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MODULE 4

SWOT ANALYSIS

- A study undertaken by an organization to identify its internal strengths and weaknesses, as well as external opportunities and threats.
- Stands for Strengths, Weaknesses, Opportunities and Threats.
- SWOT analysis is a strategic planning and strategic management technique used to help a person or organization identify Strengths, Weaknesses, Opportunities and Threats related to the work.



Internal
factors

External factors

- For the purpose of preparing a long term training and capacity building strategy for disaster risk reduction in India, SWOT is essentially used as an analytical tool, as against its conventional planning function.
- As a tool to help comprehend the complex character of disaster management and disaster risk reduction, SWOT seeks to map out the strengths, weaknesses, opportunities and threats in terms of their inter-linkages across multiple hazards, sectors and levels.
- Given the orientation of SWOT as a tool to simplify things for the purpose of understanding and use, it is not easy to carry this out in the context of a highly complex, dynamic and volatile reality of disaster and development with multiple dimensions, factors and forces at work.

USES OF SWOT ANALYSIS

- Source of information for strategic planning.
- Consolidate strengths
- Minimises weaknesses
- Helps to grab opportunities
- Minimises threats
- Facilitates planning
- Facilitates alternative choices
- Helps to innovate
- Ensure survival and success

EXAMPLES OF SWOT ANALYSIS

SWOT Analysis on early warning systems for flood

Strength	Weakness	Opportunities	Threat
<ul style="list-style-type: none">• Early warning to those at risk• Multi agencies approaches• Various methods used	<ul style="list-style-type: none">• Funding resources• Knowledge and training in using all equipment related to the early warning system• Lack of human resources• Lack of coordination and communication between agencies• Dissemination of information	<ul style="list-style-type: none">• Learnt lesson from other countries• Collaboration in developing the more effective warning system	<ul style="list-style-type: none">• Community capacity building• Ineffective Flood Forecasting and Warning Systems (FFWS) and delayed evacuation response• Damage to the system provider• Media

SWOT Analysis on non- structural measures for flood

Strength	Weakness	Opportunities	Threat
<ul style="list-style-type: none">• Multi agencies approaches• Various methods can be implemented• Dissemination of information	<ul style="list-style-type: none">• Redundancies of roles and responsibilities• Redundancies of the law and legislation	<ul style="list-style-type: none">• Collaboration with NGO or private sectors in providing fund• Implementation of successful non-structural measures from disaster risk countries	<ul style="list-style-type: none">• Low in community capacity building• Political will between the ruling and opposition party

ADVANTAGES OF SWOT ANALYSIS

- Can be applied to any organization or situation
- Comprehensive data integration
- Low cost
- Simple tool

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LIMITATIONS OF SWOT ANALYSIS

- Lack of prioritization
- Lack of clarity
- The analysis is subjective
- Too many opinions to address

DISASTER MANAGEMENT PLAN

- Disaster Management involves planning what to do before, during and after a disaster or emergency occurs.
- Through further understanding these hazards, and assessing a structure's behaviour to them, we can better prepare for disasters.

➤ Disaster Management Plan includes the following:

- Establishing Objectives
- Hazard Assessments
- Risk Assessments
- Disaster Prevention Planning
- Disaster Mitigation Planning
- Emergency Drills
- Disaster Preparedness Planning
- Disaster Response Planning
- Disaster Recovery Planning
- Capacity Building

THE NATIONAL DISASTER MANAGEMENT PLAN

Objectives/Responsibilities/Functions

- Improve the understanding of disaster risk, hazards, and vulnerabilities.
- Strengthen disaster risk governance at all levels from local to centre.
- Invest in disaster risk reduction for resilience through structural, non-structural and financial measures, as well as comprehensive capacity development
- Enhance disaster preparedness for effective response.
- Promote “Build Back Better” in recovery, rehabilitation and reconstruction
- Prevent disasters and achieve substantial reduction of disaster risk and losses in lives, livelihoods, health, and assets (economic, physical, social, cultural and environmental).
- Increase resilience and prevent the emergence of new disaster risks and reduce the existing risks.

- Promote the implementation of integrated and inclusive economic, structural, legal, social, health, cultural, educational, environmental, technological, political and institutional measures to prevent and reduce hazard exposure and vulnerabilities to disaster.
- Empower both local authorities and communities as partners to reduce and manage disaster risks.
- Strengthen scientific and technical capabilities in all aspects of disaster management.
- Capacity development at all levels to effectively respond to multiple hazards and for community-based disaster management.
- Provide clarity on roles and responsibilities of various ministries and departments involved in different aspects of disaster management.
- Promote the culture of disaster risk prevention and mitigation at all levels.
- Facilitate the mainstreaming of disaster management concerns into the developmental planning and processes.

Salient Features of the Plan

- The plan covers all phases of disaster management: prevention, mitigation, response and recovery.
- For each hazard, the approach used in this national plan incorporates the three priorities
 1. Disaster Risk Reduction(DRR)
 2. Response
 3. Disaster Risk Governance
- The planning framework for Disaster Risk Reduction(DRR) under the five Thematic Areas for Actions contains the following:
 - Understanding Risk
 - Inter-Agency Coordination
 - Investing in DRR – Structural Measures
 - Investing in DRR – Non-Structural Measures
 - Capacity Development

- The Response part of the Plan has identified eighteen broad activities which have been arranged into a matrix to be served as a ready reckoner:

- Early Warning, Maps, Satellite inputs, Information Dissemination
- Evacuation of People and Animals
- Search and Rescue of People and Animals
- Medical Care
- Drinking Water/ Dewatering Pumps/ Sanitation Facilities/ Public Health
- Food & Essential Supplies
- Communication
- Housing and Temporary Shelters
- Power
- Fuel
- Transportation
- Relief Logistics and Supply Chain Management
- Disposal of Animal Carcasses
- Fodder for livestock in scarcity-hit areas
- Rehabilitation and Ensuring Safety of Livestock and other Animals
- Veterinary Care
- Data Collection and Management
- Relief Employment
- Media Relations

- The Plan has also incorporated a Chapter on Strengthening Disaster Risk Governance. The generalized responsibility matrix summarizes the themes for strengthening Disaster Risk Governance and specifies agencies at the Centre and State with their respective roles.
- The matrix has six thematic areas in which Central and State Governments have to take actions to strengthen disaster risk governance:
 1. Mainstream and integrate DRR and Institutional Strengthening
 2. Capacity Development
 3. Promote Participatory Approaches
 4. Work with Elected Representatives
 5. Grievance Redress Mechanism
 6. Promote Quality Standards, Certifications, and Awards for Disaster Risk Management

- It provides for horizontal and vertical integration among all the agencies and departments of the Government. The plan also spells out the roles and responsibilities of all levels of Government right up to Panchayat and Urban Local Body level in a matrix format. The plan has a regional approach, which will be beneficial not only for disaster management but also for development planning.
- It is designed in such a way that it can be implemented in a scalable manner in all phases of disaster management. It also identifies major activities such as early warning, information dissemination, medical care, fuel, transportation, search and rescue, evacuation, etc. to serve as a checklist for agencies responding to a disaster. It also provides a generalized framework for recovery and offers flexibility to assess a situation and build back better.
- To prepare communities to cope with disasters, it emphasizes on a greater need for Information, Education and Communication activities.