

# Sustainable Development through Digital Platform

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### Abstract

*With a rapidly growing economy bringing up problems, increasing urbanization, environmental problems, an increase in pollution, rapid increase in population, climate change, a change in taste habits and preference etc is creating expectations for one time solution to such problems, which is a shift from the traditional mode to sustainable development. Sustainable development means meeting the present needs without compromising the needs of future generations. However, research aimed at showing the potential contribution of each digital platform towards sustainable development. This research helps in understanding the importance and need for every individual to shift to digital platforms to make their life easier without causing harm to the environment. Secondly how digital platform has helped the nation to achieve sustainable goals. The crises faced by people throughout the globe during COVID-19, in which every sector was affected, leaving the country uncertain about the future. In this situation digital platform emerged as a new era that transformed the lifestyle of people. The study focuses on understanding the role of digital platforms in making life easier by improving accessibility and efficiency. A structured questionnaire was used as a primary data collection method to explore how these platforms supported economic continuity and environmental sustainability. The study concludes that digital platforms are not just technology tools but act as a key to achieving sustainable development.*

**Keywords:** Sustainable Development Goals, Environmental Sustainability, Digital Platform, COVID 19, Lifestyle of People.

### Introduction

Blistering urbanisation, population growth, environmental degradation, climatic change, pollutions, depletion of resources and over stressing on natural resources. These complications have necessitated a strong need to reform the traditional development models and include a proactive technology that has been driven by sustainability, the motive of sustainable development include economic inclusion, social inclusion, and environmental inclusion e.g. instead of using the traditional method of booking tickets to the platform online, it can be booked using app like IRCTC, UTS and by using QR code, which will help eliminate the need to use a lot of paper work resources, and paperless ticketing. Having endured these challenges the world began to transition to digital transformation the widespread use of internet, smartphones, cloud computing, artificial intelligence, and technology based systems every aspect of the world began to radically alter how people think work and respond and learn people no longer visit local stores to shop. E-commerce now available at (IRCTC BookMyShow), no longer fill out a paper form and wait until it is returned to get approval form but rather fill out an online application and approvals form and get an online

appointment and reaction system no longer visit local stores to get a physical consultant visit but an online consultant.

The digital transformation has solved the traditional problems that have existed over the long period, that is, it has brought in the modern systems that have transformed the traditional problems into opportunities. Through the use of online payment apps UPI apps: Google Pay/ Phone Pe/ Paytm/ BHIM), a small vegetable vendor uses it rather than cash, which assists in reducing overreliance on cash, however, it makes it possible to financially include small vendors, which is most significant in helping rural semi rural or urban countries the importance of going digital.

The concept of digital transformation is a new era in sustainable development that has reversed the meaning and the mode of working of the traditional working system of the country by the process of taking an initiative by the government of India on 1st July 2015, Faceless, Paperless, Cashless, which has given a new meaning. The most notable example that made the digital transformation even more important in the minds of individuals is the COVID-19 pandemic that had started in the end of 2019 and had a tremendous impact on the lives of people around the world as governments took lockdowns, social distraction, schools closed down, and the movement of many people slowed down to a minimum in order to prevent the further spread of the virus. This measures had severely impacted the entire economic growth of the nation. This forced governments, businessmen, education system to implement the use of digital platforms like online payment application, digital learning application, e-governance, e-banking, e-commerce, etc. The extensive use of digital platform in the case of COVID-19 has led to: SDG 4 Quality Education, SDG 8: Decent work and Economic Growth, SDG 9: Industry, Innovation, Infrastructure, SDG 13: Climate Action.

### **Review of Literature**

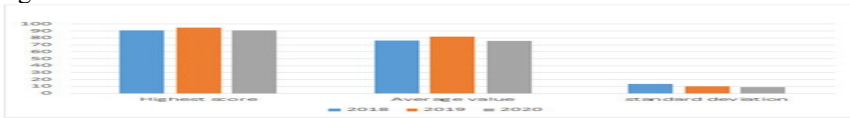
This research paper title “The Potential of Digital Platforms for Sustainable Development Using the Example of the Arctic Digital Platform 2035”, (Stepanova, Vorotnikov, & Doronin, 2020). The concept of Sustainability, as we all know today, is a new objective of each and every nation. In 1987, the Brundtland starting in 1972 at the United Nations Conference on Human Environment held in Stockholm the aim motive was to protect the environment and provide healthy and productive environmental conditions.

