



**WELCOME TO THE PRESENTATION
ON
EFFECTIVE AND SUCCESSFUL RISK COMMUNICATION**

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CASE-STUDY OF HALIMA

- **WIDOW**
- **VICTIM OF RIVER EROSIONS AND FLOOD**
- **LANDLESS**
- **4 FAMILY MEMBERS**
- **DOMESTIC AID AND POULTRY REARING**
- **AVERAGE INCOME IS TK. 15 - 20 PER DAY**



REDUCTION OF RISK THROUGH SUSTAINABLE LIVELIHOOD SUPPORT



COMMUNICATION

- **TWO WAY PROCESS**
- **TRUST AND CONFIDENCE**

TRUSTED PERSONS FOR COMMUNICATION

(IN ORDER OF PREFERENCE)

IMAMS OF MOSQUES

TEACHERS

TBA_s

SOCIAL WORKERS

FOLK SINGERS

NGO GROUP LEADERS

LOCAL ELITES

COUNCIL MEMBERS





CHALLENGE

- **CHANGING THE TRADITIONAL CONCEPT AND APPROACH OF EXPERTS (CONSULTANTS) TO DISASTER MANAGEMENT**
- **CHANGING THE TRADITIONAL CONCEPT AND APPROACH OF POLICY AND DECISION MAKERS**
- **INTEGRATION OF “EMPOWERMENT OF POOR” TO RISK MANAGEMENT AND DEVELOPMENT INITIATIVES**



THANK YOU VERY MUCH

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