

A case study on Role of media in sustainable development of Afghanistan

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Abstract: The objective of this research article is to roll out the media role in sustainable development and it has been analyzed how mass media can play an important role in sustainable development.

This research article comprises of the mention parts. Introduction, research methodology and objective of research, what is media? Deferent types of media, Analysis is the concept of sustainability for development. Following an analysis on the various competing definitions of sustainable development, the role of media in sustainable development, case study, the conclusion, and bibliography.

As my research article topic is the role of media in sustainable development we can say that media play a very important role in sustainable development.

Although the future of the Afghan Government and the result of the conclusion and well-planned policy will increase the pressure on the populated populations, environment, culture, and society, therefore it is argued that Afghanistan is serious for social and sustainable development. So the current population of Afghanistan or possible future needs a sustainable change for sustainable measures.

For sustainable and social development of all sections of society, it is proposed that inventing educational and educational institutions in the country can help in this change.

But concern is that the population of Afghanistan is deprived of unnecessary education and has not been registered in the educational system, the case has more role in the media in publishing education for the development of education. After that, then various recommendations make efforts for information, relations, media sector, and strengthening democracy and establishing a better and legitimate governance for Afghanistan to develop social and sustainable development for a sustainable and advanced Afghan society.

The needs of the sustainability based on different ideas and thoughts should be highlighted in general, to help it in sustainable development policies and actions

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I. INTRODUCTION

What are the problems with the dominant economic practice of development? How are these problems related to environmental problems? What kind of possible solution does the policy of sustainable development offer through media? What role do media play in realizing a sustainable future - the key objective of sustainable development? It is the forgoing questions that much of the work in recent role of media in sustainable in development has been concerned with addressing. While the replies may seem unproblematic, these queries benefit from critical analysis.

The central topics of this article are role of media in sustainable development. This article is therefore organized around the interpretation of these topics and reasoning about related issues. I have chosen to discuss these topics because the continued existence of life including human beings on Earth and their security and develop depends in large measure on success in formulating and operationalizing a policy framework for sustainable development through by media that meets human basic needs and provides opportunities for other creatures to survive and flourish without undermining media limits.

My article, therefore, addresses the need for a new policy vision for development, incorporating sustainability, suggesting a- joined up 'policy approach. This would incorporate solutions to national welfare and human developments surrounding sustainable development, and would tackle economic, social and environmental problems together, to help close the gap between where we are now and where our aims for sustainable development imply that we ought to be.

Media can play a crucial role in facilitating this flow of information, media can work to both build public awareness and support for development issues.

Media has important roles to play namely to inform and educate, provide a platform for public debate and discussion, serve as catalyst for citizens' empowerment and help to hold government and authorities to account.

The media has a myriad of functions that can further the cause of improving the quality of life. If sustainable development is about changing attitudes, adopting new policies and taking action, then the media has a major role to play in sustainable development.¹

Research Methodology:

With having the aim and objective of the research in mind, this article is done through qualitative research.

Primary data as well as Secondary data is being used in this research.

Primary data was collected through case study of Salma Dam. Local people were interviewed and the people engaged in this Dam.

Secondary data collection was done from external resources such as books, articles, journals, reports etc.

Objectives of the research:

The aim of article is to analyze how media can play its role in sustainable development of Afghanistan as being one of the third world country in the world. In last centuries media is playing a vital role in sustainable development.

The main and major objective and goal of this study is to learn how media played an important and significant role in Sustainable development and how many their suggestions and recommendations have been accepted by Afghan government.

The main objective of my article is to answer to the following questions:

1. How media is effective for sustainable development?
2. How media can do public awareness regarding this project?
3. Which programs and policies the media has regarding sustainable development?
4. How is the media relationship with the state and people?
5. What should media do for sustainable development?

What Is Media?

In general, "media" refers to the tools of mass communication. Media today consists of television, Internet, cinema, newspapers, radio, magazines, direct mail, fax, and the telephone. Viewers can see some form of pictorial representation of messages through certain types of broadcasting and advertising. Images are visual representations, pictures, graphics, and include video, movies. Images are very useful in media to help get across messages effectively.

Today, our life will remain incomplete without media. For example, it provides an easy means of communication where people are able to contact friends and family from another side of the world. At the same time, media like television, radio and the Internet enhance our knowledge by providing access to information from all over the world. We can also receive different types of news or daily events through media, almost instantly, for example, through the Internet. For example, when the video of people protesting on the streets of Cairo in Egypt to change the government in Egypt was broadcast over the Worldwide Web, these images actually influenced more people from other countries to join the street protests in support of the Egyptian protesters.

At the same time, media like television enhances our knowledge by providing access to information all over the world.

