

MEDIA ROUNDTABLE

Sphere India

“A bad media creates a bad world and a good media makes the world good. The day all forms of media will stop functioning, we shall get a good understanding of the real meaning, value and impact of the media.”

Parivartan, the NSS unit of Mata Sundri College for Women was invited to a Media Roundtable on the topic - "Emphasizing the Role of Media in Disaster Risk Reduction", planned by Sphere India which is a National Coalition of 93 humanitarian organisations with a vision to build a disaster resilient India by promoting quality and accountability in humanitarian action through processes of collaborations at various levels. Its membership includes key nodal agencies from Govt. of India, UN Agencies, INGOs, NGO Networks.

6 volunteers went for the session on 13th October, 2021 at 4:00 PM at India International Centre with aims to discuss the critical role of the media in building the resilience of the community through sharing of life saving information during all the three stages of the disaster cycle- Preparedness, Relief & Recovery, and Rehabilitation. There were 6 speakers who, very accurately presented their views on the robust role of media in dissemination of crucial information during all three stages of disaster cycle, sensitization of journalists and media outlets, changing the focus of media reporting from post disaster reportage to pre disaster preparedness and resilience building, the role of media as a 'watchdog' and support that humanitarian agencies and NGOs can provide to facilitate media for effectively executing its role prior to and during disasters.

This was followed by an open discussion and Q/A with audience. It was a very enlightening session for all the volunteers which really helped them to gain knowledge in that area and understand the role of media during disasters. Media is and will remain a great source of information to the entire world.