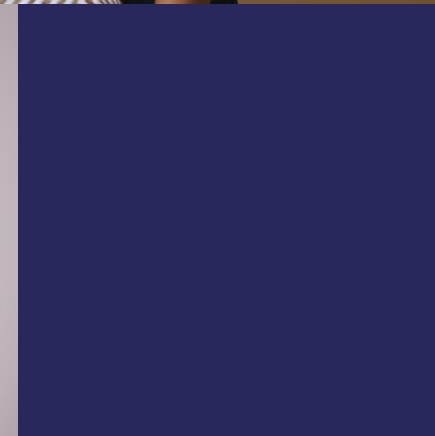


# PROMOTION OF SOCIAL ENTREPRENEURSHIP IN DISASTER RISK REDUCTION (DRR)

Youth and Social Entrepreneurship in Disaster Risk Reduction  
and Shared Prosperity in Malaysia

Presenter:  
Norazianti Asmari  
GSM-IGM Flagship On Disaster Risk Reduction



# PRESENTATION OUTLINE

## Social Entrepreneur/ Social Enterprise

An overview of general definition on social entrepreneurship and social enterprise including the concept of the operation



## Disaster Risk Reduction

Background of disaster risk reduction and the relation with social entrepreneurship.



## Example of Social Entrepreneurship in DRR

Case study from RIKA INDIA



# SOCIAL ENTREPRENEUR/SOCIAL

## ENTERPRISE

### **SOCIAL ENTREPRENEUR**

A person who establishes an enterprise with the aim of solving social, cultural or environmental issues through a social enterprise.

### **SOCIAL ENTERPRISE**

An entity which balances both impact and business to solve a legitimate social or environmental issue through its offerings, which are driven by market needs. It operates by being inclusive and transparent in its activities, while being fully accountable to its shareholders and beneficiaries.

