

WEBINAR REPORT

Media for Disaster Risk Reduction



DATE: 23rd December, 2020

TIME: 11:30 AM to 1:30 PM

Joint Organizers

National Institute of Disaster Management (NIDM)
Ministry of Home Affairs, Govt. of India
&
Institution of Engineers (India)
J&K State Centre, Srinagar

Collaborating Partners

J&K Information & Public Relations Department;
Kashmir Editors Guild;
Kashmir Press Club &
J&K State Emergency Operation Centre, Srinagar.



WEBINAR ON
MEDIA FOR DISASTER RISK REDUCTION

Jointly organised by:
National Institute of Disaster Management
 Ministry of Home Affairs, Govt. of India, New Delhi
The Institution of Engineers (India),
 J&K State Centre, Srinagar,
 In collaboration with:
J&K DEPARTMENT OF INFORMATION & PUBLIC RELATIONS,
KASHMIR PRESS CLUB &
KASHMIR EDITORS GUILD
J&K STATE EMERGENCY OPERATION CENTRE

Patrons



Maj. Gen. Manoj K Bindal, VSM
 Executive Director,
 NIDM



Dr. Syed Sehrish Asgar, IAS
 Director,
 Inf. & Public Relations



Dr. Amir Ali Khan
 Faculty,
 NIDM



Er. Aamir Ali Mir
 Chairman,
 IEI JKSC



Er. M. Aaqib Sultana W. Deva
 Honorary Secretary,
 IEI JKSC

Speakers



Qazi Salman
 Dy. Director (News),
 Doordarshan



Satish Vimal
 All India Radio,
 Srinagar.



Shuja ul Haq
 President,
 Kashmir Press Club



RJ Nasir
 Sardar Nasir Ali Khan



Majid Hyderi
 Freelance Journalist /
 Analyst.



Masood Hussain
 Secretary General,
 Kashmir Editors Guild

PLATFORM: CISCO WEBEX
Event ID: 176 572 9366
Password: media
 YouTube Link: <https://youtu.be/Ds6c23WwrDQ>

23rd of December, 2020
11:30 am - 1:30 pm
 Certificate of participation will also be provided

WEBINAR ON "MEDIA FOR DISASTER RISK REDUCTION"

Organised Jointly by: NIDM and IEI J&KSC
In collaboration with: J&K Information & Public Relations Dept.,
Kashmir Editors Guild, Kashmir Press Club and J&K SEOC, Srinagar
23rd December 2020, Time: 11.30am onwards.

TENTATIVE PROGRAMME SCHEDULE

Time	Programme
11.30-11.35am	Welcome address: Er. Aamir Ali, Chairman IEI JKSC/Nodal Officer JKSEOC
11.35-11.40am	Opening remarks: Dr. Amir Ali Khan, Faculty, National Institute of Disaster Mgmt.
11.40-11.45am	Special Remarks: Maj. Gen. Manoj K Bindal, VSM, Executive Director National Institute of Disaster Management
11.45-11.50am	Role of Radio in DRR: Mr. Satish Vimal, All India Radio, Srinagar
11.50-11.55am	Role of Doordarshan in DRR Mr. Qazi Salman, Dy Director (News) Doordarshan
11.55-12.00pm	Role of FM Radio in DRR Mr. Sardar Nasir Ali Khan, (RJ Nasir), Radio Jockey FM
12.00-12.05pm	Role of Social Media in DRR Mr. Majid Hyderi, Free Lance Journalist
12.05-12.10pm	Role of Electronic Media Channels in DRR Mr. Shuja-ul-Haq, President Kashmir Press Club
12.10-12.15pm	Role of Print Media in DRR Mr. Masood Hussain, Secy. General, Kashmir Editors Guild
12.15-12.25pm	Presidential Address: Dr. Syed Sehrish Asgar, IAS, Director, Information & Public Relations, Govt. of J&K.
12.25-12.30pm	Feedback and response from participants
12.30-12.35pm	Vote of Thanks: Er. M .Aaquib Sultana Waheed Deva, Honorary Secy IEI JKSC

Participants

136 participants joined for the webinar which was launched on CISCO Webex Platform of NIDM and has 126 live views on YouTube and was also live on Facebook.

