralized planning, improvement in Government services and wider transparency of national and local Governments. NIC assists in implementing Information Technology Projects, in close collaboration with Central and State Governments, in the areas of (a) Centrally sponsored schemes and Central sector schemes, (b) State sector and State sponsored projects, and (c) District Administration sponsored projects. NIC endeavors to ensure that the latest technology in all areas of IT is available to its users. (http://nic.gov.in/) Videsh Sanchar Nigam Ltd Videsh Sanchar Nigam Ltd, then a state-owned monopoly corporation, launched commercial Internet service in 1995 for industry, trade, home-users, and so on. In February 2002, the Government of India, as per its disinvestments plan, released 25% of VSNL's equity to Tata's.[22] The Tata-Indicom and other private service providers have since been offering connectivity to the net users in all parts of the country. Along with these developments, private telephone operators have been spreading their markets with handsets that have camera, audio-visual add-ons and even a communicator incorporating MS Office which can send and receive emails. These developments have given a major push to ICT, mostly in major cities but also in smaller places in the countryside. Government and non-government agencies, enterprising institutions, and innovative individuals have been trying to effectively use the new generation tools not only for entertainment but also for development of the society. Public Broadcasters and government web sites The Public Broadcasters, Doordarshan and All India Radio have continued to cover, besides spot news, Science and Technology, Agriculture and Rural Development, Women and Children, Arts/Culture/Entertainment, Education and Social sector and so on. Those interested in the proceedings of both houses of Parliament can watch exclusive live coverage from channels dedicated for the purpose. The Union government harnessed Internet technology to post these proceedings also at the web sites http://rajyasabha.gov.in/ and http://loksabha.gov.in/. Similarly, state governments have set up their own web sites to project the plans and achievement of the respective government. There are web site that provide some static details of respective state assemblies, but most do not have question-and-answers, government's announcement, and reports of various committees as are posted at the web sites of LokSabha and RajyaSabha. Besides these, there are websites of Press Information Bureau (http://pib.nic.in/) that offers press notes and photographs about announcements of central government, Doordarshan (http://www.ddinews.gov.in/) and,[24] All India Radio (www.newsonair.com). The NIC has designed and hosted websites for ministries and departments providing details about the policies and schemes. Thus, enough resources are available on the websites hosted by the government which has made commitment to people about e-governance, transparency and the Right to Information Act. Administrations in the states, including local civic bodies, have transferred essential information on the net enabling people to get their work within minutes, and not days together as used to happen only in the recent past. An extract of the land record (or 7/12 as it is popularly known) is one of these transactions that were timeconsuming and sources of rampant corruption. This is not to say that these efforts of the government are adequate for the development of society. It is only submitted that these resources were not available earlier with the popular media, and whatever the newspapers in the past did for development is also not being offered to the people through their columns. The new technology has made it possible to provide essential contents in real time and also with very little cost. Centre for Agricultural Media (www.farmedia.org) Centre for Agricultural Media (CAM)

came into existence in Dharwad, Karnataka, on December 3, 2000. It has been expanding its activities successfully to accomplish its objective of strengthening the farmer friendly communication system.[25] It is now registered as a trust under the India Trust Act. CAM supports any pro-farmer issue in all possible ways. This is the first venture of its kind in India. This forum has initiated several activities, with the support from likeminded experts in farm and rural development journalism. It has been effectively using new media tools: Web activities: CAM maintains this website (www.farmedia.org) which acts complementary to CAM's activities. Two important issues of water and organic farming have been addressed extensively in this website. Two separate sections have been created for the purpose. Media for sustainable development: CAM introduced a programme called, 'Media for Sustainable Development' to facilitate media to focus on the positive efforts carried out in the rural areas. As an extension of CAM's efforts, the Centre ventured into book publication in 2005 and has published two books and is in the process of publishing the third one. Issue based networking: CAM has indicated a promising future in creating issue-based awareness through Internet. The center has played an active role in drawing the public attention on the issue of endosulfan tragedy in certain districts of Kerala. Through its bulletins, CAM has disseminated related information to concerned people, which helped the people's movement considerably. CAM-Net: CAM has released 50 e-bulletins through CAMNet