

Interactive Voice Response (IVR) Based Disaster Early Warning System Saving Lives & Livelihood

Dial 1090 (Toll Free) for
Emergency Alerts and warnings



Accessible by dialing '1090' (Toll Free) from all mobile phone operators, the 'Early Warning' is disseminating five hazard-related information i.e. daily weather forecast, rainfall, cyclone, flood and landslide.

The following warning systems are available:

- Inland River port warnings, four times daily, for safer river navigation.
- Sea bulletins, twice a daily, to help protect the incoming and outgoing vessels in the Bay of Bengal.
- 24 Hours Weather Forecast including rainfall and temperature for the general public.
- 5 Day Weather Forecast including rainfall and temperature for farmers.

Award Wining

IVR for Early Warning" wins the Prestigious Regional Award of the e-Asia 2011: CDMP-supported ICT initiative won the award: "Serving Citizens: Best ICT Initiative in Climate Change and Disaster Management" in the e-ASIA 2011. This award winning initiative is the product of the Disaster Management Information Centre (DMIC), previously, this initiative has been recognized by the Prime Minister's Office (PMO) as a cutting edge initiative during the Digital Bangladesh, 2010

Traditionally early warning and alerts in Bangladesh followed push protocol where alerts and warnings were broadcasted in Television, Radio and published in Newspaper at the time of emergencies only. These Medias were inefficient and ineffective in terms of reaching to the most at risk communities in time. This hindered the communities preparing well ahead of any potential disasters.

The rise of mobile phone uses opens up the avenue to introduce pull protocol where people can receive alerts, warnings whenever intended, and prepare themselves in any potential disasters accordingly. It offers the valuable golden hours to be prepared well ahead of time.

The key objective of people-centred multi-hazard early warning systems is to provide the communities at-risk sufficient lead time information and thus empower them to take the timely and appropriate actions to reduce the potential injury, loss of life and damages to property and the environment.

The MoDMR piloted the use of mobile technology involving Interactive Voice Response (IVR) to disseminate weather advisory and disaster early warning alerts to the population at-risk in Cox' Bazaar (coastal area) and in Sirajganj (flood) in early 2010, and it is now scaled up to the whole of Bangladesh. Presently all people of Bangladesh have access to cell phone based early warning system.

Operating under MoDMR this facility provides the general public 24/7 access to receive updated pre-recorded multi-hazard early warning messages that are generated from Flood Forecasting and Warning Centre (FFWC) and Bangladesh Meteorological Department (BMD).

IVR based early warning is indeed a milestone in building a disaster and climate resilient Bangladesh.