https://www.youtube.com/watch?v=Ds6c23WwrDQ&ab_channel=NationalInstituteofDisasterManagement

INTRODUCTION

The online Webinar on “Media for Disaster Risk Reduction” was jointly organized by National Institute of Disaster Management (NIDM), Ministry of Home Affairs, Govt. of India, and the Institution of Engineers (India), Jammu and Kashmir State Centre, Srinagar, in collaboration with J&K Information and Public Relations Department, Kashmir Editors Guild, Kashmir Press Club and J&K State Emergency Operation Centre, Srinagar. The webinar was conducted on 23rd December, 2020 from 11:30 am to 1:30 pm. The webinar was joined by eminent panelists from various media sources and shared their rich insights on how they seek their role for disaster preparedness. The focus of this webinar session was made in compliance with PM’s 10 point Agenda no. 5, 7 & 8, i.e. “To leverage technology to enhance the efficiency of disaster risk management; utilize the social media and recognize its importance and build on local capacity and initiatives”. The additional challenges brought this year due the ongoing pandemic situation; CoVID-19 safety measures and how these different media and mobile technology helped the locals of Kashmir were also highlighted through this webinar.

OBJECTIVES

- To share dialogues amongst various media partners and give them a common platform to link together with J&K Govt. and other important stakeholders of disaster management on the aspect of redefining their role and importance for DRR.
- To educate people and media persons about the preparedness actions and role of government of Jammu and Kashmir towards DRR.
- To highlight the challenges media of Kashmir is facing in link with disaster.
- To understand the use of media and mobile technology to help in disaster risk reduction.
- Share the experiences and the progress of the media during various phases of disaster management and also to share experiences during CoVID-19.
- To understand the impact media can bring for communities living in vulnerable regions against their safety from hazards.

TARGET GROUP

The participants included Media fraternity, Nodal Officers from Information and Public Relations Department, Journalists, Lawyers, experts, Council and Corporate Members of IEI, NGOs, Social Activists and Community Leaders and volunteers, researchers and students, Disaster Management Professionals and the general public of Jammu and Kashmir UT.

SUMMARY OF THE WEBINAR SESSION

Er M. Aaquib Sultana Waheed Deva, moderator of the program started the session and introduced all the panelists of the webinar. She said media is an important link and media has the power to bring both positive and negative change from any disaster event. Session started with the formal introductory note from the two eminent coordinators, Er. Aamir Ali Mir and Dr. Amir Ali Khan of the webinar. They have briefly explained the main goal and objectives of conducting this webinar to integrate all media partners for disaster risk reduction strategies and to make understand of their importance and role. Both the coordinators have formally welcomed all respected panelists in the introductory note.

Opening remarks:

Dr. Amir Ali Khan, Faculty NIDM:

He welcomed everyone joining the webinar session and said media can play role towards disaster resilience since we are facing large number of disasters in J&K as well as all over the country. He remembered 2005 earthquake and 2014 Kashmir Floods as two major disaster where Kashmir was largely affected and media helped in several ways from awareness to post disaster recovery. Dr. Khan further said media can be used very effectively for the benefit of disaster management. Due to COVID situation, the impact of disaster has increased due to cascading effect of disasters and these challenges are needed to overcome with the involvement of media. He further added that media has always been proactive even in the most difficult situations like disaster events or even extreme cold situations and has always helped in creating awareness, dissemination of disaster situation and also in post disaster environment. However, he said, that there is a need to go beyond these in current mobile technology and digital advancement we are going through and many disaster related applications can be used for early warnings, sensitization on do & don'ts, reconstruction and recovery and almost every stages of DRR. Dr. Khan also said there is a need to popularize these applications through media so that the lessons learnt are not forgotten from past events, efforts are sustained in long run and large benefits are received by the community. He lastly quoted that its equally essential for the media to highlight the positive stories, help in mitigation level like post disaster reconstruction work by the administration as well as by non-governmental organisations as well as the public, so that through positive criticism proactive policies are created and achievements are also given due credit.

