

So, we can have many more such small things right, we have many more such like insurance, like rainwater harvesting, we have many more such small technologies. Now, we need to promote, we need to encourage people to adopt and install these small technologies, a small thing but a big challenge.

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So, what do we do for the local government? let us say, municipal authority, they ask people to follow something like you have to evacuate during certain time or you have to manage your solid waste, you have to follow building bye-laws, you have to store food during emergency, or you have to keep survival kit, or contingency kit like that. Now, this process that a local government is telling something to the people at risk to reduce their risk and to install and adopt some disaster preparedness technology.

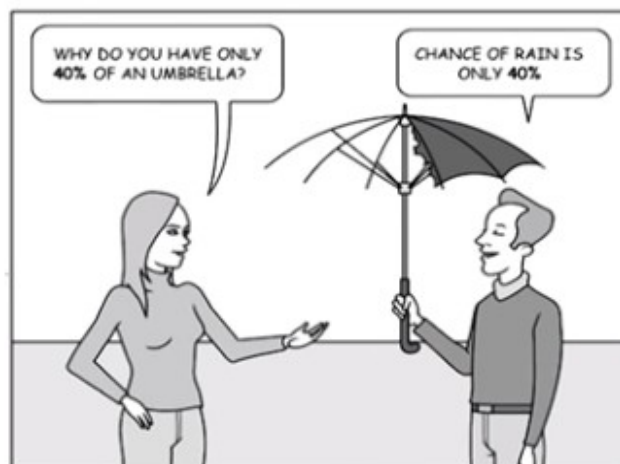
We know this is called a simple risk communication process, right but it is not always easy, the conventional risk preparedness mechanism or system, they think that only providing information to the people is enough, if I ask people to evacuate during emergency that is enough but that is not always enough. People from the field, from various research across the globe is showing that after putting a lot of money, running a lot of projects, spending a lot of time, the inclination; the tendency of the people to prepare against disaster is elusive, it is really low.

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Why; why people are not preparing? Here is a good example; what do you think as risky, people may not think is risky. Like this one, I told maybe many times that this other person on the other side of the boat is considered that he is not at risk because this boat is sinking but he is in other side, he is not going to die.

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Or maybe another person whom this lady is asking that why 40% of your umbrella is covered, he said I received an emergency message is saying that there is a chance of 40% rain. So, he interpreted the message of early warning this way, so that way people interpret, way people perceive them is varies, right. Not only that people have a different orientations about preparedness. People think okay, I know about disaster, I know my area very well so, when the flood will come, tsunami will come, I can easily escape, do not underestimate me. Actually, people overestimate their knowledge that they know all, or people estimate that

they are prepared enough that even flood will can earthquake will happen I will be safe because I am not that vulnerable, I am prepared enough, my house is good, my house is three storied, no flood can affect me.

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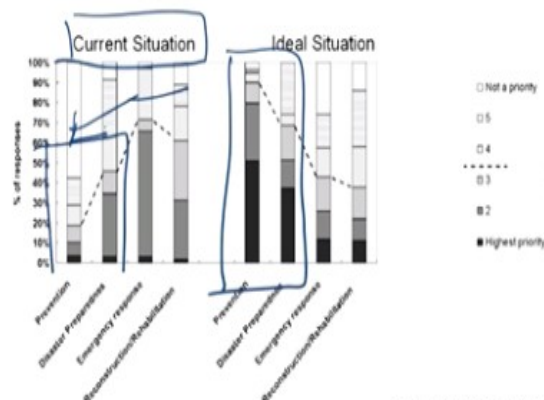
Underestimating Risks >>>> Lower Preparedness



Or maybe people think that okay, it is also the responsibility of others like, people often blame the municipal authority for getting flood, they said that flood is an the issue of the local government, it is not my duty to protect myself against flood risk. It is the duty or responsibility of the local government to protect me. So these factors, there could be many other factors that actually reduce people's risk awareness or low-risk perception, and eventually, reduce the preparedness.

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Current and ideal disaster risk management counter measures in developing countries



Source: Warner 2005.

Here are some data we can see that, actually, ideally we should have more money should be invested on prevention and preparedness. But if you look into the current situation, it is totally opposite, we are spending more money in emergency response and very less money in prevention and preparedness, right. So, we need something to do and we are not doing it.

So, disaster preparedness which we are promoting it is not enough, people are more, we are spending more money on disaster relief, people are not ready to spend money on preparedness so, government is also failing to spend money on preparedness, people are not motivated to do it. Not only that, proactive risk financing is less used in developing countries, it is showing that we have very, very less during the pre-disaster financing, the local government or the national government in developing countries are spending very little money.

