# Getting the Words Right
2 Days Virtual Classroom for Content Creators

A. Background

There's no shred of doubt that we live in a Vulnerable, Uncertain, Complex and Ambiguous (VUCA) world. Rather than responding to realised risks, it is better to adapt to ways of life where we learn to live with the growing uncertainties. These uncertainties or risks are due to natural as well as human-induced hazards. The probability of these acute and / or chronic shocks interacting with our society and system's vulnerabilities create risks and when such risks are realised and the consequences are beyond the coping capacity of the society (community), we have a disaster to manage.

For long the paradigm has been to manage these consequences – disasters, however, there's a global consensual uprise that there's a need to move towards the realm where we manage disaster risks and not manage disasters.
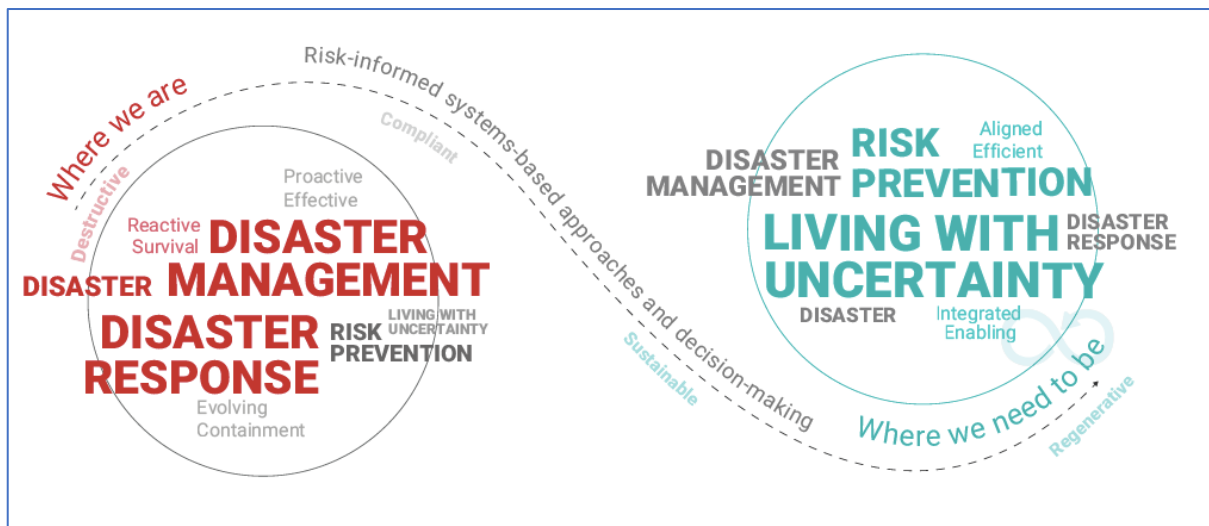
But how do we foster this change? How do we build a culture of managing risks, rather than managing disasters? Applying Occam's Razor to this question, the solution is simple – generate awareness and create a consensus and herein comes the role of media professionals and content creators.

According to the statistics, the number of Internet users in India has grown to a whopping 624 million, which is roughly 45% of the total population of India. The annual growth in active social media users is 31.2% with more than 78 million new users added in 2021. The annual growth of Internet users is 8.2% with another 44 million new users.

In line with this growing trend information openness, it is absolutely necessary that right words are used, correct information is disseminated which is indeed a need of the hours; the reign of infodemic during the pandemic has been witnessed by all. Herein lies the essential importance of **science communication**, or to be precise, **risk communication**. Thus, a comprehensive understanding of all of this is a priority. In fact, there are many facets to it; What are the key facts / fundamentals that needs to be communicated? How do we generate awareness about focussing on reducing vulnerabilities? How do we communicate the science properly? How do we bridge the aspirations of the community with the intentions of the policy-makers? How do we mainstream the concerns of risk reduction into every aspect of our lives? And perhaps, the most important one, how do we serve these information that they are palatable, attractive?

The Sendai Framework for Disaster Risk Reduction (SFDRR), the Sustainable Development Goals (SDGs), Hon'ble PM's 10 Point Agenda – each of these expressively underlines the fact that risk-informed sustainable development is everyone's business – all of the society's and all of its institutions, ensuring that no one is left behind. But for this to happen, the communities need to be empowered with facts, evidence and science. With the enthralling penetration of internet, we must leverage the available channels to create this culture of resilience by orienting and training media professionals and content creators.

B. Objectives
The two days virtual classroom has been designed to meet the following objectives –

1. Give a holistic understanding of the field of Disaster Risk Management and its transdisciplinarity – busting myths like hazards are not disasters, disasters are not natural etc;
2. Provide a basic idea of the Acts, Policies and Plans – How is the Act useful? Why are the DM Plans mandatory? How does the Funds work?
3. Give a comprehensive understanding of the science behind climate change and how it is disaster risk amplifier;
4. Provide an outlook as to how DRM, CCA/M and Sustainable Development Goals needs to be seen in coherence;
5. Apprise participants of the latest development in the field of DRM;
6. To help participants as to how to be cautious while reporting or content creating.

C. Target Participants

1. Content Creators
2. Announcer and Program Executives from All India Radio and Doordarshan
3. Officials from Directorate of Information, Govt. of Gujarat
4. GIDM MoU partners
5. Selected NGOs working in this sector

D. Schedule

--Day 1--			
#	Session	Objectives	Speaker
(1)	(2)	(3)	(4)
1.	Welcome, About GIDM, Portal, GIDM Audio-Visual Film, Introduction to 5-hrs self-paced course on e-CCDM (English and Gujarati version)		Dr. Chintan Pathak, AAPM, GIDM
2.	We can prevent disasters	1. Hazards v/s disasters 2. Disasters are NOT natural 3. Developments in DRM – International and National	Dr. Repaul Kanji RSPM, GIDM
3.	Climate Change and Disaster Risk – What's the science behind?	1. What is climate change – the actual science? 2. What's the point of coherence – SFDRR, SDG, CCA	Mr. Shwetal Shah, Technical Advisor, Climate Change Dept.
4.	Know your D[R]M system	1. DM Machinery of the Country & State 2. Financial Machinery 3. Act, Policy and Plan	T.B.D.

--Day 2--			
5.	Good practices in DRM	1. Where do you get authentic data? 2. What are the good practices – need of validation of sources?	T.B.D
6.	Stay safe of infodemic	1. Experiences of COVID-19	T.B.D.
7.	Question-Answer, Feedback and Conclusion		Shri Nisarg Dave, Director (DM), GIDM Dr. Chintan Pathak Dr. Repaul Kanji

E. Expected Outcomes

At the end of training, the participants will be able to,

1. Generate/Build a culture of Scientific/Evidence based content creation;
2. Disseminate the Sciences/Fundamentals behind DRM and CCA/M;
3. Address the issue of averting Infodemic during Science (Risk) Communication.