

MEDIA SENSITISATION PROGRAMME: DISASTER RISK REDUCTION & RISK COMMUNICATION

2022

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Organized by:
Press Club, Kolkata
Resilience Innovation Knowledge Academy (RIKA), India
RIKA Institute
India Japan Lab, Keio University, Japan



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Overview of the Programme

Background

The media has the potential to play a proactive role in disaster risk reduction by strengthening risk communication. In case of emergencies, credible information sharing through mass media can reduce life loss. Before disasters, various forms of media can be utilised for disseminating early warning to people and enhance perceptions of the need to take action. During- and post-disaster response recovery phases, community radio, and social media support the rescue and relief activities. In this context, media literacy has become an important issue for several stakeholders, including governments. It has been realized from the past disaster incidents and media coverage in India, that attention needs to be placed on media governance to reflect upon the priorities of disaster risk reduction initiatives within the media houses.

This sensitisation and capacity enhancement programme has been designed to achieve an enhanced trustworthiness of the media. It promotes mutual learning on the integral aspects of disaster risk communication in India and Japan. Japan is a global trendsetter in information dissemination with advanced disaster warning systems and improved pre-and post-disaster media coverage using new technology and consultation with experts. Celebrating the 70th anniversary of India-Japan diplomatic relations, the India Japan Laboratory of Keio University, Japan, along with Press Club, Kolkata and Rika Institute, and Resilience Innovation Knowledge Academy (RIKA) organized the one-day training programme. The first training of a diverse group of journalists engaged with different types of media, media managers, mass media faculties, and people from government agencies was held in Kolkata, in eastern India, on June 24th 2022. The programme was led by eminent speakers who shared their lived experiences from disaster reporting to rescue operations from different Asian countries.

Objectives

The training workshop had the objective to familiarize the participants with the role of media in disaster risk reduction, global protocols, and frameworks, changing risk landscapes, standard operating procedures for disaster reporting, and so on. The programme also intended to activate the participants to identify the need priorities while reporting from disaster-hit areas, as well as to familiarize participants with some technical tools and technologies used in reporting in other countries. The key objectives of the program were:

- To enhance awareness among journalists on different aspects of media at pre-, during, and post-disaster linked to disaster risk reduction
- To build learning and mutual exchange of lessons presented from the media specialists of India and Japan
- To develop a cadre of professional journalists sensitive to disaster risk reduction and climate change

The emphasis of this training was to develop feasible answers on how to address the known gaps in risk communication including suggesting specific steps to the journalists to ensure safety and understand the

complex interaction between the characteristics of the audience, the source of the message, and its content. Establishing a resilient media infrastructure is at the core of uninterrupted coverage and effective risk communication. In this context, this workshop shifted attention to reflections of the speakers upon the priorities of disaster risk reduction initiatives within the media houses. To support improved understanding a curated media kit with reference documents was shared with participants. The detailed agenda of the workshop is shared in Annex 1.

Composition of the participants

In all significant respects, the workshop targeted participants from different types of media, media managers, and people from government agencies. The participants constituted a representative cross-section of both media and academia. The workshop composition was distinctive with 60 media personnel and 30 educators. Out of which a representation of 20 women participants was registered in the programme. It had a good distribution of experienced and young journalists.

The programme drew participants from all of the targeted institutional sectors – government, private media houses, non-government, and civilians. The programme was joined by members of both English and Bangla media houses. Members from television, radio, and print media like Times of India, ABP Ananda, Doordarshan, All India Radio, and HAM Radio along with freelance journalists were present. While the workshop was designed to be inclusive of Kolkata’s key media houses, majority of the participants were invited in their individual capacities and some participants were representatives of their respective organisations and institutions.

The thirty participants from academia included lecturers, professors from media and mass communication departments of colleges like Rabindra Bharati University, George College, Keio University, and mass communication students from Keio University who joined online.