### **Social enterprises are:**

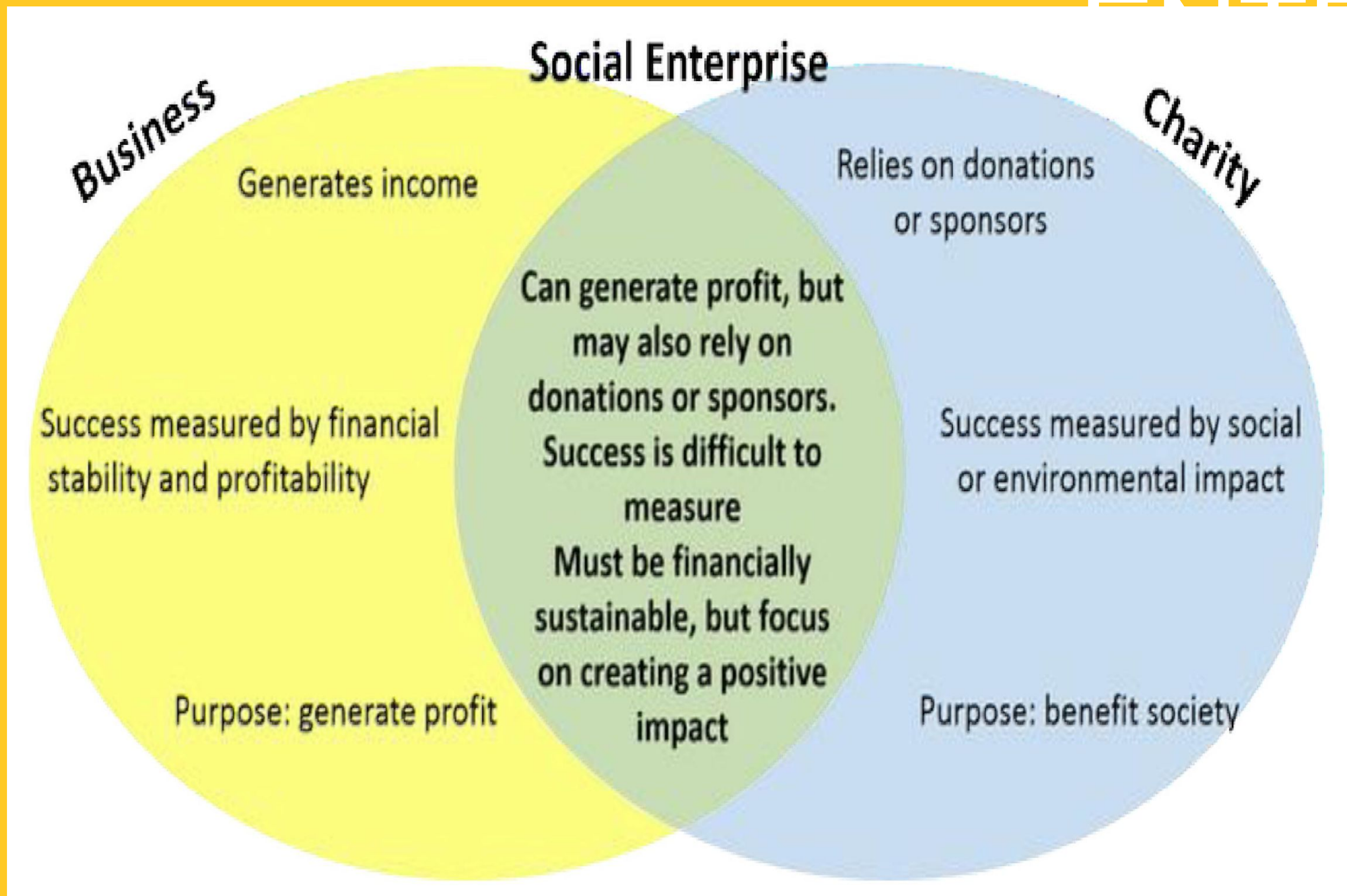
- (i) organisations that have a **social cause** as their primary mission, such as poverty reduction or preserving the environment, and
- (ii) use a **private sector business model** to sustain themselves.

A social enterprise acts as a catalyst of change, identifying social problems and introducing solutions to them.

*Unlike NGOs, a social enterprise is not designed to sustain itself through donations.*

Social enterprises have a revenue source similar to private businesses — anything from selling crafts to providing HIV testing services — and use that revenue to sustain their social mission.

