

NIDM's PARTICIPATION

IN

INDIA INTERNATIONAL TRADE FAIR

(14 - 27 NOVEMBER, 2014, NEW DELHI)



A REPORT



NATIONAL INSTITUTE OF DISASTER MANAGEMENT,
(Ministry of Home Affairs, Government of India),
5-B, IIPA Campus, IP Estate, Mahatma Gandhi Marg, New Delhi - 110 002 (INDIA)
Tel. - 011-2370 2432, 2370 5583, 2376 6146, TeleFax - 011-2370 2442, 2370 2446
Website : www.nidm.gov.in

TABLE OF CONTENT

1. INTRODUCTION	2
2. NIDM'S PARTICIPATION IN IITF	2
3. IEC MATERIAL DISTRIBUTED BY NIDM	4
(i) Material for Distribution	4
(ii) Material for Display	7
4. DEMONSTRATION OF EARTHQUAKE IMPACT ON BUILDING MODEL AND SHAKE TABLE FOR LIQUEFACTION	12
5. CONCLUSION	13

NIDM's PARTICIPATION IN INDIA INTERNATIONAL TRADE FAIR

14 - 27 NOVEMBER, 2014, NEW DELHI

1. INTRODUCTION

India International Trade Fair (IITF) is a business extravaganza organized by Indian Trade Promotion Organization (ITPO) every year. The fair is held during November 14-27, every year at Pragati Maidan, New Delhi. IITF is a mega event and a large number of business delegates from all over the world visit this fair every year. A number of Government Organisations use this platform to spread awareness about their programmes and policies among the public. As such almost all States and Union Territories of the Federal Government of India participate in this event. This year's theme was "Women Entrepreneurs", conveyed entrepreneurial capacities of women entrepreneurs, making considerable impact in all requirement of the economy. It is an act of business ownership and business creation that empowers women economically increases their economic strength and position in the society. As IITF is visited by about one lakh people everyday it is a platform for disseminating knowledge among societies and create awareness among communities.

2. NIDM PARTICIPATION IN IITF - 2014

National Institute of Disaster Management (NIDM) in collaboration with National Disaster Management Authority (NDMA) and National Disaster Response Force (NDRF) participated in the India International Trade Fair with an objective to create awareness about Disaster Management in general public. Through its stall at Hall No.12, NIDM shared various awareness materials with the community, demonstrated shake table for liquefaction testing, displayed building models for earthquake resistance, and organized Street Play about disaster awareness at school level.

HIGHLIGHTS

- Total 30 types of Publications of NIDM were displayed.
- More than 52,000 awareness materials (in the form of leaflets, booklets, calendars, carry bags with slogans, workbooks etc.) were distributed.
- Demonstration of Earthquake impact on building model and Shake Table for liquefaction.
- Organized Street Play on awareness at school level.
- Stall visited by thousands of visitors.

The stall was inaugurated and visited by Dr. P. K. Mishra, Additional Principal Secretary, PMO on 14th November, 2014 in presence of Secretary (Border Management); DG, NDRF; Secretary, NDMA; Joint Secretary, NDMA; Executive Director of NIDM and other staff of NDMA, NDRF and NIDM.



Inauguration of the stall by Dr. P.K. Mishra, Additional Principal Secretary, PMO



Stall visited by Chief Guest & delegates

On 18-11-2014, NIDM Calendar on School Safety was released by Hon'ble Home Minister, Shri Rajnath Singh in a programme organized at IITF. During this programme, NIDM also organized Skit Play about disaster awareness at school level. The NIDM calendar contains 14 pages showing various Do's & Don'ts and other techniques related to school safety-before, during and after various natural and man made disasters. The calendar was appreciated by various stakeholders and was in great demand by visitors at stall.