About the organizers

The programme was a joint effort by the India-Japan Lab, Keio University, Press Club, Kolkata, RIKA Institute, and Resilience Innovation Knowledge Academy. The venue and local support were extended by Press Club, Kolkata. A brief on the organizers is shared below:

India Japan Laboratory (IJL)

India Japan Lab undertakes cutting-edge multilateral research through collective co-learning from India and Japan. It is a part of Keio University, established in 1858 as a Dutch learning school, and is a leading research university in Japan committed to excellence and innovation in education, research, and medicine. IJL is aimed to co-design innovative solutions with governments, the private sector, citizen groups, and other related stakeholders. The lab addresses, learns, and nurtures the issues related to both countries and beyond, and make them more relevant to the global communities under three key pillars i) Environment, Disaster Risk Reduction, and Climate change ii) Existing, New & Emerging Technologies (AI, IOT, data science) iii) Culture, History, and Arts. Sharing knowledge, and learning across countries while engaging public figures to develop the capacities of the community is the key

goal of the lab. It promotes multidisciplinary research under the three initiatives of Longevity, Security, and Creativity set by Keio University.

Press Club Kolkata

It is the oldest Press Club in the entire subcontinent. It is the most vibrant organisation of journalists in the Indian state of West Bengal. Established with a vision of promoting social contact among reporters and furtherance their professional interest, the Club organises various activities including seminars, workshops, multi-lingual training, Meet-the-Press programmes, cultural programmes, and health camps. Most significantly, apart from other activities, the Club organises training programmes for the capacity building of the journalists on a regular basis in collaboration with important partner organisations, national and international.

RIKA/ RIKA Institute

RIKA Institute (RI) is a not-for-profit organization established to build DRM and resilience capacities. RI promotes disaster education, innovation, research and training to inspire a culture of resilience in society. Recently, RI signed MoUs with renowned universities in India for conducting training to build resilience. It acts as a bridge connecting academic research, policymakers, and field practitioners to make informed decisions and use new technologies. It is the sister concern of RIKA India, which specializes in risk reduction and climate action projects. It provides high-quality evidence-based research for policy-making with a focus to create cost-effective community-oriented solutions for Disaster Risk Reduction, Climate Change Adaptation, Environment Management, and Sustainable Development.

Summary of the Proceedings

Opening Session

When the programme participants were assembled at Press Club, Kolkata training facilities on the morning of 24th June, RIKA Institute's Director Soma Dutta reviewed the background and objectives of the training and introduced the speakers. Press Club, Kolkata's President Snehasis Sur reiterated the sensitization programme's overall purpose: the development of risk communication capacities and a network of a diverse cross-section of journalists who would be able to work collaboratively in developing a common vision for the role of journalists in disaster risk reduction, and in providing priority information for the development and implementation of risk management actions. He expressed gratitude for this collaborative effort with Keio University, Japan. Prof. Rajib Shaw emphasized that the programme will enable the journalists to become not only a capable partner in this process but as a central stakeholder. This will be either under the roles they play or under the influence they exercise within their capacity for making people take decisive actions before the disaster event. He briefed that the training they were about to receive would center on essential leadership skills of collaborative decision-making, problem-solving, information dissemination, and consensus-building.

This was succeeded by the inaugural address by HE Javed Khan, Hon. Minister for Disaster Management and Civil Defence. Govt. of West Bengal, who highlighted the important actions of the department and the support that media can extend to disaster management. He emphasized the need to be equipped with capacities to handle the events that unfurl in the aftermath of a disaster.

“The sooner we can take an effective role in the aftermath of a disaster, the more it is possible to control the damage. That’s why we try to prepare all year round. However, we need to be more vigilant about man-made disasters.” - HE Javed Khan, Hon. Minister for Disaster Management and Civil Defence. Govt. of West Bengal



Fig 1 a. Photographs from the opening session (from L to R Mr. Snehasis Sur, HE Javed Khan, HE Koichi Nakagawa, Prof. Dr. Rajib Shaw)



Fig 1 b. HE Javed Khan, Hon. Minister for Disaster Management and Civil Defence. Govt. of West Bengal delivering the inaugural speech.



Fig 1 c. HE Koichi Nakagawa addressing the gathering.

Following this, the Consul General of Japan in Kolkata, HE Koichi Nakagawa, Consul General of Japan in Kolkata, remarked the existing cordial relations and solid bilateral ties between India and Japan have been beneficial in disaster risk management. Appreciating the organizers for the programme he highlighted that this year marks the 70th anniversary of the establishment of diplomatic relations between Japan and India. He recalled the immediate relief extended by National Disaster Response Force personnel of India along with humanitarian assistance for the Japan tsunami of 2011. He expressed appreciation for the media’s dynamic role in the management and control of natural disasters.

