

## Brief Report on Media Workshop on “Role of Media in Disaster Management”



NIDM and NDMA organized a Media Workshop on the “Role of Media in Disaster Management” on 20 November 2018 at National Media Centre, Raisina Road, New Delhi. The workshop inaugurated by Hon’ble Minister of State, Home Affairs, Shri Kiren Rijju with Shri R.K. Jain, Member Secretary NDMA, Ms. Rajni Sekhri Sibal, Additional Secretary (Disaster Management), Ministry of Home Affairs, Shri B.H. Anil Kumar, Executive Director NIDM and Shri Sanjay Kumar, DG NDRF. Other dignitaries amongst the delegates included Lt Gen. N C Marwaha and Shri Kamal Kishore, Members of NDMA, Dr. V. Thirupuggazh, Joint Secretary & Advisor (Policy and Planning), NDMA, Shri Sanjeev Jindal, Joint Secretary (DM), MHA, Shri A. Bharat Bhushan Babu, ADG (Media & Communication), MHA, Shri Rajeev Shukla, OSD(DM), All India Radio and representatives from NDTV, Times of India, IBN, PIB etc.

Shri B.H. Anil Kumar, ED NIDM welcomed the dignitaries and the delegates to the workshop and given a brief overview on the role of media in disaster management during pre, during and post disaster phases. Ms. Rajni Sekhri Sibal, Additional Secretary (DM), MHA shared her experiences with the media and remarked on the reactions from the media and the expectations of the public and administration in emergency / disaster situations.



It was followed by a speech from Shri R.K. Jain, Member NDMA, who narrated his views on the role of media in disaster management, citing examples of the actions to be taken and information to be shared for early warning, response, relief and recovery operations as well as creating awareness and sensitization for preparedness in disaster prone areas. He stated that the hazards may not be preventable but disaster can be avoided if risk is averted or reduced. He told that the media can help disaster management agencies / functionaries to learn about the gaps in existing system and identify the areas where strengthening is desired.

Shri Kiren Rijju, Minister of State, Home Affairs, stated that the media should consider its role in all the three phases of disaster management that include pre, during and post disaster periods. Public awareness and sensitization towards disaster risk reduction and resilience through media, would be very helpful in pre-disaster phase. During the disaster situations, it is important to disseminate correct credible information from reliable sources to reduce the panic among the public and also guide them to take appropriate action(s) during the disasters.

In the post disaster situations, the media can help in sharing information related to rehabilitation and recovery works undertaken by the government.

The inaugural session was followed by technical session-1, in which Prof. Santosh Kumar from NIDM made a presentation on "Disaster Management – A Glimpse". He discussed about print media, electronic media, folk media, social media, performing art and so on at local, regional, provincial, national and international levels. He emphasized that pictures taken by media professionals sometimes communicate more message than the pages written by others. He spoke about role of media in enhancing risk awareness and perceptions in susceptible areas.

The concluding session was a panel discussion involving Shri Kamal Kishore, Member NDMA as the Chair and Dr. V. Thirupuggazh, Joint Secretary & Advisor (Policy & Planning), NDMA, Shri A. Bharat Bhushan Babu, ADG (Media & Communication), MHA, and Shri Rajeev Shukla, OSD(DM) as panelists. During the session, the panellists shared their views on the role of media including print, audio, audio-visual and social media in disaster management. Dr. Thirupuggazh talked about reporting on damages and destruction by disasters, reporting on relief and response as well as reconstruction and recovery activities while discussing about role of media professionals in pre, during and post disaster phases. He pointed out that media has less focus on causes of disasters, prevention and mitigation but more after sensation and disseminating the information earlier than others. The views about the linkage between media and administration / government was discussed by Shri A. Bharat Bhushan Babu while Mr. Rajeev Shukla from AIR spoke about the role of radio communication in disaster situation, citing examples from the past.

