



**Assam State Disaster
Management Authority**



**District Disaster Management
Authority, Cachar**



Report on Lightning Safety Awareness Campaign through Street Play

INTERNATIONAL DAY FOR DISASTER RISK REDUCTION 2022

Implemented by:



Messages



YUBRAJ BORTHAKUR, ACS

CEO, DDMA, Cachar

"We have been dealing with lightning safety issues over the years. To aware people on the risk of lightning and dos and don'ts during lightning strikes or heavy storms various initiatives and measures have been taken. Aligned with International Day for Disaster Risk Reduction, under the initiative of ASDMA we have organized series of street plays and activities like pamphlet distribution, direct interaction, and many more. Through this initiative, we are aiming to create awareness on safety measures to avoid any hazardous situation by lightning strikes."



KISHAN CHOREI, ACS

Assistant Commissioner

"We are working with the entire Cachar District and local citizens on creating awareness and driving behavioural change regarding lightning strikes and heavy storms. As a result of today's Street Play, we are confident that we will further spread our messages on lighting effects and make our people aware of dos and don'ts."



BIKASH CHETRI

Circle Officer (A), Sonai

"There has been a lot of bad news in the world lately, but I want to share some good news with you. Lightning strikes have been causing people to die, but now preventative measures are being taken to prevent such tragedies. I never thought there would be preventative measures, but I'm grateful for the efforts of the whole team. I appreciate your street play and wish you the best."



RANABIJOY DAS

Field Officer, Silchar

"DDMA Cachar is working towards creating awareness to make people understand that the lightning effect can cause human loss and that there are ways to prevent life risks during such situations. We are working on various village-specific initiatives and efforts to help and educate people, this is our goal and we are positive and focused such as these steps would help to build public awareness."

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About the Initiative

Awareness campaign on lightning safety through Street Play in Five (05) Revenue Circles of Cachar district commemorating the IDDR 2022

Ever since Assam is facing the wrath of various disasters during the whole year, we have witnessed countless impacts of the disasters in respect of every sector of the population across the State. One of the main impacts among these is the loss of human lives in flood and lightning strike periods. The number of loss of lives is increasing every year due to floods and lightning strikes in the State.

One of the main reasons behind the increasing number of deaths has been found when querying District Disaster Management Authorities (DDMAs) of the State. A lack of awareness and sensitivity among the masses contributes to the loss of lives during floods and lightning. Therefore, to cope with this lack among people, ASDMA has been organizing various awareness drives and campaigns in different media like Print Media, Electronic Media, Social Media, and Outdoor Media.

It also has been found that many people are still unknown of the minimum safety precautions to take during floods or lightning strikes and so every year, we witness the maximum loss of lives during lightning death in the State.

To boost awareness and sensitivity among people about the disasters like flood & lightning and other related issues that are exposed in their daily life and to reduce the loss of lives, Assam State Disaster Management Authority (ASDMA) has planned to organize an Awareness Campaign on Flood and Lightning safety commemorating the International Day for Disaster Risk Reduction (IDDR) in the fifty-six (56) vulnerable Revenue Circles of 24 districts (as per ASDMA's flood report data from 2011 to 2021 and Lightning data from 2019 to 2021) through street play and other activities.



The Team

The journey of the Lightning awareness campaign has been possible with the cooperation and coordination of team members. The script has been written in the regional dialect to engage the commoners in the act. The combined efforts of the management team and the street play team helped in delivering the message to the people living in the vulnerable zones.

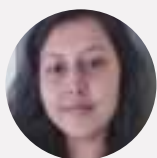
Meet the Management Team



Debatosh Nath
Script Writer & Play Director



Dibyajyoti Nath
Campaign Manager



Tanumita Roy
Coordinator



Riman Roy
Reporting Manager

Meet our Enthusiastic Street Play Team Members



Sampita Das
M.S.W



Nirmal Rabidas
Artist



Aminul Laskar
Student



Rajan Das
Student



Bhanni Roy
Student



Sekha Roy
Student



Tinku Laskar
Social Worker



Rajdeep Chakraborty
Student

Lightning Awareness Campaign



A growing trend between 2011 and 2021 in the loss of human lives in flood and lightning strike periods

Solution:

To cope with this lack among people, ASDMA has been organizing various awareness drives and campaigns in different media like Print Media, Electronic Media, Social Media, and Outdoor Media.



Street Play

A 25-minute Street Play was performed which was solely focused to make people conscious of the do's and don'ts during the lightning strike period.

Along with the street play, interactive sessions and handouts on Lightning Safety messages were distributed among the gatherings.