“Media gives early warnings, evacuation plan, and help in post-disaster activities. Media also plays a vital role in sensitizing common people and educating them about the consequences of disasters, gathering and transmitting information about the affected areas. Correct and neutral information at the right time disseminated by the media would be definitely needed in order to tackle the challenges posed by a disaster. I am sure, there will be brainstorming panel discussions in the forthcoming sessions and the workshop will definitely conclude with some visionary outcomes.” - HE Koichi Nakagawa, Consulate General of Japan in Kolkata

Session-I Media and Disaster Risk Reduction: Overview

Following the introductory session, Prof. Dr. Rajib Shaw shared a presentation on Disaster Risk Reduction, Innovation, and Media: Some Reflections setting the context of the changing landscape of risks highlighting the need for **local adaptations**, challenges, and the main areas where improvements were mandatory to make the media work more effectively for disaster risk reduction. He encouraged the participants to identify specific steps to achieve improvements in the above-mentioned areas of concern. Giving example from Bangladesh, where scientific data reported an increase in rainfall but farmer accounts suggested decreasing rainfall for a region, it was established how **perception** differs for different stakeholders. Therefore, as a priority bridging the gap in understanding between the scientific communication and grounded language along with consideration of societal risks should be considered while reporting any event. He mentioned the “**Bosai**” approach prevalent in Japan that inculcates a culture of preparedness for disaster. Addressing the action by the Indian government during COVID-19, he explained the relevance of the Disaster Management Act and its importance.

“Disaster risk reduction is everyone’s business. We need to collectively work together for resilience building”- Dr. Rajib Shaw, Professor Graduate School of Media and Governance, Keio University, Japan

The specific need for risk communication and the importance of **hyperlocal media** was highlighted in the presentation by Prof. Dr. Mrinal Chatterjee on Disaster Reporting from analog to digital and the safety of journalists. He explained how media forges a direct link between the public and emergency organisations. He emphasised that “journalists need to **prioritize safety** while doing disaster coverage.” The transition of reporting from the early 1990s to 2022 was shared in addition to the key characteristics that media needs to display: Knowledgeable, Quick, Reliable, and Accurate. He concluded with an audio-visual of a late reporter who was killed due to unintended **consequences** of disaster reporting.

From this session, the importance of “**codesign**” and “**codelivery**” of risk mitigation activities was conveyed to the participants. **Responsible reporting** and knowing the right time to exit a disaster zone were recurrent in the talk of both speakers. The presentations were well received by participants, who were interested to gain a deeper knowledge of the types of disasters (slow and fast onset), terminologies etc. The panel motivated participants to familiarize themselves with terminologies related to disaster risk reduction shared in the media kit of the programme.



Fig2 a. Presentation by Prof. Dr. Rajib Shaw on Disaster Risk Reduction, Innovation, and Media: Some Reflections



Fig2 b. Presentation by Prof. Dr. Mrinal Chatterjee on Disaster Reporting from Analog to Digital

Session-II Experiences from Japan

Chaired by Ms. Tomo Kawane of India Japan Lab, the session had speakers sharing experiences of disaster reporting from Japan through video conferencing. Speaker Irie Sayaka, of NHK, highlighted the responsibilities of media according to the Disaster Countermeasures Act and Broadcasting Act of Japan. Owing to these, NHK provides journalism that protects the lives of the people, even with no legal responsibilities. Hiromi Hirose, Ex-NHK Bureau Chief India spoke on the **emerging technologies** for reporting on disasters like remote cameras. Reiterating the need for a culture of risk mitigation and using the memory of disasters to prepare for the future he gave examples of Onagawa-cho memory on stone monuments remembering the tsunami. Dr. Pawankar through her presentation suggested the need for awareness of **climate change** She encouraged the participants to come together to address the climate crisis through coverage of activities like environmental changes, scientific research, and the creation and implementation of sound policies.