Whereas, during the emergency, we are spending a lot more money. So, disaster preparedness which is so necessary to increase communities, resiliency is not happening; it is so difficult, so challenging to encourage people to prepare against disaster. So, these risk communications like local government to the community, how we can manage this one?

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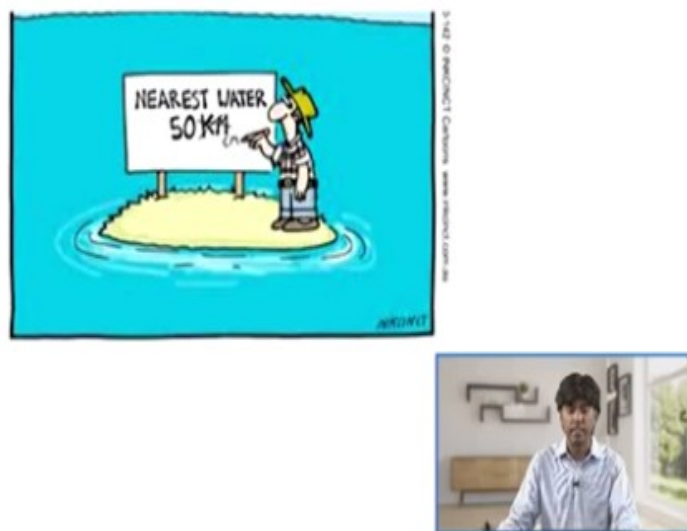
Let us imagine that a flood is coming and local government is trying to say to the people that flood is coming so, you are at risk so, your family is at risk so, please, please, please evacuate, do not take the risk, but please evacuate to a safer place that we told you.

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And, this message was given to the people through newspaper, through mass media like TV, radio, internet. But this person does not care, he is not listening, he is at risk, he is enjoying the flood while reading newspaper, he does not care. So, is it not really challenging? this is very common scenario this is not a very extraordinary scenario, this is very common scenario that people are not doing it when we are telling them; telling them to prepare, telling them to evacuate.

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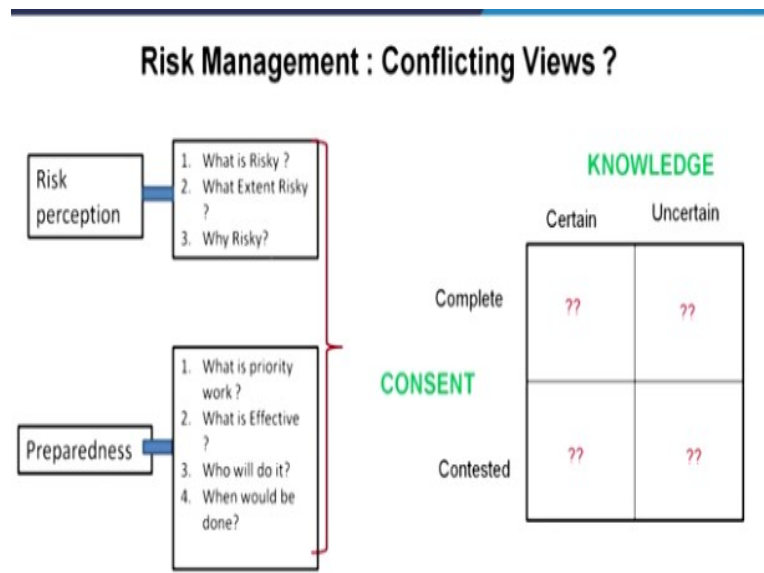


Then, by the time this person realized, it is no more the 50 kilometre, it is 50 centimetre, he is inundated, his area is inundated. So the big challenge is that, what people think what is risky their knowledge, sometimes sudden, sometimes they agree that okay we are at risk but many times they do not agree is very uncertain. Also, if they find that, I am really at risk what can be done? Sometimes, it is very agreed, people agreed that okay, if I evacuate I can protect

myself from flood, I can mitigate, reduce the disaster risk. But sometimes people challenge the mitigation measures or preparedness measures itself, will it work; will it work for me so, knowledge is what is risk and how it can be solved that is the consent is always challenged.

So, in case of risk perception, always there is the question; who, what is risky, what extent is risky, why risky, right?. Similarly, preparedness; what is priority of work, what should I do, what is effective, will it work, evacuation will work to protect myself to reduce my risk, who will do it, if I am saying that okay I will put rainwater harvesting, is it my responsibility to put rainwater harvesting or the government will do it. And when would it be done, who will takes this responsibility and temporal questions.

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So, these are very common questions when we are trying to promote disaster preparedness.

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