*“We cannot stop natural disasters but we can arm ourselves with knowledge.”* With the growing reports of tremors jolting the state and the region in the recent years it has become very much necessary for the people to be alert and aware of the safety procedures to follow during the time of such a calamity. Should we talk about the great 1950 Tom La Touche earthquake or the Republic day Bhuj earthquake of 2001, the memories of the mayhem that a temblor may bring with it, is still fresh in the minds of the older generation. And to add scientific or rather factual information that the Northeastern part of India falls under Zone 5, considered as the highly earthquake prone region, it surely raises questions at our preparedness if a high intensity earthquake were to hit us.

With an aim to educate the people especially the young minds about the steps to be taken if such a calamity would occur, the Assam State Disaster Management Authority in association with the District Administration, Kamrup Metro have taken up an awareness campaign termed as *“Richter 8.1: Beat the Quake.”* This campaign aims at highlighting and preparing the people about the havoc of an earthquake and the necessary steps to be taken in course of such a disaster. Also the campaign features a mobile gallery showcasing the magnitude of the disaster that an earthquake may bring with it. The drive apart from, one of its kind, moving informative gallery also has various activities such as street plays, fun quiz, audio visual screening and much more that attempts at grabbing the attention of people and putting light in their preparedness against such natural disasters.

The awareness campaign was flagged off on the 31st of March by the Deputy Commissioner, Kamrup Metro, …………………….. in the presence of Secretary, Assam State Disaster Management Authority, ……………………. and various other officers of the State machinery and District Administration from Nehru Park in the city.

The drive has amassed huge response from the people old and young alike as it travels the two districts – Kamrup Metro and Kamrup Rural. Till today the drive has covered over 25 schools, various Self Help Groups, NGOs etc across Sonapur, Digaru, Garchuk, Maligaon, Maloibari, and adjoining areas propagating safety procedures to be followed during an earthquake. Also the drive drew attention of lots of young minds during the Chief Minister’s Gyan Jyoyi program recently held at Sarusajai Stadium. Over two thousand students have participated in the drive so far which is set to increase in the coming days as the drive covers more distance.

This initiative by the Assam State Disaster Management Authority and the District Administration, Kamrup Metro has been lauded by many, as such campaigns go a long way in help curbing the losses of both life and property during an account of such a natural disaster. Vespa, Assam State Transport Corporation, Northeast Today, GPlus, Image Animation, District Disaster Management Authority and Poptales are supporting the campaign to take it to a larger platform. Keeping in mind the close probability of a tremor striking the region at any given time such a program by the government machinery may be termed as much needed. Such activities not only help make people aware but also arm them with knowledge, which is the only weapon with mankind against natural disasters.