Alternative Technologies in Educating for Enhanced Community Participation in Earthquake Disaster Risk Reduction

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The Indian Subcontinent is highly prone to disasters - North East Region – earthquake Zone V

The occurrence of major earthquakes is a common phenomenon in the country – 1897, 1950
• We are prone to floods, landslides and thunderstorms

• Awareness and preparedness of such a possible disaster is the prime need of the hour - to minimize the loss

• India being a vast country with different socio cultural setup – we have found many difficulties in spearding awreness
• So, we tried to prepare materials for the people at various level from professionals to illiterate laymen
AFTER AN EARTHQUAKE
DEFINING VULNERABILITY

• IMPOSSIBLE TO STOP nature’s fury

• So we need to take measures for a peaceful co-existence with it - measures to reduce their impact

• The vulnerability of societies to disasters in India or in any developing nation is ascertained by a number of factors inherent in the characteristics of the place.
Three key factors that directly ascertain the disaster-vulnerability of a society are as follows:

1) **Population density** - Population of an area actually gives an estimate of the risk of damage.

2) Lack of a system in the form of a proper ‘disaster management framework’

3) Lack of awareness about disaster preparedness
In an earthquake disaster situation, a quick rescue and relief mission is inevitable.

Considerable damage can be minimized if adequate preparedness levels are achieved.

Dismantling of knowledge and information to the common man is of utmost necessity.
• Special groups such as **women, disabled persons, children** etc. are more vulnerable in an emergency situation and require special attention.

• Several earthquakes show that **women are usually worst affected** when the disaster strikes.

• The women are not only victims but also agents of change.

• In India, 73% of the population resides in **rural areas** and hence a very structured planning and procedure is required.
INTRODUCTION

• Preparedness measures such as:
  – training of role players, including the community,
  – effective communication,
  – a sound and well networked institutional structure, including govt. organizations, academic and research institutes, the armed forces and the NGOs have greatly contributed to the disaster management of the country.

• The first step in this direction is to identify the vulnerable communities with weaker economic conditions which are periodically exposed to natural hazards.
From time immemorial, the Indian society has considered the woman as the lifeline of the house who looks after the aged and children. Hence, it becomes mandatory that the woman in the house is educated in terms of vulnerability risk management in a disaster situation.
WOMEN are the worst sufferers
OBJECTIVES

– To identify the **hazard profile of the community** and its neighbourhood

– **Assessment of disaster risk** from a probable earthquake and other natural calamities

– **Evaluation of the target responders of the community**, their economical, social and intellectual capabilities to understand the complexities of disaster management.

– Creation of **methodologies to educate** the women, children and the disabled persons to react in a matured manner during an earthquake through **awareness of individual and community resources**.

– **Use of mass media, radio service, TV networks, NGOs and social organisations of the locality** to educate the community to respond to such a disaster.
THE STUDY AREA AND THE TARGET GROUP

- Parts of the state of Assam and parts of the state of West Bengal, India - group of deprived communities - varied educational and social setups.

- Surrounded by economically disadvantaged lower sections, uneducated – mainly scheduled castes and scheduled tribes
A TYPICAL TEA GARDEN LABOURER HOUSEHOLD
Major population = tea garden labourer community - the daily waged tea garden pluckers
METHODOLOGY

• **Lower Section Of The Society Identified** = Based On Dwellings

• **Action Groups Chosen** = Local Community Members

• **Village level administrative unit or Panchayat Officials** Were Also Made A Part Of The Awareness Generation Program

• **Local People Got Together To Choose Places For Holding Meetings**
• Door-to-door campaigning

• Intellectual level of target group determined the mode of communication of awareness programme

• Distribution of study material

• Audio visual aid
SELECTION OF PROPER MEANS OF AWARENESS GENERATION

Preparation of study materials

- Small leaflets with minute guidelines on pre and post earthquake disaster related activities

Preparation of Audio Visual Aids

- Local folklore adopted to include songs with lyrics describing earthquake risks and mitigation
- Short documentaries and visual presentations displaying fury of earlier earthquake
SELECTION OF PROPER MEANS OF AWARENESS GENERATION

Organization of street plays

Use of mythological characters

Involvement of the Media

Print media: Restricted to the higher literary class

Broadcast media: Radio and Television
Preparation of Emergency Toolkits

- Water
- Clothing and bedding
- Food
- First Aid Kits
- Tools
- Special items
METHODOLOGY

