

Public Relations New Trends on Disaster Management: Special Reference of Bihar

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Abstract:

India has been historically prone to natural disasters on account of its distinctive geo-climatic conditions. Floods, droughts, cyclones, earthquakes and landslides are perennial phenomena. The vulnerability in India is a lot compared to developed countries. This can be leading to vast losses in terms of human, financial, environmental and resource. At the worldwide level, there has been appreciable concern over natural disasters. When the state super cyclone and also the Bhuj earthquake, we tend to complete the necessity to adopt a multi-disciplinary and multi-sectoral approach and incorporate risk reduction within the development plans and methods. The new approach of the Government of India takes from the conviction that development cannot be done properly unless disaster mitigation is constructed into the event method. Disaster Management occupies a crucial place in this country's policy framework. This paper is to spotlight the disaster profile of Bihar and Disaster Management in Bihar.

Keywords: Disaster Management, PR, Communication, Bihar

Introduction:



Bihar is a completely inland state, during a semitropic territory of the climatic zone. The state lies between the wet state in the east and therefore the sub-wet Uttar Pradesh within the west, which provides it with a shift position in respect of climate, economy, and culture. It's limited by the Asian nation within the north and by Jharkhand within the south. State plain is split into 2 unequal halves (North state and South Bihar) by the stream Ganges that flows through the centre from west to east. Bihar's land has a mean elevation higher than the water level of 173 feet.

In 2017 most of the area of floods affected nineteen districts of Northern Bihar province imposing the death of 514 folks' panchayats (settlement councils) underneath 187 blocks of nineteen districts of

Northern province are affected within the flood. Around 1.71 large integers (17.1 million) folks were hit by the floods. Over 8.5 lakhs of individuals have lost their homes, with Araria district alone accounting for two.2 100000 homeless folks. 2017 Flood has broken the 9-Year record of deaths in the province. the province is India's most flood-prone State, with seventy-six of the population within the North province living underneath the continual threat of flood devastation. A devastating flood was caused thanks to excess significant downfall in monsoon season.

The entire North Bihar is reticular by the main rivers such as the Ghaghra, the Gandak, the Bagmati, the Kamla-Balan, the Kosi and also the Mahananda that all, meet the mighty Ganga in its vicinity. As per one estimate, flood affects half a dozen.880 million hectares of land out of regarding nine.415 million square measure, that is seventy-three.06%. It not solely affected the infrastructure but conjointly the socioeconomic life within the state. Farmers World Health Organization have taken loans to fund their farming activities and become unable to pay their debts. Productivity throughout this moreover as for next season gets reduced. The conditions of the marginal farmers become more vulnerable as they are left with no or reduced turn out of current crops and reduced land capability for future.

Objective:

1. To study about new trends of public relations communication tools on disaster management
2. To identify effective communication tools during disaster in Bihar

Hazard profile of Bihar

An earthquake is a damaging trembling of the earth's crust due to the infringement of moving of rocks under the earth's surface. Of the earthquake-prone regions, 15% are prone to very harsh earthquakes, 18% to severe earthquakes and 25% to damageable earthquakes. The biggest quakes occur in the Andaman and Nicobar Islands, Kutch, Himachal and the Northeast. The Himalayan regions are mainly prone to earthquakes.

The Disaster Management Department is the nodal department of the Government of Bihar for sufficient management of both natural and human induced disasters in the State. It is responsible for prevention, mitigation, reaction, relief, rehabilitation and reconstruction. The Department is also accountable for legislation, policy making and capacity building with regard to disaster management. The Department also plays vital role in mainstreaming disaster hazard deduction in development plans of concerned departments.