This was followed by discussions with the delegates by the panellists. Several suggestions have been made during the panel discussions regarding the strategy to strengthen the role of media in disaster management as well as about the capacity enhancement of journalists and mass media in disaster management. The suggestions included a) Developing efficient protocols and procedures for communication with media to

deliver timely correct information; Reporting should be rational and at the same time look into emotional perspective. b) Media generally lack trust in government information and hence, trust must be built. c) Involve Media related Training and Capacity Development Institutes in Disaster Management Workshops engaging media personnel, d) Regular trainings, meetings and workshops on disaster management with media, e) To include disaster management in media education and trainings, f) To create a network of media professionals working on disaster management

The important deliberation that emerged out of the workshop are as follows:

1. These media workshops should be held in states across India. The beginning can be made with workshops for the disaster-prone regions of India e.g. coastal areas that face cyclone like situations on a regular basis. Similarly flood-prone areas can also be roped in. The other regions of the country can follow afterwards.

Way forward: PIB has its regional offices across the country and they can be roped in to help organise these workshop involving local officials and journalists of that region. The PIB regional offices organise 'Vartalap' programme that provides platform for interaction for the journalists. The NDMA can use this platform. Other media units such as Doordarshan, AIR and officials of NDMA & local administration can also participate in these workshop.

2. The pre-disaster coordination among the agencies involved and the media persons is essential for appropriate response at the time of disaster.

Way forward: A meeting should be held in each region where coordination can be established among the agencies involved. The media should have clear idea whom the contact if disaster occurs in a particular region. NDMA should designate region-wise authorised spokespersons, who can give authentic & timely

information to the media. It is understood that any hurry in giving information can be detrimental, but at the same time any undue delay in information will lead to speculations and fear in the minds of public. The media also needs to be sensitised that rescue of lives is of utmost importance during disasters and they should cooperate with the administration.

3. Guidelines to be developed for media coverage of Disasters.

Way Forward: NIDM can formulate draft guidelines in consultation with Ministry of Information & Broadcasting. A committee can be constituted with representation of all stakeholders taking inputs from field level functionaries. One media person having experience of covering disasters can also be part of the committee.

4. Introducing Disaster Management in curriculum of journalism courses.

Way Forward: NIDM & NDMA can identify topics & course material and take it up with Indian Institute of Mass Management (IIMC) and other universities running journalism courses. The students can be taken for study tours to the areas where disaster occurred and how media responded to it.

5. Awards to be instituted for Journalists covering disasters.

Way forward: NIDM, NDMA may institute the award for the journalists for 'responsible reporting' during disasters. NDMA may prepare some guidelines for a selection committee to pick up suitable media persons under various categories.

**Media Workshop organised by NDMA & NIDM  
'Role of Media in Disaster Management'  
on Tuesday, 20th November 2018**

**Venue:** National Media Centre, Windsor Place, New Delhi 110001

**Time:** 10:00 AM to 02:00 PM

**Schedule of Workshop**

Time	Details
<b>1000-1045</b>	<b>Inaugural Session</b>
1000	Welcome of dignitaries on dais
1010 -1020	Presentation of bouquets and Welcome address by ED, NIDM
1020 - 1025	Remarks by Smt Rajni Sekhri Sibal, Additional Secretary (DM)
1025 -1030	Address by Shri R K Jain, Member Secretary NDMA
1030 -1040	Address by <b>Chief Guest Shri Kiren Rijiju, MoS (Home)</b>
1040 -1042	Vote of thanks by Dr Surya Parkash, NIDM
1045 -1110	<b>High Tea</b>
<b>Technical Session</b>	
<b>Session-I</b>	<b>Disaster Management – A Glimpse</b>
1115 – 1145	Presentation by Prof Santosh Kumar, NDIM
<b>Session-II</b>	<b>Media and Disaster Management – Role &amp; Responsibilities</b>
1200 - 1330	<ol style="list-style-type: none"> <li>1. Sh. Kamal Kishore, Member, NDMA – Chair</li> <li>2. Sh. A. Bharat Bhusan Babu, ADG (Media &amp; Communication), MHA</li> <li>3. Shri Rajiv Shukla, OSD (DM), All India Radio</li> <li>4. Ms Anubha Bhonsle Executive Editor CNN18 Media</li> <li>5. Dr. V. Thiruppugazh, Joint Secretary, NDMA</li> </ol> <p>Question &amp; Answer</p>

1330 – 1400	Screening of Films; NDMA, NIDM and NDRF
1400 onwards	<b>Lunch</b>

\*\*\*\*