until it became defunct due to lack of technical support. [26]The bulletins reached over 10 thousand people across the world. Reuters Market Light: A service to farmers A novel initiative to harness mobile telephone technology has been undertaken by Reuters and Maharashtra government since October 2011. Under the service called Reuters Market Light (RML) introduced first time in the world, farmers receive through their mobile telephones local and customized prices of agro-products, news and weather updates in Marathi. The idea is to help farmers take informed and quick decisions to dispatch their produce to a market place where the price is more attractive. Weather updates and advice about farm practices are intended to help the farmers take precautionary measures when sudden changes in the climate occur. This service is, thus, intended to aid farmers to develop their financial status using the modern communication technology and credibility of the Reuters. For a monthly fee of Rs. 80, the scheme was a big draw within few days after Union Agriculture Minister Sharad Pawar formally launched it. Over 90,000 farmers subscribed in October and two months later the subscriptions rose to 12,800. On December 20, 2011, the Reuters announced that the RML would be available in local post offices across the state. It entered into a partnership with Maharashtra's Postal Circle, to distribute, sell and support the RML. RML promises help to farmers to enhance their crop yields and improve their productivity over a very wide range of produce including onions, cotton, soybean, pulses, pomegranates, and oranges. The initiative thus acknowledges the need to combine modern technology, with the tried and tasted traditional postal service that reaches the remotest villages.[23] NGOsIndia.com NGOsIndia.com is an online web directory and resource center of Indian NGOs. The portal contains information about grass root level Non-Governmental Organizations (NGOs), government agencies, funding Agencies, social activists and concerned stakeholders, Funding Agencies, issues, projects, job opportunities in social sector, success stories of individuals as well as organizations, and other relevant links. This web site has been set up by Delhi-based Srishti Sansthan. It has, among other things, alphabetically organized database of non-governmental organizations located in the states of the country. According to its vision and mission, it is committed to Social justice, sustainable development and human rights.• The right to communicate freely is a basic human right and a necessity for sustainable development. Access to information is essential to informed decision-making at all levels[24]. Dissemination of information and promotion of• sustainable development initiatives, in response to the needs of under represented and marginalized sectors of society. Develop and establish an ideal medium for the• participation and exchange of a trusted and accurate source of quality information. ITC's e-choupals (e-choupal.com) ITC Ltd is one of India's foremost private sector companies with a market capitalization of nearly US $ 18 billion and a turnover of over US $ 4.75 billion. Its e-choupal initiative, started in year 2000, is claimed to be the world's largest rural digital infrastructure empowering over four million farmers Around 80,000 hectares of plantations by marginal farmers have been supported by ITC's R & D based propagation programme. More than 35,000 hectares have been brought under ITC's watershed development projects. Integrated animal husbandry programmes have been extended to 1,75,000 milch animals. Its women empowerment programmes have created over 11,000 rural women entrepreneurs and its supplementary education support has touched the lives of 100,000 children in rural India. Choupal in Hindi means a meeting place in a village.[26] The echoupal concept has been borrowed from the age-old tradition of an earmarked place for such meeting. In the econcept, an Internet kiosk is set up with the support of the ITC that also has a constantly updated database. Farmers assemble and use the new technology for the better their lot and to bring about rural development. The ITC, as part of its corporate social responsibility, funded the initiative and provided expertise to run the project successfully. Farmers now log on to the site through these Internet kiosks in their villages to order high quality agriinputs, get information on best farming practices, prevailing market prices for their crops at home and abroad and the weather forecast – all in the local language. In the very first full season of e-Choupal operations in Madhya Pradesh, soya farmers sold nearly 50,000 tons of their produce through the e-Choupal Internet platform, which has more than doubled since then. The result marked the beginning of a transparent and cost-effective marketing channel. Agricultural Marketing Information System Network (http://agmarknet.nic.in/) This initiative undertaken in

