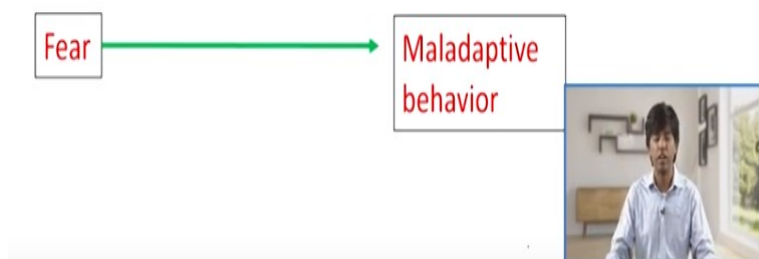




Now looking at these advertisements, these messages what is the core of that one what the core idea you can get any idea? well, look at everyone look at all these posters their focus is only one thing.

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## Adjustment / Rejection



That is they are actually want to increase your fear they want to stop your maladaptive behaviour if you do not prepare against flood then your house will be inundated. If you do not prepare built with earthquake-resistant building your building will collapse, you will die or injure.

So fear, it is the target the objective is to increase your fear if they can increase your fear that means if they can increase your risk perception, high-risk perception once you have then you should not do rash driving you should not build your house without flood protective measures. So you would not do unnecessary unwanted things that cause dangerous. So here the focus is on to increase the fear only.

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Pleasure ? Smart ? Intelligent ? Fashionable ?  
Bodily nicotine demands ?



But now the cognitive heuristic approaches they are arguing that okay why I am smoking could be different reason maybe its a kind of my pleasure, my body needs nicotine or maybe somebody told me that I look macho, handsome, smart and intelligent when I am smoking I look more fashionable when I am smoking people look at me when I smoke, or many other reasons could be there.

So why I am smoking is not that only because of one reason. So fear would not give me much reason.

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How ?



So I know I am fat, I have obesity problem, I know my house is built in a particular area that is flood-prone or I know that I did not install the rainwater harvesting tank because I have water scarcity problem, but still I did not do it. In case of obesity that I know that I am fatty, but you are not telling me you are only increasing my fear, you are only increasing my fear that if I smoke I will be at danger.

But tell me how I tried many times I did diet control it did not work. I know I am fat but how to control that one.

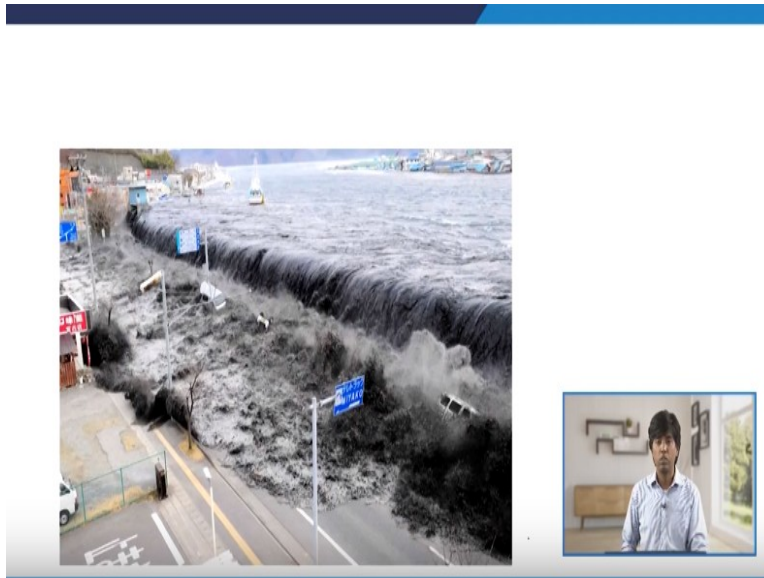
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## Tsunami ? Fatalist ?



If tsunami is coming and you are increasing people fear. They will think okay tsunami will come one day it is a natural act, natural phenomena we cannot protect and if it is too big and if I have lot of fear the only thing I can do is I can surrender it is like committing suicide I am a fatalist. I am not taking any action okay.

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So I have no way but to surrender this gigantic its a gods act, gigantic catastrophic disaster.  
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So fear, increasing fear would not help much to promote disaster preparedness right. If only increasing fear it means people could be become fatalist. I know there is a risk what I can do so we should tell people what they can do it is not only they are at risk but how they can reduce the risk is an important message of should be for the planners and for the practitioners and for the local governments okay.

