



Media Ethics As A Pillar of Sustainable Development in Viksit Bharat

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Abstract: *The term, “Viksit Bharat” means developed India. Viksit Bharat is a plan by Prime Minister Narendra Modi to transform India into a developed nation by 2047, marking the 100th anniversary of India’s independence. The vision includes Economic growth, social progress, environmental sustainability, Women empowerment, Education and good governance. The objective of the study is how Media Ethics Helps in Women Empowerment and how Media ethics helps in education. Ethical media portrays women accurately, raises awareness about their rights and helps establish equality in society. This accelerates women’s empowerment, which is one of the foundations of a developed India. In the sector of education media ethics Providing accurate and reliable information, If the media adheres to ethics, then students get accurate and verified information. Using a document review method within a descriptive and qualitative research approach, the study deeply analysed that Media ethics is a powerful tool for women’s empowerment. By promoting fairness, awareness, and equality, ethical media contributes to building a more inclusive and just society, where women can thrive and Media ethics in education is essential for building a developed India. It is not just about providing information, but also Creating conscious citizens Forming moral values, Increasing technology-based skills.*

Keywords: *Media Ethics, Viksit Bharat, Women Empowerment, Education.*

Introduction: A solid foundation for ethical thinking in media is needed now more than ever. Media ethics scandals have become a regular feature of news. Media practices have become the object of public scrutiny as never before. Public distrust of the news media remains high and shows no sign of reversing. The volume of Questionable, unethical, and downright shoddy media content is dizzying. Mis-Information and fake news claims-and news coverage of them-has become routine, and the distribution of “deep fakes” does not seem far behind changes and innovations in communication technologies also are upending are media habits and assumptions, raising new moral concerns. Chatbots may well be on their way to revolutionize how we retrieve and use information in the digital universe, and they may even ultimately replace our reliance on Google’s Search engine. But they routinely make stuff up, and they are designed to make us over trust them. Media ethics is a powerful tool for women empowerment. By promoting fairness, awareness, and equality, ethical media contributes to building a more inclusive and just society where women can thrive. Media ethics in education is essential for building a developed India. Media ethics in education is essential for building a developed India. It is not just about providing information, but also-creating conscious citizens forming moral values, Increasing technology-based skills. Media ethics in the context of the Viksit Bharat initiative emphasizes the duty of journalists and media organizations to act as responsible watchdogs of democracy. They must ensure that development-related information is presented with transparency, fairness, and factual

accuracy. Instead of acting as mere promoters of government narratives, the media should critically evaluate policies, highlight both achievements and shortcomings, and provide a platform for diverse public voices.

Objectives of the study: To find out the importance of media ethics on women empowerment in the vision of Viksit Bharat.

I. To find out how media ethics impact on educational sustainability.

Methodology: The research has carried out based on the method of document review in the direction of qualitative approach of research. Data for this paper has collect from various primary and secondary sources such as, various books, research articles, and electronic journals. Methods has used to collect information- document review, archival investigation, representative themes, that were found across collected documents, and analysed. In this study, media ethics on women empowerment and education sustainability in the vision of Viksit Bharat has been analysed deeply. The content of each document has reviewed in detail by the researchers.

Viksit Bharat: The Viksit Bharat initiative represents the Government of India's ambitious vision to transform the nation into a developed country by 2047, marking the centenary of its independence. This ambitious effort, embodied in the slogan "Bold Vision. Brighter Future.", aims to mobilize actions across economic, social, environmental, and governance sectors to achieve holistic and sustainable development. Attaining developed nation status carries significant implications for India, including a stronger global position, increased economic prosperity for its people, and an overall enhancement in their quality of life. Media ethics in the context of the Viksit Bharat initiative emphasizes the duty of journalists and media organizations to act as responsible watchdogs of democracy. They must ensure that development-related information is presented with transparency, fairness, and factual accuracy. Instead of acting as mere promoters of government narratives, the media should critically evaluate policies, highlight both achievements and shortcomings, and provide a platform for diverse public voices. The objectives of Viksit Bharat towards Women Empowerment and Education are:

Women Empowerment

- Reservation of 33% of the seats in the Lok Sabha and in the state assemblies and the Nari Shakti Vandan Adhinyam guaranteeing quotas to SC and ST women are promoting women's leadership.
- The criminalisation of triple talaq has increased Muslim women's rights and security.
- Efforts towards financial inclusion have seen over 28 crore women opening Jan Dhan accounts, and most of the beneficiaries of PM Mudra Yojana and Stand Up India are women.
- Initiatives like the Jal Jeevan Mission, Swachh Bharat Mission, and increased maternity benefits under PMMVY also promote a culture of increased inclusivity and empowerment of women in India.