the tenth plan period is another example, this one by the government and its agencies, to use new communication technology to help the farmers in improving their earnings and make farming remunerative. The website explains its purpose as follows: Almost all the States and Union Territories are providing market information in one form or the other for the benefits of market users like producers, traders, and consumers. However, the information is collected and disseminated by use of conventional methods, which cause inordinate delay in communicating the information to different target groups, and thus adversely affects their economic interest.[24] Therefore, there is an urgent need to bring improvement in the present market information system by linking (i) all Agricultural Produce Wholesale markets in the States and Union Territories, and (ii) the State Agricultural Marketing Boards and State Directorates of Agricultural Marketing, with the Directorate of Marketing & Inspection of the Union Ministry of Agriculture, for effective and efficient information exchange. Investment in networking of about 7000 Wholesale Agricultural Produce Markets in the Country will facilitate globalization of Indian Agriculture (and also globalization of Indian Markets) in addition to strategically establish Supply-Chain Model (SCM). The Department of Agriculture and Cooperation, in the Union Ministry of Agriculture sanctioned a Central Sector Scheme 'NICNET Based Agricultural Marketing Information Network (AGMARK-NET)', with a Project Cost estimate of about Rs. ten crore. Under the project, it was envisaged to link 810 nodes (735 agricultural markets and 75 State Marketing Boards/DMI offices) to begin with, through its attached office, Directorate of Marketing and Inspection (DMI), during the year 2000-02. During the tenth five year plan, further expansion to 2000 additional markets, Regional Portals and GIS based National atlas of Markets has also been approved. As part of the expansion programme, about 1400 more markets are being networked. 10. Limitations The use of new media tools has just begun in India during the last decade. Those who are harnessing the technology have been making sincere experiments to participate in the development processes. The examples discussed here are picked up from scores of websites and cannot be termed as representative. Intention to site them in this paper was to document such initiatives and not to carry out a critical analysis. It must be acknowledged here that these initiatives suffer from several factors that hamper the efforts for the all-round development of the deprived sections. Some of these factors are: Paucity of funds to provide computer and Internet• connectivity at every place[27] Non-availability of uninterrupted electricity to use the new• technology Non-availability of technical support to run the centers at• remote area of India Non-availability of trainers to train people to use the• technology Computer and Internet illiteracy. Computers in most• places do not have regional language fonts that can be used to read contents in the web sites. Limitations to use regional languages to enable farmers to• use contents of the web-linked databases Most of the contents available in English.• Media Community expert Rostow, Lerner and Schramm discussed the importance of development communication in communication process. But how much effective have development communication been, is a question that arises in our mind. This is because, even after the omnipresence of media in our society; there is a vast difference between the rich and the poor in most developing countries. According to experts the main obstruction in the path to development is that the scope of information is not available to everybody and that the development brought through development communication should be equally shared by all section of the society. Opening up of different mass media is necessary so that common people have easy access to them. Availability of information will open up new avenues of development. In Indian context, mass-media expert. India, despite the communication and information technology revolution, there does not appear to be a commensurate change in the lives of millions of the poor. Indeed for the poor the promise of the new information age — knowledge for all- seems as a distant star. With the advent of electronic media it was thought that the print media will loose its importance, and ultimately perish. But, this never happened. Print media with its features and advantages not only competed with electronic media but is still a favourite among many, especially the educated class who are info-holic, prefer interpretation and love reading in their leisure hours. However, print media has become highly commercialized, and social responsibility has taken a back seat. Today a key feature of print media, unfortunately, is the glossy reporting. With the increasing cost of news –print and production, and the pressure of market imperatives, newspaper house has started and is following the trend of carrying ad-friendly fluff[21] at the cost of more serious developmental reports. There have been trends of leading dailies over the past few years to drop their special sections devoted to development and health. The government controlled media has been more or less toeing a centralized form of communication. AIR (All India Radio) during its initial days formulated its community policies in Delhi and got it translated to various languages for broadcasting. However, in this process it never looked into regional variations of the problems, and the necessity of customizing the messages was not felt. Hence, spending so much transmission time on such issues and messages could never give positive result. Community radio, an important weapon to development has not been enough importance and popularity. Community radio can help in development of local area by upholding their problem or disseminating information locally.[20] Steps have not been taken by the government to popularize this form of radio to support and influence communities to set up these. Rules have not properly been framed to regularize the contents of private channels. Plans should have been drawn in a manner to strictly promote development through radio channels which have not been done. The state controlled television, Doordarshan, which has a very wide coverage area too has its program designed in the same fashion and hence suffer from the same affliction as that of radio. Here, programs are prepared without keeping the target audience

