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# **All India Radio Towards Sustainable Communication: A Pragmatic Analysis**

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## **1.1 Abstract**

*All India Radio (AIR), also known as Akashvani, plays one of the crucial roles in India's broadcasting systems, representing communication excellence and promoting national unity through its extensive network of stations. The All India Radio station in Jamshedpur, Jharkhand, is particularly noteworthy for its substantial contribution to local and regional media discourse. This study explores the historical context of All India Radio, an esteemed broadcasting institution, to analyse the incorporation of sustainable communication strategies with special focus to Green Communication and Health Communication within its operational framework. The specific aim of this research is to study the role of AIR in promoting awareness, disseminating information, and facilitating education pertaining to Sustainable Communication by applying pragmatic analysis.*

**Keywords:** *All India Radio (AIR), Akashvani, Sustainable Communication, Green Communication, Pragmatic Analysis, Textual Analysis*

## **1.2 Introduction**

In the contemporary global landscape, addressing environmental challenges is imperative to understand the increasing evidence based

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