

An Initiative by:

Assam State Disaster Management Authority
Govt. of Assam

-Project Completion Report-

Submitted by-



“We cannot eliminate disasters, but we can reduce the risk.
We can lessen the damage. We can save more lives.”

- Ban Ki-moon
United Nations Secretary-General

Project Background

Guwahati, is the gateway to the North-eastern region, therefore, the development of the city is not only crucial to the state of Assam but also to the entire Northeast. Over the last two decades, Guwahati has witnessed unprecedented growth in terms of infrastructure as well as high rise buildings.

Guwahati falls in Seismic Zone V, susceptible to Earthquakes of Major intensity. ASDMA therefore, has been persistently working towards making the City Prepared through a number of Capacity Building, Training, Public Awareness programme along with catalyzing effective techno-legal framework and appropriate policy for disaster preparedness.

Keeping the above facts in view, **Assam State Disaster Management Authority (ASDMA)** has organized “**ZOVE – V: Earthquake Awareness Programme for Apartment**”. The campaign kicked off on the 13th of June 2016 and continued upto 28th August, 2016 covering 194 residential apartments in Guwahati city.

A Brief Report

The main objective of this initiative is to involve the community in the Disaster Preparedness activities initiated by the Government and also to sensitize the apartment dwellers on the issue of earthquake safety. Besides, educating the apartment dwellers on the steps to be taken in pre,during and after Earthquake, this initiative aims to build a culture of safety in the society.

Basic Event Flow of the Campaign (at the residential apartments):

- Venue production takes place couple of hours prior to the actual campaign execution at the respective apartments.
- Necessary arrangements are made in the apartment (visual banners, standees, nominal sound setup including mics for addressing) so as to evoke as much interest and response as possible.
- Once sufficient number of people gathers below, an MC takes over to keep the crowd engaging.
- Certain infotainment games/activities are organized within the apartment premises.
- The primary objective behind holding such activities is to provide the general public with a little entertainment while at the same time disseminate information related to earthquake safety.
- At the same time officers of ASDMA give away their respective presentations on earthquake safety and awareness which is followed by a brief interaction with the general public.
- At the end certain goodies are awarded to the winners of the respective interactive games/activities.
- Finally on a good note the campaign is wrapped up.

Activities/Games conducted at the apartments:

- **Cup Building Challenge**

Plastic cups are given to the participants in order to make a castle out of it in a given time slot. Whosoever is able to construct the most tallest castle is awarded with a gift hamper. A fun learning experience for the children and the parents alike. This activity runs simultaneously as the speakers are interacting with the people and the speakers use every fall of the cup building as a point of discussion and as a metaphor to explain earthquakes better.

- **Quick Pick Challenge**

Participants are given a deck of 52 cards containing information that is relevant to earthquakes as well as ones which are irrelevant. The participants are to pick as many cards as possible containing relevant information about earthquakes in a given period of time.

The above mentioned activities have been able to engage the crowd and thus maintain a decent attendance of people.

The primary objective behind holding such activities is to provide the general public with a little entertainment while at the same time disseminate information related to earthquake safety.

Our programme volunteers, apart from conducting the interactive games and setting up the venue, actively engages with the crowd and thus facilitates in initiating a two way interaction which proves to be quite beneficial from the campaign's point of view (the overall objective behind the said campaign is to disseminate as much disaster related information as possible which in turn is only possible with a crowd which is proactive and is in a constant state of engagement).

The music as well as the official video of the campaign (being played after completion of the venue setup) have also been able to appeal to the interests of the people, thereby keeping them in a state of constant engagement.

The **ZONE V** branding vehicle has also proved to be a major source of attraction (especially among the young children) for the people.

The presentations/demonstrations delivered by the ASDMA officers have proved to be highly beneficial as far as disseminating information related to disasters is concerned.

Presentation content:

- Map showing the different seismic zones of India and the corresponding vulnerability associated with it.
- Statistics of major earthquakes that occurred in the last 50 years and the damages thereby.
- Pictures showing the extent and the type of damages that can occur in a particular building after the occurrence of a major earthquake.
- Do's & Don'ts (before/during/after an earthquake) information.
- Special measures that needs to be followed by PWDs (persons with disabilities) in the event of occurrence of an earthquake.

Additionally, various fire safety information is also given away by the officials of the concerned dept. along with a demonstration on how to use a fire extinguisher in case of an emergency.

Overall the campaign has proved to be highly successful, garnering immense support as well as participation of the general public.

Campaign Statistics

Project Location: Guwahati

No. of Households covered under the programme: 194 Residential apartments
(within city limits)

Avg. attendance (per apartment): 25-40 persons

Major locations covered : G.S. Road, Beltola, R.G. Baruah Road, Dispur, Maligaon, Khanapara, Six mile, Basistha, Chandmari, Noonmati, Narengi etc.

Campaign activation at major events and other locations (apart from residential apartments): 4 nos.

Total outreach: 10,000 (approx.)

List of various residential apartments covered under ZONE V

Sl no.	Apartment name	Address
1	Subha Enclave	Basistha
2	Ramdhenu Apartment	Beltola
3	Swastik Green	Patarkuchi
4	Soumar Mension	Vip Road
5	Alok Residency	Vip Road
6	BK Enclave	Vip Road
7	Megha Residency	Beltola Bazar
8	Apurva Gopal Residency	Bhagaduttapur
9	Urvashi Enclave	Survey
10	The Residency	Survey
11	Akangsha Apartment	Mathura Nagar
12	MR Housing Complex	Sixmile
13	City Office	Beltola
14	Narmada Apartment	Beltola
15	Mandakini Apartment	Chandannagar Path
16	Rukmini Green	Rukmini Gaon
17	Gulmohar Housing Society	Rukmini Gaon

Sl no.	Apartment name	Address
18	Apurva Residency	Rukminigaon
19	Meghmallar House	Rukminigaon
20	Greenland Apartment	Rukminigaon
21	Pooja Apartment	Rukminigaon
22	Vijaya Crescent Housing Society	Kharghuli
23	Neha Apartment	Rukminigaon
24	Protech Harakanan	New Ghy
25	Ashadeep Apartment	Noonmati
26	Lakshmi Enclave	Rukmininagar
27	Ornate Enclave	Beltola
28	Bee En Residency	Rukminigaon
29	Piya Plaza	Borbari
30	Dona Residency	Vip Road
31	Kamala Enclave	Survey
32	Swastik Enclave Society	Patarkuchi
33	Green Orchid	Chachal Road
34	Paramount Green	Vip Road