in mind. Development communicator fails to prepare development messages and programmes that can inform as well as entertain its viewers. A good development communicator is one who can pass on development message without bringing in boredom. But broadcasters in television have often failed in it. Projects like SITE and Kheda though initially successful could not be continued throughout years later. Educational TV or Country Wide Classroom projects are more successful on pen and paper than practically. It failed to meet its targeted TRP points. Programmes like Gyan-Darshan, though educational and informative in its approach, but lacks efficiency in its presentation. School and college goers who are most used to private satellite channels are rarely even aware of these programmes. Development communicators should try to popularize these programmes. This can be done by being more interesting and attractive in its approach and bring variety in choice of subjects.[23] Use of more colours, picture and info-graphic can make the presentation styles more acceptable. In such a condition it is necessary for a developing country like India, to most urgently rethink their communication policies and research priorities to address the information problems and knowledge gaps in social development. Development communicator should try in applying communication technology for economic and social changes. Problems that lie in the path should be found out and highlighted. This should include both government policies and other different policies that initiate faster social development to match and sustain the momentum of economic progress. Given, the current media scenario, and the needs of the development sector, it is necessary for a development communicator to develop a regulatory framework that shall under the umbrella of public service broadcasting shall include state owned media as well as noncommercial broad casting. This will encourage nonprofit institutions such as community organizations, local bodies and NGOs to participate in development communication. Media education and literacy to create demand for better, need based media stories and programmes are necessary[24]. This is important to attract readers and viewers and to pass the development messages among the common mass, for which the programmes are undertaken. Decentralization and provision of training for communities is necessary for local broadcasting like community radio. Putting communication resources in the hands of community is a way to achieve success in developmental projects with the use of mass-media. Community Internet Centers at the Village and remote• areas. Bio Gas Plants, mini Wind mills, solar power plants for• uninterrupted electricity. Setting up Technical support Centers at villages.• Skilled person to the villages for training.• Sites should be in the regional languages.• Yet, these initiatives deserve to be chronicled as the first steps in the digital era in India, particularly in the process of development. It will be useful to study these and other initiatives to find out how the farmers have actually benefited. Such studies will be useful also to the owners of the web sites[25]

IV. CONCLUSIONS

The whole world is facing the problem of depletion of natural resources, global warming and other environmental problems (Höök & Tang, 2013). The level of pollution is increasing in the environment. The United Nations is also talking about sustainable development goals. The pace with which natural resources are depleting it will be harmful for the coming generations. Sustainable development is important for us because it can meet the needs of present without compromising the ability of future generations to meet their own needs (Griggs, StaffordSmith, Gaffney, Rockström, & Öhman, 2013).[26] The fear of losing natural resources is taking toll of present generations and they are switching towards sustainable development. The time has come where a stable relationship between human activities and natural world is required, which does not diminish the prospects for future generations to enjoy a quality of life. The usage of social media is not too old. Multinational organizations have started using social media tools for better promotion and marketing of products. In this paper, the authors will research about the usage of social media tools for achieving sustainable development. Social networking sites are web-based services that allow individuals to construct a public or semi-public profile within a bounded system and they can interact with each other. Through these social networking sites, people can share news, promote products, develop relationship outside the domestic boundaries, establish two-way communication and share connections. [27]Social media tools often called web 2.0 technologies which allow users to interact engage people and media content in a manner that the overall participation increase. Social networking sites are providing much needed