Welcome note

Er. Aamir Ali Mir:

Gave his introductory speech by giving a brief introduction about the panel members of webinar and thanked all the collaborative members for making this webinar possible. said that media plays a very important role in every stage of disaster i.e. Pre, During and Post-Disaster. He said that the media has created tremendous public awareness and disseminated early warnings, especially for floods, windstorms, avalanche and adverse weather warnings. Media has not only made the public aware of the hazards and risks that they are vulnerable to, but has also enhanced their capacities to deal with any disaster situation so that they act promptly on early warnings. He appreciated that the media has brought about a positive change in the mindset of the general public from post-disaster relief, towards pre-disaster and mitigation initiatives and provided access to informative and specialized training programmes to enhance coping capacities. He said that there are numerous instances when early warning information provided by print and electronic media has helped save precious lives and there are a few examples where either the warnings were not carried by the media or were ignored by the public, which resulted in heavy losses. He appreciated Radio Kashmir Srinagar for playing a vital role in connecting people, who had got separated from each other, during the floods of 2014, when there was no other means of communication. He said that the media helped increase the visibility of a disaster situation, which has helped trigger National and sometimes even International support in terms of aid and donations for response, as was the case during the Earthquake of 2005. He appreciated that print and electronic media have the most pivotal role, but said that social media too has emerged as a new information sharing platform which has potential to create an impact on the society and suppress a panic situation and rumors. He hoped that the deliberations and experience sharing by the panelists, would open up a new chapter of ensuring effective coordination mechanism, and would also pave way to set-up a Disaster Risk Reduction Platform at State, Divisional and District Level, which would not only have experts and professions as Members, but should necessarily include representatives from the media fraternity

Presidential Address:

Dr. Syed Sehrish Asgar, IAS

Speaking on the occasion Dr Sehrish said media is the most effective link between the Public and Administration, and the Information Department is the link between Government and Media. She said that coordination mechanism, with media needs to be further strengthened, in order to ensure that media has timely access to disaster related data, otherwise it can lead to publishing of unverified and speculative reports. She implored the concerned officers that they should share relevant information about each incident promptly, otherwise reporters have to rely on information which may not be accurate. She said that the Information Department has always been always forthcoming to ensure that media is provided timely updates and mentioned about COVID-19 bulletin. She appreciated that the media has brought about a positive change in the mindset of the general public from post-disaster relief, towards pre-disaster and mitigation initiatives and provided access to informative and specialised training programmes to enhance coping capacities. She said that communication has to be ensured not only with the public broadcasters but also with the private media channels. She said that a mechanism of self-regulation can be evolved by the media-houses, to ensure a balance of reality and credibility particularly in issues of sensational, sensitive and strategic news items, in order to curb rumor mongering, which could otherwise have negative effects. She said that print, electronic and social media add value and credence when they carry the public awareness messages that too along with entertainment and public are more receptive towards the messages. She spoke about the tele-classes and COVID-19 bulletin, COVID-19 awareness programme, Sukoon, started by the Information department. She urged the media to project stories of positivity and hope.

Technical Sessions

Qazi Salman, Deputy Director (News) Doordarshan said that capacity to communicate has increased tremendously but effectiveness has decreased. He suggested that ineffectiveness of communication needs to be redressed and the impediment need to be addressed on an urgent basis. He stated credibility of news is essential to ensure legitimacy in communication. He highlighted the role of Doordarshan as a public broadcaster and how early warnings are being disseminated by them.

Satish Vimal from All India Radio Srinagar said that Radio has a very important role as its outreach is far greater than any other form of media and that

they have always fulfilled their duties as the link between people and administration at time of disasters or for early warnings. He urged that coordination of agencies is essential in the pre-disaster stage so that they will be effective at the time of any disaster or emergency situation. He suggested that the Government should continue to work hand-in-hand with the Radio for proper dissemination of information to the masses and to ensure effective communication.

Masood Hussain, Secretary General, Kashmir Editors Guild said that the media helps in identifying the core needs of the community before, during and after any disaster, because its reporters are available at the grass root level for coverage of the events. He spoke about various disasters where the media played a positive role in ensuring that basic needs of the people are highlighted. He stressed on the need that community participation is essential and that media can help ensure last mile connectivity. He stressed on the need to ensure that media is strengthened and stressed on evolving media credibility. He said that positive criticism by the media helps the administration improve its services.

Shuja-ul-Haq, President of Kashmir Press Club Srinagar stressed on strengthening the coordination mechanism between the media and Government, particularly the Disaster Management Authorities. He said that the key element is the right information at the right time. He suggested that it is important to partner with Media for ensuring effective dissemination of information. He appreciated the organisers for initiating a thought provoking process by organising this webinar which would be most effective in a post disaster situation if the coordination mechanism is established in advance.

