

Sustainable Digital Media Practices in Indian Broadcasting

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Abstract: *This research paper examines the emergence and implementation of sustainable digital media practices in the Indian broadcasting sector. The rapid digital transformation of Indian broadcasting—spanning television, OTT platforms, community media, and digital radio—has brought both unprecedented opportunities and sustainability challenges. As digital broadcasting expands rapidly, concerns about environmental footprints, ethical media production, and long-term technological sustainability have gained prominence. Guided by the learning outcomes prescribed by the BJMC curriculum of GGSIPU (2025–26)—including responsible media production, digital literacy, ethical decision-making, and socio-technological awareness—this study analyses the current trends, institutional policies, and industry-level initiatives fostering sustainability in Indian broadcasting. The findings highlight how broadcasters are incorporating energy-efficient technologies, digital archiving, green production workflows, and responsible content dissemination practices. The paper concludes with recommendations for further integrating sustainable strategies into India’s rapidly evolving broadcasting ecosystem.*

Keywords: Sustainable media, Indian broadcasting, digital transformation, green production, media ethics, digital archiving, GGSIPU BJMC outcomes.