online space to the users to connect and interact with people from all over the world. It is hard to imagine life without social media in metro cities all over the world. As per the statistics based on report published in 2015, social media usage has been in more than 240 countries around the world. Approximately 42% of world populations are active users of internet and 29% have active social media content. Onete, Dina, & Vlad (2013) have argued that social media is providing platform for sustainable business. Social media provide support in different functions of business. It allows customers to gather all information about products and services before purchasing actual product or service. The customers have the option to compare the information about products and services with other vendor. Another attractive feature of the social media is the flow of information among the consumers and manufacturers. Within a fraction of second the information flows from one corner of the world to another corner of the world. The various tools of social media which play an important role in strengthening the relationship between the buyers and sellers is the usage of specialized blogs, discussion forums and other platforms. Previously the organizations were facing many difficulties in fixing up the needs and wants of the customers but now the social media is actually

providing the platform to find out those needs with the help of discussion forums, blogs etc. Social media tools are helping in the better promotion of products. The social media tools help in establishing two way communications with the consumers (Kahle & Valette-Florence, 2012). The striking feature of social media tools is the low cost and ability to take the products and services outside domestic boundaries within no time. Many organizations are following born-global approach because social media tools helped them in taking the business to other foreign countries since the time of inception. Social media tools have brought a change in the mindset of people about their thinking on the sustainable development issues.[23] The earlier media tools like television, radio, newspaper and journals advocate about sustainable development in one-way communication mode. On the other hand, social media is establishing twoway communication with the help of different skill sets. The most common skill set are mavens, connectors and sales people. Mavens are the idea specialists while connectors are the people specialists. Connectors know a number of people from different sub-culture and niche. Those people connect with each other through social networking sites. There are 17 sustainable development goals discussed and adopted by the United Nations Assembly in September 2015 (Griggs, Stafford-Smith, Gaffney, Rockström, & Öhman, 2013). The social media tools can be used for empowering the people worldwide about sustainable development goals (Kang & Park, 2018). These tools drive the growth of sustainability because they are powerful tools of communications. Social media gives organizations and individuals the ability to correspond with vast number of audiences. These tool also help in developing the trust of people on the companies. The usage of technology in social media tools is eliminating the needs of paper in the organizations. Most of the promotion work and discussions are happening on social media a tool which saves the cost of the company. Social media tools are actually helping in achieving the economies of scale. 4. Effectiveness of Social Media Tools for Sustainability Since long the companies are tring to achieve the goals of sustainable development but poor communication is stopping their way. The main influence of social media sites are in improved communication standards. Social media tools are boon for the marketers because they are able to communicate their sustainable practices at affordable price which was not possible through traditional media sites. [26]Zita, Burger, & Scholtz (2014) about the usage of social media for increasing environmental awareness in higher education. The authors have tested the significance of social media in Nelson Mandela Metropolitan University. The sustainable practices can be produced by increasing public awareness, awareness coupled with existing environmental studies and incorporating societal norms and values. The communication is important in all the three components. Different set of questions have been asked from the respondents. The answers of the questionnaire have suggested that Facebook is most popular used platform to spread awareness about environmental impacts. The other social media platforms used are YouTube and linked-in. The staff participants in the university felt that they were benefited from the campaign through social media networks. The content provided on the social media networks was very beneficial in understanding the importance of environmental practices. Now-a-days customers are more intelligent. The demand for more transparency and two way communications from their companies. Knag and Park (2018) has discussed about the usage of social media tools for sustainable marketing efforts. Social media tools provide an opportunity to the companies to engage in active dialogues with their customers. Companies can improve their twoway communication by reducing the chances of informal communication. Social media sites provide an opportunity to talk with potential customers in front of current customers. Another means of sustainability which