Schools are visited where the students are sensitized and educated on the issue. The younger generation has a better understanding level and can spread the message to their friends, family, and relatives to decrease the death rate caused by lightning.

Highlights

The Lightning awareness campaign was done by Impact Weaver for DDMA Cachar.

The street play depicted various resolutions. The highlights from the activities are mentioned below :



COVERAGE

High density population areas, public places were targeted

05

REVENUE CIRCLES

50

STREET PLAYS & AWARENESS CAMPAIGNS

- Institutes
- Bazaars
- Community Centers

- A vehicle has travelled across the length and breadth of the district. The vehicle was adorned with banners designed with lightning safety measures written both in Bengali & English. Mics have been used extensively throughout the campaign to spread the message.
- Involvement of AAPDA MITRA volunteers crowds management and other activities.
- Distribution of Pamphlets written in both Bengali & English with lightning safety measures.

Inauguration

The program in Silchar Circle was inaugurated by Circle Officer (A) Silchar Sadar along with Assistant Commissioner Cachar, Inspector NDRF, the community, residents, & other officials of DDMA Cachar.



In Sonai Circle the program was inaugurated by CO(A), Sonai Revenue Circle in presence of Circle Office Staffs, residents & others.



Street Play at the inauguration of CFRC



Shri Rohan Kumar Jha IAS, DC Cachar & Shri Yubraj Borthakur, ACS, CEO, DDMA along with the street play group



Street play performance at the inauguration of CFRC at Borkhola

Outreach

Along with the street play, interactive sessions and pamphlets on Lightning awareness safety messages were distributed among the masses. The campaign outreach has been almost 40K people across the district.



APPROXIMATELY

38,287

PEOPLE REACHED



Advisory dissemination



DDMA, Cachar initiated Advisory dissemination to individuals on lightning safety on the occasion of the IDDR Day 2022 in collaboration with Reliance Foundation

Date	Outreach
13th October	3,713
15th October	4,768
23rd October	4,768
29th October	50,159
31st October	61,079



DISTRICT DISASTER MANAGEMENT
AUTHORITY, CACHAR, SILCHAR

TOTAL

61,079

INDIVIDUALS WERE
REACHED



বজ্রপাতের সময় নিরাপত্তামূলক কিছু ব্যবস্থা :

- ১) বজ্রপাতের সময় সর্বদা মনে রাখতে হবে :
 - ঘরের মরজা-জানালা বন্ধ রেখে সে সময় ঘরে থাকাই উচিত।
 - সমস্ত বৈদ্যুতিক/ইলেকট্রনিক যন্ত্রপাতি যেমন টেলিভিশন, ফ্রিজ, কম্পিউটার, মোবাইল ফোন/টেলিফোন ইত্যাদির সংযোগ বিচ্ছিন্ন করে রাখতে হবে।
 - বজ্রপাতের সময় ইলেকট্রনিক যন্ত্রপাতি ব্যবহার করা বিপজ্জনক।
 - বজ্রপাতের সময় জনাশায়/প্রবাহিত জন, উঁচু জায়গা, বিচ্ছিন্ন উঁচু গাছ, বৈদ্যুতিক খুঁটি বা ধাতব বস্তু থেকে দূরে থাকতে হবে।
 - বজ্রপাতের দিকে সরাসরি আকাশে চোখের মারাত্মক ক্ষতি হতে পারে।
- ২) বজ্রপাতের সময় নির্জন গাছ, খোলা ঘর বা বাসস্টোপে আশ্রয় নেবেন না।
- ৩) আপনি যদি নৌকায় থাকেন বা জলে সাঁতার কাটতে থাকেন তবে দ্রুত ডাঙ্গায় ওঠে নিরাপদ স্থানে আশ্রয় নিন।
- ৪) বজ্রপাতের সময় কখনো সরাসরি মাটিতে শুয়ে থাকবেন না।
- ৫) বজ্রপাতের সময় আপনি যদি চলমান যানবাহনে থাকেন, তাহলে গাড়ির জানালা বন্ধ করে নিরাপদ স্থানে পার্ক করুন।

SILCHAR REVENUE CIRCLE

ALANPUR TINMUKHA



ANGARJUR



DWARBOND



GOLDIGHI MALL



KALIBARI CHOR



SILCOORIE BAZAR



SRIKONA BAZAR



DERBY





VIVEK HOME SENIOR
SECONDARY SCHOOL



SILCOORIE CAMP



UDARBOND REVENUE CIRCLE

DOLU BAZAR



SALGANGA





KUMBA TEA GARDEN



KUMBA MAIN MARKET





Lightning Safety Messages

1. Always remember during Lightning strike:

- It is always advisable to stay indoors at home with doors and windows closed.
- Unplug all the electrical/electronic equipment such as television, refrigerator, computer, mobile phone/telephone etc.
- Don't use electronic appliances during lightning strike.
- Stay away from water body/ running water, higher place, isolated tall tree, electrical post or metallic object during Lightning.
- Do not look straight at the lightning which may affect the eye sight.