Sl no.	Apartment name	Address
35	Sikha Niwas	Beltola
36	Aradhana Apartment	Chachal Road
37	Rajdeep Residency	Chachal Road
38	Ashok Palace	Survey
39	Pratistha Apartment	Beltola
40	Puberun Apartment	Beltola
41	Sanek Enclave	Survey
42	Pragjyotika Green	Beltola
43	Udyan Apartment	Beltola
44	Omkar Mono	Basisthapur
45	Nirvana Enclave	Basistapur
46	Krishna Alloy	Vip Road
47	Br Residency	Vip Road
48	Sandhya Apartment	Dispur
49	Shree Enclave	Beltola
50	Ashiyana Apartment	Beltola
51	Pranjit Aloy	Bhagaduttapur

Sl no.	Apartment name	Address
52	Sadananda Apartment	Beltola
53	Dibya Apartment	Bhetapara
54	Southern View	Bhetapara
55	Orchid Residency	Bhetapara
56	Uttarayan Height	Ghoramara
57	Uttarayan Green	Hockey Stadium
58	Nayantara Apartment	Kahilipara
59	Megha Enclave	Kahilipara
60	Riscon Enclave	Saukuchi
61	Mayfire	Lalganesh
62	Kohinoor Apartment	Kahilipara
63	Addition Residency	Kahilipara
64	Abc Purab & Kripa	Hatigaon
65	Pratap Villa	Hatigaon
66	Om Residency	Hatigaon
67	Synergy Imperial	Kahilipara
68	J D Dreams	Kahilipara

Sl no.	Apartment name	Address
69	Subham Height	Kahilipara
70	Ashi Grand	Kahilipara
71	Apoorva Aroon	Kahilipara
72	Pragati Residency	Bhetapara
73	Bordoishila Bhawan	
74	Swati Enclave	Anil Nagar
75	Landmark Apartment	Anil Nagar
76	Park Apartment	Lachit Nagar
77	Neelam Apartment	Lachit Nagar
78	Kanaklata Apartment	Lachit Nagar
79	Sunrise	Rajgarh
80	Joydol Apartment	Bhetpara
81	Priya Residency	Bhetapara
82	Synergy Paradise	Bhetapara
83	Krish Enclave	Hatigaon
84	Lord Enclave	Hatigaon
85	Landmark Apartment	Beltola

Sl no.	Apartment name	Address
86	Kareng Niwas	Narengi
87	Syndicate Marble	Vip Road
88	Royal Hut	Vip Road
89	Bns Green	Panjabari
90	Palm Grove	Juripar
91	Hilview Residency	Chachal
92	Achyut Height	Chachal
93	Protech Bimla	Juripar
94	Sankardev Kutir Apartment	Juripar
95	Lim Enclave	Panjabari
96	Srishti Kala Apartment	Panjabari
97	Bharalu View	Santipur
98	Kiranshree Enclave	Bharalu
99	Sri Bhumi	Adabari
100	Kiran Houshing Complex	Adabari
101	Vishal Houshing Complex	Adabari
102	Jashodanand	Boripara

Sl no.	Apartment name	Address
103	Sarala Residency	Basistha
104	Shanti Niwas	Jayanagar
105	Puberun Apartment	Ghoramara
106	Nihar Apartment	Maligaon
107	Purbasha Housing Complex	Maligaon
108	Bhagawati Niwas	Fatashil
109	Gokul Dham	Adabari
110	Kaziranga Apartment	Adabari
111	Koustav Complex	Adabari
112	Kaustav Complex	Maligaon
113	Milestone Housing Complex	Adabari
114	Nilgiri Apartment	Adabari
115	Hp Housing Society	Adabari
116	Loknath Apartment	Adabari
117	Pooja Niwas	Adabari
118	Dishant Apartment	Adabari
119	Madhab Sankar	Boripara

Sl no.	Apartment name	Address
120	Milestone Housing Complex	Pandavnagar
121	Jaishya Dhara Apartment	Adabari
122	Krishna Apartment	Pandu
123	Sagar Housing Complex	Adabari
124	Binoyaloy And Bibhualoy	Adabari
125	Koustav Complex	Near Borobazar
126	Dreamland Apartment	Adabari
127	Chakrapani Enclave	Rehabari
128	Susrita Hill Side	Zoo Narengi
129	Protech Heritage	Zoo Narengi
130	The Nest	New Guwahati
131	Abirkunj Apartment	Hatigarh Chariali
132	Padma Niwas	Satgaon
133	The Ace	Narengi
134	Harekrishna Apartment	New Guwahati
135	Manas Height	Bamunimoidam
136	Suraj Villa	Bamunimoidam
137	Pakiza Samsung Plaza	Bamunimoidam

Sl no.	Apartment name	Address
138	Astha Height	Anuradha Mail Road
139	IG Residency	Chenikuthi
140	Hayat Apartment	Near Nehru Stadium
141	Amsit Devraj Mansion	Nabagrah
142	Alakananda Apartment	Gandhi Basti
143	Hemaguri Mansion	Gandhi Basti
144	Subham Elite	Gandhi Basti
145	Jeewan Shree	Chatribari
146	Sadhana	Chatribari
147	Sachin Enclave	Solapara
148	Glory Apartment	Near Swedeshi Academy
149	Shiva Apartment	Lachit Nagar
150	Jonaki	Rajgarh
151	Saraswati Apartment	Rajgarh
152	Ashadeep Residency	Aseb Road
153	Kalicharan Enclave	Uzan Bazaar
154	Hill View Apartment	Nabagrah

Sl no.	Apartment name	Address
155	Madhab Niwas	Juripar
156	Purple Crown	Goshala
157	Gokul Residency	Rupnagar
158	Maya Apartment	New Guwahati
159	Parley Oak	FCI Bus stand
160	Vijay Height	New Guwahati
161	Classic Enclave	New Guwahati
162	Angel Apartment	Vip Road
163	Trinayana Niwas	Noonmati
164	Ashirbad Apartment	Bamunimoidam
165	Arunoday Apartment	Anuradha Mail Road
166	Punya Niwas	Guwahati Club
167	Poal Enclave	Guwahati Club
168	Jayanta Enclave	Vip Road
169	Ashiana Enclave	Vip Road
170	Tranz View	Vip Road
171	Kanak Apartment	Ambari