This experimental research paper title “Using digital platform for environmental management”, (Balabanova, Keschyan, Borisova, & Ekaterina, 2021). The various type of digital platforms were identified depending on the work being identified and according to the subject the management in this research grouping method was applied as an analysis of digital platform in the subject of the ecology and environment. With the help of the above data it can be concluded that these solutions provide allow us to control and avoid expensive budget.

The research paper titled “The potential of an online educational platform to contribute to achieving sustainable development goals: a mixed-methods evaluation of the Peoples-uni online platform”, (Sridharan, Bondy, & Heller, 2018). In this paper, the author addresses the application of a case study of People Uni the role the online education can play in meeting Sustainable Development Goal 4: by 2030. This paper assists one in achieving the insight that an online e-learning platform called the People Open Access Education Initiative. It was in the view of mixed-method approach that an online survey was conducted where 119 feedbacks were considered and through the feedback we could draw the conclusion that without such an online education platform many would not gain an opportunity to access education.

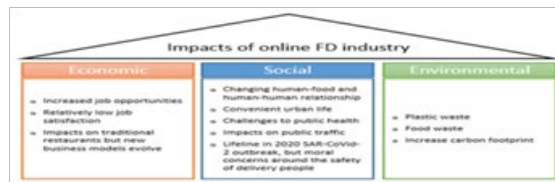
The research paper titled “Sustainable Education through E-Learning: The Case Study of iLearn2.0”, (Chen, 2021). This research paper has emphasized on sustainable learning by introducing the concept of online classroom. The research paper emphasized on developing advanced learning. In this study summative assessment and survey are used for data collection the study performance of three classes of citizen participation practice in F university from 2018–2020. The author used iLearn along with Microsoft Teams, a virtual hub that can connect teacher and students. From the above data, it can be concluded that sustainable

development has reached the classroom, and it is helping not only in achieving SDG goals but also improving students' average score.



The research paper titled “Online booking platform: Towards making more sustainable choices”, (Petti, 2022). This research offers profound understanding of the role played by digital platform in travelling and tourism sector in the accomplishment of Sustainable Development Goals. The tourism sector has become one of the most rapidly growing industries but due to abrupt COVID-19 pandemic international tourist has declined by 83 percent which has affected the entire economic situation of a country through methods of hypothesis testing.

The research paper titled “Review of Online Food Delivery Platforms and their Impacts on Sustainability”, (Li, Mankad, & Bremer, 2020). The research paper has highlighted how online platforms have come in to generate sustainability growth even in food industry and since COVID-19 outbreak people are changing their traditional mode to online platforms to deliver food and how it has expressed its massive influence to the economy by creating employment opportunities, sustaining other sectors such as electric bike industry and firms dealing with food packaging the impact of online food delivery impact was aligned as per the three pillars of sustainable framework. From the paper we can conclude that digital platforms have contributed in food industry as well.



The research paper titled “Platform Governance for Sustainable Development: Reshaping Citizen-Administration Relationship in Digital Age”, (Janowski, Estevez, & Baguma, 2018). The research paper has illuminated how digital platforms have helped in government sector in achieving Sustainable Development Goals. E-Governance platforms assists the government in crowdfunding, controlling the current crime, monitoring live condition, managing social welfare, managing public spaces, reducing administration and paper work. The article pursues literature analysis method and qualitative approach was adopted.

The research paper titled “Key Factors for E-Governance towards Sustainable Development Goals”, (Othman, Razali, Faidzul, & Nasrudin, 2020). This research aims primarily to know the main considerations in the implementation of E-government to achieve a sustainable development of a country. Preliminary review was done to get an understanding of the E-government initiatives on transforming the public service to sustainable development society.