2. Do not take shelter under a lonely tree, an open house or a bus stop during lightning.

3. If you are riding a boat or swimming in the water, come quickly to the earth and take safe shelter.

4. Do not lie down directly on the ground during lightning, it may catch you as first attempt.

5. If you are in a running vehicle during lightning, then close the windows of the vehicle and park at a safe place.



KATIGORAH REVENUE CIRCLE

KATIGORAH BAZAR



RAJYESHWARPUR







Smt Minerva Devi Arambam, ACS, Katigorah Circle Officer, has further discussed and guided the street play team for maximum outreach and knowledge harnessing.



**"INTERNATIONAL DAY FOR DISASTER
RISK REDUCTION (IDDR) 2022"**

**AWARENESS CAMPAIGN ON
LIGHTNING SAFETY
THROUGH STREET PLAY**



District Disaster Management
Authority, Cachar



Assam State Disaster
Management Authority

SONAI REVENUE CIRCLE

SONAI BAZAR



SADHIN BAZAR, RAMDAS ME SCHOOL



MOTI NAGAR, BARABHAURY ME
SCHOOL



AMRAGHAT BAZAR



PALANG GHAT



KOCHUDOROM, NIKAMA HIGH SCHOOL



CHEKARCHAM



SONABARI GHAT



LAKHIPUR REVENUE CIRCLE

LAKHIPUR BAZAR



BASHKANDI BAZAR



POILAPOOL BAZAR



FULERTAL BAZAR



NETAJI STATUE PAILAPOOL



বজ্রপাতের সময় নিরাপত্তামূলক কিছু ব্যবস্থা :

১) বজ্রপাতের সময় সর্বদা ঘরে রাখতে হবে :

- ঘরের দরজা-খানাদার বন্ধ রেখে সে সময় ঘরে থাকাই উচিত।
- সমস্ত বৈদ্যুতিক/ইলেকট্রনিক যন্ত্রপাতি যেমন টেলিভিশন, ফ্রিজ, কম্পিউটার, মোবাইল ফোন/টেলিফোন ইত্যাদির সংযোগ বিচ্ছিন্ন করে রাখতে হবে।
- বজ্রপাতের সময় ইলেকট্রনিক যন্ত্রপাতি ব্যবহার করা বিপজ্জনক।
- বজ্রপাতের সময় জলশায়/প্রবাহিত জল, উঁচু জায়গা, বিচ্ছিন্ন উঁচু গাছ, বৈদ্যুতিক খুঁটি বা ধাতব বস্তু থেকে দূরে থাকতে হবে।
- বজ্রপাতের দিকে সরাসরি তাকালে চোখের ক্ষতিগ্রস্ত হতে পারে।

২) বজ্রপাতের সময় নির্জন শাখা, খোলা ঘর বা বাসঘাটে আশ্রয় নেবেন না।

৩) আপনি যদি নৌকায় থাকেন বা জলে সাঁতার কাটতে থাকেন তবে দ্রুত ভাঙ্গা গাঠি নিরাপদ স্থানে আশ্রয় নিন।

৪) বজ্রপাতের সময় কখনো সরাসরি মাটিতে শুয়ে থাকবেন না।

৫) বজ্রপাতের সময় আপনি যদি হুসমান যানবাহনে থাকেন, তাহলে পানির জায়গা বন্ধ করে নিরাপদ স্থানে পার্ক করুন।

যেকোন জরুরী অবস্থায় অনুগ্রহ করে কল করুন:
03842-239249/1077 (TOLL FREE) এবং 94016-24141

সমস্ত বহিরঙ্গন কার্যকলাপ বন্ধ করুন এবং
বজ্রপাত বন্ধ না হওয়া পর্যন্ত আপনার বাড়ির
ভিতরে থাকুন।

জেলা দুর্যোগ ব্যবস্থাপনা কর্তৃপক্ষ,
কাছাড়, শিলচর

Lightning Safety Messages

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4. Do not lie down directly on the ground during lightning, it may catch you as first attempt.

5. If you are in a running vehicle during lightning, then close the windows of the vehicle and park at a safe place.

FOR ANY EMERGENCY, KINDLY CALL:
03842-239249/1077 (TOLL FREE) AND 94016-24141

STOP all outdoor activities and stay inside
your home until the thunderstorm stops.