Sl no.	Apartment name	Address
172	Hemgiri Apartment	FCI Bustand
173	Pranashree Apartment	Silpukhri
174	Prime Plaza	Silpukhri
175	Syndicate Villa	Silpukhri
176	Pravin Alloy	Vip Road
177	PELAMI Enclave	Vip Road
178	Disha Apartment	Jonali
179	Sunrise Apartment	Vip Road
180	Palacia Lovin	Vip Road
181	Padma Residency	Mathgharia
182	Srijani Apartment	Barbari
183	Gaurav Villa	Barbari
184	Avinab Apartment	Vip Road
185	Jeet Apartment	Narengi
186	Astha Residency	Gitanagar
187	Prestige Elite	Gitanagar
188	It Centre	Uzanbazaar

Sl no.	Apartment name	Address
189	Mohizila Enclave	Guwahati Club
190	Balladale Enclave	Gitanagar
191	Niraloy Castle	Sixmile
192	Vrindaban Apartment	Sixmile
193	Citizen Apartment	Sixmile
194	Poxyman Residency	Sixmile



GUWAHATI

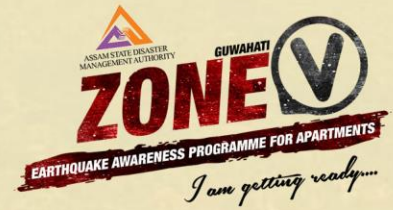
ZONE



EARTHQUAKE AWARENESS PROGRAMME FOR APARTMENTS

I am getting ready....

Unveiling the campaign.....



ZONE V Campaign Flag off

With utmost enthusiasm & optimism, the campaign was officially flagged off on the 13th of June, 2016 from the premises of **Assam State Secretariat** in the presence of honorable Minister of State **Shri Pallab Lochan Das, Shri V.K. Pipersenia**, Chief Secretary Assam and a host of other dignitaries and senior Govt. officials.

Eminent actor **Nishita Goswami** also graced the occasion with her humble presence.

In addition to the above said dignitaries, the campaign's launch saw a large mass participation and evoked positive response from people coming from all walks of life old and young alike.

Overall the **Zone V** Campaign launch ceremony befittingly set the stage for an aggressive journey which lied ahead bearing the sole objective of making people disaster resilient.

ZONE V Campaign launch (a few glimpses)









Campaign promotion

In order to maximize the impact on the targeted population, i.e., the people living in residential apartments, a comprehensive campaign promotional roadmap was laid down which involved the use of various media:

- Conventional mediums like banners, posters, hoardings, etc.
- News paper ads / articles in leading magazines, tabloids etc.
- Social media

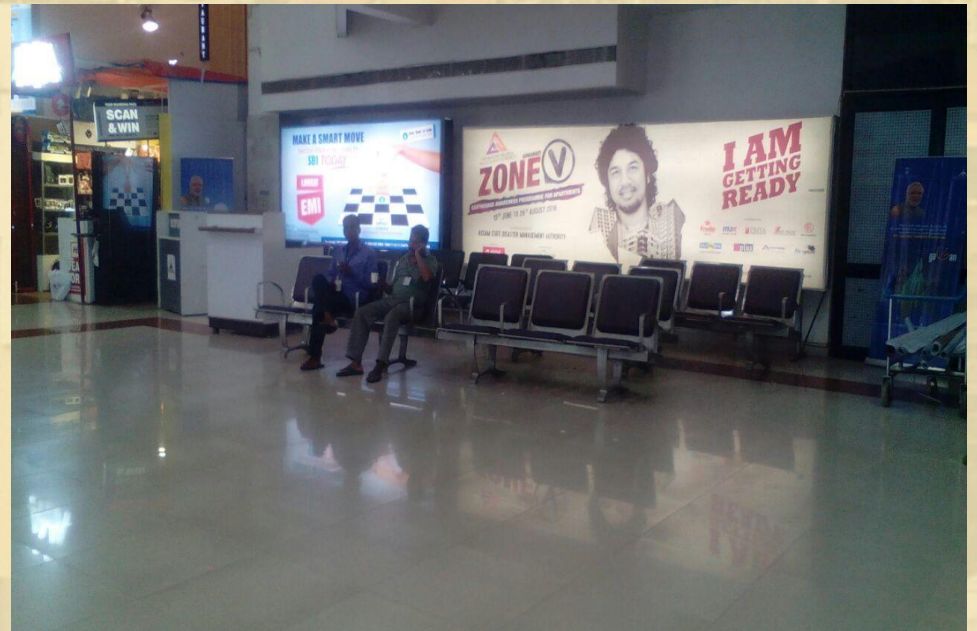
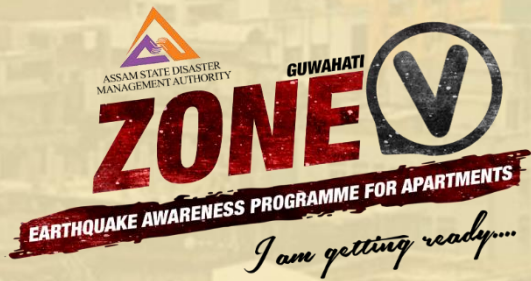
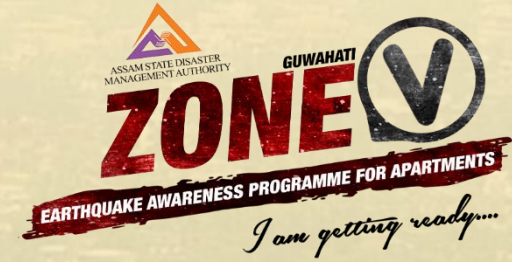
In order to increase the reach, the campaign was given a face that the common people could recognize with. As such, eminent singer **Angaraag Papon Mahanta** came aboard and thus became the face of the said campaign, thereby giving impetus to its said popularity.

Many other eminent personalities also endorsed the campaign which in turn proved to be highly beneficial for increasing the campaign's outreach among the general populace.

ZONE V creative (outdoor promotion) at prominent locations of the city

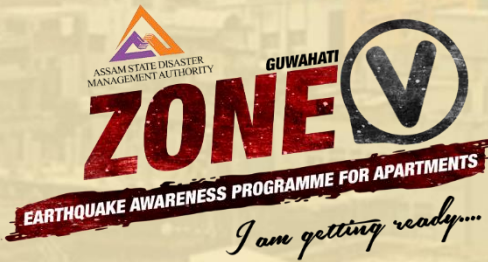
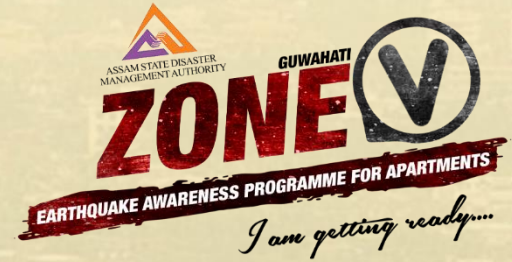






News paper ads / Web ads / articles in leading magazines & tabloids





WEATHER GUWAHATI LOCAL WEATHER... TEMPERATURE... WIND...

