

PUBLIC/PRIVATE PARTNERSHIP IN DISASTER RISK REDUCTION FOR SELF-PRESERVATION



**Dr.Swati Mitra
Disaster Management professional**

INTERNATIONAL DISASTER RISK CONFERENCE, DAVOS,

BACKGROUND FOR PPP

Last decade there has been an increase in Natural Disasters all over the world. Some of the reasons being:

Industrialisation



Global Warming



Disaster (Ex. Hurricanes in USA)

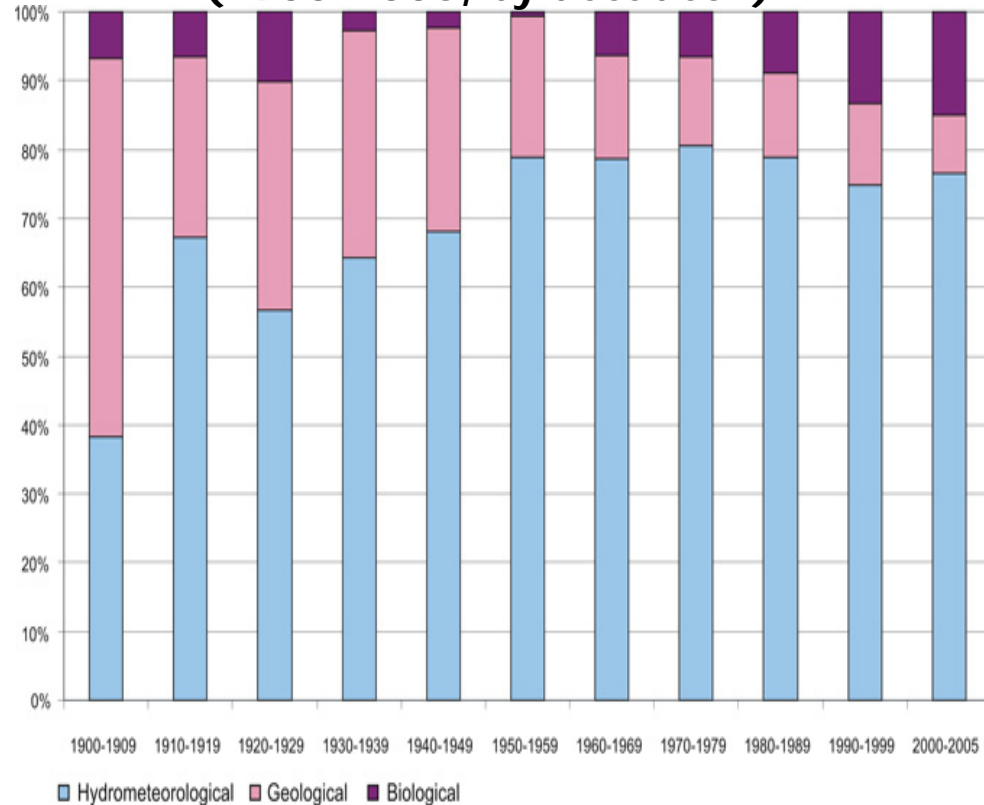


Destruction of development



Burdened Government

Distribution in percentage of natural disasters: by origin
(1900-2005, by decades*)



*(2000-2005 : 6-year period)

Source: EM-DAT : The OFDA/CRED International Disaster Database.
UCL - Brussels, Belgium

HENCE THE NEED FOR PUBLIC-PRIVATE PARTNERSHIP

A Common Post Disaster Scene!



Does the Corporate task end here?

Questions to think upon

- Despite constitutional amendments, the corporates are yet to be streamlined in the national disaster framework? For ex. India
- Why haven't the corporates integrated their social responsibility with other sections within the organisation?
- Why is lack of internalisation prevalent within the organisation for Disaster Management?



Multi - Sectoral Model for PPP

(Win-Win Situation for all stakeholders)

All These
Activities
Build:

- Public R/L.
- Credibility
- Reputation

**SELF
PRESERVATION**

Government (providing training in DRR, sets framework for corporates, Ex. Blue Dart, mock Drill, simulation exercise)

Private sector avails this service/builds Relation with govt.& may get tax exemptions.



UN provides:

Technical Expertise/
coordination/partnership

INGO'S/NGO's could execute their project at the community level

Capacity Building
Of Local
COMMUNITY



- Win-Win situation for multiple stakeholders in post & pre-disaster.
- CSR activity could be based on :
Humanity, Neutrality, Impartiality without disturbing their basic tenet of profitability .
- “Disaster Management” needs to be given priority as it threatens to destroy development, business and man itself.

Conclusion

To quote Brent Woodworth, Crisis Manager, IBM having stated in a World Bank meeting on Public/Private Partnership in Disaster Risk Management, 2007-

"Building a disaster resistant business will :reduce costs, limit exposures & maintain operational continuity while protecting employees, property, reputation, corporate values & competitive market- place position".

After all, business continuity is only possible if the community survives!!



Thank You

Questions & Comments

Dr.Swati Mitra

Disaster Management professional