Session-III Experiences from India

The session highlighted the recollections of senior reporter Mr. Himanshu Sekhar Misra from his reporting in the flood-hit Kashmir region in 2014. He presented the challenges of news gathering in a disaster zone with an ethical code for disaster-sensitive journalism. Presenting visuals and posing questions to the participants, the speaker put forth the importance of having the right information,

alternative connectivity networks, and contacts while reporting from a disaster zone. His reflections on the involvement in reporting during COVID-19 lockdown make clear that the media has to restructure their news gathering processes with requisite **safety protocol and standard operating procedures**. The experiences discussed yielded many insights with direct application to reporting from disaster and conflict zones. The sensitivity towards stigma and **ethical issues** while reporting discoursed. In particular, the experience brought home the danger of acting based on assumptions and highlighted how poor or inadequate risk communication can often lead to messages being received in ways wholly unintended by the sender.



Fig3. Presentation by Mr. Himanshu Shekhar Misra on Challenges of News Gathering in a Disaster Zone

Panel Discussion on Learning Outcome & Future Actions Ahead

Disaster risk awareness creation expert Mr. Himadri Maitra drew attention to the importance of inclusive decision-making processes in reducing conflict and deepening support for policies and programmes related to disaster management and mitigation. The panel consisting of senior journalist Mr. Amal Sarkar and Indian Academy of Communication and Disaster Management’s Mr. Ambarish Nag Biswas discussed the need for local reporting and network challenges, respectively. Highlighting the need for **alternative network** communication Mr. Nag Biswas suggested participants undergo training to operate HAM radio devices that have been useful in establishing communication from remote and disaster zones. The need to have an **unbiased** attitude while reporting was highlighted by Mr. Sarkar.



Fig4. Panelist addressing participants in the panel discussion

Some of the prominent learning that emerged from the panel discussion was that the assumptions one makes about any incident frame one's thought process which, in turn, leads to how the media coverage is designed and conveyed to the public. Erroneous initial assumptions, therefore, can yield wholly unintended consequences and misinformation.

Valedictory Session

The valedictory session was addressed by Mr. Dushyant Nariala, Principal Secretary, Disaster Management & Civil Defence Dept., Govt. of West Bengal who marked that this workshop was extremely helpful to bring together some of the relevant stakeholders of disaster management in West Bengal. He highlighted that direct and effective working relationships between the media and disaster management organizations should be established and maintained. Sharing experiences from COVID-19 reporting he emphasized that media should be sensitive to information and should educate the public about disasters. The one-day media sensitization programme concluded with the encouraging words of the Principal Secretary. Indicating that it would be desirable to have follow-up workshops with more specific topics pertinent to the risk landscape of West Bengal he suggested selection of speakers met the expectations of participants and organizers. This was followed by the distribution of certificates to the participants.

“Media forges a direct link between the public and emergency organisations and plays a very important role in disseminating vital information to the public before, during and after disasters.”
Mr. Dushyant Nariala, IAS, Principal Secretary, Disaster Management & Civil Defence Dept., Govt. of West Bengal.



Fig5. Valedictory and certificate distribution by Mr. Dushyant Nariala, Principal Secretary DM Department

Way Forward

Key takeaways

It became evident that topics centered on specific issues according to the interest group were relevant to the present time. It might be added that the shared experiences and problems tackled would have been different depending on the medium (print, television, or digital) and level (national or local) of journalists. Bearing this in mind, the general feeling however was that participants regardless of their professional background were highly motivated to understand the concept of risk communication and its relevance. The fact, that participants were highly interested in learning the prevalent and emerging technologies was especially encouraging, as it was an indicator of the preparedness to adopt new means to improve risk reduction. The following pointers summarize the lessons imparted during the one-day media sensitization programme:

- Both a global vision and a local understanding of the problems are necessary.
- The sub-editors and writers should be conversant with fact-checking.
- Local information should be made available to civilians.
- Familiarization with the probable situations and associated risks is important before going to the field for coverage.
- Journalists should be sensitive and adapt an ethical protocol for interviewing.
- Research/scientific writing of experiences of disaster reporting is as important as media coverage.
- A sharp collaboration must exist among the members of the media involved in risk communication. It is necessary to search for the relevant information that is of interest in society.
- Be careful of the conclusions taken from biases due to assumptions.

The sensitization programme was very enriching for the participants which improved the spirit of dialogue on topics specific to risk reduction and risk communication. The need and contributions of the programme was welcome and highly covered in media both print and television as shared in Annex 2.