Sardar Nasir Ali Khan, from FM Radio Channels said that since communication gets disrupted during disasters, emphasis should be given on ensuring ways and means for catering to the needs of people in the urban and rural areas, where there is least connectivity. He suggested that mobile van stations should be inducted, so that communication and information disseminations can be ensured even if disaster strikes. He suggested that there is a dire need of establishing Community Radio Stations and tools should be distributed, radiostation on social media.

Majid Hyderi, Freelance Journalist and Analyst, spoke about the benefits of utilizing social media as a medium of dissemination of immediate information to the public and gave examples of how it has been used across the Globe. He however suggested that there is need to ensure a regulation mechanism for social media to curb chaos and rumor mongering. Kashmir has developed its own protocols.

Closing Session

Dr. Amir Ali Khan conducted the panel discussion at the end of technical session. **Er M. Aaqib Sultana Waheed Deva**, Honorary Secretary IEI JKSC moderated the webinar. Ms. Yogita Garbyal, Young Professional from NIDM facilitated the question answer session from the participants directly. **Miss Yogita Garbyal, Bilquees Dar**, Consultant Disaster Management and **Ishfaq Ahmed Dar** from IEI JKSC facilitated the webinar. Miss Yogita and Bilquees Dar also gave formal vote of thanks for the program.

