

Our Vision

To build a safer and disaster resilient India by developing a holistic, pro-active, multi-disaster and technology-driven strategy for disaster management through collective efforts of all Government Agencies and Non-Governmental Organisations

NIDM's PARTICIPATION

IN

INDIA INTERNATIONAL TRADE FAIR

14 - 27 NOVEMBER, 2012

NEW DELHI



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NIDM'S PARTICIPATION IN IITF

First time since its establishment, NIDM took part in the International Trade Fair -2012. The India International Trade Fair (IITF) is held at Pragati Maidan every year from November 14th to 27th, 2012. IITF is the largest trade fair in this part of the world. IITF, 2011 saw participation of 7,000 exhibitors, including overseas participation from 28 countries, representing over 350 companies. A large number of domestic and foreign business persons visited the fair and the fair attracted trade delegations from 73 countries. Over one million general visitors also visited the fair during 14-27th November, 2011. This year the theme is "Skilling India", which is most pertinent, contemporary and is an extremely important objective of our policy. Taking this into consideration NIDM took decision to participate in the IITF and share its products, including awareness material with the community.

In hall number 6 of IITF, NIDM displayed its products and activities in collage form fitted on the wall of stall. The collage is showing various activities of NIDM i.e. Training, Conferences and the Modules published by NIDM. In addition NIDM also put its material for display and developed IEC material (eight types) for distribution. More than 60,000 awareness items (in the form of leaflets, booklets, calendars, carry bags with slogans, workbooks etc.) have been developed by NIDM for free distribution in the Fair.

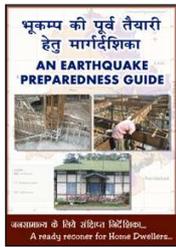
NIDM took active part in the mock drills conducted by National Disaster Response Force on 16th, 17th and 18th November at Hans Dhvani Theater in the Fair. More than 2000 sets of awareness materials were distributed to the children and other viewers there.

IEC MATERIAL DEVELOPED BY NIDM

Material for Distribution

NIDM has put up public awareness material for distribution specially developed by NIDM for IITF 2012. These awareness materials is being handed over to the visitors in paper bags (having slogans related to disaster management) designed and printed for IITF, 2012. The awareness material being distributed to visitors at NIDM stall are:

- **Calendar showing do's and don'ts for various disasters month-wise (Bilingual)-** A calendar was designed by NIDM showing do's and don'ts for 12 common disasters in the country i.e. cold wave, thunder and lightning, epidemics, drought, heat wave, floods, forest fire, landslide, cyclone, fire and tsunami along with beautiful sketches and slogans related to disaster management. In total, more than 3,000 calendars were printed and are being distributed during mock-drill of NDRF and also on the stall.

- **Earthquake Preparedness Guide (Bilingual) –** This guide is developed as a reference to sensitize common citizens concerning preparedness measures for an earthquake. 10,000 copies were printed and distributed during the fair.

- **Fire Safety in Schools (in Hindi) –** This leaflet developed by NIDM for distribution gives basic information about safety tips during a fire disasters. 10,000 copies were printed and distributed during the fair.

- **Do's and Don'ts for various Disasters (in Hindi) –** A leaflet giving general do's and don'ts of 3 common disasters i.e. fire, earthquake and flood were printed. 10,000 copies were distributed during the fair.

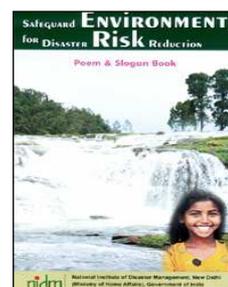

- **NIDM Brochure** - A leaflet giving basic knowledge about the Institute, its mandate, publications, functions, etc. was developed and distributed in the Trade Fair. 10,000 copies were printed and distributed during the fair.



- **Owner's Guide on Earthquake Resistant Buildings** - A small pocket booklet in pictorial form giving pictures of various irregularities and remedy measures in building constructions were printed and distributed. 10000 copies were printed and are being 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 are invited from schools on DRR all over the country and selected slogans and poems printed in the form of a book for distribution among students and others for creating awareness. About 800 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. About 10,000 bookmarks were printed and distributed.



- **Brochure for Online Courses on DM** - The Institute is offering Online Courses on Disaster Risk Management in collaboration with the World Bank (GFDRR) Washington. 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



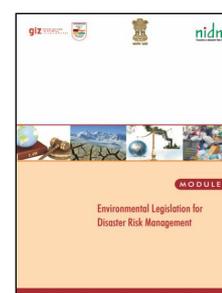
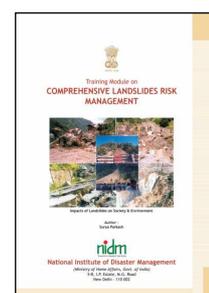
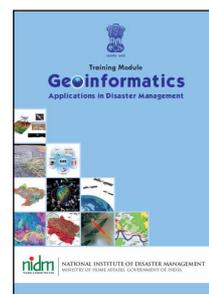
key stakeholders in different areas of Disaster Risk Management. A leaflet of the courses is being distributed for creating awareness among youths.

