

NIDM AWARENESS TOOLS



National Institute of Disaster Management

(Ministry of Home Affairs, Govt. of India)

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www.nidm.gov.in

INTRODUCTION

NIDM has been entrusted with the nodal responsibility of human resource development, capacity building including training & education, research, documentation and policy planning in the field of disaster management. Upgraded from the National Centre for Disaster Management (NCDM) of the Indian Institute of Public Administration (IIPA) on the 16th October, 2003, NIDM is steadily marching forward to fulfill its mission to make a disaster resilient India by developing and promoting a culture of prevention and preparedness at all levels, and emerge as a “Centre of Excellence”.

The Institute has the mandate to disseminate information on disaster and development. In fulfilling the mandate, the Institute regularly brings out a biannual journal, a quarterly newsletter, research highlights, and course modules, recommendations of seminars and workshops, disaster development statistics and various information and education materials. The publications serve the policy makers in providing the feedback on ground realities, offer suggestions and guidelines for better planning and management of disaster and development programmes. To generate information and awareness on various disasters and their management, NIDM regularly come up with IEC materials. These tools can be freely referred and translated for awareness purpose with due acknowledgement. Detail of awareness materials developed by NIDM is as below:

LEAFLETS/BOOKLETS

NIDM LEAFLET

The brochure gives a brief introduction about the Institute. NIDM leaflet describes management structure of the institute, its vision, mission and the way it functions. Beside these it also includes information about the facilities provided, types of training conducted, types of research publications/documentation, consultancy services and knowledge integration through

networking and collaboration with a number of national and international level scientific, technical and other specialized organizations. To easily trace the institute’s location a map is provided with major milestones. The leaflet is available in English and in Hindi.



APDA SE BACHAV

To minimize the consequences of disasters, it is required that every person knows what should be done and what not for their safety from such events. Keeping this in mind NIDM has developed a double sided pamphlet on do's and don'ts of disasters like fire, earthquake and flood. Moreover, the leaflet is in Hindi language so that large number of people can get benefit from it.



FIRE SAFETY IN SCHOOL

Teaching children the measures to cope with any disaster can help in management of disaster. School is one of the places where in case of any disaster, thousands of lives are vulnerable. The pamphlet on “Fire Safety in School” is an attempt by NIDM to give exposure to the school children about the do’s and don’ts in case of any fire mishap in the school. It provides fire safety tips, what to do in case of fire and how to help if anyone if caught with fire. The brochure is available in Hindi and English.



LEAFLET ON ONLINE COURSES

The National Institute of Disaster Management in joint venture with the World Bank (GFDRR), Washington is offering online courses on Disaster Risk Management. These online courses are first of its kind in India and aim to raise the level of awareness and preparedness, as well as enhance analytical skills and professional competencies of distant key stakeholders in different areas of Disaster Risk Management. The leaflet provides all the information about various online



courses offered by NIDM and basic requirements for the courses. The online courses offered by NIDM are:

- Comprehensive Disaster Risk Management Framework (CDRMF)
- Community Based Disaster Risk Management (CBDRM)
- Climate Change and Disaster Risk (CIC)
- Earthquake Risk Reduction (ERR)
- Risk Identification, Assessment and Analysis (RA)
- Safer Cities (SC)
- Financial Strategies for Managing Economic Impacts of Disasters (FS)
- Risk Sensitive Land Use Planning (RSLUP)
- Gender Aspects of Disaster Recovery and Reconstruction (GENDER)
- Damage and Reconstruction Needs Assessment (DRNA)

IDRN LEAFLET

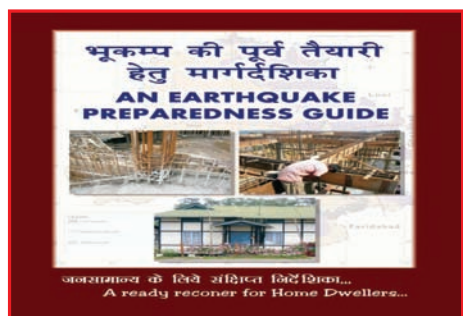
India Disaster Resource Network (IDRN), a web based information system, is a platform for managing the inventory of equipments, skilled human resources and critical supplies for emergency response. The primary focus is to enable the decision makers to find answers on

availability of equipments and human resources required to combat any emergency situation. This database will also enable them to assess the level of preparedness for specific vulnerabilities. The leaflet covers details about the IDRN need, objectives, structure and usage.



