

# Learning from Experiences in Communicating Risk

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# The issue

- From 1994-2004 we witnessed “disaster management” was accepted and promoted as a subject of study.
- Technological advancements in risk reduction potentially led to fewer lives being lost











# Conclusion

- The state of art knowledge is “sitting” in our institutes, it is yet to reach the people who are at greatest risk to disasters



# The Challenges

## Understanding

- local risk perception & coping strategies
- differential affect of disasters on the community.

## Surmounting

- Constraints of Illiteracy & poverty
- Mindsets

# The opportunities

- Wider options available in communicating risk with lower costs.
- Multi-stakeholder participation in risk reduction.
- Occurrence, record and reporting of large natural hazards that have received wide media attention.

# Our Experiences

- Safe Building Practices
- Targeting women & children
- Water Harvesting
- Open learning

# Shake Table Test

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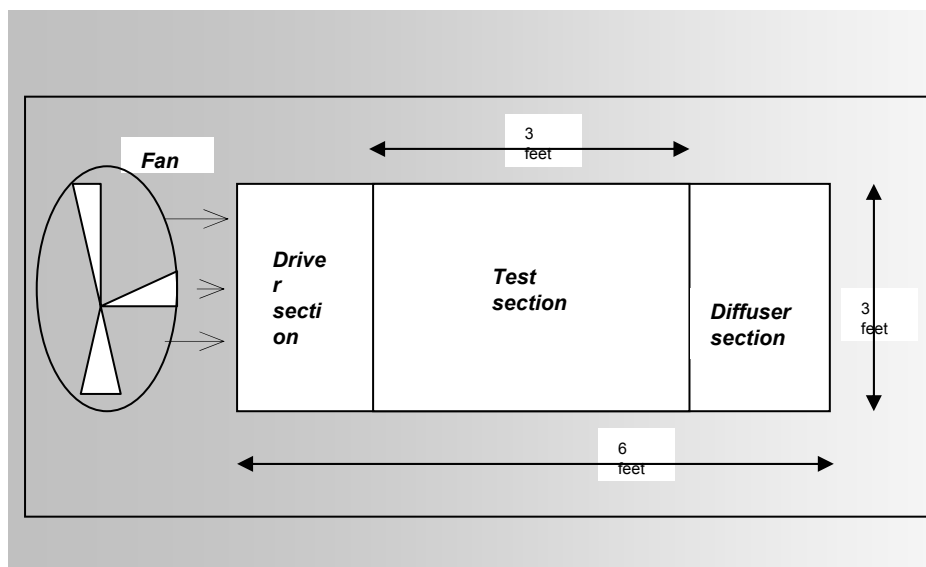




## **WIND TUNNEL MODEL DEMONSTRATION**

# Wind Tunnel Model

## Technical Details



### Model Type

Linear flow open circuit

### Dimensions

6ft X 3 ft X 3ft

### Wind Speed

10m/s

### Model Used

Safe &  
Unsafe  
House  
Models  
at 1:10  
tested;  
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# Group Discussion



















