

Akaash Open Enterprise Center

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Planning signage, signboards and signposts

- A SMART City proposal for Disaster Management

A. Current Questioning

Most cities are known to have signage, signboards and signposts.

These signage, signboards and signposts have been installed at various instances of time, by various agencies and for various tenders.

Importantly cities are filled with people who speak, read and/or write different languages.

This reckoner revisits the need to use aprior or periodic installation of signage, signboards and signposts, to warn, notify or advise people about a location, road system, railway track, flyover, bridge, tunnel, water body, dwelling, building or facility being **risky, threat prone or hazardous** due to likelihood of becoming disaster stricken.

B. Purpose of signage or signpost

The purpose of a signage, signboard or signpost is to convey instant information. The reasoning behind all design and implementation of signage, signboards or signposts is that they should be easy to read personally or should be easy for someone else to read out to those interested in knowing the details in them.

C. Reckoning

This reckoner (a SMART City proposal) looks beyond language usage. It questions as to whether important or vulnerable locations or zones have signage, signboard or signpost installations that also have a SMART insight like an augmentation map associated with them.

Important locations or zones could be Railway stations, Bus stands or main terminuses, Metro rail stations, Airports, Tourist spots, Road systems, Tunnels, Bridges, Flyovers, Public Facilities, Residential or commercial buildings, Mud or brick dwellings, Weak structures, Water bodies etc.

An augmentation map is not a typical layout of a location or zone, it includes premium information about services such as

1. A **Disaster Management notice** which alerts, notifies or mitigates risks, threats and issues related to disasters or disaster like scenarios

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2. A Disaster Management advisory and (dedicated to nature) Emergency Call Centre contact summary which helps people, civic bodies or disaster management authorities take corrective action or call for more assistance

3. Key-site-disaster management practices that need to be known to people or people identities visiting the location or zone. As people visiting a location or zone can be categorized in multiple ways, this proposal categorizes them as Children, Teenagers, Adults, Elders, Working class people, Business class people, Government officials, Aged, weak or sick people, Blind or handicapped people, Tourists etc

4. A Disaster Management Help Desk

An augmentation map will need to consider issues like languages used, or illustrations used, or lack of relevant or sufficient information to be part of its specification.

It should incorporate a norm or protocol called coordinates design to ensure that the signage, signboard or signpost at a location or zone is sufficiently **INFORMATIVE**, improves **AWARENESS** and **ASSISTs** the person needing it.

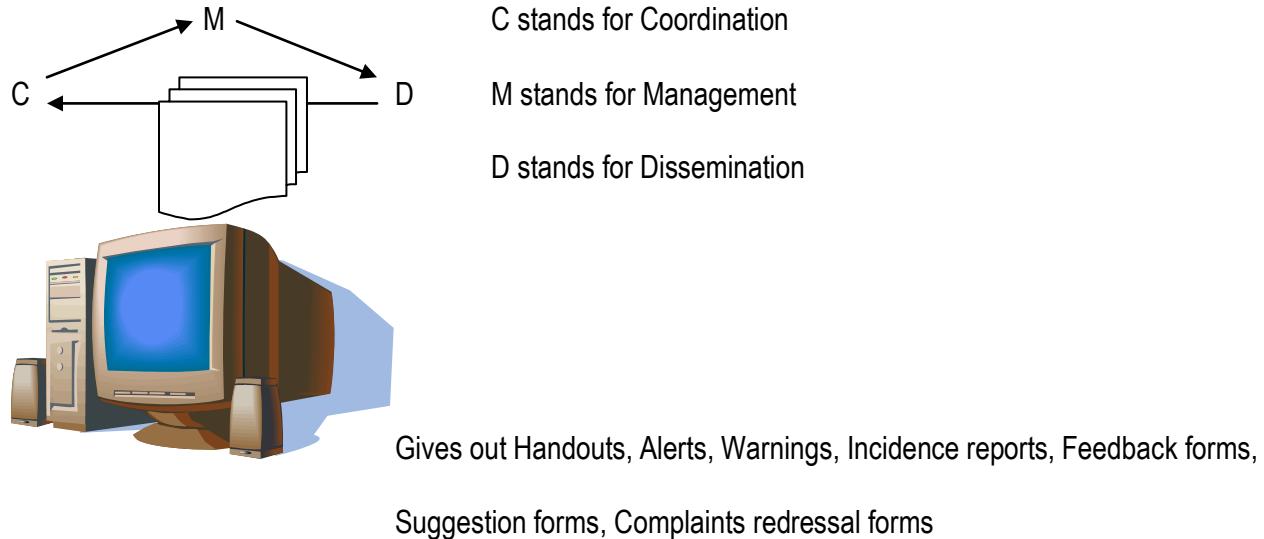
A well-formulated Signage Model can help a city build illustration, vocabulary and language inclusion in all signage, signboards and signposts to address a need for awareness, disaster mitigation and management.

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D. Disaster Management Help Desk



E. Recommended practices

- + It should be a practice to include key site disaster management practices in the handout like
 1. Advisory to be followed
 2. Norm to notify or alert authorities and Emergency call centres about a problem
 3. Norm to fix a problem, carry out a replacement or repair
 4. Norm and methodology for Incidence Management and Resolution
 5. Medical assistance available or even Mobile Healthcare Unit available
 6. Policy or Security assistance available
 7. Facility assistance available, where all this information should pro-create interest in the person to adhere to an advisory or a specific behavioral model at the zone or location.
- + It should be a practice to distribute **Dial me cards** that include helpline numbers or contact numbers of key representatives in charge of the disaster management culture at that location or zone.
- + It should be a practice to **collect feedback about the time taken to read or the ease with which the signage, signboard or signpost details could be read** at the location or zone.

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F. Resultant wastage and increased costs

As handouts and other forms being given to people visiting the location or zone can become added costs or even waste that needs to be minimized, it is recommended to implement some of the following:

1. Deployment of special containers at specific locations to collect handouts, forms or other advisories related to disaster management
2. Inclusion of a “Give this to someone” message or etiquette
3. Inclusion of “Recommend to use as a bookmark” message or etiquette
4. Design and development of a SMART Cloud system that can be accessed via mobile phones, devices etc

G. AOEC's toolkit offerings

AOEC has included details on improving awareness, sensitization and preparedness for Disaster Management practices in its toolkit offerings on Climate Change Mitigation and Adaptation.

You can ask for a toolkit offering by calling the consultant on +919342867666 or by emailing venkataoec@gmail.com