EARTHQUAKE PREPAREDNESS GUIDE

This bilingual guide on earthquake preparedness is a ready reckoner for home dwellers and it will serve as a reference tool to sensitize citizens about the issues concerning preparedness measures for an earthquake.



The guide furnishes detailed information about earthquake, what happen during the event, effects of earthquake, how to inspect the buildings, different structural systems useful to minimize the impact of earthquake, do's & don'ts regarding before, during & after earthquake etc.

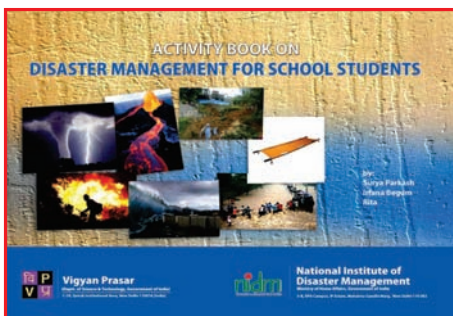
OWNERS GUIDE FOR EARTHQUAKE RESISTANT BUILDINGS

The brochure serves as a pocket guide, with pictorial representation about earthquake resistant buildings. This single page publication gives a brief about various measures and techniques to put into practice to make construction of buildings more safe and resistant to earthquake. It highlights measures to prevent open ground storey failure, plain/vertical irregularities, opening distance from corner and detached stair case.



ACTIVITY BOOK ON DISASTER MANAGEMENT FOR SCHOOL STUDENTS

The book is product of joint venture of NIDM and Vigyan Prasr for the school children for making them aware with various hazards and disasters with help of pictorial representations. The document describes disaster, hazard, vulnerability, risk, risk management and related terms. To make learning of the disaster management interesting, the document contains various practical activities related to the disasters.



SAFEGUARD ENVIRONMENT FOR DISASTER RISK REDUCTION: POEM AND SLOGAN BOOK

Children are our future and safeguarding the future of human race lies in their hands. Concern of the children on safeguarding environment and reducing the risk of disasters is the need of the time. Students have juvenile but thoughtful young minds with innovative ideas. NIDM



tried to capture student's ideas and innovations through their poems and slogans on the theme 'Safeguarding Environment for Disaster Risk Reduction' by organizing nationwide competitions. The publications is compilation of their contributions in the form of Hindi and English poems and slogans and give a message in their own ways for reducing disaster risks using environment based approach.

SCIENCE FESTIVAL: DISASTER MANAGEMENT

The document is designed to create awareness among students for different disasters and their management. It provides knowledge on major/minor natural and man made disasters through literature and vulnerability atlas of various disasters in India. Practical work activities are also provided in the form of pictorial exercise and cross word type puzzle. The document will also teach students do's and don'ts deeds for protection from the disasters.



HOW SAFE IS MY SCHOOL?

Schools play a versatile role in the communities and hence the impacts of disasters on schools are pervasive. No task is as important as creating safe learning environment for children. Recent events of children deaths due to building collapse, fire



accidents and stampede bring to the light the need to be continually vigilant to ensure for safety of students and staffs in schools. This flyer highlights the need of creation of school safety plans across the country and motivates school children towards disaster resilient environment.

ONLINE COURSES POSTER

The poster depicts various online courses offered by NIDM in partnership World Bank Institute, Washington DC. An old saying is that “Precaution is better than cure”, we have to follow it in case of disaster management as well.