Next steps

Mass media has already made a significant impact on how the public acquires and perceives various emerging socio-cultural issues in India. It can create a strong and well-meaning information base essential to facilitate informed decision-making processes in the long run. Systemic dissemination of information on early warnings, awareness, and rescue related to disaster risk management can, in the long run, become an effective add-on service for the social good.

A review meeting was held after the programme where challenges and the future steps were discussed. Future interventions of the collaboration proposed were: conducting similar sensitization workshops in coastal districts of West Bengal, faculty development programmes on disaster risk reduction in hybrid model for mass communication educators and development of manual for journalists on risk

communication and disaster risk reduction along with translation to Bengali, Hindi and Odia. The review meeting was attended by the following:

External expert

Prof. Dr. Mrinal Chatterjee, Regional Director, IIMC Dhenkanal

Press Club, Kolkata members

Mr. Snehasis Sur, President

Mr. Arijit Dutta, Treasurer

Mr. Netai Malakar, Astt. Secretary

IJL members

Prof. Dr. Rajib Shaw, Director, IJL, Keio University

Ms. Tomo Kawane, Senior Researcher, IJL, Keio University

RIKA/RIKA Institute members

Ms. Soma Dutta, Director

Ms. Krishnakali Ghosh, Member

Among many comments on content and methodology received from the speakers, there was one in particular worth noting about the duration of the presentations and the need for a question-and-answer session. The venue and logistics of the workshop received satisfactory comments with some specific criticisms being voiced about a large number of participants. A smaller group of participants for further trainings was suggested for focused training with consideration of their respective experiences. It was suggested to ensure options like recorded video presentations for speakers connecting online to ensure challenges of network connectivity are curbed. To further the learning, it was proposed that a risk communication manual can be collated from the information media kits shared with the participants.

Owing to the reception of the programme, it was decided that continuous training at intervals would be useful for the journalists of the region. Between training the participants would attempt to apply in their work settings one or two of the lessons garnered from their introductory sensitization programme, to attempt to convey to others with whom they are associated some of what they had learned.

Annexure 1



**Media Sensitisation Programme:
Disaster Risk Reduction & Risk Communication**
organised by
Press Club, Kolkata
in collaboration with
India Japan Lab, Keio University, Japan
RIKA Institute,
Resilience Innovation Knowledge Academy (RIKA), India
As a part of 70 years of Diplomatic Relations between India & Japan
24 June 2022 at Press Club, Kolkata

PROGRAMME

10:00 am Registration & Tea

10:30 am Inaugural Session

MC : Soma Dutta, RIKA
Welcome Address: Snehasis Sur, President, Press Club, Kolkata
Introduction to Workshop: Rajib Shaw, Director, India Japan Lab, Keio University.
Address by HE Koichi Nakagawa, Consulate General of Japan in Kolkata
Inaugural Address: HE Javed Khan, Hon. Minister for Disaster Management and Civil Defence. Govt. of WB
Vote of Thanks: Kingsuk Pramanik, Secretary, Press Club, Kolkata.

11:00 am Session-I Media and Disaster Risk Reduction: over view

Chair: Monideepa Banerjee, Sr. Journalist

Speakers: Rajib Shaw, Director, India Japan Lab, Keio University, Japan

Topic: Disaster Risk Reduction, Innovation and Media: Some Reflections

Mrinal Chatterjee, Regional Director IIMC Easter India

Topic: Disaster Reporting from analog to digital and safety of journalists

12:00 Noon: Session-II Experiences from Japan

Chair : Tomo Kawane, India Japan Laboratory, Keio University

Speakers: Hiromi Hirose, Ex-NHK Bureau Chief India
Irie Sayaka, Ex NHK Broadcast Culture Research Institute
Ruby Pawankar, Professor, Nippon Medical School

01.00 pm Lunch

02.00 pm Session III Experiences from India

Chair: Himadri Maitra, Awareness Creation Expert on Disaster Risk Reduction.

Speaker: Himanshu Sekhar Misra, Sr. Journalist, NDTV

Topic: Challenges of News gathering in a Disaster Zone. An Ethical code for Disaster sensitive Journalism.

Speaker: Manogya Loiwal, Anchor & Editor of ABP News

Topic: "Do's and Don't for journalists in crisis coverage

03:00 pm Panel Discussion on Learning Outcome & Future Actions Ahead

Chair: Himadri Maitra, Awareness Creation Expert on Disaster Risk Reduction.