# TALATI TRAINING COURSE

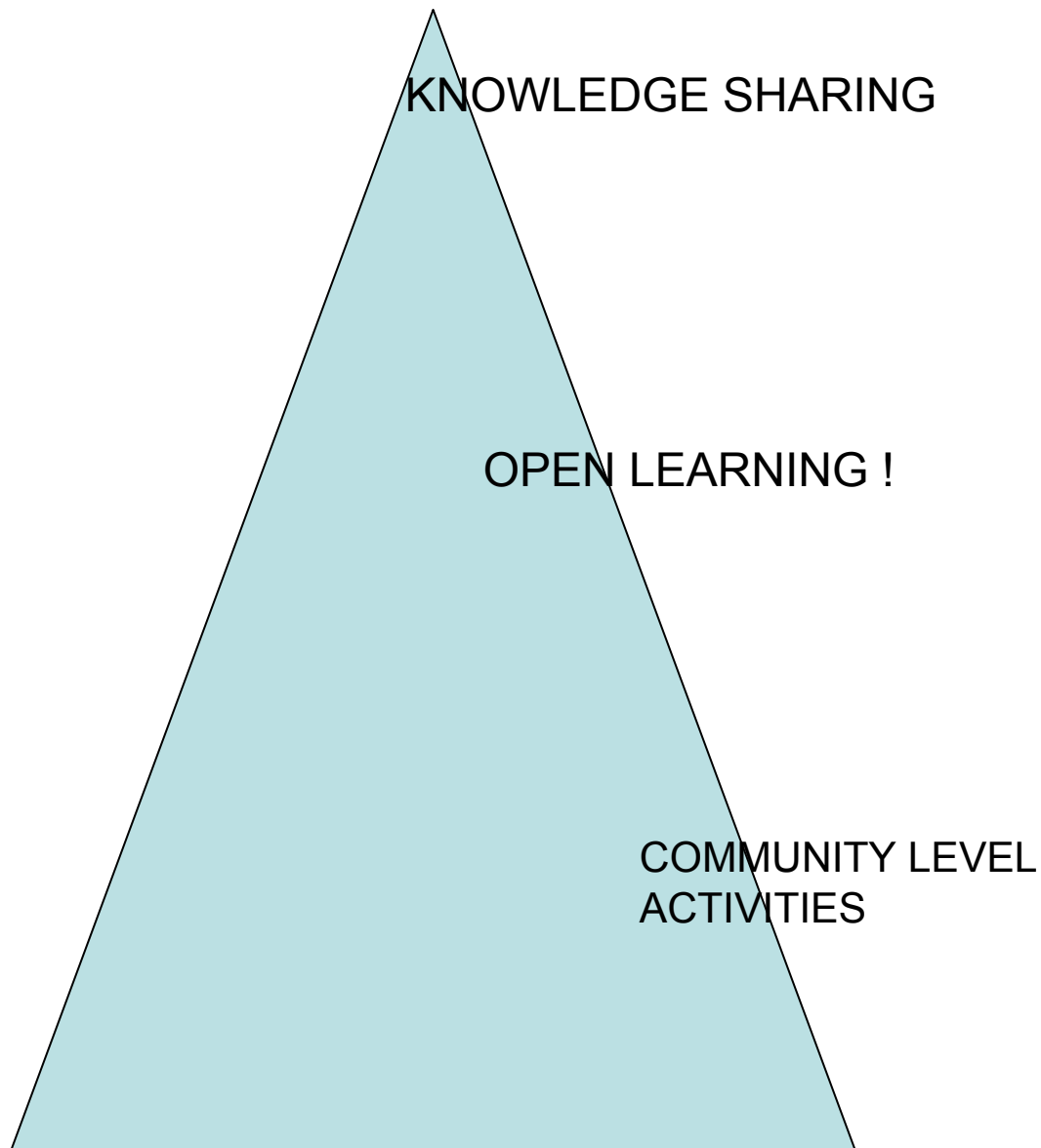
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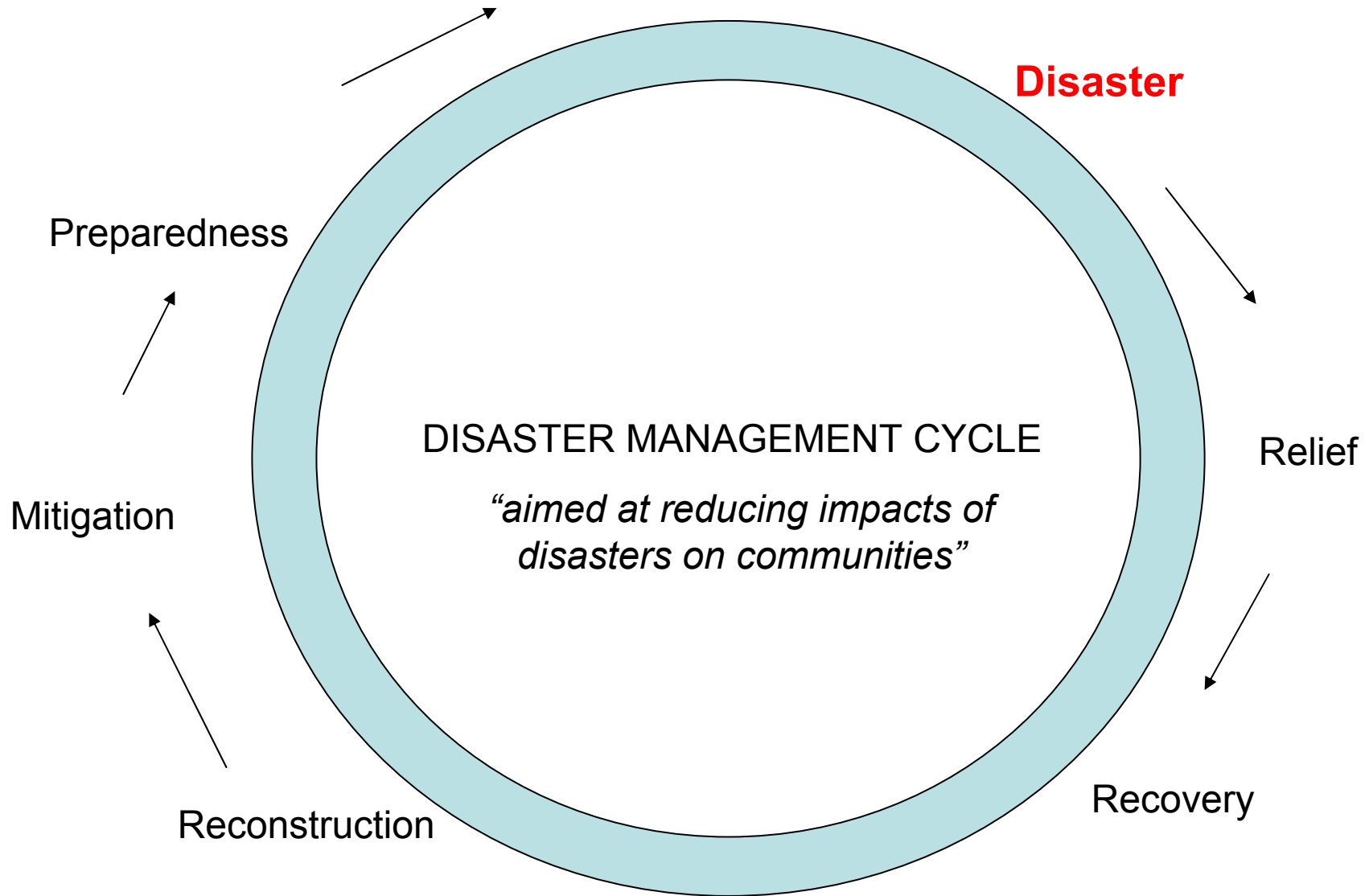