These pathfinder online courses will help all in preparedness of disasters which can shatter our dreams and our community. The poster illustrates the types of online courses available and their benefits. The online courses offered by NIDM are:



- Comprehensive Disaster Risk Management Framework (CDRMF)
- Community Based Disaster Risk Management (CBDRM)
- Climate Change and Disaster Risk (CIC)
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SELF STUDY PROGRAMME (SSP)

NIDM offers e-learning self study programme on disaster management for general public as well as government officials and other stakeholders who have role and responsibility in managing disasters. The aim of e-learning self study programme on disaster management is to create interest and raise the level of knowledge, skill and awareness on disaster management. These self study programs on disaster management could be accessed by anyone from anywhere globally as per user's convenience in flexi time free of cost. Self study courses offered by NIDM are:



- Basics of Disaster Management
- Community Based Disaster Risk Management (CBDRM)
- Guide for Civil Defense Volunteers
- Introduction to Flood Risk Mitigation and management
- Introduction to Cyclone Risk Mitigation and Management
- School Safety
- Introduction to Earthquake Risk Mitigation and Management
- An Overview of Disaster Health Care Management
- Comprehensive Landslide Risk Management
- Introduction to Industrial Chemical Disaster Risk Mitigation and Management

BOOKMARKS ON DO'S AND DON'TS OF DISASTERS

Numerous children had lost their lives in deficiency of knowledge regarding preparedness measures to combat disaster. Keeping this in mind, NIDM takes initiative to educate school children about the dark side of



disasters and make them aware about the responses they should follow during encounter of any disastrous situation. The bookmarks available in Hindi and English languages developed for school children, shows the pictorial Do's & Don'ts of various natural and man made disasters and discuss how you can save yourself and other school children from disasters.

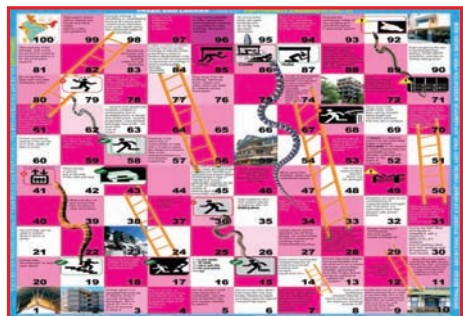
NIDM POSTERS

This leaflet is the collection of bilingual posters depicting mock drills & disaster preparedness activities among school children. Making the school children know about the disasters and their consequences will not accomplish the target of their safety but simple, practical and technical awareness of what to do and what not to do during or after a disastrous event is what they required for their safety. This brochure will teach them how to act in situation of odd events and make a strong disaster risk reduction management system for school.



EARTHQUAKE SNAKE AND LADDER GAME (LUDO)

Games have deep impact on children's mind and they take keen interest in knowing the goal and rules of the games. Children learn quickly when they have enthusiasm for that particular subject or game. NIDM has redesigned a common game played by every aged child in an innovative way to make them learn the do's and don'ts for earthquake disaster. This is a multiplayer innovative game to inform children about various do's & don'ts of Earthquake through an interesting Snakes & Ladders Game (Ludo).



CALENDAR

The annual calendar (desk and wall) discusses about NIDM and its vision & mission. It also highlights various common disasters (season wise) and Do's & Don'ts to safeguard lives, property and environment. With each coming months people will get to know the type of disaster that can occur and the measures they



should follow regarding the disaster risk reduction. The calendars published in Hindi and English are distributed all over the country to create awareness.

PRINT MEDIA/RADIO

In recent decade, India has encountered immense loss of life and monetary due to various disastrous events. To minimize the impact of disaster a sound Disaster Risk Reduction strategy is today's call. The biggest weapon to reduce the disaster risk is to generate awareness among the people about such catastrophic events and educate them how to deal with such situations. For this assignment, i.e. awareness about disaster management amid people, no one can play as good as media, whether it is print media or electronic one. Media is the trainer who can reach to every individual of the country and instruct them about disaster preparedness and response.

National Institute of Disaster Management being the premier institute in the field of disaster management uses media to create awareness among people about disaster management. To make community/society conscious about various disasters and the measures to be taken before, during and after the event, NIDM regularly publishes disaster risk reduction and management strategies in the print media. The information is published in different languages throughout the country so that people all over the country can be benefitted. Apart from print media, the information regarding disaster management is also furnished through radio. A brief of the advertisements of NIDM is given below:

- **Heat Wave (Safety Tips)**

In India, the summer season brings life threatening heat waves in some parts of the country. Heat stroke caused by heat waves can be dangerous. To minimize its effects, NIDM publishes an advertisement that highlights the simple precaution and safety measures to be taken to prevent serious ailments and exhaustion during summer season. The do's and don'ts are published in Hindi, English and ten other languages.