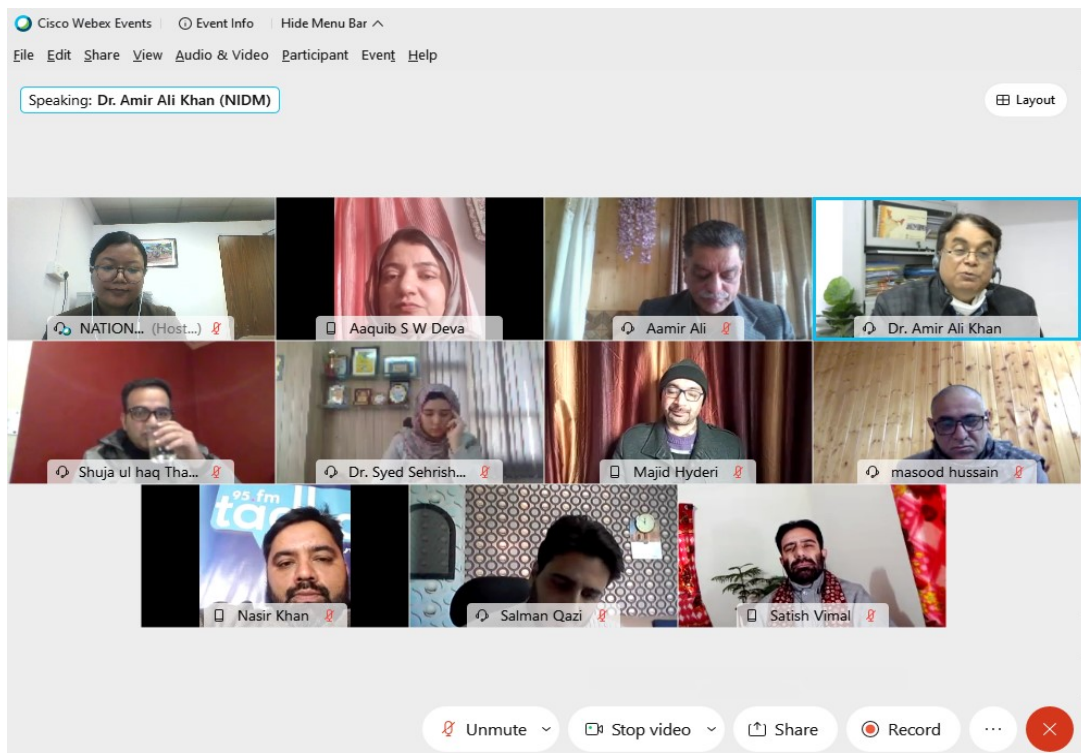
KEY POINTS OF WEBINAR

1. Media through its active presence helps bring a positive change in the mindset of the general public from post-disaster relief, towards pre-disaster and mitigation initiatives.
2. Media can help provide access to informative and specialized training programmes to enhance coping capacities.
3. Media has on many occasions helped increase the visibility of a disaster situation, which has helped providing support in terms of aid and donations for response.
4. Journalism ethics should be strictly followed, especially during disaster reporting.
5. Being first responders, media personnel are needed to be trained in disaster response and basic life-saving skills.
6. Coordination mechanisms of Disaster Management Authorities with the print, electronic and even social media should be strengthened, in order to ensure that media has timely access to disaster related data to avoid publishing of unverified and speculative reports.
7. Media should also highlight the positive stories like post disaster reconstruction work by the administration as well as by non-governmental organisations as well as the public to bring positive attitude amongst people.
8. Communication has to be ensured not only with the public broadcasters but also with the private media channels.
9. Public is more receptive towards the messages with entertainment hence print, electronic and social media add value and credence when they carry the public awareness messages.
10. Capacity to communicate has increased tremendously in recent years but its

effectiveness has decreased with availability of numerous contents. This ineffectiveness of communication and evolving media credibility needs to be redressed on an urgent basis.

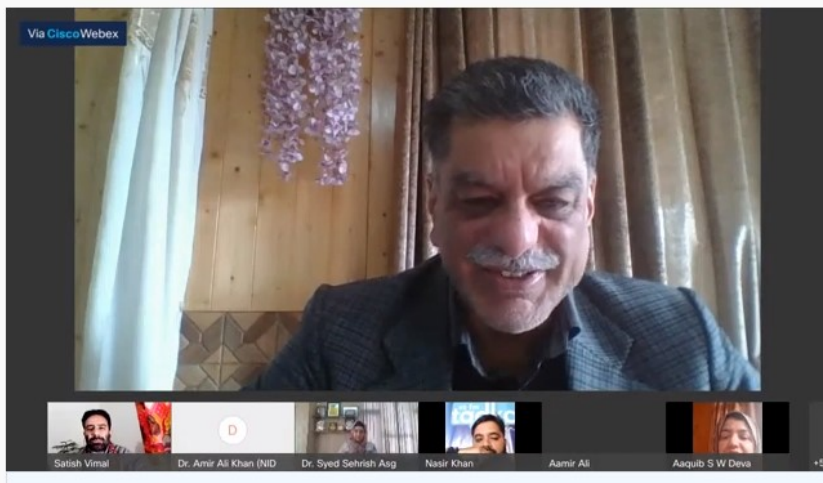
11. Government should continue to work hand-in-hand with the Radio for proper dissemination of information to the masses and to ensure effective communication.
12. Community participation is essential so that media can help ensure last mile connectivity.