Release of NIDM's Calendar on School Safety by Hon'ble Home Minister

In IITF, NIDM displayed its products and activities in collage form fitted on the wall of the stall. The collage was showing various activities of NIDM i.e. Trainings, Conferences and the Modules published by NIDM. In addition NIDM also put its various IEC materials (30 types) for distribution and many publications for display. More than 52,000 awareness materials (in the form of leaflets, booklet, calendars, earthquake ludo, carry bags with slogan, workbook, etc.) In addition to awareness materials, different modules, books etc. published by NIDM were also displayed at the stall. The stall was visited by thousands of visitors, including students. The feedback of the visitors was very good about the stall and displayed materials.

3. IEC MATERIAL DISTRIBUTION BY NIDM

NIDM developed following IEC materials for display and distribution:

(I) Material for Distribution

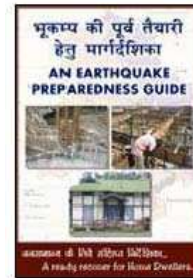
NIDM had put up public awareness materials for distribution specially developed for IITF 2014. These awareness materials were distributed among visitors in paper bag specially designed and printed for IITF, 2013. The awareness materials distributed at NIDM stall were:

- Calendar for School Safety (Hindi):** A calendar was designed by NIDM showing 14 pages with various Do's & Don'ts and other techniques related to school safety - before, during and after various natural and man made disasters. Schools are critical infrastructure entrusted with the responsibility of creating citizens of tomorrow. A safe and secure environment is a prerequisite for effective teaching and learning. Thus ensuring safety of students, teachers and staff members during disasters is necessary. In this calendar each page explains safety tips like: why school safety is important, roles of disaster management committee in school safety, what is school safety, fire safety in schools, school safety: necessary steps, earthquake safety in school, safety mock-drill, school disaster management plan, school non-structural safety measure, school safety plan,



structural safety of schools along with beautiful drawings and slogan related to disaster management. Around 5000 calendars were distributed during the fair.

- **Earthquake Preparedness Guide (Bilingual):** This guide was developed as a reference to sensitize common citizens concerning preparedness measures for an earthquake. Around 6,000 copies were distributed during the fair.



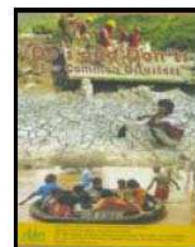
- **Fire Safety in Schools (Bilingual):** This leaflet developed by NIDM for distribution gives basic information about safety tips during a fire disaster. Around 5,000 copies were distributed during the fair.



- **Do's and Don'ts for various Disasters (in Hindi):** A leaflet giving general Do's & Don'ts of 3 common disasters i.e. fire, earthquake and flood were printed. Around 5,000 copies were distributed during the fair.



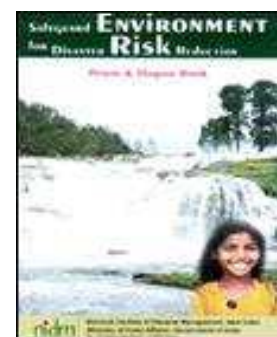
- **Do's and Don'ts for Common Disasters (in English):** A leaflet giving general Do's and Don'ts of 12 common disasters was distributed to around 6,000 visitors.



- **NIDM Brochure (Bilingual):** A leaflet giving basic knowledge about the Institute, its mandate, publications, functions, etc. was developed and distributed in the Trade Fair. Around 8,000 copies were distributed during the fair.



- **Safeguard Environment for Disaster Risk Reduction:** NIDM conducted a competition to observe Environment Day on 5th June 2012. The theme of the competition was 'Safeguard



Environment for DRR'. Poems and slogans were invited from schools on DRR all over the country and selected slogans and poems were printed in the form of a book for distribution among students and others for creating awareness. Around 1,000 copies were distributed during the fair.

- **Book-mark (in Hindi):** Book-marks showing safety tips for three common disasters i.e. fire, flood and earthquake were printed. Around 3,000 bookmarks were distributed during the fair.