Sit-in demo GUWAHATI June 7 The All India...

Grigen Sarania new GMC Mayor

GUWAHATI June 7 The names of BJP constituency leaders...



Newly elected Mayor of the Guwahati Municipal Corporation...

Foul play not ruled out in Kanak Choudhury's death

Public reaction to the death of Kanak Choudhury...

Although Choudhury was found dead in his room...

Railwaymen's strike from July 11

GUWAHATI June 7 The All India Railwaymen's Federation...

CM clarifies on office hours

GUWAHATI June 7 Chief Minister Sarbananda...

Adopt a tree' campaign launched

GUWAHATI June 7 The city's first 'Adopt a tree'...

Prog for individuals with intellectual disabilities

GUWAHATI June 7 With a view to making a change...

Work under different schemes reviewed

GUWAHATI June 7 A meeting of the District Development...

Streamlining city bus service

A meeting of the city bus service...

Water supply

The water supply...

Aadhar card

The process of issuing Aadhar...

citizens' voice

The citizens' voice...

Dilapidated schools

Several schools...

Secret 9/11 report not evidence of Saudi complicity: CIA chief

WASHINGTON June 12 CIA chief John Brennan...

Laser heat could safely treat prostate cancer

LOS ANGELES June 12 Scientists have found that the precise application...



The laser was used to treat the prostate cancer...



People brought a scene from the 9/11 attacks...

Over 5,000 held in raids on illegal gambling

GUWAHATI June 12 More than 5,000 people were held...

Senate vote to give India strategic partner status

WASHINGTON June 12 The US Senate...

IS suicide bombings target Libya pro-govt forces in Sirte

TRIPOLI June 12 The Islamic State group...

Short exposure to blue light helps in faster decision making

WASHINGTON June 12 Spending just an hour...



People used a device to emit blue light...

Water supply

The water supply...

Aadhar card

The process of issuing Aadhar...

citizens' voice

The citizens' voice...

Dilapidated schools

Several schools...

GUWAHATI ZONE EARTHQUAKE AWARENESS PROGRAMME FOR APARTMENTS I am getting ready

GUWAHATI ZONE EARTHQUAKE AWARENESS PROGRAMME FOR APARTMENTS 13th JUNE TO 28th AUGUST 2016

I AM GETTING READY ASSAM STATE DISASTER MANAGEMENT AUTHORITY

GUWAHATI ZONE EARTHQUAKE AWARENESS PROGRAMME FOR APARTMENTS I AM GETTING READY ASSAM STATE DISASTER MANAGEMENT AUTHORITY

Maintain peace, Badal to people

TARAKMA (Mahabub) June 8, People should maintain peace... On the occasion of the 10th anniversary of Operation Bluestar...

Anniversary of Operation Bluestar

On the occasion of the 10th anniversary of Operation Bluestar...

He stressed that Punjab had already achieved a lot during the 'black days' of the military rule...

Jat quota stir begins on tepid note amid tight security

CHANDIGARH, June 8, Three months after the Jat leaders... Jat leaders in Jammu called for a meeting...

There are several groups of government officials... The Jat agitation, which has been going on since...

17 dead in accident near Panvel

MUMBAI, June 8, A truck carrying 17 people was involved in an accident near Panvel...

Afghan award to PM a great honour for India: Jaitley

NEW DELHI, June 8, Prime Minister Narendra Modi has been awarded the highest Afghan honour...

While the two vehicles had stopped at the junction... The accident occurred at around 5.30 am...

Amnution denied in J-K safe: Army

JAMMU, June 8, In a bid to ensure the safety of the people of Jammu and Kashmir...

Gulberg society case: Quantum of sentence likely today

ALMORA, June 8, A special court today sentenced a man to 10 years imprisonment...

He had filed during the trial of the 14 contract... The court sentenced him to 10 years...

ASSAM STATE DISASTER MANAGEMENT AUTHORITY. EARTHQUAKE AWARENESS PROGRAMME FOR APARTMENTS. I AM GETTING READY. 13th JUNE TO 26th AUGUST 2016.

Education Corner. EDUCATIONAL INSTITUTES. EDUCATIONAL CONSULTANCY. OPUS Guwahati. NID NIFT CLAT. MBBS BDS. ENGINEERING ADMISSION 2016. GIFT. Rs. 6,000/-*



CELEBRATING NORTH EAST: A TWO DAY FEST IN THE CITY

NEFT and CARE LUTT jointly organised two day festival 'CELEBRATING NORTH-EAST 2016'...



The award ceremony was followed by a mesmerizing & glittering cultural show... The award ceremony was followed by a mesmerizing & glittering cultural show...

The season was attended by Students of many educational institutions... The season was attended by Students of many educational institutions...



Day two took off with the welcome address of NEFT CEO Mr Vikram Rai... Day two took off with the welcome address of NEFT CEO Mr Vikram Rai...

ASSAM STATE DISASTER MANAGEMENT AUTHORITY. GOWAHATI. EARTHQUAKE AWARENESS PROGRAMME FOR APARTMENTS. I AM GETTING READY. 13th JUNE TO 26th AUGUST 2016.

Citypedia

Aries - In the month of June, Aries is in the ascendant. The sun is in the sign of Gemini. The moon is in the sign of Cancer. The planets are in the signs of Gemini, Cancer, Leo, and Virgo. The day is auspicious for all the activities. The weather is pleasant. The day is a good day for all the activities.

Taurus - In the month of June, Taurus is in the ascendant. The sun is in the sign of Gemini. The moon is in the sign of Cancer. The planets are in the signs of Gemini, Cancer, Leo, and Virgo. The day is auspicious for all the activities. The weather is pleasant. The day is a good day for all the activities.

Gemini - In the month of June, Gemini is in the ascendant. The sun is in the sign of Gemini. The moon is in the sign of Cancer. The planets are in the signs of Gemini, Cancer, Leo, and Virgo. The day is auspicious for all the activities. The weather is pleasant. The day is a good day for all the activities.