Education

- About Rs. 630 crores has been disbursed as the first instalment for the chosen PM SHRI schools, and 12 institutions have been announced as Institutions of Eminence.
- Initiatives like Nishtha Teachers' Holistic Education, Vidyanjali Mentoring, and Nipun Bharat emphasise foundational literacy, adaptive curricula, and credit-based learning.
- The Skill India Mission and PM Kaushal Vikas Yojana have up skilled millions, and SAMARTH Udyog Centres are industry-readying the workforce for Industry 4.0.
- More than 10,000 Atal Tinkering Labs nationwide encourage scientific temperament, while the first National Sports University in Manipur is a milestone achievement.

- Internationalisation of higher education is in progress with the setup of IIT campuses in Zanzibar and Abu Dhabi, supported by schemes like the Fund of Funds and Start Up India Fund Scheme.

Media Ethics: Media ethics refers to the principles and standards that guide journalists, content creators, broadcasters, and other media professionals in their work. It covers areas like truthfulness, fairness, accuracy, respect for privacy, accountability, and avoiding harm. In simple terms, media ethics is about doing the right thing when creating and sharing information. Think of it as a moral compass for those who create content that reaches the public. Just as doctors follow a code of ethics to “do no harm,” media professionals are expected to act with integrity and responsibility because what they publish can have real-world consequences. The media is often called the “fourth estate” because of its power to influence public opinion and hold those in power accountable. This makes ethical behaviour essential. Here’s why:

Public Trust: People rely on the media for accurate information to make decisions-about voting, public health, social issues, and more. If the media is dishonest or biased, trust is lost, and misinformation spreads. Ethical journalism builds and maintains public trust.

Preventing Harm: Irresponsible media coverage can lead to real harm. For example, publishing unverified rumours during a crisis can cause panic or damage to their reputation. Ethical standards help avoid these outcomes.

Respect for Rights: Ethical media practices protect individuals’ rights, such as their right to privacy or to be presumed innocent until proven guilty. Sensational stories might grab attention, but they can also cross the line into exploitation.

Democracy and Accountability: In democratic societies, a free press plays a vital role in checking power and promoting transparency. But freedom without ethics can lead to abuse. Ethics ensure that freedom of the press doesn’t become freedom to harm or mislead.

Media ethics is not just a set of rules-it’s a mindset. It’s about being aware of the impact your words, images, and choices can have on others. In an age where “going viral” can happen to anyone, understanding media ethics is no longer optional. It’s essential. By engaging with media critically and ethically, we can all contribute to a more informed, respectful, and just society.

Media Ethics in Women Empowerment

The media has a crucial role to play in promoting and protecting human rights, and this is particularly true when it comes to women’s rights. Women’s human rights are often violated, and their voices are often marginalized, making it essential to have a platform that amplifies their voices and highlights their struggles. The media has the potential to be such a platform, providing a space where women’s issues can be raised, and their rights can be promoted. Over the years, the media has played a critical role in raising awareness of women’s rights violations and promoting the empowerment of women. From news reports to social media campaigns, the media has been instrumental in creating a dialogue around women’s rights, challenging societal norms, and advocating for change. However, the media also faces significant challenges in promoting women’s rights, including biases, stereotypes, and lack of representation of women in decision-making roles. This research paper seeks to examine the role of media in promoting women’s human rights, including the challenges and opportunities that the media faces in this role. Through an analysis of case studies and interviews with media professionals, the study aims to shed light on the potential of media as a tool for promoting gender equality and women’s empowerment. By exploring the ways in which media outlets have contributed to advancing the agenda of women’s rights and highlighting best practices and ethical standards, the paper aims to provide recommendations for media professionals and organizations working in this area.

Role of Media on Society

Media refers to the various means of communication that are used to disseminate information, including newspapers, television, radio, and the internet. The role of media in society is to inform, educate, and entertain the public, and to act as a watchdog by holding individuals and institutions accountable for their actions. The media plays a critical role in shaping public opinion and influencing policy, and can be a powerful force in promoting human rights. The potential for media to serve as a powerful tool for promoting gender equality and women's empowerment. The media has the power to shape public opinion on a range of issues, including those related to women's human rights. By providing information and analysis on women's human rights issues, the media can raise public awareness and foster dialogue on these issues. The media can also influence policy by advocating for legislative and policy changes that promote gender equality and women's empowerment. Media has the potential to serve as a powerful tool for promoting gender equality and women's empowerment. Here are some ways in which media can help advance this agenda:

1. Raising Awareness: Media outlets can raise awareness about women's rights issues, highlighting the challenges faced by women and the impact of gender inequality. By doing so, media can help to increase public understanding and generate support for efforts to promote gender equality and women's empowerment.