# BUSINESS VS SOCIAL ENTERPRISE



# BUSINESS VS SOCIAL ENTERPRISE

## CONVENTIONAL ENTREPRENEURS

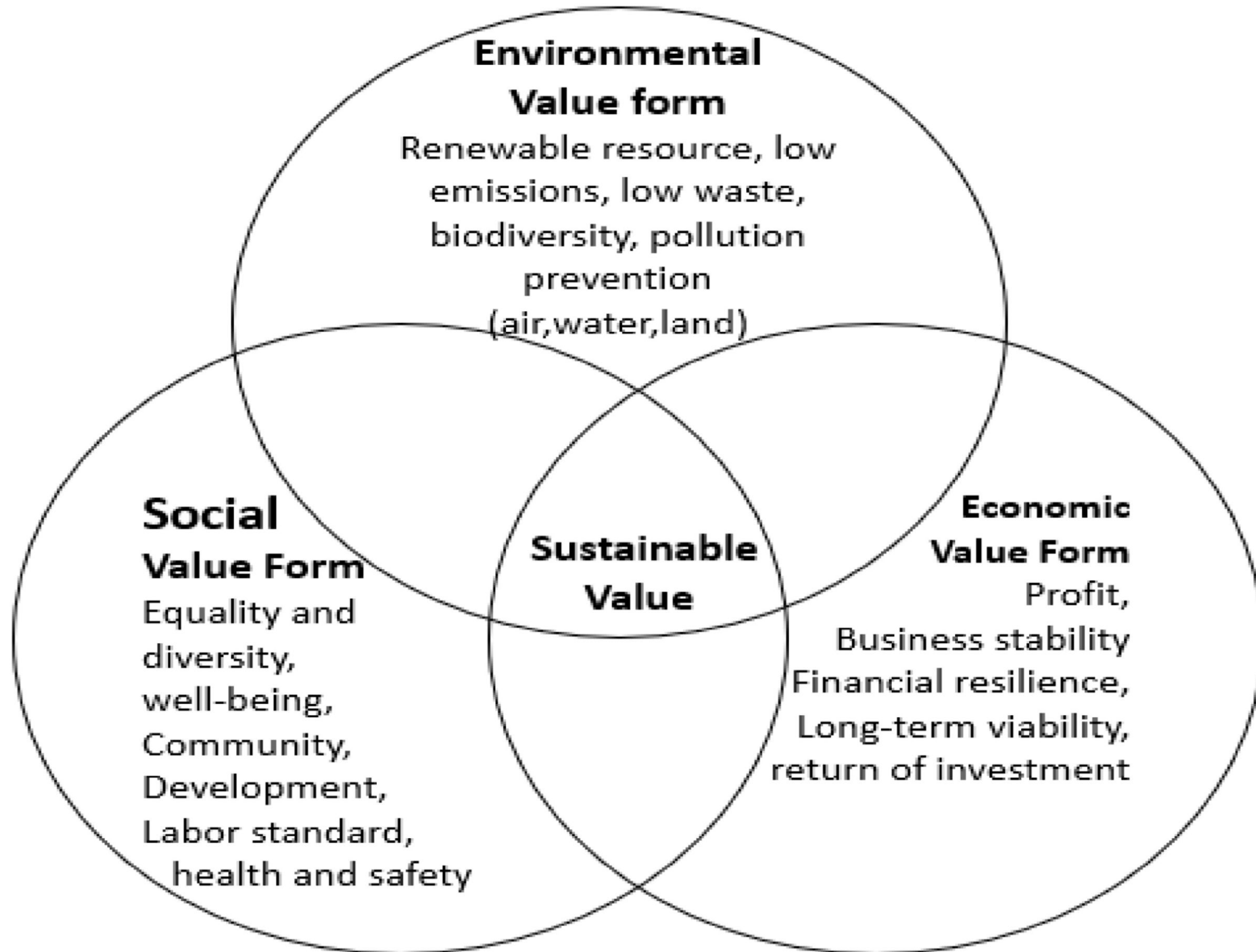
1. Aim to be rich.
2. Start with an individual/a company.
3. Either push or pull type