Newspapers have a positive influence on society. Newspapers not only give information or the latest news. On the other hand, mass media can at times have a negative influence. Advertisements can be created to convince people to buy or give support for certain products. In addition to advertisements, some messages may have hidden motives. The 'hidden' messages behind these advertisements are to persuade the younger generation to buy and to enjoy these types of things..

Images in the media can have a powerful influence on our behavior. Movies, another form of mass media, today may show violence in one form or another.

Magazines display visual images that can deeply influence female readers. Young girls and adult women spend time reading magazines partly or mainly because of fashion trends. These types of media images may have a huge impact on society, and may even influence public opinion on how females, especially young girls and women should look.

¹Belbase, S. (1987). "Development Communication: A Nepali Experience". In N. Jayaweera and S. Amunugama (eds.). *Rethinking Development Communication*. Singapore: Asian Mass Communication

In conclusion, the use of media images can be both positive and negative to the individual or society.² Mass media is a super-power that has connected the world in multiple ways. We think of media just as newspapers, televisions and the Internet, but it has been present in some form or the other since hundreds of years. Who knows what forms of communication we may have a hundred years from now? Will mobile phones work on the power of thought? Civilization will progress and its means of sharing intelligent thought will keep evolving over time.

Types of Mass Media:

Mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages. Be it the pictorial messages of the early ages, or the high-technology media that are available today, one thing that we all agree upon, is that mass media are an inseparable part of our lives. Entertainment and media always go hand in hand, but in addition to the entertainment, mass media are an effective medium for communication, dissemination of information, advertising, marketing, and in general, for expressing and sharing views, opinions, and ideas. Mass media is a double-edged sword - there are positive as well as negative influences of media.

Print Media:

Print media encompasses mass communication through printed material. It includes newspapers, magazines, booklets and brochures, house magazines, periodicals or newsletters, direct mailers, handbills or flyers, billboards, press releases, and books.

- **Newspapers**

Newspapers enjoyed the position of the most preferred medium to reach a wider audience until electronic communication emerged on the media scene. In the early days, newspapers were the only medium that masses at large depended on, for daily news. A newspaper carries all kinds of communication related to a variety of topics like politics, socialism, current affairs, entertainment, finance, stocks, etc...

- **Magazine**

Magazines are another type of popular culture print media. They usually cater to a specific type of audience who are looking for information based on a particular subject. Magazines cover a plethora of topics, like current affairs, business, finance, consumers, gadgets, self-help, luxury, lifestyle, beauty, fashion, entertainment, travel, etc. Magazines like TIME and Reader's Digest include information, which is all-pervasive.

- **Booklets and Brochures**

Booklets and brochures are a part of the promotional literature of a product, or an organization. There are two types of booklets and brochures.

- **Billboards**

Billboards or hoardings are huge advertisements that are put up at a height in strategic locations to fetch more attention. They usually attract the targeted audience by their bold colors, attention-grabbing headlines, creativity, designs, special effects, etc. Initially, billboards started by hand painting huge boards, and eventually graduated to putting up printed sheets.

- **Press Releases**

A press release is an important device of communication because it takes the relevant communication directly to the press. Whenever government, organizations, NGOs, retail outlets, design houses, celebrities, etc., have a newsworthy announcement to make, they draft a press note which is then sent to the members of the press in the form of a hard copy, fax, mail, or CD. A press release is also distributed in a press conference.

- **Books**

Last but not the least, books are a significant medium of mass communication as they have a large reader base. The expressions and opinions of the writer are taken to the readers in the form of a compiled book. The printed form of communication was popular earlier. However, with the advent of electronic media, print media has taken a backseat. Although, it is said that the electronic or new age media have replaced the print media, there exists a majority of audience who prefer the print media for various communication purposes. However, it is true that, print media harms the environmental balance with its requirement for paper and chemical ink. Also, disposing off redundant print material is a problem. Most of the people today have

²(ukessays 2015)

television sets, radios, and Internet access which are sustainable, eco-friendly, and cost-effective forms of communication. Moreover, print is a one way communication, while electronic media allows interaction.

Electronic Media:

Electronic media is the kind of media which requires the user to utilize an electric connection to access it. It is also known as 'Broadcast Media'. It includes television, radio, and new-age media, like Internet, computers, telephones, etc.

- **Television**

Television appeals both the auditory and visual senses, and hence is an important communication device as it beholds the attention of the audience. For many people, it is impossible to imagine a life without their television sets. This category also includes electronic media like movies, CDs and DVDs as well as the electronic gadgets.

