

NATIONAL INSTITUTE OF DISASTER MANAGEMENT
(Ministry of Home Affairs; Government of India)

Format for preparation of abridged Report of the Course by the Course Coordinator for uploading in the website of NIDM.

1. Name of the course: Training Programme on Media & Communication in DRR
2. Duration 4 days, 23-26 October 2018
3. Venue: NIDM (YMCA Tourist Hostel)
4. Objectives
 - Assess critical issues pertaining to disasters, vulnerability and risk that need to be addressed for safe development.
 - Communicate safety information to the public and media
 - Facilitate broad consensus points on disaster reporting
 - Devise a framework for risk information strategy to public

5. Methodology

Methodology followed was a combination of lectures, group discussions, experience sharing and group exercises.

6. Schedule

Time	Day 1	Day 2 Theme: Crisis Communication	Day 3 Theme: Risk Communication	Day 4 Theme: Strategy for DRR
10.00 – 11.15	Inauguration Welcome, course intro & Expectations	Crisis Communication: Approach & Strategy	Paradigms of Risk Communication: Purpose and Scope	Gendered Approach to Communication
11.15 – 11.30	TEA			
11.30 – 13.00	Understanding Disasters: Concepts & Practices	Disaster Reporting: Maintaining Accuracy & Balance in Reporting	Communicating Risks across Mediums	Communicating Safety through Social Media Platforms
13.00 – 14.00	LUNCH			
14.00 – 15.15	Role of Media in Disaster Management	Strategic Action plan for Crisis Communication (group work)	Risk Communication Planning	Communication Framework for Risks and Disasters
15.15-15.30	TEA			
15.30 – 17.00	Media Management System within the DM Framework in India	Stakeholder Coordination and Communication Strategy	Group Work	Valediction and closing

7. List of participants

8. List of Participants

Sl. No.	Name, Designation and Address	Contact Details
1	MRS. P B LIANTHANGPUII, Dy. Director, Information & Public Relations Deptt., Govt. of Mizoram, Aizawl, Mizoram.	pbpuii@yahoo.com
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4	SH. SAILENDRAN K. S. Information Officer, Information and Public Relations Department, Govt. Secretariat, Thiruvananthapuram, Kerala – 695001.	kssailendran@gmail.com
5	SH. V. SIVAKUMAR, Assistant Director of Programmes, Directorate General All India Radio, Akashvani Bhawan, Parliament Street, New Delhi – 110001.	siva65@rediffmail.com
6	SH. ABHINAY SRIVASTAVA, Programme Executive, All India Radio, Broadcasting House, Parliament Street, New Delhi – 110001.	lionbhaiya@gmail.com
7	SH. STEPHEN NGULLIE, DPRO, Wokha, Department of Information & Public Relations Nagaland, Kohima.	
8	SH. ATUZO PESEYIE, Assistant Public Relation Officer, Department of Information & Public Relations Kohima, Nagaland.	niketuzopeseyie@gmail.com
9	SH. NALIN CHAUHAN, Dy. Director, Directorate of Information and Publicity, Govt. of NCT of Delhi, Block No. IX, Old Secretariat Delhi, Delhi – 110054.	naln9@gmail.com
10	SH. KAANCHAN AZAD, Information Officer, Directorate of Information and Publicity, Govt. of NCT of Delhi, Block No. IX, Old Secretariat Delhi, Delhi – 110054.	kaanchanazad@gmail.com
11	SH. NARINDER PAL SINGH, IPRO, Information & Public Relations Department, Punjab, 5 th Floor, Punjab Civil Secretariat, Sector 1, Chandigarh.	npsjagdeo@gmail.com

9. Group Photo

National Institute of Disaster Management
(Ministry of Home Affairs) New Delhi
**Training Programme on Media and Communications for Disaster Risk
Reduction during 23 – 26 October, 2018.**
Group Photo