The research paper titled “Digital Transformation and Social Inclusion in Public Services A Qualitative Analysis of E-Government Adoption for Marginalized Communities in Sustainable Governance”, (Djatkiko, Sinaga, & Pawirosumarto, 2025). This research aims primarily to know the main considerations in the implementation of E-government to achieve a sustainable development of a country. Preliminary review was done to get an understanding of the E-government initiatives on transforming the public service to sustainable development society. In a bid to have a better and sustainable society it is quite essential to have a secure, safe digital platform that will enable citizens communicate with the government.

The research paper titled “Digitalization: A Step towards Sustainable Development”, (Bhutani & Paliwal, 2015). The study highlights on the role of digitalization as a new game changer which has changed the way a citizen is thinking and shaping up things. The author has used a qualitative exploratory approach case study method. From the above case study utilized in the article it can be concluded that digital transformation is

a need of an hour which will give a new direction to the nation by giving equal importance to sustainable development, environment etc.

### **Digital Platform as Sustainable Development Enablers**

In recent years, digital platforms have become a new pathway for a nation to shape its economy and working system of government. Digital platforms have reduced the inequalities and made education accessible to each and every citizen throughout the globe which was not possible in traditional method.

**Transformative role of digital platforms in Sustainable Development:** Digital platforms have significantly shown their contribution in all sectors of a nation to achieve sustainability. Let's discuss the contribution of the digital platform in each sector briefly.

### **Economic Sector**

Financial Inclusion (SDG 8, SDG 10): Digital platforms help to enable a fair economic activity through reducing inequalities and connecting people in different areas. Example: Digital e-commerce websites like Amazon, Flipkart, and Meesho.

Employment Generation (SDG 1, SDG 9): Digital platforms represent the opportunity to get more jobs. Examples are LinkedIn and Freelancer.

### **Educational Sector**

Quality Education (SDG 4, SDG 10): The digital platforms have broken the boundary of both geographical and social barriers and have thus been able to offer high-quality education to all citizens. Example: Teams, SWAYAM, that have simplified education.

Skill Development, Lifelong Learning (SDG 4, SDG 8): Digital platforms encourage unending skill improvement that is within the industry. Example: Coursera, Udemy, Swayam, MOOC courses.

Innovative Teaching: Through the digital mediums NEP 2020 suggests the use of bagless periods, which is an attempt to make students less stressed and burdened. Example: Quizizz, Google Classroom, Kahoot.

### **Financial Sector**

Efficient Digital Payment Cashless Economy (SDG 8, SDG 9): The digital payments have decreased the rate of transactions, decreased cash dependence, enhanced transparency. Examples: Phone-Pe, Google Pay, etc.

Encouraging Saving, Investment and Creation of Wealth (SDG 8): Digital platforms have promoted saving and investment culture amongst citizens. Case study: Groww, Zerodha digital investing.

Financial Literacy and Consumer Awareness (SDG 4, SDG 10): Digital platforms facilitate the concept of digital literacy through the provision of rights of regulations regarding the utilisation of online platforms to make payments. Examples: RBI and fintech apps with the latest information on safety and security.

### **Environmental Sector**

Wastes and the Circular Economy (SDG 11, SDG 12): Digital platforms assist the government in a superior approach of collecting waste, the process of recycling, and creating awareness about waste awareness drives. Example: SWaCH App (India): Started by Prime Minister Shri Narendra Modi.

Climate Change Mitigation and Adaptation (SDG 9, SDG 13): Digital platforms are enabling climate action by facilitating data-driven approaches to mitigating and adapting to climate change.