- **Radio**

It has a significant reach. A considerable number of Americans tune into radio every week while on their way to work. Advertising on the radio with catchy jingles and phrases is a tried and tested means of communication. The radio lost its popularity with the boom of television. But till day, it remains one of the favorite means of electronic communication.

New Age Media:

With the advent of Internet, we are now enjoying the benefits of high technology mass media, which is not only faster than the old school mass media, but also has a widespread range. Mobile phones, computers, and Internet are often referred to as the new-age media. Internet has opened up several new opportunities for mass communication which include email, websites, blogging, Internet TV, and many others, which are booming today. Internet has also started social networking sites, which have redefined mass communication all together. Sites, like Facebook, Twitter, and YouTube have made communication to the masses all the more entertaining, interesting, and easier!

- **Mobile Phones**

Mobile phones have become a boon to mankind. It has made communication possible at anytime, and from anywhere. Nowadays, mobile phones are not only used for interaction, but also for other technical utilities, like operating pumps from remote locations, etc. You can also get alerts of your monetary transactions on a mobile phone. Today, we can stay in touch with the whole world via Internet on our mobile phones.

- **Computers**

With the invention of computers the impossible has become possible. We virtually get information about everything from pin to piano with the help of computers. It has added speed and multimedia to the information, which was earlier available only in the print format. Also, anyone can voice their opinions through computers. Computers have added a new breakthrough in the mass media by combining human intelligence with the cutting edge technology.

- **Internet**

It's the most important device of new age media. The discovery of Internet can be called the biggest invention in mass media. In the earlier days, news used to reach people only with the morning newspaper. But today, live updates reach us simultaneously as the events unfold. It's inspired interaction and connectivity through its social networking medium.

- **E-mails**

Emails or electronic mails have drastically reduced the time for drafting and sending letters or mails. Electronic mails have also facilitated lesser usage of paper.

- **Websites**

Internet has a plethora of websites dedicated to various people, companies, brands, causes, activities, etc. The most significant utility of these websites is for providing information, search engines, downloads through libraries, and interaction through the social networking sites. Because of these websites, carrying out e-commerce transactions has also become easy.

- **Blogging**

A blog is a space on the Internet where a single person or a group of people record their information, opinions, photos, videos, etc. It is an interesting and free platform to talk about any topic. Interaction happens in the form of comments or feedback.

Online Media:

It is also known as internet TV. It usually has an archive of programs. You have to choose the program, you wish to view from the list. You can either view the programs directly from the host server, or download the content on your computer. It is an effective means of communication.

- **Facebook**

It is the most popular social networking website. Facebook has several applications which people utilize. It is the best platform to meet old friends, or make new ones. Advertisers also like this forum for communicating about their products.

- **Tweeter**

It is also a famous social networking website. Twitter is a micro blogging site, which allows interaction and feedback of different people. There was a time when it was very popular among celebrities and individuals. Today, the governments of various nations have understood the importance of "tweeting" information to the public, and regularly share information through Twitter.

- **YouTube**

It is a website which uploads content in a video format. It houses a range of interesting videos that appeal to people of all generations. From films to educational videos, you will find everything on YouTube. Visual media like photography is also a crucial medium, since it communicates via visual representations. Public speaking and event organizing can also be considered as forms of mass media.³

Development:

The term 'Development' means the social and economic improvement in a broad sense. It is needed to create opportunities, prosperity and choices for all inhabitants of the world and it must proceed in a way that leaves choices available for future generations also. It refers to a holistic growth of the human and natural environment towards autonomy and freedom

There exists hitherto no broad agreement about when the concept of (social and economic) development originated. Indeed, available stances relating to the genealogy of this concept seem to be quite conflicting. While some proponents, for example, agree that development is closely bound up with the evolution of capitalism and the demise of feudalism (which on a historical time line covers the period between the early 13th century and the late 18th century), others maintain that it emerged in the late 18th century, bearing a sense similar to that of the unfolding of a plot. Nevertheless, most people appear to maintain a common view about its use throughout the 19th century. In this view, it is held that the concept of development was associated with natural or evolutionary matters and used to mean all the episodes of progress that were taking place within those areas. Here, development 'via progress means moving upward directly towards a peak.

The idea of development articulated by the World Bank, for instance, is very different from that promoted by Greenpeace activists. This point has important implications for the task of understanding sustainable development, because much of the confusion about the meaning of the term 'sustainable development' arises because people hold very different ideas about the meaning of 'development' another important point is that development is a process rather than an outcome: it is dynamic in that it involves a change from one state or condition to another.⁴

Sustainability:

The concept of sustainability, like development, is used frequently and in diverse ways in everyday discourse. As every discourse uses its own selective vocabulary, they embody differences in thought, thus making definition of a single meaning of sustainability complex, and interdisciplinary collaboration far from straightforward.