2. Shaping Public Opinion: Media can help shape public opinion by influencing attitudes and beliefs about gender roles and women's rights. By promoting positive portrayals of women and challenging negative stereotypes, media can help to promote greater gender equality and respect for women's rights.

3. Amplifying Women's Voices: Media can help amplify women's voices and perspectives, providing a platform for women to share their experiences and insights. By doing so, media can help to promote greater gender equality and women's empowerment.

4. Holding Institutions Accountable: Media can hold institutions and policymakers accountable for their actions and policies related to women's rights. By reporting on issues such as gender-based violence, workplace discrimination, and political representation, media can help to pressure policymakers to take action and promote greater gender equality.

5. Supporting Women's Movements: Media can support women's movements by providing coverage and visibility, amplifying their messages and demands, and helping to mobilize support for their causes. Media also poses significant challenges to journalistic integrity and public trust.

Overall, media has the potential to serve as a powerful tool for promoting gender equality and women's empowerment. By using various forms of media to raise awareness, promote dialogue and debate, and stimulate action, media can help to advance the global agenda for women's rights and gender equality.

Media Ethics on Educational Sustainability

In today's rapidly evolving information age, the news media industry is undergoing a profound transformation. The proliferation of digital platforms, the rise of user-generated content, and the increasing reliance on social media for news consumption have not only diversified the source of news but also tied the credibility and social influence of the news industry more closely to the ethical standards and crisis management capabilities of its practitioners. Misinformation, sensationalism, and ideological polarization have emerged as pervasive threats, capable of distorting public discourse and eroding the democratic function of the media. Media ethics governs the conduct of journalists and media organizations, guiding their responsibilities towards the public, sources, and the broader society. As global challenges such as climate change, resource depletion, and social inequality become more pressing, the role of media in fostering sustainable practices is crucial.

In the vision of Viksit Bharat, media ethics education plays a crucial role in promoting educational sustainability by shaping ethically responsible and socially aware media professionals. Within higher education and media training frameworks, a well-structured curriculum combined with experiential learning helps students internalize key journalistic values such as truthfulness, objectivity, fairness, and accountability. These values are essential not only for responsible reporting but also for supporting a sustainable and informed educational ecosystem. Classroom engagement through real-life case studies enables students to critically analyse the complex relationship between ethical responsibilities and practical challenges in media practices. By examining situations such as balancing the pursuit of exclusive information with the protection of individual privacy, learners develop the ability to make thoughtful and ethical decisions. This ethical sensitivity is particularly important in the context of educational sustainability, where accurate and responsible dissemination of information can influence public awareness, policy understanding, and long-term social development.

Moreover, when students become aware of how misinformation or biased reporting can disrupt social harmony and mislead public opinion, they develop a stronger commitment to accuracy and integrity. This awareness fosters a sense of responsibility toward building a knowledge-driven society, which is a key pillar of the Viksit Bharat vision. Over time, continuous exposure to ethical learning transforms moral principles into ingrained professional behavior, enabling future media practitioners to navigate complex communication landscapes effectively. Thus, media ethics education not only strengthens professional competence but also contributes significantly to sustaining an informed, inclusive, and ethically grounded educational environment in a developing India.

Education plays a fundamental role in shaping individuals' values, knowledge, and sense of social responsibility. It not only enhances intellectual capabilities but also fosters moral awareness, critical thinking, and sensitivity toward society and the environment. In the context of India's vision of 'Viksit Bharat' (Developed India), education is expected to contribute to sustainable development by cultivating citizens who are both ethically responsible and socially conscious.

In the current digital era, mass media has become deeply integrated with the educational system. Platforms such as television, online portals, and social media have radically transformed the methods of acquiring and disseminating knowledge. This transformation underscores the growing importance of media ethics, as it ensures that educational content remains accurate, inclusive, and conducive to long-term social development.

The Positive Role of Media Ethics in Education

By ensuring the dissemination of truthful and reliable information, media ethics contributes significantly to safeguarding the integrity and quality of the educational system. Ethical media practices promote accuracy, objectivity, and impartiality-qualities that are essential for building trust and confidence in the minds of students. When students receive authentic and well-verified information, their learning outcomes improve, and they develop well-informed, evidence-based perspectives.

Another significant contribution lies in fostering inclusive and accessible education. Digital media platforms have enabled distance learning, online classes, and e-learning systems, thereby making it possible to extend education to a vast segment of society-including those in remote or underprivileged areas. The ethical use of media ensures that these platforms deliver high-quality educational content, free from misinformation or bias.

Media ethics also aids in the development of critical thinking skills. By presenting balanced perspectives and fostering an environment for fact-based discourse, ethical media practices help students analyze various subjects with greater depth. This is crucial for cultivating responsible citizens capable of making meaningful contributions toward achieving sustainable development goals.