**Data Analysis (Primary Data)**

**Table 1 Gender-wise Distribution of Respondents**

Gender	No. of Respondents	Percentage
Male	82	49.7%
Female	78	47.3%
Other / Prefer not to say	5	3.0%
<b>Total</b>	<b>165</b>	<b>100%</b>

**Table 2 Age Group-wise Distribution**

Age Group	Frequency	Percentage
Below 20	28	17.0%
21–30	62	37.6%
31–40	40	24.2%
41–50	25	15.2%
Above 50	10	6.0%
<b>Total</b>	<b>165</b>	<b>100%</b>

**Table 3 Income Slab-wise Distribution**

Income Slab	Frequency	Percentage
Below 15,000	35	21.2%
15,001– 30,000	45	27.3%
30,001– 50,000	38	23.0%
50,001– 75,000	27	16.4%
Above 75,000	20	12.1%
<b>Total</b>	<b>165</b>	<b>100%</b>

**Table 4 Occupation-wise Distribution**

Occupation	Frequency	Percentage
Student	42	25.5%
Salaried Employee	58	35.2%
Self-employed / Business	32	19.4%
Professional	18	10.9%
Others	15	9.0%
<b>Total</b>	<b>165</b>	<b>100%</b>

**Table 5 Digital Platforms Have Increased My Awareness Of Sustainable Development**

Response Category	Frequency	Percentage (%)
Strongly Disagree (1)	10	6.1
Disagree (2)	18	10.9
Neutral (3)	40	24.2
Agree (4)	62	37.6
Strongly Agree (5)	35	21.2
<b>Total</b>	<b>165</b>	<b>100</b>

Mean score for the above question is 3.57. Standard Deviation is 0.94.

**Interpretation:** The average of the respondents (3.57) indicates that there is a high agreement among the respondents that digital platforms play a major role in ensuring sustainable development goals are met.

**Table 6 The Importance Of Sustainable Development Became More Visible Through Digital Platforms After Covid-19 Compared To Before Covid-19**

Response Category	Frequency	Percentage (%)
Strongly Disagree	8	4.8
Disagree	15	9.1
Neutral	42	25.5
Agree	70	42.4
Strongly Agree	30	18.2
<b>Total</b>	<b>165</b>	<b>100</b>

**Mean Score:** 3.73

**Interpretation:** The mean score is high, which means that people tend to agree that the digital platforms contributed to awareness and significance of sustainable development considerably after COVID-19.

**Table 7 Online Learning Platforms Have Contributed To Long-Term Sustainability In The Education Sector**

Response Category	Frequency	Percentage (%)
Strongly Disagree	10	6.1
Disagree	16	9.7
Neutral	35	21.2
Agree	68	41.2
Strongly Agree	36	21.8
<b>Total</b>	<b>165</b>	<b>100</b>

**Mean Score:** 3.67

**Interpretation:** These findings indicate that there is evident majority of the respondents who indicated that they agreed with the role of online learning platforms in ensuring long term sustainability in the education sector.

### **Finding and Suggestion**

1. Most of the respondents demonstrate a high level of agreement according to which digital platforms raised awareness of sustainable development.
2. Long-term sustainability in the education sector has a sense of acceptance of the online learning platforms beyond the emergency use.
3. Digital health platforms are favorably linked with the enhancement of healthcare access, and they facilitate SDG 3 (Good Health and Well-being).
4. The views of the respondents on this issue are mostly that digital platforms facilitated sustainable economic activities and employment.

### **Suggestions**

1. To maintain the positive results that have been observed, policymakers need to keep on improving digital infrastructure.

2. Blended and online learning models should be made a part of a sustainable model that is integrated in educational institutions.
3. There should be increased investment in the digital healthcare platform to enhance accessibility and affordability.

### Conclusion

The current research finds that digital platforms have become very important facilitators of sustainable development in the post-COVID period. The results indicate that there is a high level and a significant consistency in the respondents on the beneficial effect of digital platforms in facilitating economic, social, and environmental sustainability. The large mean scores on several dimensions show that digital adoption is relatively broadly viewed as the factor leading to an enhancement of efficiency, accessibility, and long-term sustainability. These findings indicate that online media have made life easier in today's world, as they have enabled the access to education, healthcare, financial services, and government programs and at the same time helped in the achievement of sustainable development outcomes. Furthermore, the digital space has facilitated inclusive development, through increasing job opportunities, strengthening social connectivity, and increasing governance through transparency. The results demonstrate the significance of the continuous digital innovation, enabling policy frameworks, and digital literacy in the context of ensuring that the gains of digital platforms are fairly shared and have a positive impact on the long-term sustainable development.

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