## SOCIAL ENTREPRENEURS

1. Aim to solve social problems.
2. Start with an NGO/community groups
3. Pull type

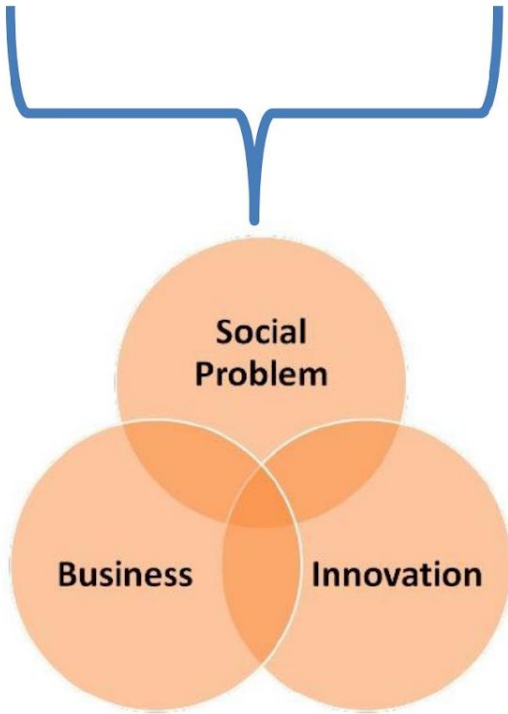
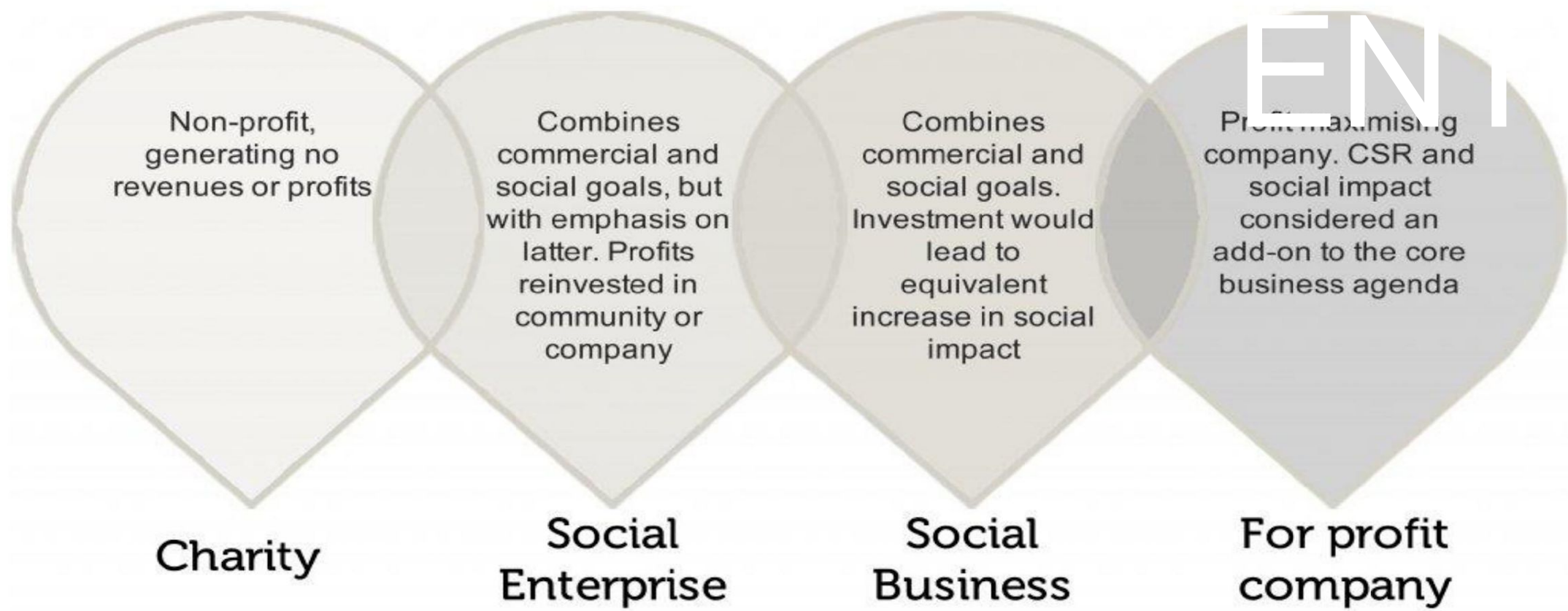
# BUSINESS VS SOCIAL