PHOTOGRAPHS OF THE WEBINAR





Dr. Amir Ali Khan, Coordinator



Er. Aamir Ali Mir, Coordinator



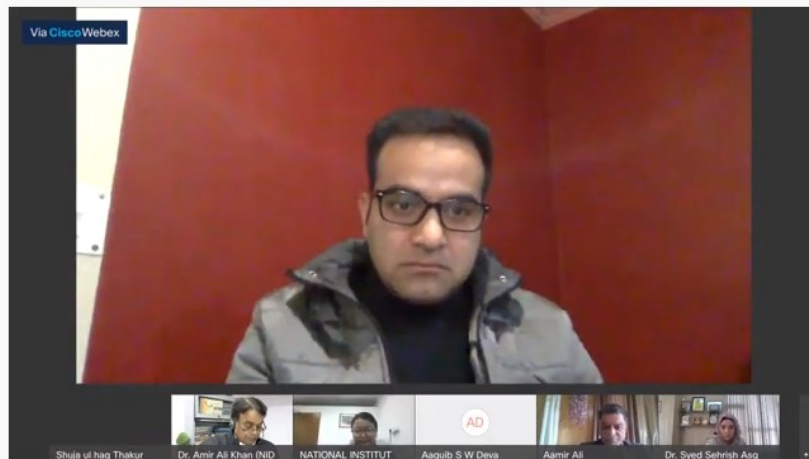
M. Aaqub Sultana Waheed Deva, Moderator



Dr. Syed Sehrish Asgar, IAS, Director, Information & Public Relation, J&K



Satish Vimal from All India Radio Srinagar



Shuja-ul-Haq, President of Kashmir Press Club Srinagar



Qazi Salman, Deputy Director (News) Doordarshan



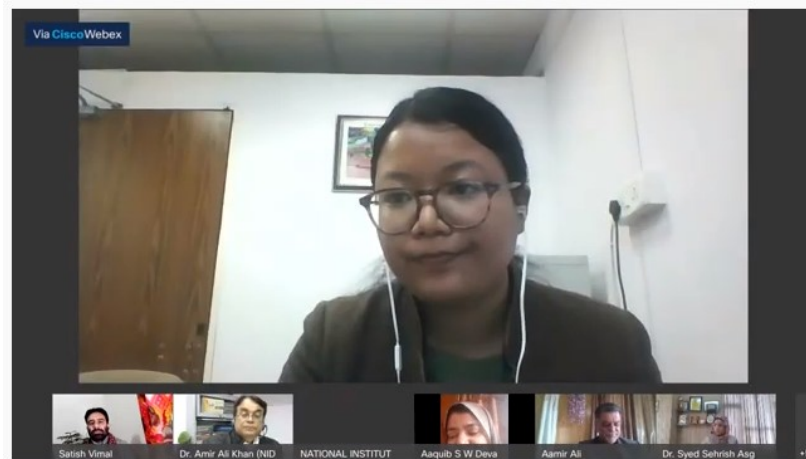
Sardar Nasir Ali Khan, RJ, FM Radio Channels



Majid Hyderi, Freelance Journalist and Analyst



Masood Hussain, Secretary General, Kashmir Editors Guild



Ms. Yogita Garbyal, Young Professional, NIDM

Dissemination about the Webinar in Local Media: Doordarshan channel, Morning Kashmir newspaper etc.

Rising Kashmir http://risingkashmir.com/home/news_description/370994 ,

Greater Kashmir <https://www.greaterkashmir.com/news/kashmir/disaster-risk-reduction-media-has-most-important-role-director-information/>

Webinar On 'Media For Disaster Risk Reduction'

Govt Officers Should Promptly Share Info With Media To Avoid Disinformation

Observer News Service

Srinagar: Director Information and Public Relations Department, Dr. Syed Sehrish Aggar on Wednesday urged the government officers to share relevant information about any incident promptly with the media persons so that they don't have to rely on information which may not be accurate.

Dr Sehrish was speaking at a webinar on "Media for Disaster Risk Reduction" which was jointly organised by National Institute of Disaster Management and Institution of Engineers (India) J&K State Centre, Srinagar in collaboration with Information Deptt, Kashmir Editors Guild, Kashmir Press Club and J&K State Emergency Operation Centre, Srinagar.

Dr Sehrish said media is the most effective link between the Public and the Administration, and Information Department is the link between Government and Media. She said that coordination mechanism with media needs to be further strengthened, in order to ensure that media has timely access to disaster related data, otherwise it can lead to publishing of unverified and speculative reports. She implored the concerned officers that they should share relevant information about each inci-



dent promptly, otherwise reporters may have to rely on information which may not be accurate.

She said that the Information Department has always been forth-

coming to ensure that media is provided timely updates and mentioned about COVID-19 bulletin. She appreciated that the media has brought about a positive change in

the mindset of the general public from post-disaster relief, towards pre-disaster and mitigation initiatives and provided access to informative and specialised training programmes to enhance coping capacities. She said that communication has to be ensured not only with the public broadcasters but also with the private media channels.

She said that a mechanism of self-regulation can be evolved by the media-houses to ensure a balance of reality and credibility particularly in issues of sensational, sensitive and strategic news items, in order to curb rumor mongering, which could otherwise have negative effects. She said that print, electronic and social media add value and credence when they carry the public awareness messages that too along with entertainment and public is more receptive towards the messages. She spoke about the tele-classes and covid awareness programme, Suukoon, started by the Information department. She urged the media to project stories of positivity and hope.

Speaking on the occasion, Er. Aamir Ali, Chairman IIE JKSC and Nodal Officer SECC said that media plays a very important role in every stage of disaster i.e. Pre, During and Post-Disaster. He said that the media has created tremendous

public awareness and disseminated early warnings, especially for floods, windstorms, avalanche and adverse weather warnings. Media has not only made the public aware of the hazards and risks that they are vulnerable to, but has also enhanced their capacities to deal with any disaster situation so that they act promptly on early warnings.