³(ukessays 2015)

⁴Human Security Centre, *Human Security Report 2005: War and Peace in the 21st Century* (Oxford: Oxford University Press, 2006)

The definition of “sustainability” is the study of how natural systems function, remain diverse and produce everything it needs for the ecology to remain in balance. It also acknowledges that human civilization takes resources to sustain our modern way of life

The term ‘Sustainability’ has been defined variously, such as:

- Sustainability refers to a process or state that can be maintained indefinitely.
- Natural resources must be used in ways that do not create ecological debts by overexploiting the carrying and productive capacity of the earth.
- A minimum necessary condition for sustainability is the maintenance of the total natural capital stock at or above the current level.

Domains of Sustainability:

The concept of sustainable development has in the past most often been broken out into three constituent parts: environmental sustainability, economic sustainability and socio political

Sustainability more recently, it has been suggested that a more consistent analytical breakdown is to distinguish four domains of economic, ecological, political and cultural sustainability.

The Universal Declaration on Cultural Diversity (UNESCO, 2001) further elaborates the concept by stating that "... cultural diversity is as necessary for humankind as biodiversity is for nature it becomes one of the roots of development understood not simply in terms of economic growth, but also as a means to achieve a more satisfactory intellectual, emotional, moral and spiritual existence. In this vision, cultural diversity is the fourth policy area of sustainable development.

The Three Pillars of Sustainability:

In 2005, the World Summit on Social Development identified three core areas that contribute to the philosophy and social science of sustainable development. These “pillars” in many national standards and certification schemes, form the backbone of tackling the core areas that the world now faces. The Brundtland Commission described it as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs. We must consider the future then, in making our decisions about the present.

Economic Development:

This is the issue that proves the most problematic as most people disagree on political ideology what is and is not economically sound, and how it will affect businesses and by extension, jobs and employability. It is also about providing incentives for businesses and other organizations to adhere to sustainability guidelines beyond their normal legislative requirements. Also, to encourage and foster incentives for the average person to do their bit where and when they can; one person can rarely achieve much, but taken as a group, effects in some areas are cumulative. The supply and demand market is consumerist in nature and modern life requires a lot of resources every single day for the sake of the environment, getting what we consume under control is the paramount issue. Economic development is about giving people what they want without compromising quality of life, especially in the developing world, and reducing the financial burden and “red tape” of doing the right thing.

Social Development:

There are many facets to this pillar. Most importantly is awareness of and legislation protection of the health of people from pollution and other harmful activities of business and other organizations. In North America, Europe and the rest of the developed world, there are strong checks and programs of legislation in place to ensure that people's health and wellness is strongly protected. It is also about maintaining access to basic resources without compromising the quality of life. The biggest hot topic for many people right now is sustainable housing and how we can better build the homes we live in from sustainable material. The final element is education - encouraging people to participate in environmental sustainability and teaching them about the effects of environmental protection as well as warning of the dangers if we cannot achieve our goals.

Sustainable development:

Sustainable development refers to a mode of human development, in which resource use aims to meet human needs while ensuring the sustainability of natural systems and the environment,

So that these needs can be met not only in the present, but also for generations to come. Sustainable development encompasses four domains - economic, ecological, political and cultural sustainability.

In order to have a sustainable world, it is very important to achieve the Millennium Development Goals (MDGs).

The term, "Sustainable Development", emerged in the World Conservation Strategy (WCS) (1980) published by the International Union of Conservation of Nature and Natural Resources (IUCN) by two scholars, Eva Balfour, a soil scientist and Wek Jackson, a geneticist from the International Institute for Environment and Development (IIED).⁵

Sustainable development comprises of economic and social development that protect and enhance the natural environment and social equity.

Thus, sustainable development focuses upon a relationship between humans and their environment and indicates a warning that humans cannot push development, which is against nature as in the end it is always the nature, which is going to win. Sustainable development encourages the conservation and preservation of natural resources and of the environment and the management of energy, waste and transportation.⁶

GoIRA looks forward to strengthening and formalizing its partnerships with states, international and regional organizations, civil society and the private sector to fulfill our 2030 commitments. Afghanistan's youth, who constitute the absolute majority of the population, as well as women and the poor, demand and deserve the life chances denied them for three decades.

Concept and Meaning of Sustainable Development:

The concept of sustainable development (SD) can be defined as maintenance and sustainable utilization of the functions (goods and services) provided by natural ecosystems and biospheric processes. Conversely, in a situation of unsustainability, where the limits of the biosphere's carrying capacity (CC) are exceeded, not all of the environmental functions can be fully fulfilled anymore. Let us recall some of the concepts and definitions of SD which integrate ecological and economic regimentations.