Leo - In the month of June, Leo is in the ascendant. The sun is in the sign of Gemini. The moon is in the sign of Cancer. The planets are in the signs of Gemini, Cancer, Leo, and Virgo. The day is auspicious for all the activities. The weather is pleasant. The day is a good day for all the activities.

Virgo - In the month of June, Virgo is in the ascendant. The sun is in the sign of Gemini. The moon is in the sign of Cancer. The planets are in the signs of Gemini, Cancer, Leo, and Virgo. The day is auspicious for all the activities. The weather is pleasant. The day is a good day for all the activities.

Libra - In the month of June, Libra is in the ascendant. The sun is in the sign of Gemini. The moon is in the sign of Cancer. The planets are in the signs of Gemini, Cancer, Leo, and Virgo. The day is auspicious for all the activities. The weather is pleasant. The day is a good day for all the activities.

Scorpio - In the month of June, Scorpio is in the ascendant. The sun is in the sign of Gemini. The moon is in the sign of Cancer. The planets are in the signs of Gemini, Cancer, Leo, and Virgo. The day is auspicious for all the activities. The weather is pleasant. The day is a good day for all the activities.

Sagittarius - In the month of June, Sagittarius is in the ascendant. The sun is in the sign of Gemini. The moon is in the sign of Cancer. The planets are in the signs of Gemini, Cancer, Leo, and Virgo. The day is auspicious for all the activities. The weather is pleasant. The day is a good day for all the activities.

Cancer - In the month of June, Cancer is in the ascendant. The sun is in the sign of Gemini. The moon is in the sign of Cancer. The planets are in the signs of Gemini, Cancer, Leo, and Virgo. The day is auspicious for all the activities. The weather is pleasant. The day is a good day for all the activities.

Agarwal - In the month of June, Agarwal is in the ascendant. The sun is in the sign of Gemini. The moon is in the sign of Cancer. The planets are in the signs of Gemini, Cancer, Leo, and Virgo. The day is auspicious for all the activities. The weather is pleasant. The day is a good day for all the activities.

Pisces - In the month of June, Pisces is in the ascendant. The sun is in the sign of Gemini. The moon is in the sign of Cancer. The planets are in the signs of Gemini, Cancer, Leo, and Virgo. The day is auspicious for all the activities. The weather is pleasant. The day is a good day for all the activities.

SUDOKU

2	7	6	4		5			
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5	9	3	2	7	1			
2	6			9	5	3	6	
3	8	6	2					
7	5	4	1	2	8	6	3	

7 Days Events

June 18th to June 24th

JUN 18

SHAMELESS MANI at XS GENnext

JUN 19

ROYAL CRUISE EVENTS & TOURS

JUN 21

LOTUS CHITRABAN FILM

ASSAM STATE DISASTER MANAGEMENT AUTHORITY

ZONE V

EARTHQUAKE AWARENESS PROGRAMME FOR APARTMENTS

19th JUNE TO 28th AUGUST 2016

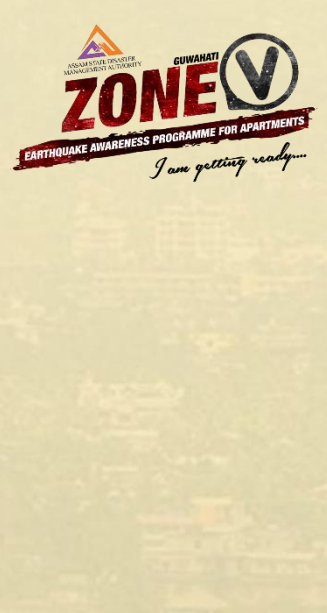
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Suggested



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GUWAHATI ZONE V EARTHQUAKE AWARENESS PROGRAMME FOR APARTMENTS

I am getting ready...

Eventerbee Home Search Events

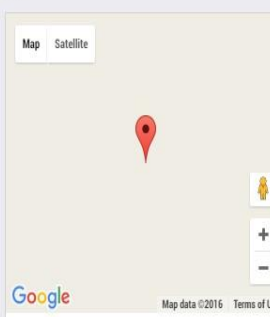
Zone V , Apartment Activation Campaign



We are coming up with the newest concept to promote and share knowledge on how to stay safe during Earthquakes. Lots of fun activities for everyone. 200 apartments to be visited.

[Show Less Information](#)

Map Satellite



Google Map data ©2016 Terms of Use

Guwahati, India

Guwahati

11 June , Saturday 09:00

CONTACT

EXCLUSIVE

- › Governor's wife allegedly attempted ki...
- › Student commits suicide due to poor perf...
- › Top 10 rank holders in AHSEC Examination....

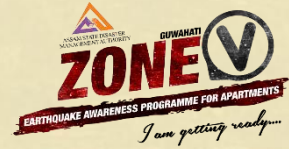
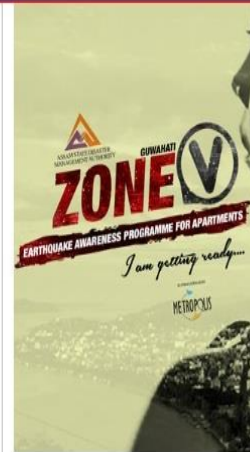
Trending

- › List of top rank holders in Assam HSLC E...
- › Expedite NRC update, intensify drug bust....

Sen of 'Euphoria'



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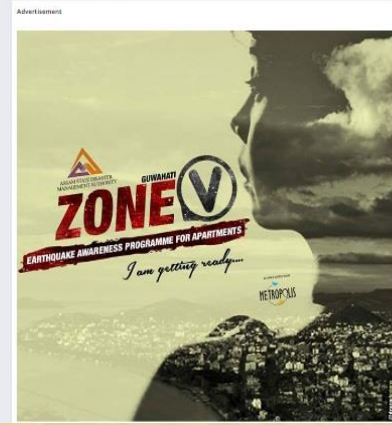
Zone V . Apartment Activation Campaign

TIME Mon Jun 13 2016 at 09:30 pm [Add to calendar](#)

VENUE Guwahati, India

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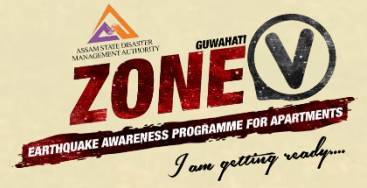


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ASDMA's Earthquake Awareness Programme for Apartments

Guwahati, is the gateway to the Northeastern region, therefore, the development of the city is not only crucial to the state of Assam but also to the entire Northeast. Over the last two decades, Guwahati has witnessed unprecedented growth in terms of infrastructure as well as high rise buildings.