HEAT WAVE : Protect yourself with simple precautions

Heat stroke can be dangerous. To minimize its effects, take the following safety measures to prevent serious ailments and exhaustion:

Safety Tips:

- As far as possible, avoid going out in the hot sun, especially during peak hours.
- Drink sufficient water at frequent intervals, even if not thirsty. Always carry drinking water while travelling.
- While going out in sun, wear light colored and loose clothes, use protective goggles, cover your head with a cap or towel and always wear shoes or slippers.
- Avoid strenuous activities in scorching sun, when the outside temperature is high.
- If you have to work outside, use damp cloth or an umbrella to cover your head.
- Eat light meals and fruits rich in water content like melons, cucumber and other fruits. Avoid foods that are high in protein, such as meat and milk, which increase metabolic heat.
- Use home made beverages like lemon water, buttermilk and juices etc.
- Never leave children and pets alone in parked vehicles.
- Keep animals in shade and give them sufficient water to drink.
- Keep your home cool, use curtains, shutters or sunshades etc.: Open windows at night to maintain adequate ventilation.
- Listen to local weather forecasts and be aware of impending temperature changes.
- In case of illness and fainting, consult a doctor/seek immediate medical help.

What to do in Heat Stroke:

- Call the nearest doctor or take a somebody area, make him/her lie down with his/her slightly elevated.
- Wipe the body with a wet cloth or spray cold water to the skin.
- Give the person ORS/saline water/salt-sugar solution or juice for hydrating the body.
- Do not give anything to eat or drink to a person until he/she is fully conscious.
- Take the person to the nearest health centre if symptoms do not improve to a large.

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 Tel: 011-2610 2020, 2610 2021, 2610 2022, 2610 2023, 2610 2024, 2610 2025
 Website: www.nidm.gov.in

For Safety Tips Please visit at: www.nidm.gov.in

- **Cold Wave (Safety Tips)**

Cold waves too are life threatening specially the people living in the poverty. Every year these waves took lives of common people. To make people aware about the safety tips for the cold wave, NIDM published advertisement titled “Cold wave (Safety Tips)”. The advertisement in published in thirteen languages..

COLD WAVE (SAFETY TIPS)

- Stay indoors as much as possible.
- Listen to local Radio/Television for weather updates.
- Eat heavily food for snugly heat to the body and drink hot-alkaline beverage to avoid dehydration.
- Wear several layers of lightweight and warm clothes, rather than one layer of heavy clothing. The inner garment should be light-weight and outer-woolen.
- Keep dry. Change wet clothing frequently to prevent loss of body heat.
- Maintain proper ventilation when using kerosene, heater or coal stoves to avoid toxic fumes.
- In case of less availability of heating arrangements, go to public places where heating arrangements are made by micro-enterprises.
- Cover your head, as most body heat is lost through the top of the head and cover your hands to prevent frost bite.
- Avoid over work. Over exertion can cause heart attack.
- Watch for signs of frostbite: loss of feeling and white or pale appearance on fingers, nose, ear lobes and the tip of the nose.
- Watch for signs of hypothermia (undernormal body temperature): uncontrolled shivering, slurred speech, disorientation, numbness, slowed speech, drowsiness and apparent exhaustion.

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- **Flood Safety Tips**

The advertisement consists of safety tips for the people living in the areas vulnerable to flood. Flood is one of the major disasters that affect the country's economy and population. People living in flood zones have to face long term consequences of this disaster. This advertisement help's them to minimize the consequence of the disaster. It is published in Hindi, English and four other languages.

FLOOD SAFETY TIPS

DO'S

- Construct elevated and reinforced house with cement, if located in a flood prone area.
- All family members should be aware of the nearest safe shelter.
- During flood use boiled or chlorinated water for drinking.
- Keep the flood covered and eat light meal.
- Consume tea, rice soup, tender coconut milk when suffering from diarrhoea.
- During floods listen to radio or television for information, warnings & suggestions.
- Keep clothes and costly items in polythene/water proof bags, if there is a need to vacate the house.
- Take livestock, pets, machines, bullock carts and necessary items to safer place.
- Use wooden stick to check the firmness of the ground in front of you before wading through flood water/river.