- INFORMATION SPREAD ABOUT SEVERITY OF EARTHQUAKE IN PLACES MOST FREQUENTED BY LOCALITES

- In all governmental setups

- Religious institutions

- Community centres

- Places of entertainment like the theatre halls and Local fairs

- Illustrations were used, along with real-life disaster photographs, to convey the facts about the disaster.
• Arranging **training programs**

• **Mock earthquake disaster situation**

• **Distribution of emergency tool kit**
Opened a **Mother’s Club** – consisting of the 20–25 semi-educated married, elderly women, with a Team Leader – who were trained – and they, in their turn, educated others.
CIVIL DEFENCE CAMPS
TWO DAYS WORKSHOP ON "DISASTER MANAGEMENT WITH PRACTICAL DEMONSTRATION AND TRAINING"

At GIRLS’ POLYTECHNIC, Bamunimaidan, Guwahati, Assam
Pin – 781021
Under NEQIP Scheme

Of ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
(A Statutory Body of the Govt. of India)

Date: January 28-29, 2015
Venue: Girls’ Polytechnic, Auditorium

Please contact the undersigned for Free Registration (Only 100 seats)
DR. PAPORI RANI BAROOAH
Department of Humanities
EXPERTS FROM ASSAM STATE DISASTER MANAGEMENT AUTHORITY DELIVERING LECTURES

Why are women more vulnerable?

1. BIOLOGICAL
2. SOCIAL
3. ECONOMICAL
4. PSYCHOLOGICAL
PRACTICAL DEMONSTRATION BY THE CIVIL DEFENCE TEAM ON RESCUE AFTER A DISASTER
STUDENTS TAKING TRAINING ON RESCUE AND FIRST AID AFTER A DISASTER
OFFICERS FROM ASSAM STATE FIRE AND EMERGENCY SERVICES OFFERING TRAINING AT THE INSTITUTE COMPLEX
ASSAM STATE FIRE AND EMERGENCY SERVICES DEMONSTRATING THE USE OF FIRE FIGHTING EQUIPMENTS
PRACTICAL DEMONSTRATION ON THE FIRE FIGHTING EQUIPMENTS AND TECHNIQUES
DEMONSTRATION OF VARIOUS FIRE FIGHTING EQUIPMENTS
PRACTICAL TRAINING ON HANDLING TO CONTROL NORMAL HOUSEHOLD FIRE
AT THE SUCCESSFUL COMPLETION OF THE TRAINING CERTIFICATES ISSUED BY THE PRINCIPAL
PROBLEMS WITH THE TARGET GROUP

• Lack of awareness and education about disasters

• Poverty

• Low intellectual ability
• Beliefs on age old traditions and rituals – the Supernatural

• Unsafe low cost dwellings – high concentration in a very small space

• Natural shyness towards awareness programmes.
AWARENESS CAMPAIGN THROUGH THE VILLAGES
ONE PRIMARY SOURCE OF SPREAD OF INFORMATION –

- The Media — influences people’s mindset

- Most economical and efficient way of spreading the information through

- News, entertainment, cinema, street plays, television, radio, newspapers and magazines, social functions (through popular songs with lyrics changed)
• Prime guideline in making the Disaster Mitigation Plan –

– the level of awareness and preparedness of the people concerned

– Focus was at minimizing damage of all kinds during and after a disaster
AWARENESS THROUGH NRITYA NATIKA (DANCE DRAMA)
AWARENESS THROUGH BHAONA (LOCAL DRAMA)
As Hanumaan, the Hindu God
AWARENESS THROUGH BHAONA (LOCAL DRAMA)
AWARENESS THROUGH BHAONA (LOCAL DRAMA)
A TYPICAL ASSAM TYPE HOUSE
STRUCTURAL REPLICA OF A TYPICAL ASSAM TYPE HOUSE PRESENTED IN A DRAMATIC WAY FOR AWARENESS
Arranging street plays
CONCLUSIONS

• Earthquake Preparedness = Prime Need Of The Hour -----Region Of High Vulnerability

• Lowest rung of society should be given most importance - most vulnerable due to lack of education and awareness

• Society composed of different intellectual capabilities - so varied tools should be developed
• **Community education** best form of education for the lower rungs of the society.

• **Audio visual aids and street plays** = very effective and responsive amongst the lesser educated people of the society.

• **Emergency Disaster Supplies Kit (DSK)** a must for every household for immediate use in case of a disaster.
• Printed materials and use of media can increase the awareness level very quickly and efficiently and the viewers and the listeners can acquire the earthquake disaster related information in their households.

• A strong need is felt to shift the paradigm from post disaster relief to preparedness and mitigation when disaster strikes.
Thank You