Guwahati falls in Seismic Zone V, susceptible to earthquakes of major intensity. ASDMA therefore, has been persistently working towards making the city prepared through a number of Capacity Building, Training, Public Awareness programme along with catalysing effective techno-legal framework and appropriate policy for disaster preparedness.

Keeping the above facts in view, Assam State Disaster Man-

agement Authority (ASDMA) is organising "ZONE – V: Earthquake Awareness Programme for Apartment". The awareness campaign would cover a total of around 200 Apartments in Guwahati City.

The campaign was officially flagged off on June 13, 2016 at the ASDMA State Headquarter in the Assam Secretariat Campus. The Programme was flagged off by MOS, Revenue & DM, Pallab Lochan Das, Chief Secretary, Government of Assam, VK Pipersenia, Addl. Chief Secretary, Revenue & DM, various higher officials of the Government of Assam and Actor Nishita Goswami were also present to grace the occasion.

The main objective of this initiative is to involve the community in the Disaster Preparedness activities initiated by the Government

and also to sensitise the apartment dwellers on the issue of earthquake safety. Besides, educating the apartment dwellers on the steps to be taken in pre, during and after Earthquake, this initiative aims to build a culture of safety in the society.

The overall design of the programme is such that it includes many interesting activities/games which are conducted in the very premises of the apartments in addition to the presentations/demonstrations being delivered on part of the department (ASDMA) officers.

The presentations/demonstrations delivered by the ASDMA officers have proved to be highly beneficial as far as disseminating information related to disasters is concerned.

Social Media Promotion



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@asdmaofficial

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ASDMA added 6 new photos from June 12 to the album: **#ZoneV Campaign Launch Ceremony** — at **Assam Secretariat Guwahati**.
June 12 · 🌐 · 📷

#ZoneV Campaign Launch Ceremony (13th June, 2016)
ZONE-V: #IamGettingReady
Earthquake Awareness Programme for Apartments.... See More



METROPOLIS ASIA
Published by Ranjan Engtcode (9) · June 12 · 🌐

We cannot stop natural disasters but we can arm ourselves with knowledge....
Come, together let's make Guwahati a Disaster Prepared Zone
#ZoneV #IamGettingReady

An initiative of Assam State Disaster Management Authority . ASDMA Govt. of Assam | In association with METROPOLIS ASIA | Airtel India | PRAN Frooto India #RFL #BigFM #PriyaCommunication #MAX #Maruti #AxtomiTMedia #NExplore



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Respond faster to turn on the badge

8,976 likes +27 this week
Hansu Lannoni, Tarunpi and 86 other friends

6,362 post reach this week

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Events are a way to organize gatherings and bring people together.

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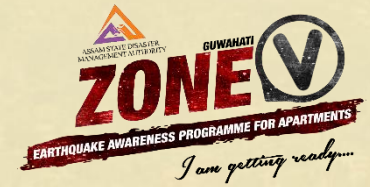
Urbanity is a test of human skills. It is a quest. It is a quench never satisfied. "METROPOLIS" is a portrayal of this Meta reality.

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Reach all the right people where they're active and engaged.

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ASSAM STATE DISASTER MANAGEMENT AUTHORITY

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ASDMA
June 1 · 🌐

Be PREPARED . Stay SAFE !! 🙌

#ZoneV : Earthquake awareness programme for apartments.
#iamgettingready | ASDMA... See More

ASSAM STATE DISASTER MANAGEMENT AUTHORITY GUWAHATI
ZONE V
EARTHQUAKE AWARENESS PROGRAMME FOR APARTMENTS
I am getting ready...

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METROPOLIS

LET'S PREPARE OURSELVES BEFORE IT'S TOO LATE!
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June 21 · 🌐

200 Apartments...76 Days...1 City....1 Mission....
#IAmGettingReady | My CITY is getting ready 🙌

#ZoneV : Earthquake Awareness Programme for Apartments... See More

ASSAM STATE DISASTER MANAGEMENT AUTHORITY

ZONE V

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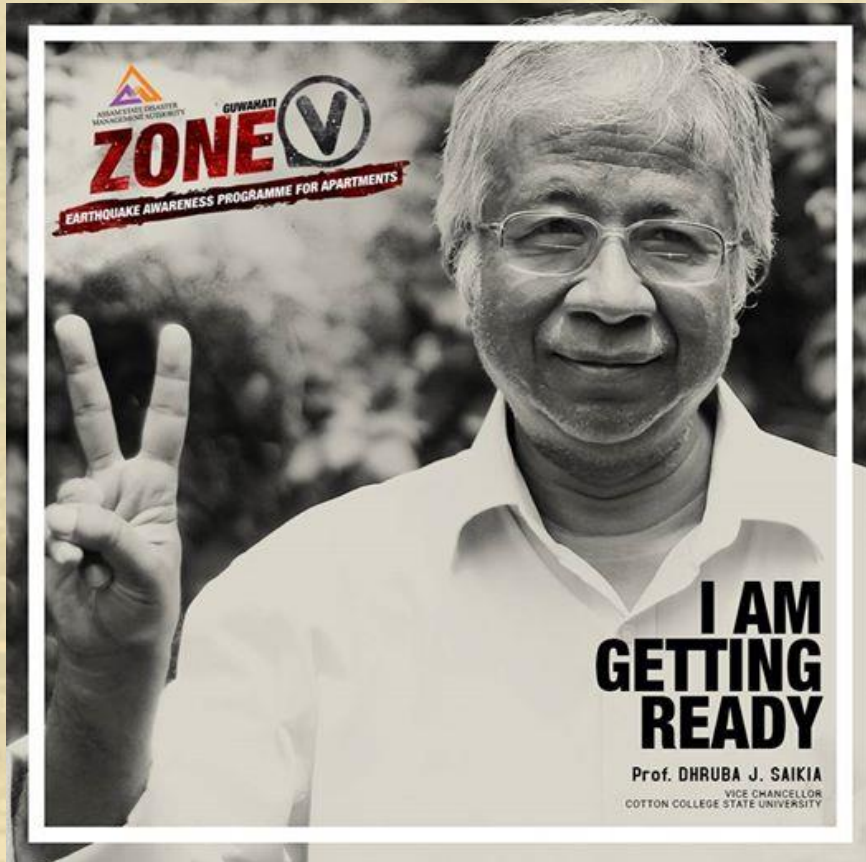
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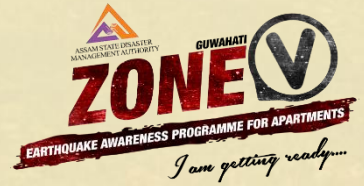
More than Earthquake, Ignorance kills....
Be Disaster Aware..... Stay Prepared !!! 📌