Panelists: Amal Sarkar: Senior Journalist
Ambarish Nag Biswas, Secretary and Chairman,
Indian Academy of Communication and Disaster
Management

04:00 pm Valedictory Session

Valedictory Address and Distribution of Certificates: Dusyant Nariala, IAS,
Principal Secretary, Disaster Management & Civil Defence Dept.,
Govt. of West Bengal.

বিপর্যয় মোকাবিলায় সাংবাদিকদের ভূমিকা

কর্মশালায় প্রায় ১০০ জন সাংবাদিক, গণমাধ্যমের শিক্ষক, রাজ্যসরকারের সংশ্লিষ্ট মন্ত্রণালয়ের অধিকারিকারা অংশ নেন। কর্মশালায় দীক্ষিত ভাষণ দেন ও শাসনপত্র তুলে দেন পশ্চিমবঙ্গ সরকারের বিপর্যয় মোকাবিলায় প্রধান সচিব দুমুস্ত নারিওয়াল। বিপর্যয় মোকাবিলায় প্রেস ট্রাভ, কলকাতা এবং কমিউনিটি নেবে বলে জানান প্রেস ট্রাভ, কলকাতার সম্পাদক বিজয়কুমার বিশ্বাস।

আপানের কেও বিপদকালে ইন্ডিয়া-জাপান ল্যাগের অধিকর্তা রাজীব শাউ জলবায়ু পরিবর্তন ও বিপর্যয় মোকাবিলায় ক্ষেত্রে আন্তর্জাতিক স্তরে বিভিন্ন অর্থনৈতিক কথা উল্লেখ করেন। প্রেস ট্রাভ, কলকাতার সভাপতি মেহাশিশি সুর বিপর্যয়ের প্রত্যক্ষ জ্ঞানসঞ্চেদন করতে, দুর্ঘটনের সময় সঠিক তথ্য সরবরাহের ক্ষেত্রে এনিয়ে বিপর্যয় পরিস্থিতি সময়ে পূর্ণভাবে কাজে সক্ষম মাধ্যমের গুরুত্বপূর্ণ ভূমিকার কথা



উল্লেখ করেন। অপর আরেকজন সচিব রিকা-র শকে সোমো দত্ত বিপর্যয় মোকাবিলায় সাংবাদিকদের দক্ষতা বৃদ্ধির প্রয়োজনীয়তা তুলে ধরে উল্লেখ করেন। প্রেস ট্রাভ, কলকাতা, আপানের কেও বিপদকালে ইন্ডিয়া-জাপান ল্যাগ, রেজিলিয়েন্স ইনোভেশনস আওয়ারসনে আকাডেমি (রিকা)-র উদ্যোগে ভারত-জাপান দ্বিপাক্ষিক সম্পর্কের ৭০ বছর উপলক্ষে একদিনের এই

কর্মশালায় প্রায় ১০০ জন সাংবাদিক, গণমাধ্যমের শিক্ষক, রাজ্যসরকারের সংশ্লিষ্ট মন্ত্রণালয়ের অধিকারিকারা অংশ নেন। কর্মশালায় দীক্ষিত ভাষণ দেন ও শাসনপত্র তুলে দেন পশ্চিমবঙ্গ সরকারের বিপর্যয় মোকাবিলায় প্রধান সচিব দুমুস্ত নারিওয়াল। বিপর্যয় মোকাবিলায় প্রেস ট্রাভ, কলকাতা এবং কমিউনিটি নেবে বলে জানান প্রেস ট্রাভ, কলকাতার সম্পাদক বিজয়কুমার বিশ্বাস।

তুরস্ক ও ইসরাইলের গোয়েন্দা বাহিনীর যৌথ চেষ্টায় ব্যর্থ হ্রানের বিশেষ মিশন



আরা মোট ১০ জনকে গ্রেপ্তার করেছে। এরমধ্যে আছেন একজন প্রসিদ্ধি বন্ধকর্তা। আর এই অভিযানে তাদের সাহায্য করেছে ইসরাইলের গোয়েন্দা সংস্থা মোসাদ। অধিনায়ক শেবে ওই

