



Directorate of Information
Government of Gujarat



Concept Note

Media Management during Disasters

03-04th October 2025

Venue: Seminar Hall, Ground Floor, GIDM

----- **Gujarat Institute of Disaster Management** -----

Behind Pandit Deendayal Energy University,
Koba-Gandhinagar Highway, Village-Raisan, Gandhinagar-382007, Gujarat, India
Contact No. +91-79-23275821 | Web : www.gidm.gujarat.gov.in

Introduction

Media forges a direct link between public and emergency organizations, and that makes media very special when it comes to different aspects of a disaster. It is an effective and essential stakeholder in Disaster Risk Management (DRM) and can enhance peoples' perspectives through timely and science-based information dissemination. Media has a role in all phases of disaster management from Prevention to Recovery. It can be classified broadly into three types: **Print media** (Newspaper, Magazine), **Broadcast media** (Television and Radio) and **Online media** (Internet, Social media, Apps, Blogs, Wikis, Streaming video and Music, Podcast, IOT, AI etc.). Traditional media covers all age groups, while new media (like Social Media) is more popular among the younger generation.

There is a **paradigm shift** in information systems related to Disaster Management with the rapid advancement in Communication technologies, Space technologies, Remote Sensing, Artificial Intelligence, Advanced Modeling, Simulations etc. Astonishing development in information technology has also enhanced capabilities towards visualization and data interpretation. Hence, the technology has a crucial role in information acquisition, analysis, forecasting and dissemination. **New technological** advances in communications offer the prospect of considerable improvement, both in the anticipation of sudden-onset disaster, and in dealing with after-effects once disaster occurs. The capabilities of communications, data-gathering, and data-management technology have leaped forward in parallel with our increasing knowledge about the origin and behaviour of natural hazards and the mitigation of their effects. Indeed, the effective management of **information and communication** during disasters is a key determinant of how communities perceive, respond to, and recover from disasters.

The **Government of India**, through the **National Disaster Management Authority (NDMA)**, emphasizes "*Right Information at Right Time*" as a fundamental principle of disaster management. The **State of Gujarat**, which has been a pioneer in institutionalizing disaster resilience since the Gujarat Earthquake of 2001, has developed a robust framework for media engagement through its **Information Department**, State Emergency Operation Centre (SEOC), and Gujarat State Disaster Management Authority (GSDMA).

Aligned with the **Sendai Framework for Disaster Risk Reduction (SFDRR)** led by the **UNDRR**, which stresses on "*Understanding Disaster Risk*" and "*Enhancing Disaster Preparedness for effective Response*," this training program recognizes the Media as a critical stakeholder in Disaster Risk Governance. The **Prime Minister's 10-Point Agenda for Disaster Risk Reduction** encourages the *Mainstreaming of Disaster Communication and Use of Modern Media Technologies*, especially under Point 7. This forms the National Policy basis for including media as a vital stakeholder in Disaster Management training, institutional SOPs, and emergency response systems.

In the era of '**infodemic**', fake news became a real challenge. Hence, **Media Governance** is an important aspect in enhancing its role in DRM. The ways in which media can play a

vital role in public awareness and preparedness through educating the public about disasters; warning of hazards; gathering and transmitting information about affected areas; alerting Government officials, helping relief organizations and the public towards specific needs; and even in facilitating discussions about disaster preparedness and response. During any emergency, people seek up-to-date, reliable and detailed information.

The main principle of information provision, therefore, should be an **ethical** one and so, during an emergency, the media should be sensitive to the needs of the public in affected areas and should avoid misinforming and broadcasting unconfirmed reports that may lead to despair and panic. Therefore, correct and reliable information disseminated through the media is an important instrument for balancing the possible effects of incorrect, misleading or even willfully distorted information.

Objectives

This training aims to build capacity among media professionals and disaster managers to collaborate effectively during all phases of disasters. Specific objectives are:

- Understanding Basics of Disaster Risk Management;
- Strategic Role of Media in Disaster Risk Communication and Community Resilience;
- Bridge gap between Disaster Managers' and Media Officials before, during and after disasters;
- Promote ethical and sensitive reporting;
- Analyze Case Studies and draw lessons on Media engagement;
- Develop Standard Operating Procedures (SOPs) for Media Coordination;
- Foster Inter-Agency Coordination between SEOC, DDMAs and Media institutions.

Targeted Stakeholders

The targeted stakeholders for this training programme will be senior and middle-level officials from the Information Department or as nominated/guided by the department.

Expected Outcome

- Enhanced Understanding of Disaster Risk Management (DRM)
- Strengthened Media–Disaster Management Interface
- Capacity Building for Ethical and Sensitive Reporting
- Development of SOPs for Media Coordination
- Familiarity with Technological Tools in DRM
- Promotion of Disaster-Resilient Communities
- Improved Crisis Communication Planning
- Networking and Inter-Agency Collaboration