#ZoneV | #IAmGettingReady... See More

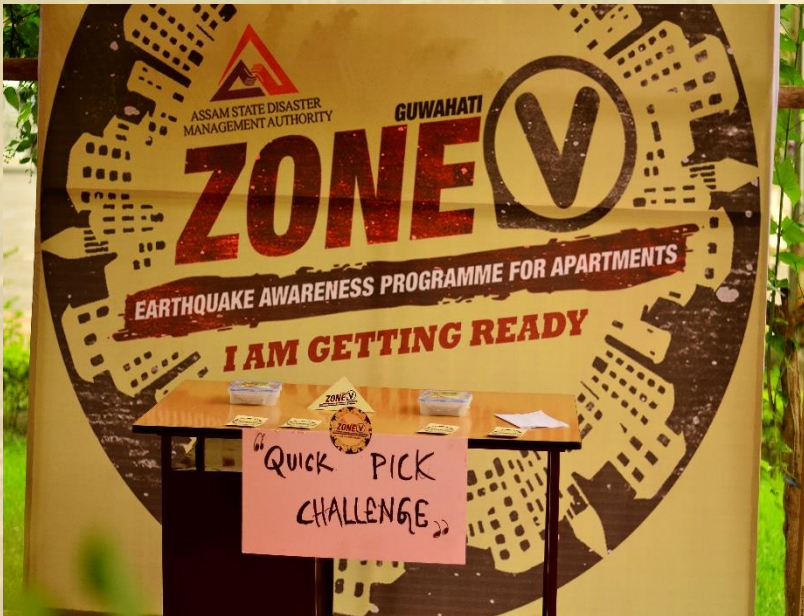
ZONE V Campaign endorsed by eminent personalities

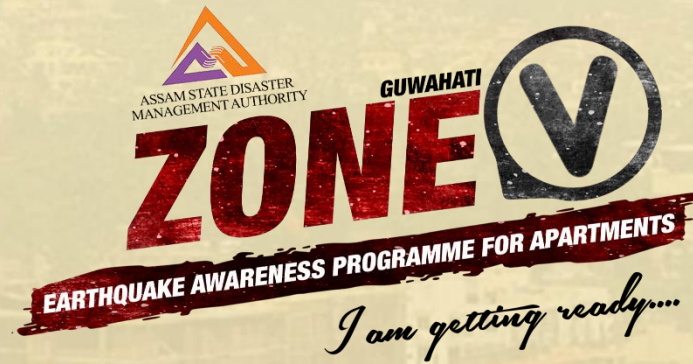


ZONE V Campaign Branding Vehicle



ZONE V Campaign Merchandize





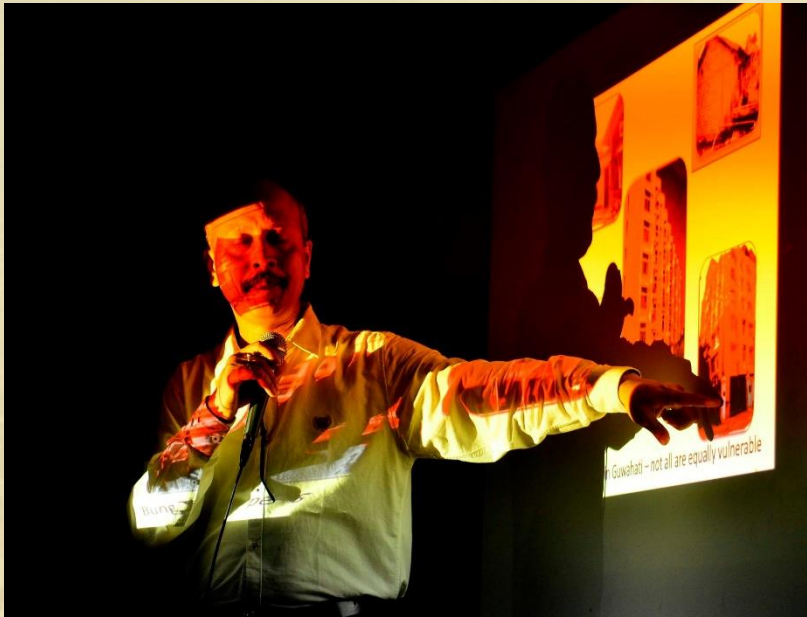
Campaign activation
(At the respective apartments)











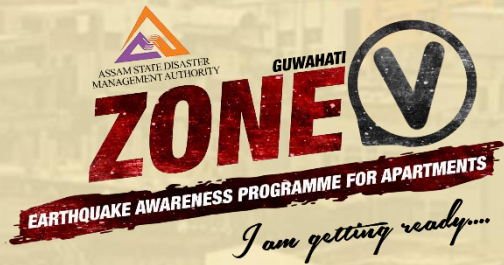
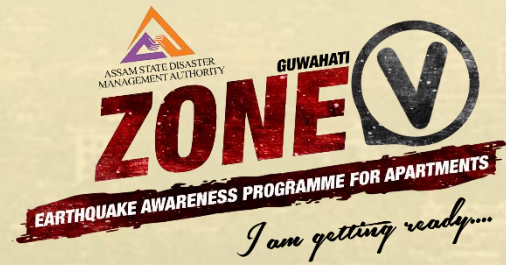




ARUNACHAL PRADESH
MANAGEMENT AUTHORITY
ZONE V
GUWAHATI
EARTHQUAKE AWARENESS PROGRAMME FOR APARTMENTS
I am getting ready...

People engaging in Cup Building & Quick Pick Challenge activity





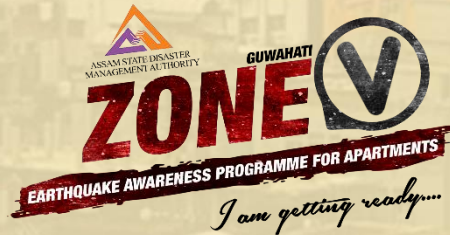
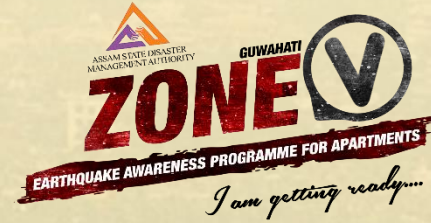
Taking the message of disaster awareness beyond the confines of residential apartments, **ZONE V** was also activated in two high footfall events in addition to the office of two major corporate entities.