ভূমিকম্পে বিধ্বস্ত আফগানিস্তানে খুলল ভারতীয় দূতাবাস

কলকাতা হতে বিপদকালে ইন্ডিয়া-জাপান ল্যাগের অধিকর্তা রাজীব শাউ জলবায়ু পরিবর্তন ও বিপর্যয় মোকাবিলায় ক্ষেত্রে আন্তর্জাতিক স্তরে বিভিন্ন অর্থনৈতিক কথা উল্লেখ করেন। প্রেস ট্রাভ, কলকাতার সভাপতি মেহাশিশি সুর বিপর্যয়ের প্রত্যক্ষ জ্ঞানসঞ্চেদন করতে, দুর্ঘটনের সময় সঠিক তথ্য সরবরাহের ক্ষেত্রে এনিয়ে বিপর্যয় পরিস্থিতি সময়ে পূর্ণভাবে কাজে সক্ষম মাধ্যমের গুরুত্বপূর্ণ ভূমিকার কথা

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BIKA GOEL FOOD PRODUCTS LTD

Corporate Identification Number: U51909WB1996PL078909

Our Company was originally incorporated on January 31, 1996 as a Private Limited Company as "Goel Food Products Private Limited" under the provisions of the Companies Act, 1956 with the Registrar of Companies, West Bengal. Subsequently, pursuant to a special passed in the Extraordinary General Meeting held on February 17, 2022, our Company was converted from a Private Limited Company consequently, the name of our Company was changed to "Goel Food Products Limited" and a Fresh Certificate of Incorporation consequent February 25, 2022 by the Registrar of Companies, Kolkata. The Corporate Identification Number of our Company is U51909WB1996PL078909.

Registered Office: 7/1/1/2, Golshahar Road, Kolkata - 700048, West Bengal, India

Contact Person: Mr. Dibran Goel, Managing Director | Tel: +91-99813 23312 | E-mail: info@goelgroup.com | Web: www.goelgroup.com

PROMOTERS OF OUR COMPANY: HILTOP HEALTHCARE CENTRE LIMITED AND MR. DINESH

BASIS OF ALLOTMENT



দুর্যোগ মোকাবিলায় চাই সম্মিলিত প্রয়াস, রায় প্রেস ক্লাবে কর্মশালার

অশোক সেনগুপ্ত

প্রতি বছর প্রাকৃতিক নানা দুর্যোগে কত প্রাণহানি হয়, ক্ষয়ক্ষতি হয় কী বিপুল পরিমাণে, তার সামগ্রিক, সঠিক হিসেব কে-ই বা জানেন? তবে নির্দিষ্ট একটি অঞ্চল বিবেচনা করলে এই উপমহাদেশে দুই বাতায় ক্ষতির পরিমাণটা সবচেয়ে বেশি। প্রকৃতির এই তাণ্ডবের সঙ্গে লড়াইয়ে মানুষ বৃষ্টি সত্তা অসহায়। এর মোকাবিলায় প্রয়োজন সম্মিলিত প্রয়াস।

জুজবান প্রেস ক্লাবে অনুষ্ঠিত আলোচনাচক্র ফুটে উঠল এই অসহায়তা ও তার মোকাবিলায় সম্মিলিত প্রয়াসের কথা। সমাধানের সন্ধান নাম পথ নিয়েও আলোচনা হয়। বিষয় ছিল, 'দুর্যোগে বৃষ্টি হ্রাস ও বৃষ্টির খবর হুড়িয়ে দেওয়ার ওপর প্রচারমাধ্যমের সংবেদনশীলতা'। মূল বিষয়, দুর্যোগে সাংবাদিকদের ভূমিকা, সহযোগিতামূলক সম্পর্ক ও লম্বিত সম্পর্কে কীভাবে, কতটা সজাগ হতে হবে।



আরও সতর্ক থাকা দরকার।

ইন্ডিয়া জাপান ল্যাগের অধিকর্তা রাজীব শ আলোচনায় বলেন, '১৮-৫৮ সালে তৈরি কেইও ইউনিভার্সিটিতে বছর তিন আগে এই বিভাগ তৈরি হয়েছে। পরিবেশ দ্রুত বদলে যাচ্ছে। এর প্রভাব নিয়ে যে 'ইন্টারগভর্নেন্টাল প্যানেল' (আইজিপি) হয়েছে, তাতে সম্পৃক্ত হয়েছে সংশ্লিষ্ট নানা বিষয়ের সহঅধিক রিপোর্ট। কিন্তু এর রূপায়ণের সুফল জনগোষ্ঠীর ০.০০২ শতাংশের কাছেও যাচ্ছে না। বাকি ০.৯৯৮ শতাংশ অর্থাৎ বিপুল পরিমাণ মানুষকে পরিবেশ সম্পর্কে সচেতন করতে গণমাধ্যমের একটি বড় ভূমিকা আছে।

