

The Paperless Fourth Estate - A Sustainability Change.

APR Srinivas, Asst Professor, Lingaya's University, Faridabad.

Abstract: The paper is about a societal change to be adapted. It talks about journalism being paperless, either print or digital. It throws light on some new methods to be followed in journalism to make it sustainable. It also encourages student fraternity to adopt the change. Since sustainability is a process and not a goal, paper consumption could be minimized but not eliminated. Thus, the paper indirectly contributes to reduced water consumption and carbon emission in paper manufacture.

Keywords: Paperless office, soft subscription, tablet.

Introduction: The concept of paperless office was developed in 1970s and has evolved through times then. The concept of a paperless office has been tried for implementation in offices but not of much appreciation. Any paperless office needs a strong intranet[1]. Digital Libraries have been great examples of paperless office. E-book standards are being developed with special fonts to the comfort of reader's eye[1].

Literature Survey: Office paper consumption accounts for 30 -40 percent of total paper consumption[1]. The introduction of email into organizations increased the paper consumption by 40 percent in the form of prints[1]. Paper based reading and writing accounts for 85 percent of people's time while online resources consume only 13 percent of their time[1]. Until mid 1990s, limitations such as battery power and heavy screen technologies hindered paperless office[1]. Before the introduction of print news, there were well established networks of communications in the form of manuscript letters, although not evenly distributed[2]. In 1513, the first known surviving news pamphlet was printed to disseminate news about The Battle of Flodden[2]. Environmental sustainability needs ipad to replace or reduce paper consumption in offices [3]. However, non-technological limitations such as personal inertia are to be overcome by trainings and other activities like multi-tasking gestures. Ipad should utilize apps such as GoodReader and IAnnotate for better file management and storage [3]. Ten liters of water is saved for reduction of each A4 size paper consumption[4].

Methodology: Journalism has two faces- print media and electronic media. Both of them consume a lot of paper. This paper goes for recycling at some point in the value chain. However, this recycling has an added cost to it. Thus, rest of the options in sustainability must be considered. To redesign and reuse the news paper into some other products is a viable solution[5]. For example, newspaper could be utilized for packaging different types of goods. Also, it could be used as a material to make carrybags[6]. Another option is to reduce consumption. Day-by-day, electronic memory is being cheaper. Also, this memory is erasable and reusable with minimal efforts. Thus, electronic s could be a solution in sustainable journalism. The following points help achieve it.

- a) Newspaper printing could be reduced to replace them by electronic means. Already, softcopy subscriptions of daily newspapers are in the market. But, self financed colleges are yet to habituate softcopy subscriptions. The number of technical colleges recognized by Aicte is 10,345 [7].
- b) There are 108 crore mobile phones in Indian market and only one-third is the share of smart phones[8]. Mostly, low end smart phones are used by the engineering student community. Thus, the existing web applications of print media could be utilised. The student community is a whopping 11,25,214 engineering admissions a year[7]. Also, a lot of expenditure in printing news papers could be avoided.

- c) Electronic media channels could also contribute to sustainability in its operations. They could avoid unnecessary print of paper by removing printers and Xerox machines in their offices. These days, email has become such a primary source of communication that any volumes of information could be transmitted by it. Not only the office utility papers but also personnel salary slips, questionnaires etc could be avoided from printing. However, using a tablet could be more modern approach.
- d) Previous editions of newspapers are stored for future references manually. Instead, the soft copy of the newsprint of a year could be written into a dvd. The newspaper could be recycled to save virgin paper.
- e) Pamphlets could be replaced with short message service. Thus, a SMS generates revenue besides better utilizing the existing infrastructure. Also, reduces paper consumption.
- f) Electronic media could rent their servers for advertising through SMS, to reduced broadcasting of commercials. Thus, making optimal use of primetime and technology servers. Here, server cleaning should be regularly done.
- g) To encourage pluralistic communication in journalism, one should make use of internet and the server extensions. Server extension '.au' denotes Australia and '.in' denotes India. Thus, by changing the server extension in internet settings, one could access and share information from a personal computer. This is a crunch time tactic better than blogging.

Conclusion: The concept of paperless office is cost cutting in nature to any given organization. However, paper could hardly be eliminated from any office but its use could only be minimized. The use of desktops and palmtops reduces the cost increases the efficiency of an organization in a given time. The concept has constraints such as penetration into the society, adaptability and technological ease of use. The paper concentrated on journalism becoming paperless. However, the print media could also be electronic in the form of web applications, soft subscriptions and with electronic forms of storage. Less paper consumed is less paper manufactured. Thus, it reflects in the reduced amount of water consumed in paper production and also the amount of carbon capture due to reduced chopping of trees.

Journalism always advocates and mirrors for Change in a society. The concept of paperless office is a Change to be adapted by the society, for the environment friendly initiative.

References:

- 1) Abigail J Sellen, Richard H R Harper- The Myth of Paperless office- The MIT Press(2001), ISBN 0-262-19464-3.
- 2) Martin Conboy, 'Journalism-A critical History', page 8, Sage publications, Isbn 0-7619-4099-5.
- 3) Kelvin King, Janet Toland, ' iPads and the paperless office: The impact of tablet devices on paper consumption in higher education', Journal of Applied Computing and Information Technology, volume 18, issue 1, 2014, ISSN 2230-4398.
- 4) APR Srinivas, 'A Sustainable Perspective to reduce paper consumption- Mobile phone Markets', Journal of emerging technologies and research, volume 7, issue 1, 2020, ISSN-2349-5162.
- 5) Nolberto Munier, 'Introduction to Sustainability- Road to a better future', springer 2005, ISBN-13 978-1-4020-3558-6.
- 6) APR Srinivas, 'Sustainable Reuse of Paper to reduce LDPE domestic consumption', Journal of emerging technologies and research, volume 6, issue 6, June 2019, ISSN-2349-5162.
- 7) www.aicte-india.org.
- 8) Uday Mahurkar, 'Marching with a billion', Pg 19, Penguin random house India, ISBN 9780670089208.