

EDN-H(21) B(15) 10/2010-DM-Samarth-2020
Directorate of Higher Education
Himachal Pradesh

Dated Shimla-171001:- the ~~28~~ October 2020.

From:- The Director of Higher Education
Himachal Pradesh

To

All the Deputy Directors of Higher Education,
In All Districts in Himachal Pradesh.

28 OCT 2020

Subject:- Regarding Celebration of 'Samarth-2020' on the Occasion of International
Day for Disaster Risk Reduction.


Memo,

Enclosed please find herewith a copy of letter No. Rev.(DMC) (F) 11-45/2009 (SAMART-2020) , Dated 6-10-2020, received from the Additional Chief Secretary, Department of Revenue (Disaster Management) to the Government of Himachal Pradesh regarding the subject cited above .

In this regard it is to inform that the Government has decided to organize a statewide Campaign at state , District and community level .It has been decided that A variety of events and activities are to be organized by the students of schools in this Department from **28th to 30th October 2020** in all Districts.

Therefore you are directed to prepare an action plan for the smooth conduct of Samarth - 2020 for your respective District accordingly and ensure its implementation from the field functionaries in letter and spirit. You are further directed to prepare a consolidated report of all the schools and submit it along with Final Results , Photographs and Utilization Certificate to the undersigned by 5th November 2020 positively so that the action taken report could be submitted to the Government accordingly. An amount of Rs. 15000-only per District is being sent to you for successful conduct of different events mentioned in the enclosed letter namely Slogan Writing, Quiz, Poster Making and Essay Writing.


Encl :- As Above - 7 Pages.


(Dr. Amarjeet K. Sharma)
Director of Higher Education
Himachal Pradesh

Endst. Even - Dated Shimla-171001 the October 2020

Copy for information to:-

- 1 The Additional Chief Secretary (Revenue-DM) to the Govt. of H.P. Shimla-2.
- 2 The Secretary (Education) to the Govt. of H.P. Shimla-2.
- 3 The Principal S.C.E.R.T. Solan/G.C.T.E. Dharam Shala for necessary action.
- 4 The Incharge I.T. Cell ,Directorate of Higher Education to upload the letter in departmental Website for the information of all stakeholders.


Director of Higher Education
Himachal Pradesh.

REV(DMC)(F) 11-45/2009 (SAMARTH-2020)
DEPARTMENT OF REVENUE-DM CELL
GOVERNMENT OF HIMACHAL PRADESH

From :

**Addl. Chief Secretary (Revenue) to the
Government of Himachal Pradesh.**

To

1. The Secretary (Rural Development) to the
Government of Himachal Pradesh
H.P. Secretariat, Shimla-171002.
2. All the Deputy Commissioners -cum- Chairmen DDMA's
Himachal Pradesh.
3. The Director, Rural Development
SDA Complex, Kasumpti, Shimla-171009.
4. The Director, Higher Education
Lal Pani, Shimla-17100.
5. The Director, Elementary Education
Lal Pani, Shimla-17100

Dated: 6th October 2020 Shimla-171002.

**Subject: Celebration of Samarth-2020 on the occasion of International Day
for Disaster Risk Reduction.**

Sir,

On the subject cited above, I have been directed to inform you that Himachal Pradesh State Disaster Management Authority (HPSDMA) has been organizing its annual flagship mass awareness and capacity building programme namely "Samarth" on the occasion of International Day for Disaster Risk

Reduction since 2011. This programme will also be organized this year to mark the International Day for Disaster Risk Reduction on 13th October, 2020. A Concept Note Annexure –A) for this year's celebration is enclosed for your ready reference.

Keeping in the view the on-going Covid-19 Pandemic, most of the activities this year have been proposed to be organized through "Online Mode" and utilizing the Social Media Platform.

You are, therefore, requested to organize the activities indicated in the concept note. However, you are free to organize other activities too which you may deem fit to mark International Day for Disaster Risk Reduction in a befitting manner.