He appreciated that the media has brought about a positive change in the mindset of the general public from post-disaster relief, towards pre-disaster and mitigation initiatives and provided access to informative and specialised training programmes to enhance coping capacities. He said that there are numerous instances when early warning information provided by print and electronic media has helped save precious lives and there are a few examples where either the warnings were not carried by the media or were ignored by the public, which resulted in heavy losses.

He appreciated Radio Kashmir Srinagar for playing a vital role in connecting people, who had got separated from each other, during the floods of 2014, when there was no other means of communication. He said that the media has on many occasions helped increase the visibility of a disaster situation, which has helped in **PMGDS 05**

Media has very most important role in DRR: Director Information

Srinagar: Webinar on "Media for Disaster Risk Reduction" was jointly organised by National Institute of Disaster Management and Institution of Engineers (India) J&K State Centre, Srinagar, today in collaboration with J&K Information and Public Relations Department, Kashmir Editors Guild, Kashmir Press Club and J&K State Emergency Operation Centre, Srinagar. The webinar was inaugurated by Dr. Syed Sehrish Aggar, Director Information and Public Relations Department.

Speaking on the occasion, Dr. Sehrish said the media is the most effective link between the Public and the Administration, and the Information Department is the link between Government and Media. She said that coordination mechanism with the media needs to be further strengthened, in order to ensure that media has timely access to disaster related data, otherwise it can lead to publishing of unverified and speculative reports. She implored the concerned officers that they should share relevant information about each incident promptly, otherwise reporters have to rely on information which may not be accurate.

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He appreciated that print and electronic media have the most pivotal role, but said that social media too has emerged as a new information sharing platform which has potential to create a panic situation and rumors. He urged that journalism ethics should be strictly followed, especially during disaster, and said that social media too has emerged as a new information sharing platform which has potential to create a panic situation and rumors. He urged that journalism ethics should be strictly followed, especially during disaster, and said that social media too has emerged as a new information sharing platform which has potential to create a panic situation and rumors. He urged that journalism ethics should be strictly followed, especially during disaster, and said that social media too has emerged as a new information sharing platform which has potential to create a panic situation and rumors.

He suggested that since media personnel are amongst the first responders in any disaster or emergency situation, therefore there is a dire need to train them in disaster response and basic life-saving skills, for which the training will start soon. He urged that coordination mechanisms of Disaster Management Authorities with the print, electronic and social media should be strengthened, in order to ensure that media has timely access to disaster related data, otherwise it can lead to publishing of unverified and speculative reports. He hoped that the deliberations and experience-sharing by the panellists, would open up a new chapter of ensuring effective coordination mechanism, and would also pave way to set up a Disaster Risk Reduction Platform at State, Divisional and District Level, which would not only have experts and professionals as Members, but should necessarily include representatives from the media fraternity.

Dr Amir Ali Khan, Faculty NIDM said that the media has always been proactive even in the most difficult and trying situations like disaster events or even extreme cold situations and has always helped in creating awareness about Disaster Risk Reduction. He said that Media has been propagating best practices and lessons learnt from across the Globe and helped in highlighting and identifying own needs of the community. He said that it's equally essential for the media to highlight the positive stories like post-disaster reconstruction work by the administration as well as by non-governmental organisations as well as the public, so that

achievements are also given due credit.

Quazi Saleem, Deputy Director (News) Doordarshan said that capacity to communicate has increased tremendously but effectiveness has decreased. He suggested that inefficiencies of communication needs to be addressed and the impediment need to be addressed on an urgent basis. He stated credibility of news is essential to ensure legitimacy in communication. He highlighted the role of Doordarshan as a public broadcaster and how early warnings are being disseminated by them.

Satish Vimal from All India Radio Srinagar said that Radio has a very important role as its outreach is far greater than any other form of media and that they have always fulfilled their duties as the link between people and administration at time of disasters or for early warnings. He urged that coordination of agencies is essential in the pre-disaster stage so that they will be effective at the time of any disaster or emergency situation. He suggested that the Government should continue to work hand-in-hand with the Radio for proper dissemination of information to the masses and to ensure effective communication.

