

- “People” - who are worry about the future !!
- Do those people worry equally about all four kinds of risk?

One is the Foreign Affairs, and the crime, pollution, and the economic failure. People who worry about the future, do those people worry equally about all kind of risk.

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A Harris Survey on Attitude about Risks

- General Public
- Corporate executive
- Federal Regulators

Three kind of people were interviewed; general public, corporate executives, and federal regulators.

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Results

- **More risk than before ?**

Twice as many people in the general public (as compare to company executives) – think –
more risk in society than 20 years ago.

What result we have found, is risk increasing than before? Twice as many people in the general public compared to so, general public twice compared to company executive, think more risk in society than 20 years ago.

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Results

Domestic political instability –

- 61 % both public and executive believe we have more risks today than before
- But 34 % regulators agreed that !!

What about domestic political instability; 61% both public and executive, they believe that we have more risk today than before. Whereas the bureaucrats or the government officials, public officials, 44% of them agreed with this statement, they do not believe domestic political instability is increasing.

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- **Danger from the chemicals ? – increasing than 20 years before ?**

Company executive – 38 % Yes increasing

Public and Govt. Regulators – 13 % Yes increasing

Dangers from chemical? Increasing than 20 years before? Company executives - they believe 38% say yes and public and government regulators; 13 % said yes increasing.

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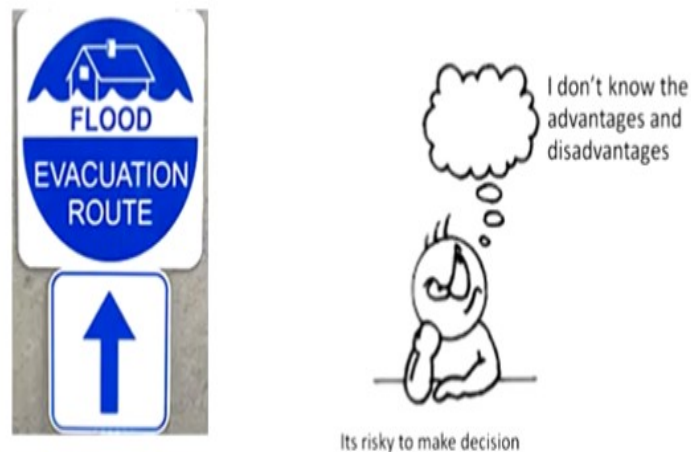
Economic Risk:

10 % - Govt. Regulators – Yes

41 % - Company Executives – Yes

Economic risk than before - 10% government employees public officials, they said yes, 41 % of company executive said yes.

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So, people have different perspective in about understanding risk, how we have to encourage them for the preparedness then, not only that risk but also about countermeasures, this person if we ask someone that okay, flood is coming, please evacuate. He is in under great dilemma whether to evacuate or not, maybe risk is coming, maybe flood is coming but I simply cannot make that decision why?

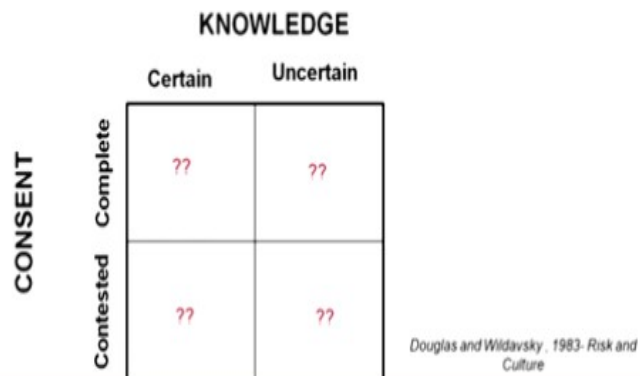
Because, I really do not know the effect of evacuation, is it really effective? or is it not effective? well, what are the merits of evacuation, what are the demerits of evacuation is not very clear to me. So, if now, if even if I accept that there is a risk, I cannot; I am not very sure that my decision to evacuate would be an effective countermeasure. So, he may think initially that evacuation is not an effective measure.

So, this is his own cognitive mechanism, in which individual collect and process informations and develops the perception of risk, but it is also possible that, he first said that I do not want to evacuate because this is not effective, evacuation is not a right measure to protect myself from flood. Now, if he does not believe it, we cannot improve; encourage him to take preparedness action.

But, it is possible that he has a lot of friends and they believe that, evacuation is an effective measures, and they told him that okay, believe us evacuation is an important component and this guy is a social animal, he is influenced by others so, he dropped his initial idea and he joined them and started to evacuate.

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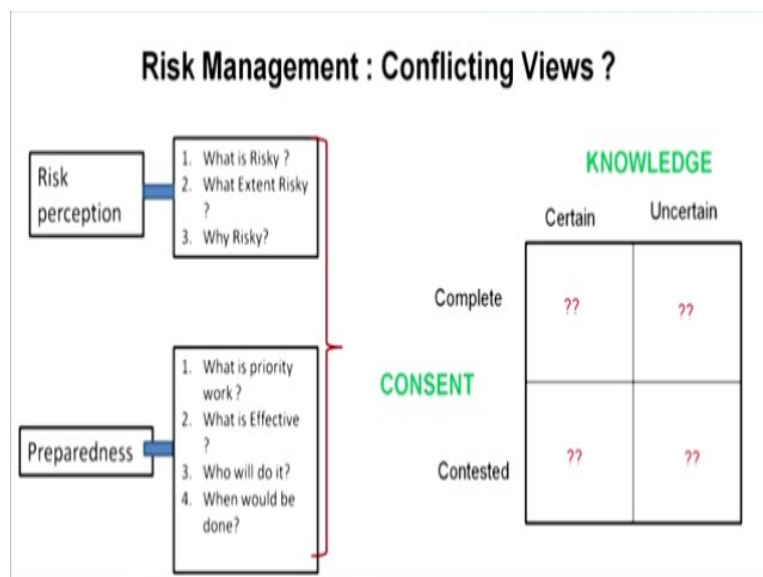
Therefore, different perspective and opinions among stakeholders always exist due to following matrix .



So, we have this context one is the knowledge, one is the consent; in knowledge, we have risk sometimes certain, sometimes uncertain. In case of consent, that is what actions to be taken is sometimes we agreed with each other, sometimes we do not agree with each other so, contested and complete, when knowledge is uncertain, but consent is complete, decision making is difficult.

When knowledge is sudden, but consent is uncertain or contested, it is also difficult that I know flood is coming. But, I do not know which actions to be taken, evacuations or not evacuate or to prepare for a flood preparedness in other way, which one would be affected, I do not know. So, knowledge is known sudden but what to do consent is contested or it could be that also both are actually contested.

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Some knowledge are uncertain, and also consented. So what is risky, what extent something is risky, why risky is important for people to know. And also we need to know the preparedness; what is the priority work, which one I should do first, what is effective, who will do it, and when would be done so, these components should be included when we are talking about a disaster preparedness.

And how to work on, how to send a message, encourage people to take preventive actions against disasters and that we will look into so.

Thank you very much.