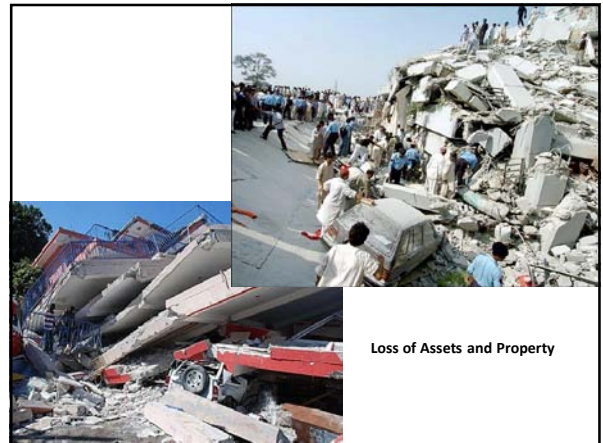
Sitting Left to Right	Sh. Nalin Chauhan, Dr. Chandrani Bandyopadhyay (Course Coordinator), NIDM, Sh. B. H. Anil Kumar, (Executive Director, NIDM), Sh. B. S. Chauhan, Mrs. P. B. Lianthangpuii, Sh. V. Sivakumar.
Standing Left to Right	Sh. Saurav Kumar Rajak, NIDM, Sh. Narinder Pal Singh, Sh. Malsawm Sanga, Sh. Abhinay Srivastava, Sh. Sailendran K. S., Sh. Nijas Jewel A. A., Sh. Kaanchan Azad, Sh. Stephen Ngullie, Sh. Atuzo Pereyie, Sh. Ram Swaroop Tiwari, NIDM.

Training Prog on Media & Communications in DM

23-26 October 2018



Disasters cause...



Displacement



Infrastructure Loss





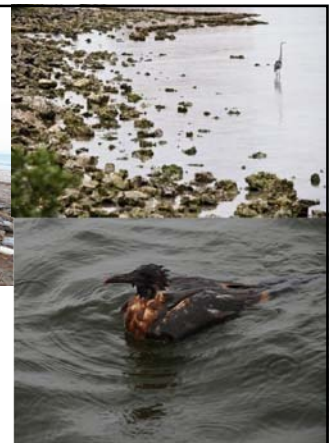
Loss of Livelihood and dignity



Environmental Impact



Debris
 Pollution
 Salinisation
 Erosion



Loss of social support systems



Orphans
 Single parent Families
 Older People

Trauma
 Exploitation
 Abuse



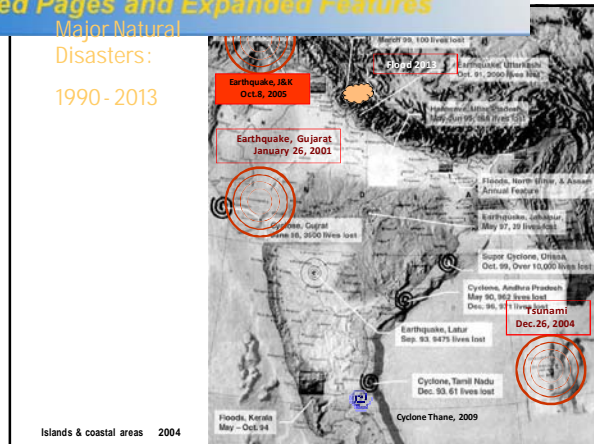
Disaster Vulnerability of India

One of the most disaster prone countries in the world



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Major Natural Disasters:



A Disaster is...

Disaster means a catastrophe, mishap, calamity or grave occurrence in any area, arising from natural or man-made causes, or by accident or negligence, which results in substantial loss of life or human suffering, or damage to, and destruction of, property, or damage to, or degradation of environment, and is of such nature or magnitude, as to be beyond the coping capacity of the community of the affected area."

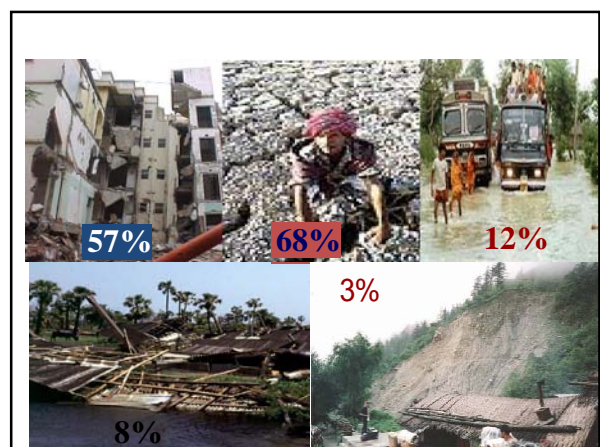
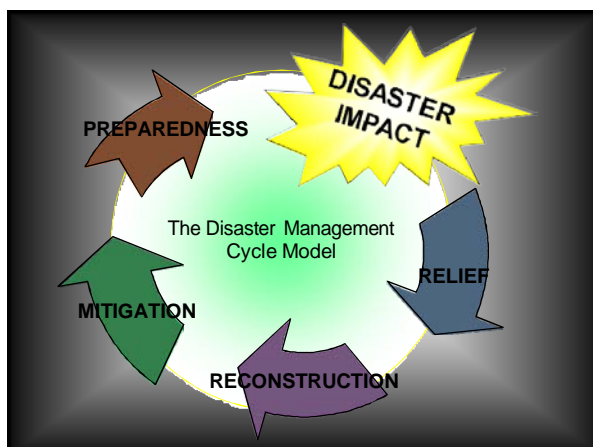
DM Act 2005