can be added through the usage of social media tools is economies of scale. Social media tools provide a huge platform to the organizations within limited finance. The low cost in the usage of social media tools add to its sustainability. In the last decade, social media plays an important role for the organizations in achieving the goals of sustainability by pushing corporations to new level of transparency, improve connection between customers and company, forced organizations to rethink their role in the society and communities around shared the common purpose. H&M has strongly utilized social media to raise awareness for brand's sustainability and reduce environmental footprint. The company has started #WorldRecycleWeek on Twitter and encourage customers to recycle unwanted clothes (Sutton, 2018). [27]Though the usage of Twitter also invited criticism and charges of corporate greenwashing but the company was adamant to use it. The usage of social media catered the audiences of different demographics which was difficult to capture otherwise. Toms shoes also used the Twitter to promote environmental sustainability. Toms shoes promotes one day without shoes using the hashtag #withoutshoes on social media to raise awareness about children's health. These social media campaigns are helping in better interconnection with the customers. Another aspect of sustainability is green marketing. Advertising is another aspect of sustainability. Previously the organizations were using the print form of advertising for promotions of their product. The introduction of social media tools has completely changed the advertising of products and services. In recent past, the organizations are talking about integrated communication. Social media and advertising are both parts of integrated marketing communication. Kahle and Valette-Florence (2012) argued about usage of social media as a tool for advertising for board reach, allow for interactivity and offer low cost to the companies as well. Marketing through social media tools decrease the cost and it improves the knowledge of the marketers. Marketers knowledge improve because they can make separate groups for the consumers looking forwards towards sustainable products, searching for sustainability related feeds and create ads which promote sustainability. The advertising through social media also reduces the chances of print advertisement. The print advertisement uses significant number of

papers. Internet and technology can avoid that usage of paper and indirectly avoids deforestation as well (Minton, Lee, Orth, Kim, & Kahle, 2012). Social media channels have the ability to become more credible and source of green marketing because social media channels use electronic word of mouth communication. Environmental sustainability is still a big concern for the organizations as well as community (Hamid, Ijab, Sulaiman, Anwar, & Norman, 2017). The climate change and global warming is deteriorating the natural environment. In the higher education, students are learning about the concept of environmental sustainability. The institutes' providing the higher education has the responsibility to inculcate the environmental awareness among the students because those students will help in protecting environmental degradation and preserving natural resources in future.[26] Though social media tools are in fashion since last decade but the usage of social media to educate students about environmental sustainability is in nascent stage. There are various practices used at university level such as recycling, reduction of electricity and water consumption, riding a bicycle in campus and usage of technology to reduce paper consumption in the university. It is the universities who can start using technology as a replacement of paper to promote environmental sustainability. Environmental awareness requires action from everybody. The engagement of staff, students and communities is required. Environmental sustainability is not for shorter term, it is for long term aim. The campaigning programs will also help in environmental sustainability. The students in the universities can use social media tools for promotion of campaigning activities and raising awareness. Campaigning requires systematic planning, evaluation and implementation. Based on the overall discussion, it can be concluded that social media tools are helpful in achieving the goals of sustainable development. The previous research done on the usage of social media tools for sustainable development is in nascent stage and the usage of social media tools is also in nascent stage. United Kingdom is arguing about sustainable development goals. The social media tools can play an important role in achieving the goals of sustainability. These tools can connect communities, organizations, customers and students etc. in a single thread working for the sustainable environment. The usage of social media tools can be in the communication, marketing, advertising, promotion and motivating students in higher education towards sustainability. An organization has different functional departments. The social media tools can be used in those functional departments to complete the goals of sustainability in the organization. The most prominent and famous social media tool is Facebook. It provided the flexibility to form groups, share messages about sustainability. The social media also minimizes the usage of paper in the organizations[28]

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