Er. M. Anqish Sultana Wahab Deva, Honorary Secretary IIE JKSC moderated the webinar. Masood Hussain, Secretary General, Kashmir Editors Guild said that the media helps in identifying the core needs of the community before, during and after any disaster, because its reporters are available at the grass root level for coverage of the events. He spoke about various disasters where the media

played a positive role in ensuring that basic needs of the people are highlighted. He stressed on the need that community participation is essential and that media can help ensure last mile connectivity. He stressed on the need to ensure that media is strengthened and stressed on evolving media credibility. He said that positive criticism by the media helps the administration improve its services.

Shuja-ul-Haq, President Kashmir Press Club Srinagar stressed on strengthening the coordinated mechanism between the media and Government, particularly the Disaster Management Authority. He said that the key element is the right information at the right time. He suggested that it is important to partner with Media for ensuring effective dissemination of information. He appreciated the organisers for initiating a thought provoking process by organising this webinar which would be most effective in post-disaster situations if the coordination mechanism is established in advance.

Secretary Nazir Ali Khan, from PM Radio Channels said that since communication gets disrupted during disasters, emphasis should be given on ensuring ways and means for catering to the needs of people in the urban and rural areas, where there is least connectivity. He suggested that mobile van stations should be inducted, so that communication and information dissemination can be ensured even if disaster strikes. He suggested that there is a dire need of establishing Community Radio Stations.

Media's role multiplies during disaster situations: Webinar Participants

SRINAGAR: Webinar on "Media for Disaster Risk Reduction" was jointly organised by National Institute of Disaster Management and Institution of Engineers (India) J&K State Centre, Srinagar, in collaboration with J&K Information and Public Relations Department, Kashmir Editors Guild, Kashmir Press Club and J&K State Emergency Operation Centre, Srinagar. The webinar was inaugurated by Dr. Syed Sehrish Asgar, Director Information and Public Relations Department.

Speaking on the occasion Dr Sehrish said media is the most effective link between the Public and the Administration, and Information Department is the link between Government and Media.

She said that coordination mechanism with media needs to be further strengthened, in order to ensure that media has timely access to disaster related data, otherwise it can lead to publishing of unverified and speculative reports. She implored the concerned officers that they should share relevant information about each incident promptly, otherwise reporters have to rely on information which may not be accurate.

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Shuja-ul-Haq, President Kashmir Press Club Srinagar stressed on strengthening the coordination mechanism between the media and Government, particularly the Disaster Management Authorities. He said that the key element is the right information at the right time. He suggested that it is important to partner with Media for ensuring effective



dissemination of information.

Dr Amir Ali Khan, Faculty NIDM said that the media has always been proactive even in the most difficult and trying situations like disaster events or even extreme cold situations and has always helped in creating awareness about Disaster Risk Reduction. He said that Media has been propagating best practices and lessons learnt from across the Globe and helped in highlighting and identifying core needs of the community. He said that it is equally essential for the media to highlight the positive stories like post disaster reconstruction work by the administration as well as by non-governmental organisations as well as the public, so that achievements are also given due credit.

Qazi Salman, Deputy Director (News) Doordarshan said that capacity to communicate has increased tremendously but effectiveness has decreased. He suggested that ineffectiveness of communication needs to be redressed and the impediment need to be addressed on an urgent basis. He stated credibility of news is essential to ensure legitimacy in communication. He highlighted the role of Doordarshan as a public broadcaster and how early warnings are being disseminated by them.

Satish Vimal from All India Radio Srinagar said that Radio has a very important role as its outreach is far greater than any other form of media and that they have always fulfilled their duties as the link between people and administration at time of disasters or for early warnings.

He urged that coordination of agencies is essential in the pre-disaster stage so that they will be effective at the time of any disaster or emergency situation. He suggested that the Government should continue to work hand-in-hand with the Radio for proper dissemination of information to the masses and to ensure effective communication.

Miss Yogita Garbhal, Young Professional from NIDM, Bilquees Dar Consultant Disaster Management and Ishfaq Ahmed Dar from IEI JKSC facilitated the webinar. The participants included media fraternity, experts, professionals, Council and Corporate Members of IEI and general public. The webinar was launched on CISCO Webex Platform and was also live on YouTube and Facebook.

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