

INDIA THE STORY



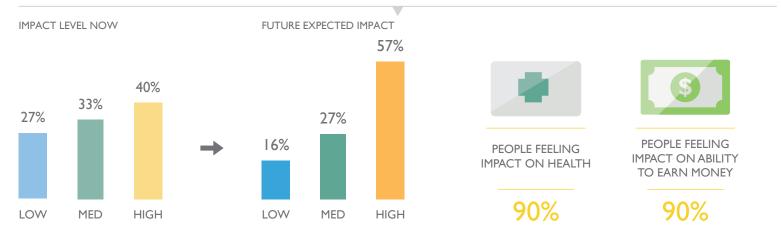
% OF PEOPLE WHO THINK RESOURCE

AVAILABILITY IS DECREASING

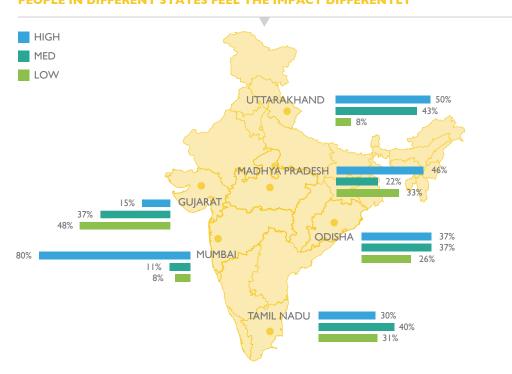
% OF PEOPLE WHO NOTICE CHANGESIN CLIMATE AND THE ENVIRONMENT

ELECTRICITY FUEL 37% 4 | % **TEMPERATURE** RAINFALL **EXTREME WEATHER** PESTS INCREASED TREES DECREASED INCREASED DECREASED **EVENTS INCREASED** 87% 25% 82% 54% **79**% **52**% 44% WATER CROP PRODUCTION

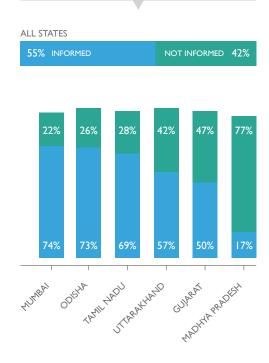
PEOPLE FEEL IMPACT NOW - WORRIED FOR THE FUTURE



PEOPLE IN DIFFERENT STATES FEEL THE IMPACT DIFFERENTLY



MANY PEOPLE DO NOT FEEL INFORMED - ESPECIALLY IN MADHYA PRADESH



PEOPLE ARE RESPONDING TO CHANGES



Supplemented income in other ways

Grown alternative crops

Migrated - changed home



WHAT IS MOTIVATING PEOPLE TO ACT?

MOTIVATORS

94% WANT TO BE HEALTHY WANT A BETTER FUTURE 92% FOR CHILDREN NEED TO SURVIVE 91%

BARRIERS

71%

DON'T HAVE ENOUGH 71%

62%

ENABLERS

ABLE TO MAKE DECISIONS AS A COMMUNITY

GOVERNMENT SUPPORT

ACCESS TO INFORMATION

% OF PEOPLE WHO BELIEVE **CHANGES IN RESOURCES ARE CAUSED BY**

DO PEOPLE KNOW ABOUT CLIMATE CHANGE?



CHANGES IN WEATHER

65%



GROWING POPULATION

41%



POLLUTION

15%





FEEL THAT CLIMATE **CHANGE IS HAPPENING**

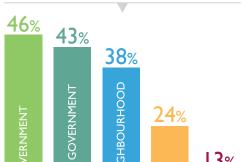
PEOPLE WANT INFORMATION

THAT EDUCATES CHILDREN

ON FUTURE 78% **IMPACTS**

ON RESPONSES

CONFIDENCE PEOPLE HAVE IN INSTITUTIONS TO DEAL WITH ISSUES



OCAL NEIGHBOURHOOD JATIONAL GOVERNMENT 13%



MEDIA REACH

WATCH TELEVISION

75%



USE **MOBILES**

66%

BASE: 8368