The Negative Impacts of Unethical Media Practices

Despite the benefits of media ethics, the absence of ethical standards in media can have detrimental effects on education. The widespread dissemination of misinformation and unverified content can confuse students, sowing seeds of doubt in their minds and undermining the very foundations of their knowledge. Sensationalism and biased reporting can distort reality, thereby hindering students' ability to form objective opinions.

Unethical media practices can also pave the way for the commercialization of education, where content created solely for profit compromises the quality and ethical integrity of learning. Furthermore, excessive reliance on digital platforms without proper oversight can diminish critical engagement, leading to the passive consumption of information.

Another area of concern is the erosion of values. Exposure to misleading or harmful content can negatively influence students' attitudes and behaviors, thereby undermining the ethical and character-building objectives of education.

Media Ethics and Educational Sustainability in a Resurgent India

To realize the vision of a resurgent India, education must be sustainable, inclusive, and values-driven. Media ethics plays a pivotal role in achieving this by ensuring responsible communication and the effective dissemination of knowledge. Ethical media practices can strengthen the educational system by upholding transparency, accountability, and equal access to information.

Distance learning, online education, and digital classrooms are indispensable components of modern education. However, their effectiveness hinges upon the ethical creation and distribution of content. Media professionals, educators, and policymakers must collaborate to establish standards that prevent the spread of misinformation and promote quality education. Furthermore, incorporating media literacy into education is imperative. Students should be trained to critically evaluate media content, identify misinformation, and utilize digital platforms responsibly. This will enable them to navigate the complex landscape of mass media and contribute to sustainable national development. Media ethics serves as a cornerstone for the sustainability of education. While mass media holds the potential to expand opportunities for knowledge acquisition and enhance learning experiences, its impact ultimately hinges on ethical practices. Ensuring accuracy, fairness, and accountability in mass media will not only strengthen education but also aid in fostering an informed, ethical, and sustainable society.

Findings -I

In the vision of 'Viksit Bharat' (Developed India), ethical media emerges as a powerful catalyst for advancing women's empowerment by ensuring the accurate, impartial, and inclusive representation of various issues concerning women. Media ethics fosters public awareness regarding progressive policies—such as political reservations, financial inclusion schemes, and social welfare initiatives—that directly impact women's lives. By responsibly highlighting the success stories of female beneficiaries and women leaders, ethical media helps dismantle deep-seated gender stereotypes within society and fosters a culture of equality. Simultaneously, it acts as a 'watchdog' by exposing gender-based discrimination, violence, and policy loopholes, thereby holding various institutions accountable for their actions. However, this immense potential can only be realized if the media eschews sensationalism and bias, ensuring dignity and respect in its portrayal of women. Thus, ethical media practice not only amplifies women's voices but also contributes to the construction of a gender-just society—a prerequisite for achieving inclusive and sustainable development under the 'Viksit Bharat' framework.

Findings-II

Within the framework of 'Viksit Bharat,' media ethics plays a fundamental role in maintaining the sustainability and continuity of education by ensuring the dissemination of reliable, impartial, and high-

quality information. Ethical media practices enhance the credibility of both digital and traditional educational platforms, thereby enabling students to acquire the accurate knowledge essential for their intellectual and moral development. As the education system increasingly integrates with digital media, ethical standards become paramount in preventing the dissemination of misinformation, the commercialization of education, and the distortion of content-as these negative factors can compromise educational outcomes. Furthermore, ethical media fosters critical thinking skills among students by presenting balanced perspectives on various issues, thereby helping them evolve into informed and responsible citizens. It also reinforces the inclusive character of education by ensuring equal access to educational content for individuals across diverse socio-economic backgrounds. Conversely, unethical media practices pose the risk of distorting knowledge and undermining the overall integrity of education. Therefore, it is imperative to integrate media ethics into the curricula of both formal education and professional training-a step that is essential for building the knowledge-based society and achieving the long-term sustainable development goals envisioned in the 'Viksit Bharat' initiative.

Conclusion: Ethical media stands as a fundamental pillar in realizing the vision of a 'Developed India' by simultaneously advancing both women's empowerment and the assurance of sustainable education. Through accurate, inclusive, and responsible representation, it challenges social inequalities, amplifies the voices of marginalized communities, and fosters informed public discourse. In the realm of education, ethical media safeguards the integrity of knowledge, nurtures critical thinking, and ensures equal access to educational resources for all. By exercising sensitivity and countering the dissemination of misinformation, it strengthens both democratic values and social development. Therefore, to build a just, conscious, and progressive society, it is imperative to embed media ethics across all levels of various institutions and operational frameworks-a step that ultimately contributes significantly to achieving the holistic and sustainable development goals of an advanced India.

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