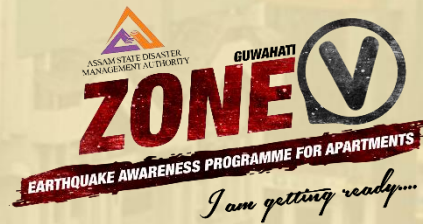
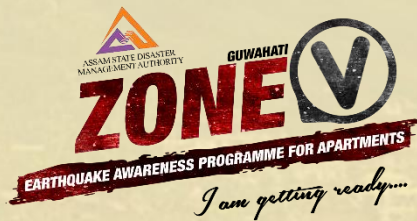
Zone V activation took place at :

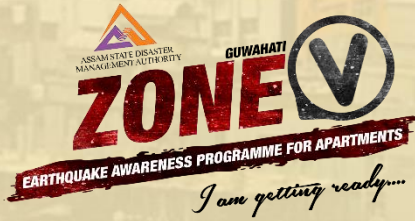
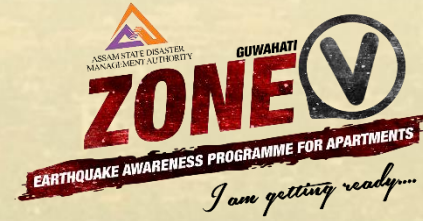
- 2nd Karbi Anglong Day celebrations held under the aegis of **Karbi Anglong Autonomous Council (KAAC)** on 6th August, 2016 in Srimanta Sankaradeva International Auditorium, Kalakshetra, Panjabari, Guwahati.
- 70th Independence Day celebrations at Shradhdhanjali Kanan held under the aegis of **Guwahati Metropolitan Development Authority (GMDA)**.
- Bharti House - Airtel Office, Six Mile, Guwahati.
- AMALGAMATED PLANTATIONS PVT. LTD. Christian Basti, G.S. Road, Guwahati.

ZONE V @ 2nd Karbi Anglong Day celebrations, 2016

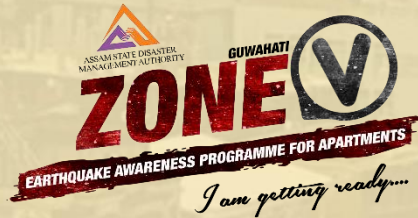
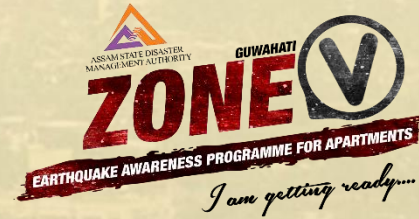








ZONE V @ Shraddhanjali Kanan on the day of India's 70th Independence Day celebration.

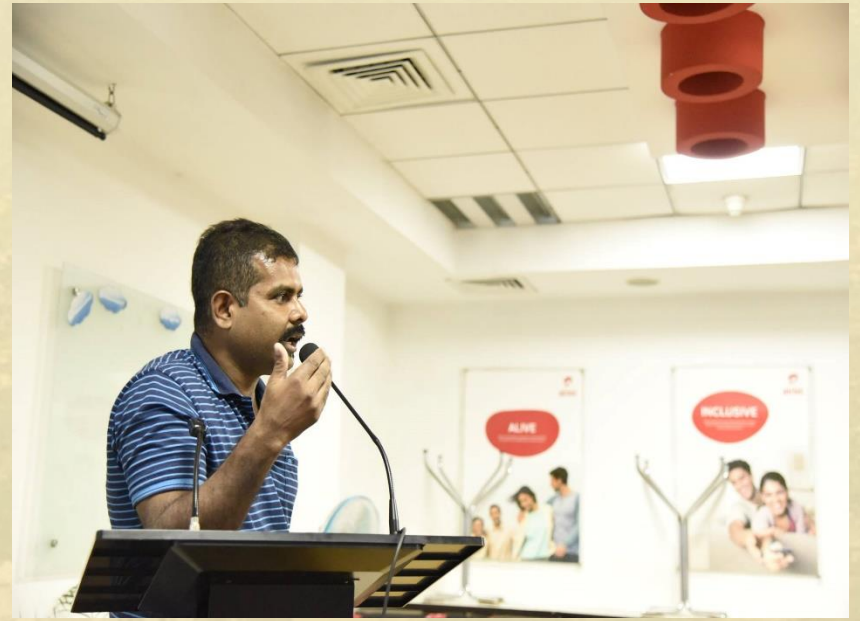






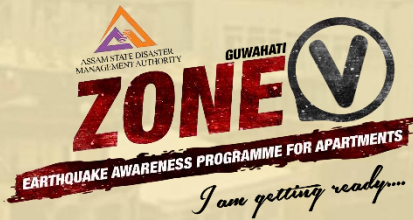
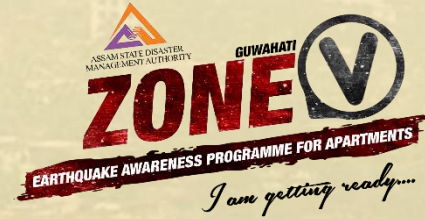
ZONE V @ Bharti House - Airtel Office, Six Mile, Guwahati.





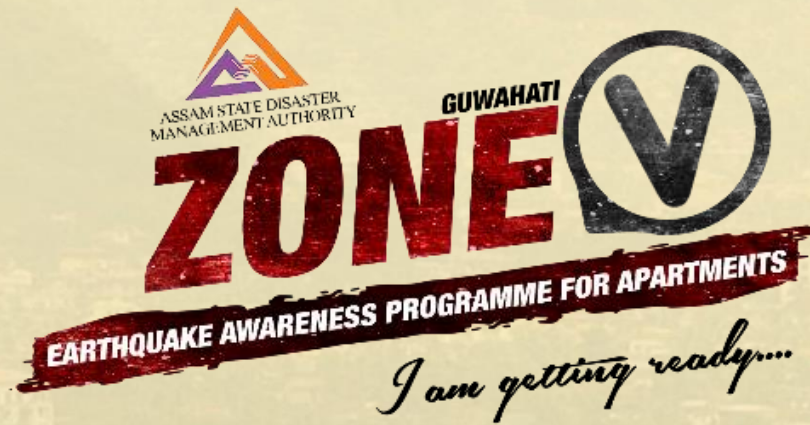
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Thank You



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