Sustainable development is defined as "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs". The word 'sustainable' itself means something that lasts long while 'development' implies a change that is considered desirable in a society. It involves socio-economic Change leading to improvement in the conditions of life.⁷

Objectives of sustainable development:

Sustainable development has some forward looking and broad based objectives, which transcend class, caste, language and regional barriers. These objectives are a charter for liberating one's economy from the clutches of exploitative mindset, which has depraved nations and defied their biomass wealth. These objectives are⁸:

- To maintain the standards of living of the largest number of people with equity and justice.
- To conserve and protect earth's natural resources from misuse and wasteful consumption.
- To innovate new technology and scientific techniques, which work in unison with laws of nature and are not opposed to it.
- To respect diversity and involve local and indigenous communities for a more grassroots oriented and relevant developmental policies.
- To decentralize governance institutions and make them more resilient, transparent and accountable to people.
- To plan international institutions, which recognize the requirements of poor nations and support them to achieve their growth targets without destroying their natural wealth and environment?
- To seek peaceful coexistence of all nations of the world because only peace can allow them space to innovate for the larger interests of humanity. This may demand honoring of treaties and fiduciary obligations and international agreements.

Sustainable development is a value-based concept, which appeals to the universal themes of mutual coexistence and respect for others.

Challenges of sustainable development:

The challenge of sustainable development is the challenge of achieving environmental conservation and resource management without compromising the targets of growth and development. It is therefore a process of making human and environmental regeneration not only an end of economic growth but also a means

⁵ (OECD, 2001)

⁶ (HLPF 2017)

⁷ (Agarwal, 2008).

⁸ P., D. O. (1994). Development administration from underdevelopment to sustainable development. New York: ST. Martins Press.

Many questions intrigue the concept of sustainable development: Is economic growth possible without destroying our environment? What supports sustainable economic growth? What are the major contentious issues involved in sustainable economic growth? Does sustainable economic growth affect stock market gains? Can developed countries continue with their consumption patterns without damaging the planet's ability to sustain life? These are perplexing questions that have become crucial to the international debates and political battles. These form the subject matter of the last unit of this block.

There are serious challenges to economic growth in present times, which may be described under following points:

From quantity to quality: The quantitative aspect of growth had settled upon the simplistic tendency of cost-benefit analysis about the worth of a productive process. However the intangibles in nature are difficult to quantify.

Human self-development is the core of sustainable economic growth: It draws connection between individual and social change. It also encourages symbiosis between humanity and nature.

Polluter Pays principle: Sustainable economic growth strategies recognize that producers have a genuine responsibility towards people and the labor they employ. Producers who damage conditions of good living and environment must also pay and bear the cost of damage to the society.⁹

Three challenges for Afghanistan's Sustainable Development Goals adoption:

Since the adoption of the United Nations resolutions to 'transform our world by 2030' and 'leave no one behind' – also known as the 2030 Agenda for Sustainable Development the Afghan government has shown a keenness to implement the resolution and march toward sustainable development. A three-phase Afghanistan Sustainable Development Goal (SDG) process including nationalization, alignment and implementation is laid out. Targets and indicators are nationalized, an alignment process is underway and the implementation phase is planned to commence in 2018. The Afghan government also produced a National Voluntary Review at the High Level Political Forum: SDGs' progress report.

Despite the progress, three issues are found in a scoping study of Afghanistan's SDG process: the challenges of targets and indicators, a lack of strategy for means of implementation and a symbolic engagement of non-state actors.

1. The challenges of translating targets and indicators

In the process of nationalization, the Afghan government assigned targets to specific sectors.

2. Poor means of implementation

Notwithstanding the challenges in revising and contextualizing indicators, the means of implementation at the implementing level are missing.

3. Symbolic non-state involvement

Finally, the state ownership of Afghanistan-SDGs may have advantages, but the disadvantages are far more prominent. On a positive note, public budget can be allocated to the national SDGs and national policies, programs can be aligned with the goals and targets and a national statistics office can lead the effort to gather, analyze and share data.¹⁰

Role of media in sustainable development:

Mass Media has been evolving through the ancient periods when kings patronized their writers and poets for writing books and creating dramas. The power of mass media is known to the world. It has thrown away mighty dynasties and created new empires. Mass media has helped in creating social awareness and has also provided people with an easy way of living life. The print media played an important part in the historical events such as, The Renaissance, The American War of Independence, The French Revolution and many more.¹¹

Mass media helps in connecting people and "brings the globe into our glance if we take a look into the history as well as origin of mass media, which is also popularly known as public media.

