

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



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# 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)

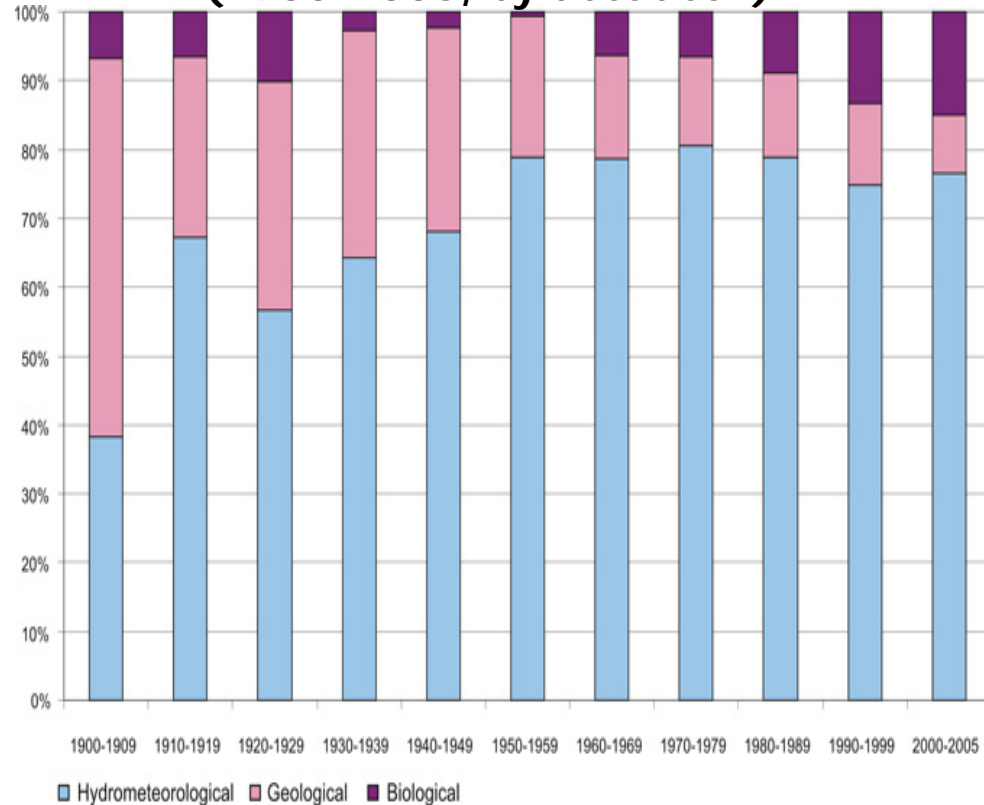


Destruction of development



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**

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