- **Brochure for Online Courses on Disaster Management:** A leaflet about the Institute's Online Courses on Disaster Risk Management in collaboration with the World Bank (GFDRR) Washington was printed and around 5000 copies were distributed. The aim of this programme is to raise the level of Awareness and Preparedness as well as to enhance analytical skills and professional competencies of distant key stakeholders in different areas of Disaster Risk Management.



- **Earthquake - Snakes & Ladders Game (Ludo):** A multiplayer innovative game to inform children about various Do's & Don'ts of Earthquake through interesting Snakes & Ladders Game (Ludo) was distributed to around 3,000 visitors.



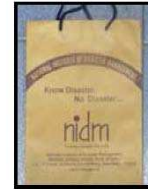
- **Science Festival - Disaster Management:** A document containing vulnerability maps of various natural disasters and practical work activities for students with an objective to create awareness among students about disaster management was also distributed to around 3,500 visitors.



- **Awareness Posters:** Various awareness posters on the theme of “School Safety” were distributed to around 2,000 visitors.



- **Paper Carry Bags:** Around 1,900 carry bags to distribute IEC material, showing slogans related to disaster management were distributed during the fair.



- **NIDM Caps:** Around 1500 caps with NIDM logo were distributed among school children during the skit play on 18-11-2014.



(II) Material for Display

a. Modules:

- **Training Module on Databases and Statistics for Disaster Risk Management:** The module covers extensively on various aspects of hazard, disaster and resource databases and how to access, collate and use the information for various phases of Disaster Risk Reduction. Aim of this module is to enhance the synergy between the data producers and the user community.



- **Training Module on Geoinformatics Applications in Chemical Disaster Management:** Aim of this training module is to provide theoretical and practical inputs that will encourage the application of Geographical Information Science (GIS) and Remote Sensing (RS) for management of risks originating from hazardous chemical industries and storage facilities.



- **Training Module on Critical Infrastructure and Disaster Risk Reduction:** This module provides an introduction to disaster risk reduction of critical infrastructures (CIs) and an overview on the key issues in CI vulnerability reduction.



- **Training module on Flood Disaster Risk Management - Hydrological Forecasts; Requirements and Best Practices:** This module developed under Indo-German Cooperation Project is meant to supplement training programme on flood risk mitigation and management. The module has 10 learning units covering various aspects of Flood Disaster Risk Management.



- **Training module on Flood Disaster Risk Management - Gorakhpur Case Study:** The aim of the module is to give an overview of flood risk management in the context of Gorakhpur. This module is designed and developed in the form of a case study to help users to understand the problem of floods, its different perspectives, impacts on livelihood, risk adaptation methods, community based and community led measures.



- **Training module on Environmental Legislation for Disaster Risk Management:** The aim of the module is to give participants an overview of the environmental legislation, and how the existing legal framework for environment can be used for Disaster Risk Management. The module cites examples of legal and policy framework from across the world along with



special reference to the Indian legal framework and disaster management guidelines.

- **Training Module on Disaster Management for NDRF Commanders:** This module has been developed keeping in view the specific needs of the supervisory officers of NDRF. It orients the officers to the various aspects of Disaster Management so as to enable them to perform their tasks in an effective manner.



- **Training Module on Geo-informatics Applications in Disaster Management:** This module has been prepared for developing the capacity of technical professionals and disaster managers to optimally use Space Technology, Remote Sensing, GPS and GIS coupled with internet mapping services to manage disasters in various phases.



- **Training Module on Comprehensive Landslides Risk Management:** This module is an attempt to bring out a comprehensive document that would help in training and capacity development for landslide risk reduction. It encompasses the experiences, information and knowledge gained by the author over a period of more than 2 decades in India and abroad.



- **Training of Trainers Module on Psychosocial Care in Disaster Management:** This module is meant for the training of non-medical personnel, including officers from different departments such as disaster management, social welfare, women and child development, education, health, rural development, Panchayati Raj Institutions and ULBs.



