



# Communication and Crisis Management : The DMRC story

## About the Lecture

The presentation will focus on the strategies used for official communication with the stakeholders within DMRC. Since its inception in 2002, the corporation has undoubtedly become one of the largest urban transport infrastructure in the country with a very impressive rapport. While there have been numerous engineering challenges during the construction of Metro network in the Delhi-NCR region, some exemplary communication tools have always complemented to overcoming the hurdles successfully.

The success of the Delhi Metro has sparked a Metro revolution in the rest of the country. The enormous success of the Delhi Metro has encouraged other Indian cities to attempt introduction of Metro systems. Today, at least eight cities of India (Delhi, Kolkata, Mumbai, Bangalore, Jaipur, Gurgaon, Chennai and Kochi) have operational Metro networks with a combined network length of over 300 Kms. DMRC has been the consultant for almost all Metro projects across the country. The presentation will throw insights on the need of communication in the urban infrastructure sector.

## About the Speaker

**Mr. Anuj Dayal** is the head of Corporate Communications for the Delhi Metro Rail Project.

Mr. Dayal has over 32 years experience in the field of Management and Communications. He started his career from the 1985 Batch of the Indian Civil Services and initially worked with the Railways. For the last 20 years, he is working with the Delhi Metro, where he is the part of the core team implementing the Metro Rail network in Delhi.

The Corporate Communications wing of the Delhi Metro under Mr. Dayal has been recognized as a Centre of Excellence to be emulated by all other projects funded by the Government of Japan in India.

Mr. Dayal has two Masters Degrees – one in Sociology and one in Mass Communications apart from 6 Post Graduate Diplomas including a specialized Diploma from the Government of Sweden in Management.