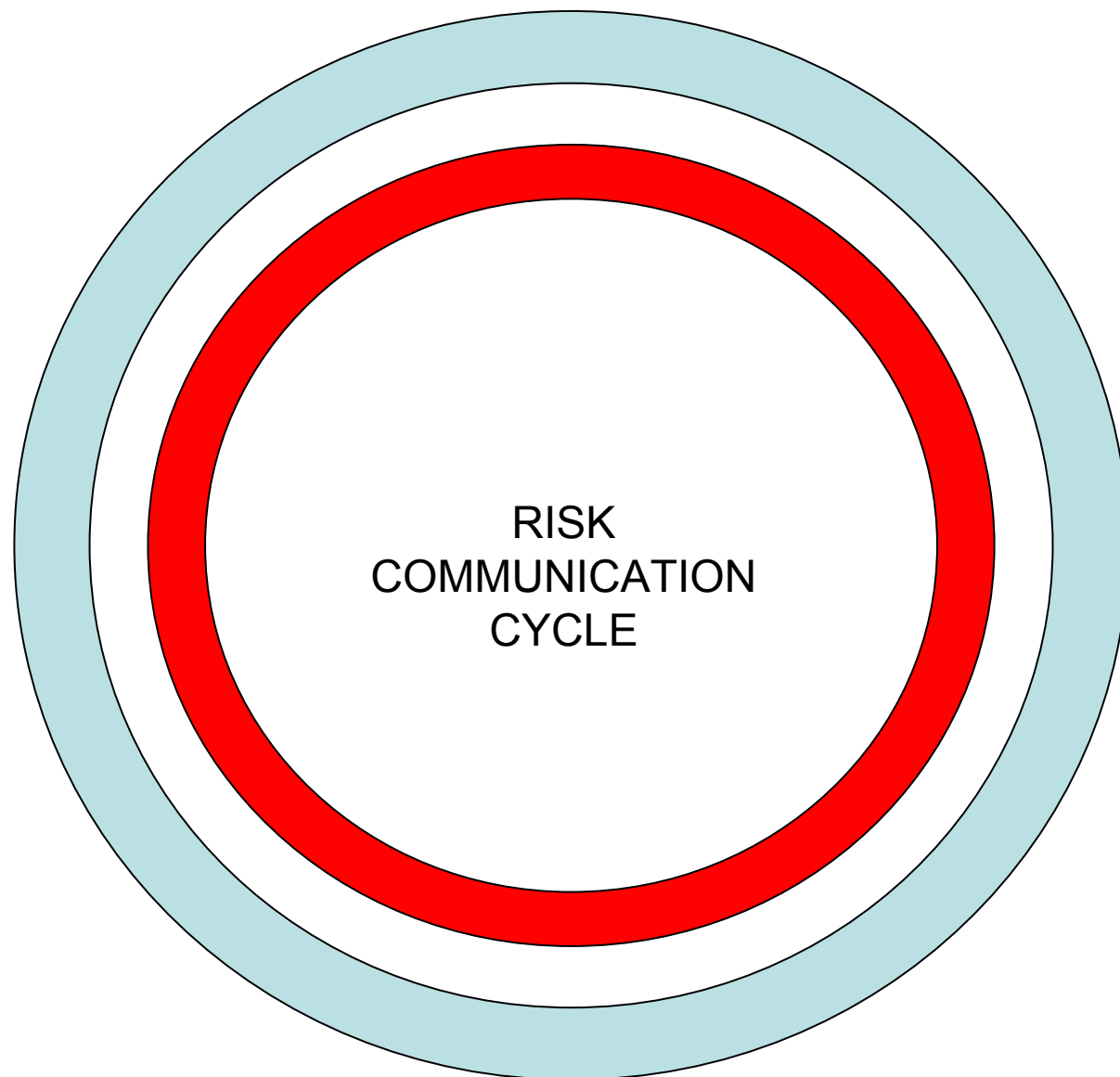
# WCDR beyond :

“Education is the key for creating a risk-free environment at community level.”

**SOURCE**  
**OBJECTIVE**  
**MESSAGE**  
**RECEIVER**  
**CHANNEL**  
**FORM**  
**DESTINATION**







Successful community-level risk communication is the last lap for building a disaster resilient community

Thank you

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