# ENTREPRISE

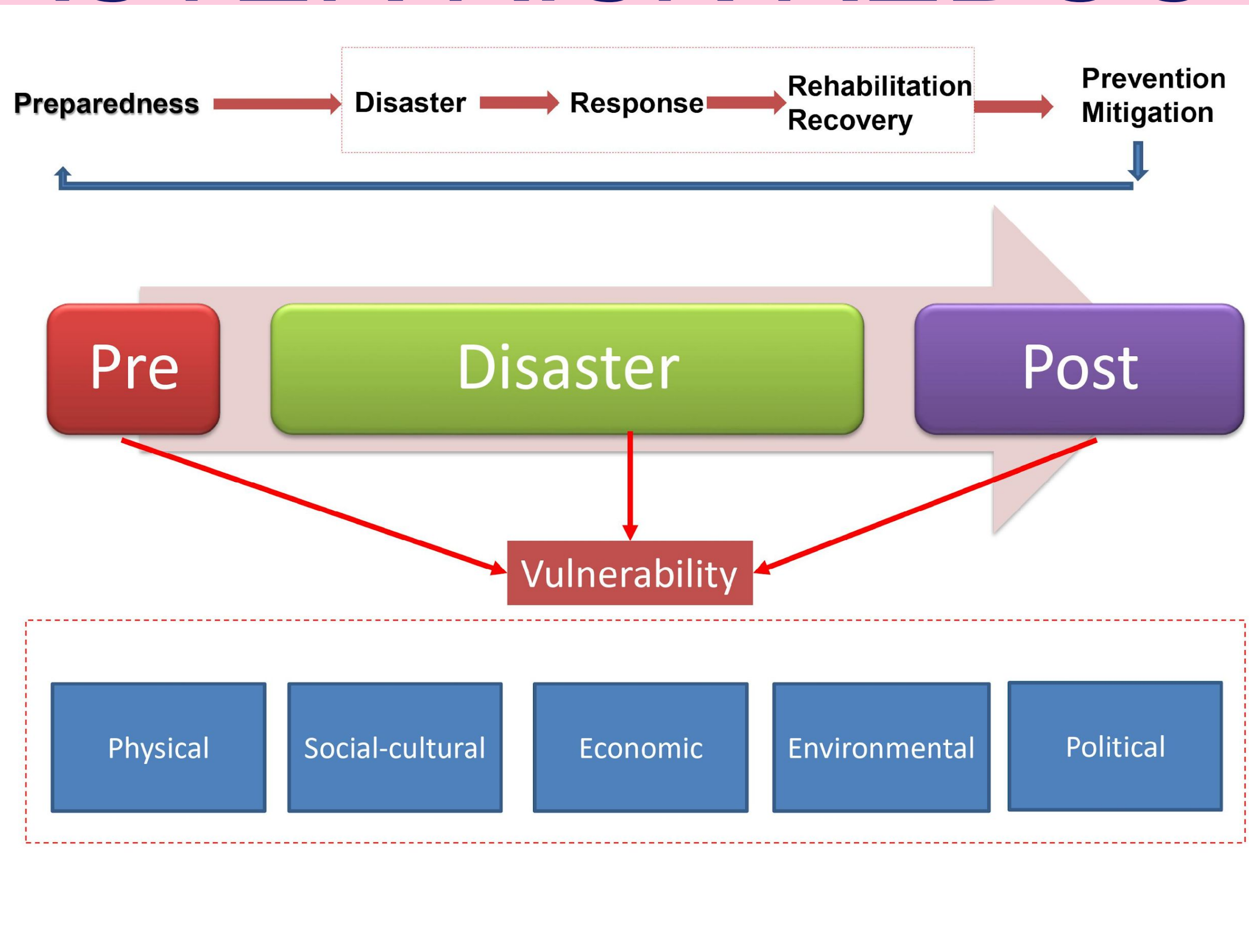


# BUSINESS VS SOCIAL

# ENTREPRISE



# DISASTER RISK REDUCTION





# BACKGROUND ON SOCIAL ENTREPRENEURSHIP IN DRR



Figure 1: Key players targeted in the pilots to build a cohort of social entrepreneurs, with linkages to policy-makers, civil society and researchers, to foster long-term community resilience.

Disaster risk reduction is mainly in research & scientific community.

Less linkage between public especially in South East Asia(SEA).

Social entrepreneurship bring important role in community resilient

Example:  
Offering to develop GIS applications that incorporate crowd sourcing technology.

It is a game changer to empower and mobilize social entrepreneur in DRR.

SEA countries have a constraints with remote sensing technology and research community have poor data assessing.

