

Concept Note for a 52 – Episode Radio Serial on Sustainable Development

Sustainability is the overarching mantra for all developmental planning that integrates social economic and environmental aspects. Sustainable Development (SD) is therefore a common agenda across nations and regions.

Why should we be interested on this topic and engage in communication for sustainable development?

The following note presents a snapshot on the origin and evolution of the principles and practice of sustainable development. This is with special reference to the call of action at three levels.

- Level 1 is about locally relevant conservation practices.
- Level 2 is about national goals and development considerations.
- Level 3 is about the fact that impacts of unsustainable extraction of resources and quality of life are felt across the globe and therefore call for collective action. This call is called based on principles and practice of equity and justice that will inspire sustainable development.

Some of the important developments in this context include the following:

India recognizes the implications and pervasiveness of SD.

- She has accordingly defined the roles of centrally sponsored schemes to fulfill specific objectives to transform the intent of SD into a reality. Her citizens too have often demonstrated benefits of locally adapted conservation and sustainable extraction practices based on such values as equity and justice. Many institutions have documented a large number of these practices and enriched our understanding of their sustainability.
- India's NITI Ayog has placed a well-structured document in the public domain about centrally sponsored schemes, the convergence and nodal institutions that

will address the various stand alone and cross cutting goals. http://niti.gov.in/writereaddata/files/Mapping-SDGs%20V19-Ministries%20Feedback%20060416_0.pdf This sets the context for focused deliberations by citizens about windows of opportunities to derive the best from appropriate institutional mechanisms. Effective learning outcomes, justice and science feature quite prominently in the plans. Environmental, economic and social sustainability are essential elements of this convergence.

- The Ministry of Statistics and Programme Implementation, Government of India too has duly highlighted the dynamics of implementation, in our country. http://mospi.nic.in/Mospi_New/upload/cocso_data/Agenda_2-SDG.pdf

The special focus on education and communication:

- It is now well known that the SDG have been redefined along 17 major thrusts. While 2030 is a chronological boundary, it is essential to create and sustain the momentum of intended transitions through well-defined stakeholder engagement. Goal number 04 of the guiding document on SDGs (UNDP) refers to “... inclusive and equitable quality education and promote lifelong learning opportunities for all”.
- Vigyan Prasar argues that it is essential to create the much-needed awareness about the goals and related approaches including insights about the roles individuals have to play. This is aligned with the science popularization agenda it has set for itself. Importantly the proposed intervention is timely, since it is right at the start of the re-defined phase; especially with the above cited NITI Ayog statement.

The five major objectives of the proposed radio serial are

- (1) Create awareness about the 17 goals;
- (2) Highlight the science and scientific thinking facets of the goals in a simple manner; substantiated with facts and applications of science; to strengthen the appeal and call for collective action;
- (3) Optimize on the reach radio provides

- (4) Importantly bring several prominent specialists on science, technology and planning to speak about the spread and depth of implications of sound knowledge and the inevitable role we all have to play to contribute to the intended benefits &
- (5) Vigyan Prasar will derive the best out of its experience through the radio through engagement with experts and dedicated listener groups in addition to the large nation – wide reach it can achieve; as always.
- The United Nations Radio News & Media initiative presents comparable programmes(<http://www.unmultimedia.org/radio/english/category/features/un-sustainable-development-goals/>) The present proposal will deliver India – specific facets.