So if we simply say like this one that try this option, a person who is having obesity issue if we simply tell them okay you can eat more fruits and vegetables and you can walk and run on the

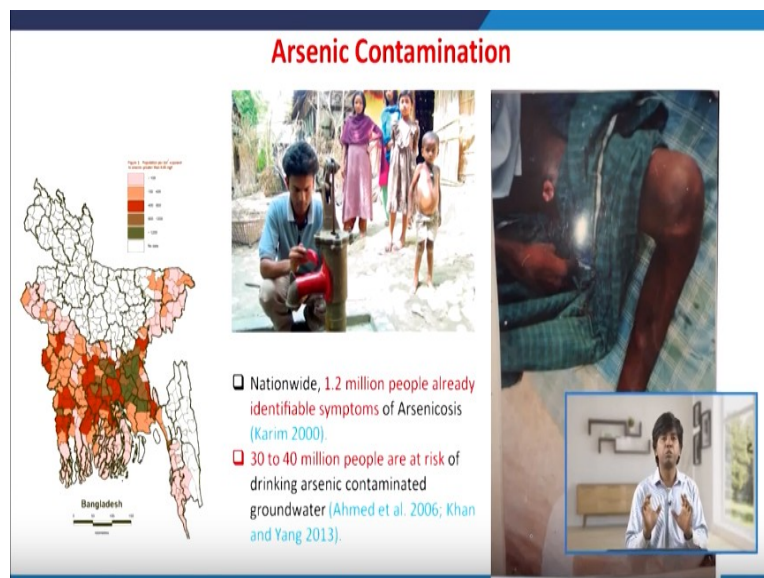
morning and evening that would significantly help you to reduce your fat your obesity issue. He or she would be much encouraged to do it other than if we are just increasing his or her fear right.

Similarly, if there is an earthquake if we tell people that once there is an earthquake, please protect yourself by going inside the furniture table, then you can protect your head. If there is a tsunami, go immediately to the higher place in a mountainous area where tsunami waves cannot come.

So, what if I want to quit smoking and trying to quit smoking, but I felt several times, but you said okay I have one patch if you put on your arm it would help you not to have the thrust for smoking okay not the appetite for smoking so that would significantly help me to quit smoking not only my fear for something would help me but if you let me know what I can do is also important. So I am giving you options okay.

So here if I am asking someone to evacuate flood evacuations, I told that he has a lot of problems like is that difficult decisions because he does not know how risky the place is and evacuation is effective or not.

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Let us look a small example here in Bangladesh; people are battling with arsenic, arsenic contamination of groundwater. So they used to have surface water for drinking, but surface water was contaminated by pathogens waterborne disease like if you are consuming surface water you can get diarrhoea, dysentery. So in 1980s they started to install hand pumps in rural areas in Bangladesh to promote.

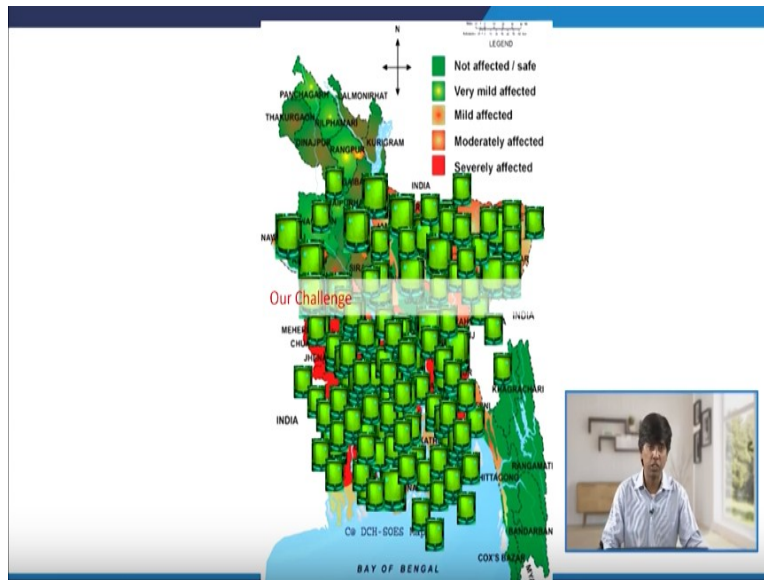
Immediately after one decade, they found these hand pumps are contaminated by arsenic and anyway so in many parts of Bangladesh are basically the coastal areas in the southern part as you can see in the map they are contaminated. Now 1.2 million people already identified symptoms of Arsenicosis okay and 30 to 40 million people are at risk in Bangladesh. So arsenic can cause cancer and many other health problems.

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Now what to do with this is the simple solution somebody is saying that rainwater harvesting is not that expensive. But you can just preserve the water from your rooftop during the rainy season, and you can preserve it for dry season, and you can use it okay. We can go for this technological matter in later on.

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But let us focus, consider that this is a symbolic disaster or preventive mechanism or environmental risk preventive mechanism. Now this is Bangladesh, so if only one person is doing as I am saying it would not work, what we need to do is that we need to promote this technology one after another. So more and more people should install these small tank at their own house, it is a household tank.

So everybody should every household should have this one only then we can do it right like this. So if we can able to encourage millions of people to install this rainwater harvesting tank, then it will be significantly reduce the drinking water risk in Bangladesh. So this is our challenge as a planner right.

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