Communication Tools used During Bihar Disaster (2015-2021)

Years	Major affected district	Communication tools used during the disaster
2015	Sitamarhi, East Chamoran, Bettiah, Saran, Muzaffarpur, vashali , Begusarai, Gopalgang, Siwan, Patna, etc	Radio, newspaper, tv, defence communication tools, admin. Tools, nonverbal communication

2016	Sitamarhi, East Chamoran, Bettiah, Saran, Muzaffarpur, vashali , Begusarai, Gopalgang, Siwan, Patna, etc	Radio, newspaper, tv, defence communication tools, admin. Tools, nonverbal communication
2017	Sitamarhi, East Chamoran, Bettiah, Saran, Muzaffarpur, vashali , Begusarai, Gopalgang, Siwan, Patna, etc	Radio, newspaper, tv, defence communication tools, admin. Tools, nonverbal communication
2018	Sitamarhi, East Chamoran, Bettiah, Saran, Muzaffarpur, vashali , Begusarai, Gopalgang, Siwan, Patna, etc	Radio, newspaper, tv, defence communication tools, admin. Tools, social media like (fb, Instagram, twitter, LinkedIn etc)
2019	Sitamarhi, East Chamoran, Bettiah, Saran, Muzaffarpur, vashali , Begusarai, Gopalgang, Siwan, Patna, etc	Radio, newspaper, tv, defence, nonverbal communication tools, admin. Tools, social media like (fb, Instagram, twitter, LinkedIn etc)
2020	Sitamarhi, East Chamoran, Bettiah, Saran, Muzaffarpur, vashali , Begusarai, Gopalgang, Siwan, Patna, etc	Radio, newspaper, tv, defence communication tools, admin. Tools, nonverbal communication, social media like (fb, Instagram, twitter, LinkedIn etc)
2021	Sitamarhi, East Chamoran, Bettiah, Saran, Muzaffarpur, vashali , Begusarai, Gopalgang, Siwan, Patna, etc	Radio, newspaper, tv, defence communication tools, admin. Tools, nonverbal communication, social media like (fb, Instagram, twitter, LinkedIn etc)

Source: Bihar disaster management and newspaper (2015-21)

Technology has advanced to the point where organisations no longer need to modify their key information transmission procedures to use traditional communication channels like fixed-line telephone conversations and warning signals. The government is now in a better position to safeguard lives as well as social and economic interests thanks to these communications developments. However, you shouldn't take things for granted and rely just on one communication strategy when a calamity strikes; a multi-channel approach will assist get the word out widely. Various modern and antiquated technologies may be impacted by this. It also means that you have backup plans in case one approach doesn't work, as if there is no internet or energy. Do you have a backup way of communication that you could employ in an emergency? These are some of the best ones to incorporate into your disaster planning.

Caller Message

Many government and non-governmental organisations use SMS to send emergency notifications to the public, informing them of potential calamities like fires, gas leaks, and power outages.

Mobile Applications

Installing emergency mobile apps on phones allows users to send push alerts to recipients, informing them

of crises in real time and the precautions they should take. Many of them enable the quick and easy delivery of warnings with only one press.

Electronic and Digital Signs

Electronic and digital signs are utilised during a disaster to broadcast warnings, updates, and other information to anybody who sees them. Signage is a technique to warn people when they need to take action, whether you send text to specially designed signage units or use screens like TVs and other tools to display digital content.

Internal Communication Systems

Internal communication systems are employed in the disaster area to disseminate important news and information. An organisation can also be used as an emergency notification system in a crisis situation. Desk Alerts is one such opportunity that will enable you to convey information concurrently with other systems you may have in your company, such as emergency alarms, tornado warning sirens, or hospital alert colour code systems. You can use it to transmit emergency alerts via several channels, such as pop-up notifications for PCs, push notifications for mobile devices, SMS alerts, and digital signs. Pictures or videos showing how to flee or seek shelter may be included in alerts.

Social Media: In recent years, new media has become the vanguard for quickly communicating with internal and external target groups during disasters. With internet access, people can find important information about her FB, Instagram Linkld, etc. on their mobile phones, computers and other devices. Updates can be provided in real-time, so users have access to the most up-to-date information and can take appropriate action based on that advice.

Radio waves

In the most devastating types of disasters, radio communications, such as CB radios and amateur radios, can be one of the only reliable ways to reach people and potentially save lives. Information can be broadcast to anyone with a radio receiver so they can act on it. This is especially useful during weather phenomena such as storms and tornadoes. For broadcasts, make sure you also have access to alternative energy sources such as solar or generators, and that staff have battery-powered receiving devices. You can rest assured even when the power system is cut off due to a disaster.