DON'T'S

- Do not allow children to go out or play near the flood water.
- Do not try to cross the flood water if you are not aware of the depth of the water.
- Switch off all electric connections the moment flood water enters the house.
- Do not use electrical equipments till they have been checked.
- Do not panic and don't listen to rumours.
- Do not consume food items/material affected by flood water.

Detailed information on safety tips for various disasters is available on NIDM website : www.nidm.gov.in
 To learn more about Disaster Management log on: <http://nidm.gov.in>

ORGANIZING AWARENESS PROGRAMS

To create awareness among various sections of society, mainly the students, NIDM is organizing different awareness programmes about disaster risk management. In addition to observe various international days on thematic issues i.e., Disaster Reduction Day, World Environment Day and Disability Day etc, NIDM regularly participates in number of mass gathering events at different occasions to distribute its awareness material and disseminate disaster management knowledge among visitors. The brief about these events given below:-

- **Disaster Reduction Day**

International Day for Disaster Reduction is normally observed on the second Wednesday of October every year to enhance public awareness for the disaster preparedness. On the occasion of International Disaster Reduction Day, NIDM organizes competitions on disaster management topics (essays, slogans, posters etc.) among students. In addition, other awareness programmes like debate, lectures, cycle rally etc. are also organized. The winners of respective competitions are awarded during the programme of International Disaster Reduction Day.



- **World Environment Day**

Environmental degradation, including climate change, land-use changes and natural resource degradation are aggravating disaster occurrences and impacts. With an objective to create awareness among students and other communities to safeguard the environment for disaster risk reduction, NIDM observes World Environment Day. To enhance awareness among the school students and to sensitize them towards environment and its relation with disasters, competitions are organized for easy, slogan and poem writing on theme "Safeguard the Environment for Disaster Risk Reduction".



- **Other Events**

With an objective to create awareness among maximum number of people, NIDM participates in various mass gathering events like India International Trade Fair, Science Festivals, School/Colleges functions etc. and distribute its documents/awareness materials. NIDM also organize skits, plays etc. on disaster management topics.



DOCUMENTARIES

Film is one of the most important medium of awareness generation and brings change among large stakeholders. NIDM has developed different documentaries on various disasters and workshops proceedings. These documentaries have also been uploaded on YouTube for wider dissemination. The main documentaries detail is as below:

- **NIDM Documentary**

This is a documentary about NIDM showing genesis of the Institute, its vision, mission, functions and role of the institute in the field of Disaster Management. NIDM works for human resources development for the disaster risk reduction. The institute also assists and collaborates with other organizations of International and national level towards better disaster preparedness and management.



- **Home Owners Recipe for Earthquake Preparedness**

This documentary highlight detailed information about Earthquake, different structural systems, effects of earthquake, do's & don'ts regarding before, during & after earthquake etc. It is a ready reckoner for home dwellers which serve as a reference tool to sensitize citizens about the issues concerning preparedness measure for an earthquake.



- **National Workshop on “Phailin Cyclone 2013: Lessons Learnt” on 30 May 2014**

A documentary was prepared on the proceedings of a national level workshop organized by the Institute on 30 May 2014 on “Phailin Cyclone” that struck the coastal states of Odisha and Andhra Pradesh during the second week of October 2013. This documentary captures lesson learnt, best practices and various recommendations given by experts in this field.



- **Cyclone Phailin 2013**

A documentary compiled by NIDM from various sources highlights causes and impact of Cyclone Phailin that struck the coastal states of Odisha and Andhra Pradesh during the second week of October 2013.



- **Lake Outburst and Flash Floods: Uttarakhand 2013**

A documentary compiled by NIDM from various sources highlights causes and impact of Uttarakhand Disaster during 16 and 17 June 2013 due to heavy precipitation, landslides, lake bursting and flash floods that killed hundreds of people including the local community and pilgrims, damaged buildings, roads, infrastructure, utilities and affected adversely the livelihood, economy and environment in the area.



- **NIDM Self Study Programme**

NIDM offers self-study courses for general public as well as government officials and other stakeholders, who have role and responsibility of managing disasters. The courses under the programme could be accessed by anyone from anywhere in the country as per his/her convenience in flexi time free of cost. The aim of these courses is to create interest and raise the level of knowledge, skill and awareness on disaster management.