- **Carry Paper Bag**– 2600 carry bags were prepared to distribute IEC material, showing slogans related to Disaster Management.
- **Jute Bag for VIPs and Media Officials** – About 100 jute bags containing IEC material were prepared for distribution to VIPs and media officials.



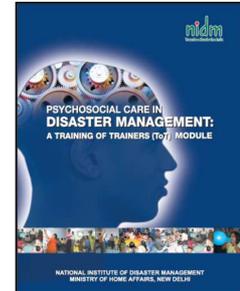
Material for Display

- **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.
- **Environmental Legislation for Disaster Risk Management:** This module cites examples of legal and policy framework from across the world along with special



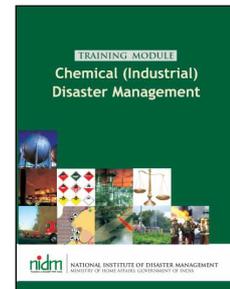
reference to the Indian legal framework and disaster management guidelines. This module is an overview on environmental legislation for disaster risk management.

- **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.

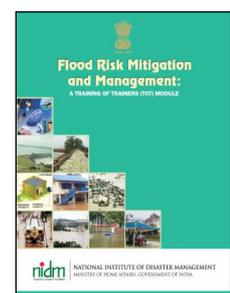


development,

- **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 / industrial members involved in assessment, planning, implementation or monitoring of any aspect 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.

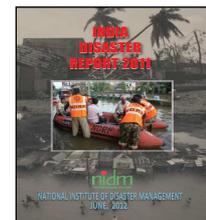


- **Directory** - The Directory for Institutions and Resource Persons in Disaster Management has been developed by

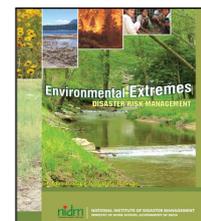
way of compilation of information from different reliable sources along with contact details of various institutes, departments, organizations, etc. dealing in disaster management. The document also contains list of renowned resource persons in the field of disaster management and important websites.



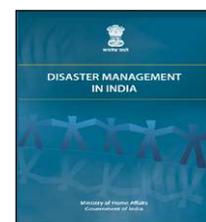
- **India Disaster Report, 2011** – In this report, some major disasters have been discussed for which the State Government had requisitioned the Central Government for supplementary support.



- **Environmental Extremes Disaster Risk Management** – This publication has been developed on climate change and disaster management issues with context of South Asia and more particularly on India.



- **Disaster Management in India** – This document captures the measures undertaken and systems established for disaster management in the country.



Visitors visiting the pavilions shared keen interest in obtaining copy 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 programme conducted by NIDM and how can they participate. They were explained the details of training programmes conducted by NIDM and procedures to get nominated for the training programmes conducted by NIDM. The 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.

OTHER ACTIVITIES PERFORMED BY NIDM

NIDM participated in different activities in the IITF Programme:

- (i) **Inaugural of IITF stall** – The IITF stall was inaugurated by Hon'ble Vice Chairman, NDMA on 14th November, 2012 in presence of various Honorable members, Secretary-NDMA, DG-NDRF, etc. NIDM participated in the programme and presented the material for distribution and display during the programme.
- (ii) **Mock-drill by NDRF on 16th November, 2012 and Media Briefing** – NIDM developed media kit containing various distributing material to be distributed to the media officials and other IEC material was distributed among school children and others during mock-drills.

- (iii) NIDM also distributed IEC material during 17th and 18th November, 2012 during Mock-drill programmes of NDRF.



- (iv) Three officials of NIDM were assigned duties on rotation basis at the stall for distributing IEC material and answering the queries raised by the visitors in the Trade Fair. Two officials were always present at the stall starting from 9:00 am to 7:00 pm.



- (v) **Web development** – A web linkage is being developed in NIDM website showing all information related to NIDM participation in the IITF giving brief of all the activities and IEC material distributed during the programme.

CONCLUSION:

The stall at Hall No. 6 was a center of attraction for the visitors. All categories of visitors including children, women and others were eager to know about Disaster Management System in the country. The children showed much interest, especially in the calendar and book-marks

developed by NIDM and other IEC material. In nutshell this effort helped in making thousands of visitors aware about Disaster Management System in India and efforts of NDMA, NDRF and NIDM in making country resilient to disasters.