Effective PR Communication Tools using during Disaster in Bihar

s	2015	2016	2017	2018	2019	2020	2021
Anga Region (Araria, Kishanganj, Purnia,Kathihar	Radio, Tv , Newspaper, NGO	Radio, Tv, Newspap er, local admin tool,NGO	TV, social media	social media TV ,NGO RADI O	social media TV ,NGO Radio	socia l medi a TV ,NG O Radi o	social medi TV ,NGO Radio a

Bhojpur Region (Bhojpur, Buxar, Gopalganj, Kaimur, Rohtas, Saran and Siwan)	Radio, Tv , Newspaper,N GO	Radio, Tv , Newspap er, local admin tool,NGO	Tv, radio social media	social TV ,NGO media	social media TV ,NGO	socia l medi a TV ,NG O	social media TV ,NGO
Magadha Region (Arwal, Aurangabad, Banka, Gaya, Jamui, Jehanabad, Lakhisarai, Nalanda, Nawada, Patna and Sheikhpura)	Radio, Tv , Newspaper, local admin tool,NGO	Radio, Tv , Newspap er, local admin tool, NGO	social media TV ,NGO	social media TV, NGO	social media TV ,NGO	socia l medi a ,TV, NGO	social media TV ,NGO
Mithila(Begusarai,Bhag alpur, Darbhanga, Khagaria, Madhepura, Madhubani, Munger,)	Radio, Tv , Newspaper, local admin tool,NGO	Radio, Tv , Newspap er, local admin tool,NGO	social media,T V NGO	social media TV	social media,T V	socia l medi a, TV	social media,T V
Tirhut(Muzaffarpur, west champran, bettiah,vashali)	Radio, Tv , Newspaper, local admin tool,NGO	Radio, Tv Newspap er, local admin tool, NGO	social media TV ,NGO	social media TV, NGO	social media, TV, NGO	socia l medi a TV, NGO	social media TV, NGO Radio

Source: secondary source data taken from Bihar disaster management and various newspaper

In the above table, we will be able to see that in the disaster in Bihar in the main public relations officers are victimisation PR communication tools in social media as a result of social media could be a powerful communication tool. Social media could be a powerful communications medium, with widespread influence over cities additionally as remote areas. However, it's solely a part of the digital revolution that we tend to square measure witnessing. Digital transformation has not solely influenced businesses and created the planet additional accessible, however it's additionally modified the manner we tend to communicate. That's why several PR officers square measure used social media additionally as radio and tv. with the exception of this Bihar disaster management additionally used FB and Instagram in step with the report of media throughout five years largely social media was used throughout pandemics like floods and corona nineteen additionally. everybody encompasses a smartphone that is why. within the year 2015-2017 electronic media and informal communication had used largely. however, in 2018-2021 new media was used additional.

Conclusion

As per the survey given by Bihar Disaster Management Authority (BSDMA), about 73.63% of the total geographical area of North Bihar is affected due to flood. Every year, North Bihar observes a flood which

harms life, infrastructure as well as crops. With every year, North Bihar have witnessed a Heavy flood in the area which impacted more than 70 lakh people and also took the lives of many. The state of Bihar has multi-disaster-prone requiring a multi-disciplinary approach to deal with these disasters requiring the participation of various stakeholders. It requires a constant and integrated approach of planning, organising, coordinating and implementing measures that are necessary for threat prevention, mitigation of risk impacts, preparing to face the disaster event, response, rehabilitation and reconstruction. Some of the eminent disasters and their impacts. During a disaster many organisations although public relation officer uses new media, electronic media and newspaper as in most affected cities of Bihar like Sitamarhi, East Chamoran, Bettiah, Saran, Muzaffarpur, vashali, Begusarai, Gopalgang, Siwan, Patna, etc, radio, newspaper, tv, defence communication tools, admin. Tools, nonverbal communication are used from 2015 to since present. If we talk about effective PR communication tools then social media like FB, Instagram etc are used because 75% of people have smartphones, they use FB and other social networking side. As in disaster affected cities of Bihar uses including Anga Region (Araria, Kishanganj, Purnia, Kathihar, Magadha Region (Arwal, Aurangabad, Banka, Gaya, Jamui, Jehanabad, Lakhisarai, Nalanda, Nawada, Patna and Sheikhpura) etc. Everyone has an account that's why today social media have effective public relations tools. Many NGOs and BDMA have used radio and social media. A survey of BDMA and various news organisations said today new trends have social media.

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