Hazards & Disasters

- A HAZARD is a rare or extreme natural or human-made event that threatens to adversely affect human life, property or activity to the extent of causing a disaster.
- A DISASTER is a serious disruption of the functioning of a society, causing widespread human, material or environmental losses which exceed the ability of the affected society to cope using its own resources.

Typology of Disasters

- Generic identification of disasters
 - Natural
 - Water & Climate related
 - Geological
 - Man-made/Technological
 - Industrial/Nuclear/Chemical Disasters
 - Biological Disasters
 - Accident related disasters
- Onset time based identification
 - Sudden onset
 - Slow onset
- Extent-based (area impacted)



Earthquake



56% of India are prone to Quake

Zone	Area	Parts of the state
V	12%	N.E States, J&K, H.P, Gujarat, Bihar, Uttaranchal, A&N
IV	18%	J&K, HP, Uttaranchal, Bihar, Delhi, W. Bengal, Haryana, Punjab, Sikkim, Gujarat, Maharashtra, Lakshdweep
III	26%	Punjab, Haryana, Uttaranchal, Bihar, W.Bengal, Gujarat, Rajasthan, M. P, Orissa, A. P, Goa, Kerala, Tamil Nadu, Maharashtra

Flood

- 40 million hectares are prone to flood
- 8 million hectares affected by flood every year
- Brahmaputra and Gangetic Basin are most flood prone areas
- North-west region of west flowing rivers – Krishna, Cavery and Mahanadi – are



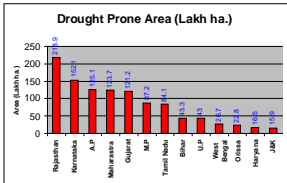
Cyclone



- Long coastline of 8000 kms
- Pre-monsoon (May-June) and post-monsoon (May-June) cyclones
- Coastal districts of Orissa, Andhra Pradesh and Gujarat most prone to cyclone
- Most casualties caused by coastal inundation due to tidal waves, storm surges and torrential rains

Drought

- 68% of the net area sown in the country is prone to drought
- Out of this 33% is chronically drought prone, receiving rainfall less than 750mm per annum
- 35% drought prone that receive rainfall between 750-1125



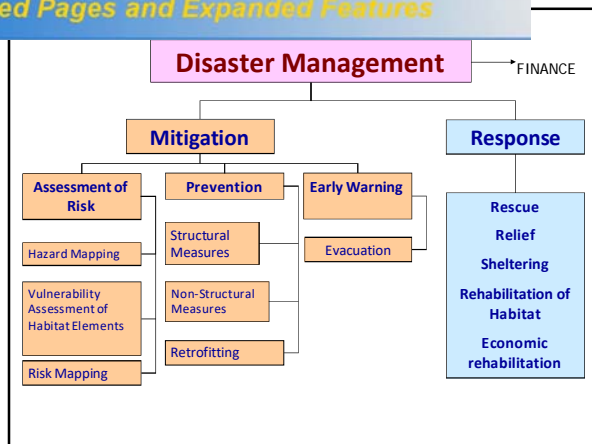
Tsunami

- Tamil Nadu**
Population affected - 896163
Shifted to safer places - 499962
Deaths - 7983
- Andaman & Nicobar**
Population affected - 295959
Shifted to safer places - 18395
Deaths - 1899
- Andhra Pradesh**
Population affected - 196320
Shifted to safer places - 34264
Deaths - 105
- Pondichery**
Population affected - 43432
Shifted to safer places - 70000
Deaths - 591
- Kerala**
Population affected - 130000
Shifted to safer places - 24978
Deaths - 171



