

Creating a Culture of Prevention

World Congress on Disaster
Reduction (WCDDR)- Kobe

20th January 2005

South Asia- The Context

- Education
 - Orality based- conversationalist culture
 - Script based education– subsequent development
- Definition of literacy
 - Limitations

Context cont...

- Popular modes of expression
 - Theatre, drama, (*natak*)
 - Story telling (oral historiography)
 - Folk poems / poetry
- Methods of amusement and education

Context cont...

- Over 70% of the population rural
- Living in hazard prone areas
- Modes of expression reflect living with hazards
- Traditional knowledge management methods for public awareness for disaster risk reduction

Festivals / fairs- '*Sakhi Mela*'

- Local get together
- Opportunities for self expression
- Scope for integrating disaster related messages
- '*Sakhi Mela*' – riverine women get together in Punjab, Pakistan
- Share women's social concerns with fellow women
- Choice of skit -education
- Demands from the local government met

Transforming bureaucracy- Video camera focusing on local issues

- An initiative of Deccan Development Society (DDS)
- Taking oral history into video
- Illiterate, low caste, poor and powerless women from villages in Hyderabad, India
- Elderly women in the village express, narrate
- Issues of local food grain and seeds surface
- Regaining self respect, local food security ...,

Community based news paper '*Awami Panchayet*' – Hafizabad flood prone district

- Local weekly by a group of young journalists
- encouraged local women to articulate in any form they chose
- Articles, interviews
- Development and social issues from women perspectives into the public debate.

Cont...

- Newspaper contained best practices articulated by local women
- Shattered stereotype misconceptions on rural women
- Rekindling the creativity of expressions of women

Informing the informers

- Training program for journalists
- Focused interaction with media groups over a period of time
- Awareness building material for media and journalists – publications
- Exposure to issues, good practices, appropriate means of communicating messages