If sustainable development is to be realized, then a well-informed public is already half the battle. Just like any other stakeholder who stands to lose if the continued degradation and unsustainable use of the world's resources are left unabated, the media's role will be telling. The coming years will be interesting ones. Perhaps by then the world's media can find itself not only telling the story of sustainable development, but also actively making it happen with the newspaper articles, television and radio broadcasts many people in the Different provinces — especially in the remote areas.

⁹Dobson, A. and Robyn Eckersley, *Political Theory and the Ecological Challenge* (Cambridge: Cambridge University Press, 2006)

¹⁰(Najafizada 2017)

¹¹(Buzzle 2010)

that media have a key role in creating better awareness by enlightening and informing the public on issues related to poverty, inequalities, education, health, energy, sustainable development, gender, environment, etc. Likewise, can note that independent and community media, as well as social media are critical to give a voice to those who are often not heard.

The media has important roles to play namely to inform and educate, provide a platform for public debate and discussion, serve as catalyst for citizens' empowerment and help to hold government and authorities to account.

The professionals of media deliberated on the issue of Media for Sustainable development with the recognition that peace and sustainable development increasingly depends on the participation of informed people, which requires the free flow of information and knowledge, and that this in turn depends on freedom of expression on all media platforms and access to information

Media has played a pivotal role in achieving considerable progress in achieving the sustainable Development.

Mass media of the country, especially national mass media, need to leave traditional and sectional decision making in this regard and move toward strategic planning in different axes and consider consistent national and development goals.

Mass media have an axial and undeniable role in meeting the need for development awareness through transferring information to the audience and exchanging thoughts.¹²

Media must be free and independent and access to such media must be widespread and this may require improved media literacy among the broader population. The media plays a central role in informing the public about global, national and local events and is a powerful medium for shaping opinion and policy. Changes in national policies often come about after a sustained media campaign raising public awareness and causing national debates.

Case study of this research article:

Salma Dam (Herat province-Afghanistan)

Afghan-India Friendship Dam (AIFD)



¹²(Berrigan 1998)

A brief history of SALMA Dam:

Afghan-India Friendship Dam (AIFD), formerly Salma Dam, is a hydroelectric and irrigation dam project located in the Chishti-e-Sharif District of Herat Province in western Afghanistan. Since this project is funded and constructed by the Government of India as a part of the Indian aid project, the Afghan cabinet renamed the Salma Dam to the Afghan-India Friendship Dam in a gesture of gratitude to strengthen relations between the two countries.

The hydroelectric plant produces 42 MW of power in addition to providing irrigation for 75,000 hectares of farmland (stabilizing the existing irrigation of 35,000 hectares and development of irrigation facilities to an additional 40,000 hectares of land)¹³

The dam was opened on 4 June 2016 by Indian Prime Minister Narendra Modi along with Afghan President Ashraf Ghani.

Feasibility reports for the construction of a dam in Chishti-e-Sharif district were prepared in 1957. In 1976, an Afghan firm was tasked with construction of the dam. The firm appointed Water and Power Consultancy Services (India) Ltd (WAPCOS), a company owned by the Indian Ministry of Water Resources, to construct the dam. The 1979 Soviet invasion of Afghanistan halted work on the project.

WAPCOS Ltd attempted to continue construction on the dam in 1988, but the project was left incomplete again due to the ongoing instability. In 2006, India committed to funding the completion of the Salma Dam at an estimated cost of US\$ 275 million.

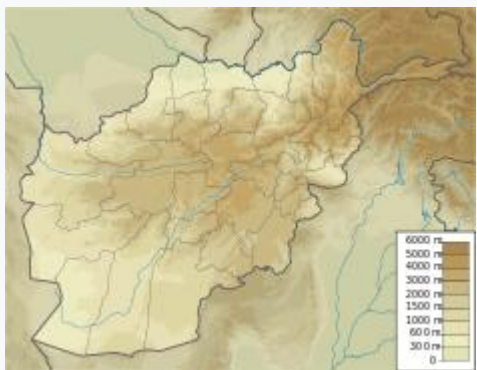
In January 2013, the Indian cabinet approved revised cost of ₹ 1,457 crores (US\$ 273.3 million) for the completion of the project and declared it would be completed in December 2014, or two years behind the previous schedule.^[8] On 26 July 2015 the dam began to impound its reservoir.

The dam was inaugurated on 4 June 2016 by Indian Prime Minister Narendra Modi along with Afghan President Ashraf Ghani.

Indian Public sector power equipment manufacturer BHEL played an instrumental role in execution of this project by successfully commissioning two 14MW units in Salma Dam (renamed as Afghan-India Friendship Dam) project.