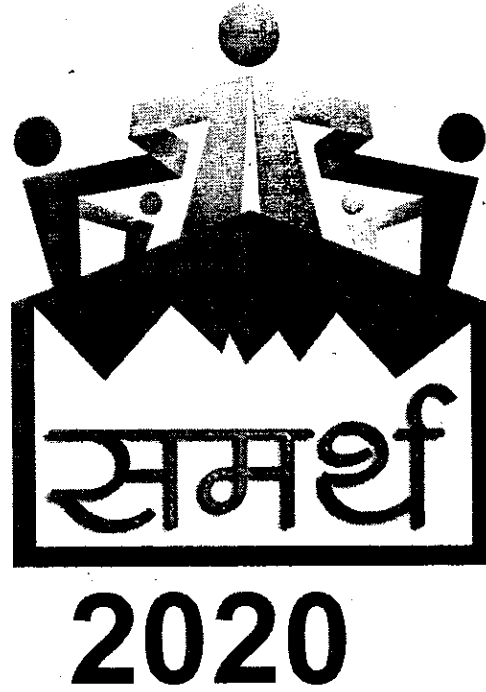
A report of the activities/events with photographs be sent to this department after completion of event.

For more information you may get in touch with Sh. Parveen Bhardwaj, Disaster Management Specialist. He can be contacted at: email: sdma-hp@nic.in and cell No. 8988341921; 9459461361.

Yours sincerely,

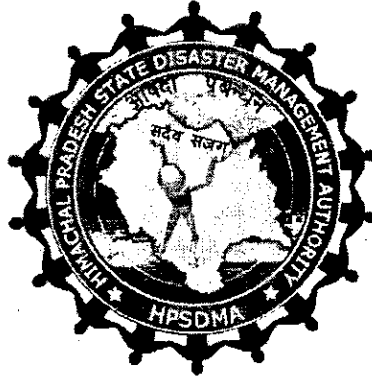


(D.C.Rana)
Director-cum- Special Secretary (Rev-DM) to the
Government of Himachal Pradesh.



A Mass Awareness Campaign for Disaster Risk Reduction (10th Edition)

International Day for Disaster Risk Reduction - 2020



Himachal Pradesh State Disaster Management Authority (HPSDMA)

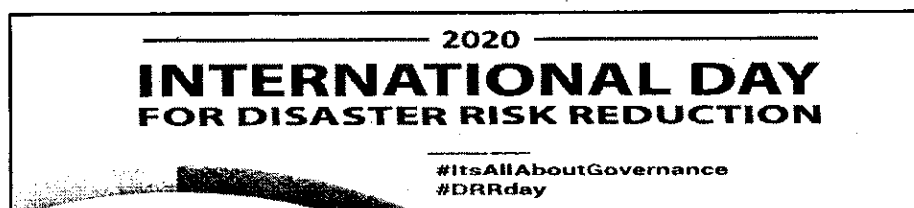
Disaster Management Cell, Department of Revenue,

Himachal Pradesh Secretariat, Shimla 171002

Phone: 0177- 2880320 | **Email:** sdma-hp@nic.in

PREFACE

In the year 1989, the United Nations General Assembly designated **13 October** as **International Day for Disaster Risk Reduction (IDDRR)** to promote a global culture of disaster reduction, including disaster prevention, mitigation and preparedness. Since then, the IDDRR has been a major global awareness event to recognize progress and encourage further efforts to build disaster resilient communities and nations. In March 2015, the Sendai Framework for Disaster Risk Reduction (SFDRR) was adopted in Sendai, Japan. On this occasion, the United Nations International Strategy for Disaster Reduction (UNISDR) launched the Sendai Seven Campaign to promote the 7 targets of the SFDRR. It is an opportunity for all, including governments, local governments, community groups, civil society organisations, the private sector, international organisations and the UN family, to promote best practice at international, regional and national level across all sectors, to reduce disaster risk and disaster losses. Every year, the Sendai Seven Campaign emphasizes global action on these targets by celebrating the IDDRR with a theme based on one of the seven targets. The 2020 edition of the IDDRR focuses on **Target E of the Sendai Framework- Substantially increase the number of countries with national and local disaster risk reduction strategies by 2020.**



IDDRR 2020

Goal: Identify advocacy opportunities to highlight how good disaster risk governance, planning and implementation leads to reduced numbers of people affected by disasters (especially in terms of death, injury, displacement and loss of livelihood).