এই সঙ্গে রাজীববাবু বলেন, 'কেবল গণমাধ্যম উদ্যোগী হলে হবে না। সরকারের সংশ্লিষ্ট নানা দপ্তর ও সম্পর্কিত বেসরকারি ব্যক্তি ও নানা বিভাগের মধ্যেও সূচম সমন্বয় দরকার।' অনুষ্ঠানের শুরুতে প্রেস ক্লাবের সভাপতি মেহাশিশি সুর বলেন, 'পরিবেশের মধ্যেও যৌরা পরিদ্রুতম, দুর্যোগে জনের সতর্ক করার ক্ষেত্রে গণ সংস্থার একটি উপায়োগিতা আছে।'

আলোচনার অন্যতম সহযোগী ছিল 'রেজিলিয়েন্স ইনোভেশনস নলেজ একাডেমি' (রিকা) ইন্ডিয়া এবং রিকা ইনস্টিটিউট। আয়োজনের অন্যতম কারণ ছিল ভারত ও জাপানের মধ্যে কূটনৈতিক সম্পর্কের ৭০ বছর পূর্তি। এদিন অনুষ্ঠানে কলকাতায় জাপানের কনসাল জেনারেল কেইচি নাকাগুয়া এই দ্বিপাক্ষিক সম্পর্কের উন্নয়নে দুটি দেশ কীভাবে উদ্যোগী, তার উল্লেখ করেন। বলেন, আমহান ও অতিমারির পর পরিবেশক্ষণ ও দুর্যোগ মোকাবিলায় গুরুত্ব আরও বেড়েছে। সাংবাদিক এবং মিডিয়া শিক্ষাবিদদের তই এই কর্মশালা সহায়ক হবে।

এদিন আমন্ত্রিত ছিলেন আইআইএমসি-র পূর্ণাঙ্গীয় অধিকর্তা মুগাল চট্টোপাধ্যায়, ইন্ডিয়ান অ্যাকাডেমি অফ কমিউনিকেশন অ্যান্ড ডিজার্সিটির ম্যানেজমেন্টের সম্পাদক ও চেয়ারম্যান অধরিশ নাগ বিশ্বাস, বিশেষজ্ঞ হিমাত্রী মৈত্র প্রমুখ। একটি পৃথক অধিবেশন ছিল দুর্যোগ মোকাবিলায় জাপানের অভিজ্ঞতা নিয়ে। তাতে বক্তাদের মধ্যে ছিলেন তোমো কাওয়ামে, হিরোমো সিরোশে, ইরি সায়াকা ও কুবি পাওয়ানকার।

কর্মশালায় প্রচারমাধ্যমের অভিজ্ঞতা ও কর্তব্য নিয়ে বলায় জন্য আমন্ত্রিত ছিলেন চার অভিজ্ঞ সাংবাদিক মনিদীপা বসুগোপাধ্যায়, হিমাংগ শেখর মিশ্র, মনোজা সোইয়াল ও অমল সরকার। তাদের কথায় ফুটে ওঠে, পেশাগত জীবনে তাদের বিভিন্ন ধরনের দুর্যোগের খবর করতে হয়। পাশাপাশি বিষয়বস্তুর ব্যাপক পরিবর্তন এসেছে। দুর্যোগে পূর্ব, দুর্যোগ এবং দুর্যোগ পরবর্তী সময়ে গণমাধ্যমের অত্যন্ত গুরুত্বপূর্ণ ভূমিকা পালন করা প্রয়োজন। অনুষ্ঠানে সমাপ্তি ভাষণ দেন রাজ্যের দুর্যোগ মোকাবিলা ও ত্রাণ এবং অসামরিক প্রতিরক্ষা দপ্তরের প্রধান সচিব দুমুস্ত নারিওয়াল।