(<http://www.afghanembassyjp.com/en/news/947> n.d.)

Afghan-India Friendship Dam



Location of Afghan-India Friendship Dam in Afghanistan

Country	Afghanistan
Location	Chishti Sharif District, Herat Province
Coordinates	34°19'51"N 63°49'31"E Coordinates: 34°19'51"N 63°49'31"E
Purpose	Template: Multi-purpose
Status	Completed
Construction began	1976
Opening date	4 June 2016

¹³(pajhwok.com)

Construction cost	US\$ 290 million
Operator(s)	WAPCOS
Dam and spillways	
Type of dam	Embankment, earth and rock-fill
Impounds	Hari River
Height	107.5 m (353 ft)
Length	551 m (1,808 ft)
Reservoir	
Active capacity	560×10 ⁶ m ³ (453,999 acre-ft)
Inactive capacity	633×10 ⁶ m ³ (513,181 acre-ft)
Catchment area	11,700 km ² (4,500 sq mi)
Turbines	3 × 14 MW
Installed capacity	42 MW
Annual generation	86.6 GWh

Importance of SALMA Dam for Herat province-Afghanistan:

1. In agriculture and irrigation sector
2. Employment generation
3. Security and stability
4. Production of energy
5. Generation of wealth
6. Welfare of inhabitants

In agriculture and irrigation sector: The overall development of a country depends mainly on its agriculture and irrigation. The Salma Dam is very useful for the overall development of the Afghanistan. Agriculture and irrigation is the main source of employment for the people.

Employment generation: The Salma Dam is a factor of employment in the Afghanistan. A huge number of work force are engage in Salma Dam and it is their main source of income.

Security and Stability: Security and stability is very important for a country. Through this Dam lots of number of workforce are busy and they are not doing those works which leads to instability and bad security.

Production of energy: apart from ocheradvantages for the overall development of the country, another important importance is the production of energy. This dam leads to generation of energy.

Generation of wealth: The Salma Dam boosts the overall economy of a country, and leads to wealth generation. This is one of the most important benefits of the dam that leads to increase in the economy of a country.

Welfare inhabitants: This dam apart from the above advantage to the country, also leads to the welfare of the people. Through this dam a huge number of people in Afghanistan can easily access to electricity and live their life very comfortably.

Project highlights:

An IWPR report about allegations of Iranian interference with the Salma Dam, under construction in Herat province, grabbed the attention of the local authorities who immediately responded by posting a detachment of police to protect the project.

The IWPR story, Iran Again Accused of Trying to Halt Afghan Dam, was picked up by numerous national and international media including Afghanistan's Pajhwok News Agency ran a link to the story.

The IWPR report said Tehran has been accused of attempting to stop work on the Indian-funded dam, which would reduce the flow of river water into Iran. The allegations followed the killing by the Taliban of a local official who was protecting the project.

IWPR understands that after the governor of Herat, Ahmad Yousuf Nuristani, was alerted to the allegations of Iranian interference in the IWPR story, he and the provincial police chief and a number of other officials visited the Salma Dam site.

One of their key decisions was to protect work on the dam by dispatching 100 extra police.

Gulbuddin, the police commander of the unit protecting the dam, said after the publishing of the IWPR report Indian project staff, whose work faced severe delays and disruptions in the past, felt the story had given the project a new impetus. The construction workers were overjoyed at IWPR coverage of the risks they face in working on the project, he said.

The new police detachment was swiftly assembled, and a commander and chief of staff appointed.

IWPR's report quoted Gulbuddin, the police commander of the unit protecting the dam, as saying he had credible information that he has credible evidence that a Taliban chief opposed to Salma Dam is funded by Iranians.

The report says, the consulate of Iran in Herat declined to comment on the allegations and the Iranian embassy in Kabul could not be contacted. An Iranian embassy spokesman in London also could not be reached.

It is not the first time that Iran has been accused of meddling in Afghanistan's affairs. Numerous reports have surfaced over the past few years about Iran's alleged support for insurgents in the border region - claims Iranian officials have strenuously denied

The Salma Dam on the Hari Rud river, funded by a **150** million US dollars grant from the government of India, is located in the district of Chesht-e-Sharif, 180 kilometers east of Herat city and well away from the border with Iran.

"The Indians were very happy that their efforts were not ignored by media, and that they were committed to making more efforts in order to complete the dam," he said.