This is when social entrepreneur can play a role by offering their services in many ways related to DRR  
Participation of scientist is important to enhance scientific knowledge.

Social entrepreneur can come from any of the key player:

1. Policy-makers in local government.
2. Civil Society Leaders
3. Senior&early career researchers

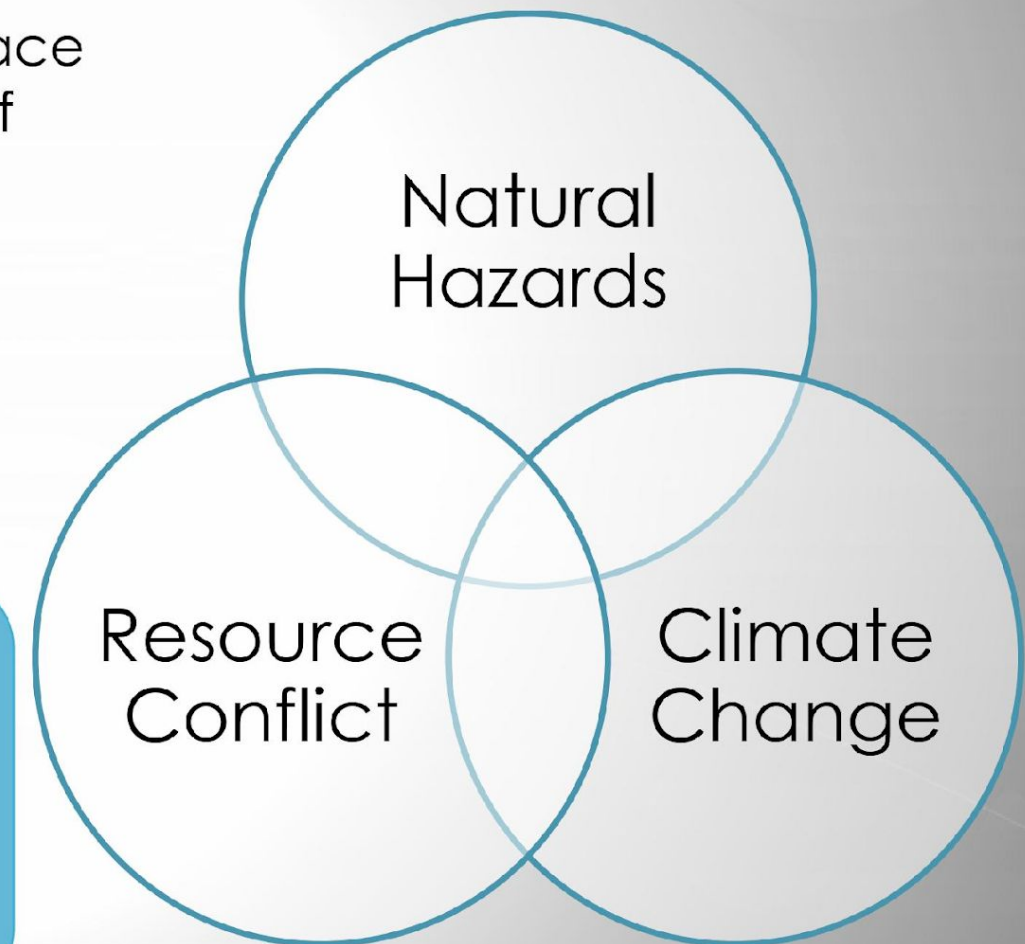
# SOCIAL ENTREPRENEURSHIP & DISASTER RISK REDUCTION

## THE RELATION

### Social Entrepreneurship in Disaster Risk Reduction

- Disasters perpetuate the vulnerabilities that place communities at risk, further deepening issues of poverty and inequality in the society.
- Loss of livelihoods & assets increase natural resource competition, demographic changes and migration that increase tension between communities.