Main Objectives of IDDRR 2020

- Promote and encourage events at national and community level to mark implementation of the Sendai Framework with a focus on governance and Target E, highlighting challenges faced with the COVID-19 pandemic;
- Highlight achievements of selected countries and cities in each region which have capacity to develop and implement integrated whole-of-society action on disaster risk reduction including for biological risks and hazards;
- Launch a guidance note on integrating risks associated with biological hazards, including pandemics, in national and local strategies for disaster risk reduction:

- Partner with CRED to produce an insightful report on disaster trends over the last twenty years 2000-2019
- Organize a rolling series of webinars – Governance and DRR Strategy - hosted by Regional Offices and introduced with short video messages from the SG and the SRSG
- Launch a new Words into Action guide on Nature-based Solutions for DRR
- Launch International Day website and social media campaign.

(All the relevant activities will be coordinated by DDMA's in their respective districts with active support from the concerned line-departments.)

'SAMARTH-2020'

As a symbol of solidarity with the global efforts to observe the celebrations related to the IDDRR, the Himachal Pradesh State Disaster Management Authority (HPSDMA) organizes an Annual Mass Awareness Campaign on Disaster Risk Reduction- '**Samarth**'. Started in the year 2011, this statewide campaign is carried out at the state, district and community level and a variety of events and activities are organized in the month of October every year. A range of Information, Education and Communication (I.E.C.) material is developed and disseminated among different target groups to enhance their knowledge and understanding of disaster risk reduction. During this period, the HPSDMA also launches an awareness drive using Print & Electronic Media, Social Media, Radio, Television and alternative media. Different types of events like inter-school quiz, photography competition, thematic workshops, etc. are organized at various levels. In order to achieve the objectives of 'Samarth 2020', it is very crucial for every citizen of Himachal Pradesh as well as all the District Disaster Management Authorities, Line Departments, Media Houses, Academic & Research Institutions, Corporate Houses, GOs, NGOs and CBOs to participate pro-actively in the campaign and contribute effectively to the process of making Himachal Pradesh a state resilient to disasters.

IEC CAMPAIGN

Within the limits imposed by the current pandemic, there will be a focus on developing multi-media content - news stories, photographs, videos, social media cards - which will highlight the links between good disaster risk governance and having national and local disaster risk reduction strategies in place aligned with the Sendai Framework. HPSDMA will use its Twitter and Facebook handles and YouTube Channel to engage and generate support from organisations and individuals for the theme of the day, requesting they share

the messages as supplied by UNDRR for IDDRR 2020, accompanied by a suitable image, with their followers.

TRAINING & CAPACITY BUILDING INITIATIVES

In collaboration with NDMA, NIDM, HIPA, SCERT, etc. may conduct **the following activities at State Level:**

- i. Online training and capacity building on Incident Response System (IRS)
- ii. Online Tabletop Exercise on Chemical Disasters
- iii. Online Workshop on preparedness for Biological Disasters
- iv. Online Workshop on School Safety Program
- v. Online workshop on DRR for Heritage sites
- vi. Strengthening of Inter Agency Group Network (GO-NGO Coordination)

HIRING OF CONSULTANTS/EXPERTS FOR IEC CAMPAIGN

Since there would be a very extensive IEC campaign at State Level on various online channels and platforms and new IEC material is also required to be developed, for this Disaster Management Cell, Department of Revenue may consider hiring services of the Expert/Consultant for development of IEC material and its campaigning on various platforms during the SAMARTH 2020.

ACTIVITIES FOR GRAM PANCHAYATS:

Gram Sabha Meetings with focus on Disaster Risk Reduction and Good Governance will be organized in every Panchayat of the State on 2nd of October 2020 (coordinated and supervised by the respective DDMA and the Department of Rural Development & Panchayati Raj).

PLEASE NOTE: The suggestive agenda of the meeting will be shared shortly.

ACTIVITIES FOR SCHOOLS during SAMARTH 2020:

To be planned/coordinated by the Deputy Directors (HE and EE) or the respective districts.

1. Events for schools (to be implemented and coordinated by the BPEO/Deputy Directors- Higher and Elementary Education for their respective schools) taking COVID 19 safety measures.
2. Competitions for schools (to be conducted through electronic/online mode in view of COVID 19 pandemic situation)
 - a) Slogan Writing Competition (on placards)
 - b) Quiz on Disasters (In Hindi & English)

e) Poster Making Competition

d) Essay Writing Competition for Schools.

(All these activities will be coordinated by DDMA's in their respective district with active support from the concerned line-departments.)