ISSUED IN PUBLIC INTEREST BY
DISTRICT DISASTER MANAGEMENT AUTHORITY,
CACHAR, SILCHAR

Mr Jonathan Vai Phei, Lakhipur Circle officer along with Field Officer informing the gathering on dangers and safety measures of Lightning Risk at Bazar area.



AND MANY MORE PLACES ACROSS THE DISTRICT



MALINIBEEL



KABUGANJ BAZAR



IRONGMARA



SONAI



SILCHAR

Testimonials

Feedback has also been received from the community, schools and other areas we visited. It was a big learning experience for them on the dangers of lightning and how to stay safe during a thunderstorm.

I'm glad the community is taking action to increase awareness of lightning strikes. I think it's important that we take every precaution possible to protect ourselves and our families.

The street play was very helpful in understanding the safety measures about lightning strikes. We were familiar with lightning strikes, but the side effects were unknown to us during that period, which we learned from the street play. Thank you for organizing such a play!

I never expected that there would be so many preventive measures to tackle such situations. Through the street play, I got to know many things. Best wishes to everyone for such a fantastic play.



Resident of Mailinibeel



Resident of Kalain



Resident of Baskandi

Media Coverage

বজ্রপাতের সময় সুরক্ষিত থাকা নিয়ে
সচেতনতা কার্যক্রম অনুষ্ঠিত শালগঙ্গায়

শিখারী বর, উপাধ্যক্ষ, ১৯ অক্টোবর :
বঙ্গপ্রান্তের সময় সুরক্ষিত থাকার বিষয়ে উপর
এক মতের নথি। কাগজময় অনুষ্ঠিত হচ্ছে।
উপাধ্যক্ষের শাসনামল। আজ দুপুরে কাগজ
জমা দুইটি মাসের। কতগুলো বঙ্গপ্রান্ত
ইমপেট্রি উত্তরের একটি এই কাগজময় প্রশ্ন
করে। কাগজ প্রদান একটি পাশটিক বর
বঙ্গপ্রান্তের সময় বিভাগে নিজেদের সুরক্ষিত
বাহ্যে হবে তা অভিনয়ের মাধ্যমে বুঝিয়ে
হুগেন। পরে বিভিন্ন বঙ্গ বঙ্গ প্রদেশ। যাবে
নিজেদের এশিয়াটিক সাল সঙ্গ। সহ সুরক্ষিত
সংস্করণ। ইমপেট্রি উত্তরে ভারতের সুরক্ষিত
বিভাগের নথি নথি ও অ্যাসেসমেন্ট কমিশনে
গিয়ে যায় বঙ্গের বঙ্গপ্রান্ত থেকে গলা শেখ



ବିଭିନ୍ନ ଅବସର (ସମ: ଛାତ୍ରୀମାନଙ୍କ ଯଥା ସୁବିଧା
କୃତ୍ରି, ମେଣ୍ଟୁଲ ଯୋଡ଼ା, ସୁଖର ବିଶ୍ୱାସ ଯାହା ଯାହା

ছাত্রী ও ব্যবসায়ীরা উল্লিখিত ছিলেন: উদ্যোগক
থেকে শিবগাঁও নতুন বিদ্যাপতি।



বজ্রপাতের সময় সুরক্ষিত থাকার বিষয়ের উপর এক সচেতনতা কার্যক্রম অনুষ্ঠিত হলে।
উদ্বারবান্দের শালগন্ডায়।

Social Media Awareness



Conclusion

Our community has been sensitized regarding lightning safety measures through a monthlong series of 50 street plays and awareness campaigns. These street plays were designed expressly to educate citizens about how to protect themselves from lightning strikes and repetitive thunderstorms. By spreading this critical information, we aim to reduce human loss, according to ASDMA guidelines. Locals were engaged directly to ensure everyone has a chance to learn about safety measures through leaflets distributed, banners showing both in Bengali and English safety measures. So far, these efforts have made a significant impact as people are gradually becoming more aware of how they can stay safe during thunderstorms.



Despite its immense importance, lightning is far too often underrated as a weather hazard. Simple guidelines can prevent most lightning casualties. It is especially important to protect children from lightning since lightning causes life-long injuries. To spread this information to as many people as possible was our mission.

“

Sensitising the community on safety measures of lightning risk.

”

CELEBRATING "INTERNATIONAL DAY FOR DISASTER REDUCTION" (IDDR) 2022



**DISTRICT DISASTER MANAGEMENT AUTHORITY
SILCHAR, CACHAR**



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Transformative Social Change