A healthy private-sector-driven economy is the most sustainable engines for development, which supports reconstruction and helps communities grow for the future



# Science & Tech and Private Sector for DRM



## A Sci-Preneuer Approach

**Sci-Preneuer** (Scientist + Entrepreneur) bring research into the core of disaster management activities of the private sector and policy making.



Example of  
Social Entrepreneurship  
in DRR: RIKA INDIA



# RIKA MISSION

“RIKA, focus on extensive research and citizen science to provide customized knowledge products. We are a group of interdisciplinary professionals coming from varied areas of expertise with common passion of making this world a safer place to live. We value time, commitment and quality and bring innovative solutions.”

<https://rikaindia.com/>

## COMPLETED RIKA PROJECTS

School Disaster Management Plans

Urban Action for People's Resilience Programme

Simulation Exercise



SDMP, Vishakhapatnam

Project status: Completed, Client: UNDP

The aim of the project was to inculcate the culture of Comprehensive School Safety in the identified five schools of Vishakhapatnam City. Among the various groups affected by the past disasters, children are the most adversely impacted group as they are extremely vulnerable to social, physical and psychological factors due to the lack of knowledge and understanding of disasters. Therefore, inculcating the culture of risk reduction and resilience is a prerequisite to reduce the vulnerability of school children. In this regard, RIKA India developed comprehensive School Disaster Management Plans and Information Education Communication (IEC) content which is exclusive to the identified schools.

Revision of Early Warning System

DRR and Climate Change, Odisha

Regional Assessment Report

NATECH

Functional Review, OSDMA

Assessment of DRM Institutions



Consultancy for DRR & CC, Odisha

Project status: Ongoing, Client: UNRCO

RIKA India has provided technical assistance to the State Government of Odisha in setting up the International Centre for Disaster Management. It included developing a paper capturing details of various centers for excellence (DM and CC) set up in different parts of the world. RIKA India provided the technical support to the UNRCO and the State Government of Odisha in establishing agreement with various International Centers and Universities in the area of Disaster Management and Climate Change.

# INFORMATION CREDIT



Dr. Madeline Berma

Fellow

Academy of Sciences Malaysia

Madeline.berma@gmail.com



Dr. Joy Jacqueline Pereira

Fellow

Academy of Sciences Malaysia



Sukhreet Bajwa

Project Manager

RIKA India Pvt Ltd

1. Pereira, J. J. (2019) Promotion of Social Entrepreneurship in Disaster Risk Reduction to Build Community Resilience: Pilots in Malaysia and Cambodia. *Project Proposal to the International Development Research Centre (IDRC), Canada. Southeast Asia Disaster Prevention Research Initiative (SEADPRI-UKM)*
2. Workshop on Promotion of Social Entrepreneurship in Disaster Risk Reduction SEADPRI-UKM, International Development Research Centre, Selangor Govt Concorde Hotel Shah Alam, Malaysia 21 January 2020 – Dr Madeline Berma
3. Translating Your Passion into a Sustainable Business  
Shazlinda Md Yusof & Dr. Madeline Berma INTERNATIONAL DEVELOPMENT RESEARCH CENTER (IDRC) PROJECT, UNIVERSITI KE BANGSAAN MALAYSIA (UKM)  
Youth for the Tropics Regional Workshop, 13th August 2020
4. Social Entrepreneurship in Disaster Risk Reduction  
Presented By: Sukhreet Bajwa, Project Manager, RIKA India Pvt Ltd.

# ACADEMY GEX TOWARDS SOCIAL ENTREPRENEURSHIP

GEX SDN BHD formerly known as GDS SDN BHD actively involves in corporate social relationship(CSR) without knowing we can contribute to DRR through social entrepreneurship.

We allocate part of our profit to prepare a talk to developer, architects, engineers and other related professional to explain about the disaster that relate to development at slope and hilly area.

Shockingly, the related professional and developers, did not fully know that the 'Garis Panduan Pembangunan Lereng Bukit dan









