

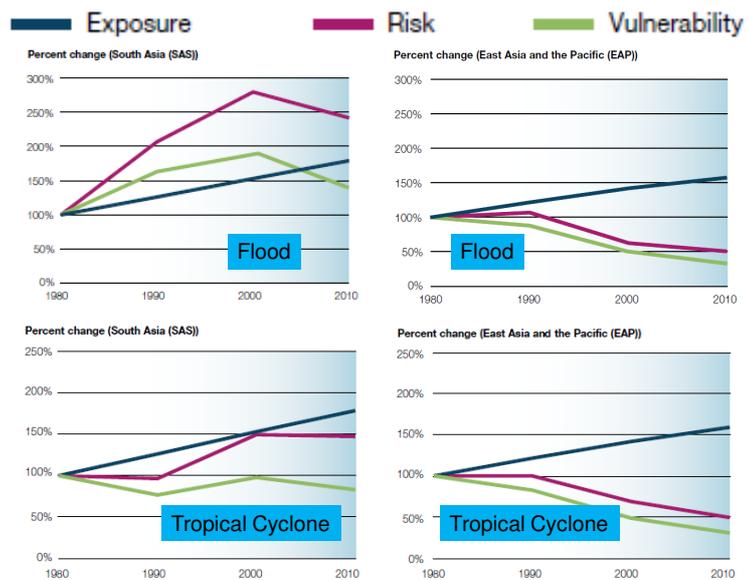
Session 2

Engagement of Private Sector in DRR

Asian Conference on Disaster Reduction 2013
@ Kobe

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Mortality Risk is Decreasing



Source: GAR 2011

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Why.....

- ◆ Effective "Response" Activities
 - Search and Rescue, Relief, Medical.....
- ◆ Effective "Prevention" Measures
 - River Conservation, Retrofit and Building Code,
→ Mainstreaming DRR to future Investments
- ◆ Appropriate "Recovery and Reconstruction" plans
 - Action for bright tomorrow after minimizing the damage and loss



Who are the main players.....

- National Government (NDMA)
- Local Government
- Community + Citizens + NGOs



How about Private Sectors?
Aren't they a member of community?
What is Private Sector's role?
What is Public Sector's role for them?



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