The pace of work on the Salma Dam has doubled in the last few weeks and the Indian staff are working with greater enthusiasm than before, Gulbuddin said.¹⁴

Challenges:

1. Security
2. Lack of people participation and commitment
3. Poor monitoring and attention of central government
4. Foreign interferences
5. Corruption
6. Lack of skilled personnel/experts
7. Fund for its preservation

1. Security: Some Afghans believe that politicians in Iran were attempting to stop work on the dam project, which would reduce the flow of river water into Iran.^[31] According to the local Afghan National Police of the area, Iranian government is funding local Taliban members to oppose construction of the dam. In 2009, a parliamentarian from Kabul Province, Najibullah Kabuli accused Iran of interfering in the construction of the Salma Dam. Thus, this is a very big challenge to the Dam and afghan government should take care of this challenge seriously.

2. Lack of people participation and commitment: lack of people participation is another challenge of this Dam. The participation and commitment of people is very important because without their participation and commitment, there will not be security and maintenance of the Dam.

3. Poor monitoring and attention of the central government: The attention of the central government is very essential for the maintenance of the dam. Lack of good and effective monitoring will lead to instability and gradually destroy of the dam.

4. Foreign interference: As I already pointed out that there are intervention of the foreign countries in the Salma Dam, specially the neighbors of Afghanistan, because the construction of this Dam leads to suffer their economy.

5. Corruption: corruption leads to destroy the stability and maintenance of the Dam, and this challenge is playing a major role in instability on the dam, the central government should remove the corruption and give attention to this challenge.

¹⁴(IWPR 2017)

6. Lack of skilled personnel/experts: lack of skilled and expert personnel is another challenge of this Dam. Without skilled personnel the maintenance and running of dam is very difficult. So there should be skilled and experts to run the dam and its management.

7. Fund for its preservation: Apart from above challenges, lack of adequate fund is another challenge of Salma Dam. Lack of funds will lead to instability and will slow down the moral of the personnel. So there should be adequate fund for its preservation and maintenance.

II. RECOMMENDATIONS

1. Security: security is a very important factor for the overall preservation and maintenance of the Dam. The central government of Afghanistan should pay adequate attention to take the security of the dam, because without security the overall running and maintenance of dam will be very difficult.

2. Participation and commitment of people: lack of people participation and commitment is very important in overall running of the Dam. So there should be adequate participation of the people in the development and reconstruction of the Dam.

3. Central government Attention: The lack of central government attention in the maintenance and preservation of the Dam will lead to destroy the Dam. So there should be a good attention of the central government for the maintenance and running of the Dam.

4. Skilled personnel: Skilled personnel are very important factor for the overall running of the Dam. Lack of skilled personnel will lead to the poor management and performance of the dam, so there should be adequate skilled personnel in the running of the Dam.

5. Effective monitoring: there should be effective monitoring by the central government regarding the overall management and running of the Dam. Lack of good monitoring will lead to corruption and poor performance of the Dam. So I recommend that there should be effective monitoring by the central government of Afghanistan to the Dam.

III. CONCLUSION

In conclusion, the research shows that we as a society are faced with an uncertain future unless we change the way that we interact with our surrounding environment. It is clear that the media role in sustainable development is through the promotion and identification of sustainable land uses.

It is obvious that the Afghan government has taken the leadership to adopt SDGs, but its role should be more of a facilitator for all stakeholders including government agencies, NGOs, civil society, policy and research institutions, academia, the media and the public to engage in SDG nationalization, alignment and implementation. As I have mentioned in my project that, the 2030 global agenda is about the people and the planet, and thus Afghanistan SDGs should be in the hands of the people.

Afghanistan is entering a new era. The shock of transition is giving way to a visionary and forward-looking strategy for self-reliance. Development partners reassessing their assistance to Afghanistan must be careful. Afghanistan is a country at war and conflict situation not only imposes enormous costs on the country but also carries the risks that additional shocks will plunge the country back into chaos. While we are confident that Afghanistan will succeed, the risks of failure are all too real. Too sharp a cut in levels of aid will stoke further unrest and HLPF - 2017 77 violence.

As my research article topic is the role of media in sustainable development, I shortly conclude the role of media in sustainable development.

Media can abuse the right of freedom of expression through sensationalism, propaganda, and bias. Other factors relevant to the effectiveness of media in Sustainable development include the question of ownership, and media vices (pornography, violence etc.).

The key theme that was indirectly addressed through this case study (Salma Dam) is not only about the power of media in development, but about the power and importance of strategic communication and planning for long term development projects. Such communication is not only important for government, but for media agencies, government institutions, NGOs, etc. It is only through this, that real progress for sustainable development can take place. This can be summed by the following quote from the 'Good News and Bad' report: 'In our view, strategic communications will be a critical asset for any organization-be it from the public arena, the private sector or civil society in the years to come. We believe communications can play an important role in dispelling confusion, resolving conflict and bringing parties together for the improvement of our world.'

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