- **Training Module on Chemical (Industrial) Disaster Management:** The module is developed looking to the performance gaps and needs of middle level officials in State and district level functionaries/departments or agencies including public sector and associated non-government organization / industrial members involved in assessment, planning, implementation or monitoring of many aspects of disaster management, factories / industry, environment and development.



- **Training of Trainers Module on Flood Risk Mitigation and Management:** This module has been developed with the technical support of Central Water Commission, New Delhi to conduct the training programmes on flood for senior and middle level officers of various sectors of Central and State Governments and trainers of various training institutes engaged in disaster management.



- b. **Directory:** The Directory for Institutions and Resource Persons in Disaster Management has been developed by way of compilation of information from different reliable sources along with contact details of various institutes, departments, organizations, etc. dealing in disaster management. The document also contains list of renowned resource persons in the field of disaster management and important websites.



- c. **India Disaster Report:** In this report, major disasters have been discussed along with lessons learned for which the State



Governments had requisitioned the Central Government for supplementary support.

d. **Environmental Extremes Disaster Risk Management:** This publication has been developed on climate change and disaster management issues in the context of South Asia and more particularly on India.



e. **Journal "Disaster & Development":** This bi-annual document discusses current issues relating to Disaster Management in India through articles & research papers.



f. **Newsletter "Tidings":** This is a quarterly newsletter which contains information relating to various activities of NIDM in the field of Disaster Management.



Visitors visiting the pavilions shared keen interest in obtaining copies of these publications. Since, these publications were for display the visitors noted the NIDM website for downloading the publications. The visitors were also keen to know the various training programmes conducted by NIDM and how can they participate. They were curious to know about the wrong practices of building construction and willing to know to more about making building earthquake resilient. They were explained the details of training programs conducted by NIDM and procedures to get nominated for these programmes. Visitors were briefed about the NIDM and its role in building capacity for DRR and were suggested to visit NIDM's website "www.nidm.gov.in" for further details.



Distribution of various IEC materials at the stall to visitors

4. DEMONSTRATION OF EARTHQUAKE IMPACT ON BUILDING MODEL AND SHAKE TABLE FOR LIQUEFACTION

The stall was also having a shake-table showing earthquake liquefaction during earthquake and various models to demonstrate how to construct safe buildings in earthquake prone areas. Models also showed various retrofitting techniques for earthquake resistant building construction. A Shake Table (An Electro-Mechanical) for Liquefaction effect on Model buildings and underground utilities using Yamuna River sand was demonstrated at the NIDM stall. The device was able to show Pore Water Pressure (PWP) fluctuations during shaking. It has the facility to generate uni-axial planar shaking in all orientations. Wide range of amplitudes and frequencies were incorporated in the design. Liquefaction impact on Model buildings with isolated/raft/piled foundations was also demonstrated. It can loosen the base of building enough to fall, while subsurface utilities structures like sewer line, gas pipe, etc. come up breaking the earth surface. Some model buildings depicting Earthquake vulnerabilities, such as irregular openings/walls, cantilever with floating walls, irregularity of buildings in plan and elevations, basement with openings, etc. were displayed as eye opener and to create awareness. The shaking table demonstrated soft storey, resonance and pounding effect with practical guidance and retrofitting options.



Demonstration of Earthquake impact at the stall through Building Model and Shake Table for Liquefaction

5. CONCLUSION

The stall at Hall No. 12, Pargati Maidan, New Delhi was a center of attraction for the visitors, especially students. All categories of visitors including children, women and others were eager to know about Disaster Management System in the country. Children showed keen interest, especially in the Earthquake Resistant Building Models and Shake Table demonstrating liquefaction. They also showed interest in collecting IEC material distributed by NIDM. Skit Play about disaster awareness at school level was a crowd puller and was of interest to all categories of visitors. Overall it was a very good initiative to make people aware about the disasters and make them more safe and resilient against disasters. The feedbacks from the visitors have been quite appreciable. NIDM should participate in such events more frequently for creating awareness in the general public about Disaster Management.



Children watching Skit Play on disaster safety