Average annual loss

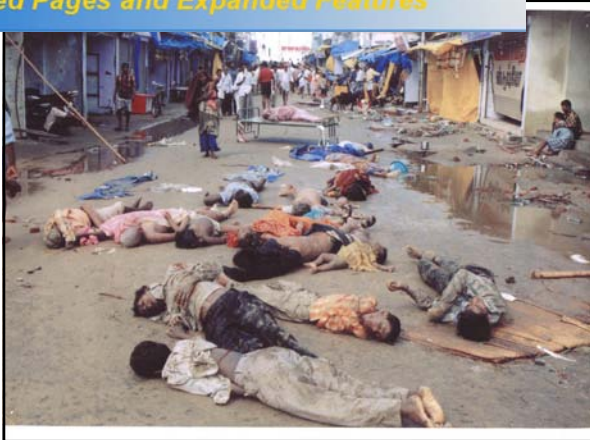
- Loss of human life: 4350
- Crop area affected: 1.42 million hec.
- Houses damaged: 2.36 million
- Direct loss: 2 % of the GDP = Rs. 25000 Cr
- Expenses on emergency response and relief
- Diversion of developmental fund
- Revenue loss due to less industrial production
- Indirect socio-psychological losses that can not be quantified



Role of Media in Disaster Response : FRIEND AND FOE

Prof. Santosh Kumar
National Institute of Disaster Management





SERIOUS TRUST AND MISTRUST DILEMA



Identification, dead body disposal, hospitalization



REGAINING CONFIDENCE OF THE PEOPLE IN THE SYSTEM

WHAT MEDIA DOES

- REPORT AN EVENT ?
- OR
- CREATE AN EVENT ?
- MAKE PUBLIC OPINION
- KEEP CITIZEN INFORMED
- OR
- KEEP CITIZEN MISINFORMED ?

WHAT TYPE OF MEDIA

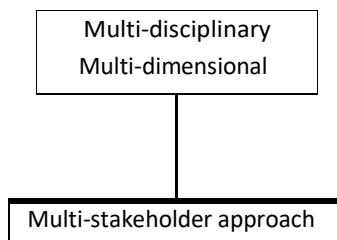
- PRINT –NEWS PAPERS, MAGAGINES
- ELECTRONIC- TV, REDIO
- LOCAL- COMMUNITY RADIO
- Cinema
- Theaters
- Social media

What is news reports ?

- Often, news reports are called "stories,"
- reporters are encouraged to find events that have the same attributes as that of good fiction: drama, conflict, problems, solutions, and rising and falling action.
- Disasters offer all of these characteristics, and for television they present the additional advantage of great attention-grabbing, Asuals (Wenger, 1985b:2; Larson, 1980:79,119).

- "From the journalistic point of view, a natural disaster has all the ingredients for the perfect media event' (especially for the electronic media).
- It's brief, spectacular, often mysterious, action-oriented, and portrays human suffering and courage." (Bolduc, 1987)

Disaster Management



Media-Our Vehicle

- Wider reach
- Influential
- Media played vital role in the past in generating mass awareness on number of issues...one can name any
 - Floods in the States of Bihar and Assam in July, 2004 , 2007, 2008 and
 - Tsunami , Karnataka , A.P disaster

Where Media can Make Dents?

- Pre-disaster phase
 - Preparedness
 - Planning
 - Prevention
- Post-disaster phase
 - Response
 - Relief
 - Rehabilitation and reconstruction





Pre-Disaster Role of Media

- Inform the general public about the need to adopt and integrate disaster risk reduction measures in their day-to-day lives
 - News articles, features and advertisements in print/electronic media
- Dissemination of disaster-resistant construction techniques and preparedness measures for safety
- Carry articles/interviews with eminent resource persons on different hazards and mitigation steps

During Disaster Times

- Help avoiding mis-communication and rumor mongering
- Promptly making available correct information to all
- Bridge the communication gaps in affected areas in large stretches

As a Bridge Between Governments and People

- Success of any governmental endeavor with regard to social well-being is invariably dependent upon the active involvement and association of the people with that initiative
- Disseminate relevant information to the public at large about the initiatives taken and systems put in place

Challenges

- ▮ Getting attention of media (what is important from the perspective of the sources may not be newsworthy from the perspective of the media),
- ▮ Getting one's message across undistorted (in particular: alarming vs. reassuring tone, recommendations of how to act in emergencies),
- ▮ Getting media to create an image of trustworthiness and credibility,
- ▮ Getting media out of the way in stressful situations (what is stressful for disaster managers may be interesting for the media).

- **Start a dialogue with the media and negotiate rules for reporting during acute disasters with them.** Media should be prepared for reporting on disasters too. For them, however, anticipating disasters does not have the same importance as for disaster managers. Disaster management, hence, should seek contacts with the media before acute disaster occur in order to establish a working relationship.

- **Watchdog:** According to their own self-image journalists want to keep a critical eye on those in power. Investigative reporting, uncovering of scandals and proving failures of decision-makers is what most journalists dream of. This "watchdog function" of the media often leads to a skeptical attitude as default.