

## **PUBLIC PRIVATE PARTNERSHIP FOR DISASTER RISK REDUCTION & SUSTAINABLE DEVELOPMENT**

The First India Disaster Management Congress was held in November 29-30, with an aim to integrate the diverse stream of knowledge. It was a multi-disciplinary Congress, aimed to create a community of scholars, researchers, practitioners and involve the corporates, in a dialogue towards better practices and disaster risk reduction.

The Congress had 7 thematic clusters, and one of them was, “***PRIVATE-PUBLIC PARTNERSHIP IN DISASTER MANAGEMENT***”, was being held in a tie-up with **UNISDR & WORLD ECONOMIC FORUM**. There were 65 corporates who participated, of which 40 were multi nationals, and leading Indian multinationals, and aside from them the Vice-President of Pakistan Federation Chamber of Commerce & Industries, and the President of Bangladesh Federation Chamber of Commerce & Industries had participated and delivered during the Keynote address.

In the Keynote address, the Pakistan Vice-President from FPCCI, emphasised the need to establish a SAARC Institution of Disaster Management so as to face the challenges of natural calamities with more dedicated spirit in the best interest of the region, as 40% of the population live below poverty line. UNISDR, representative Mr. Praveen Pardeshi, said that it is necessary to enhance global & regional advocacy, partnership & knowledge management, and UNISDR is developing an business alliance for disaster risk reduction and is also developing sound business cases for mainstreaming partnerships as part of core business practices. It is also promoting Private/Public risk reduction dialogue to identify opportunities in joint projects. Mr. Vinod Menon, from NDMA, reassured that the Government of India recognizes the corporate sector as one of the key stakeholders and envisages the involvement of corporate sector in awareness generation, disaster preparedness & mitigation, planning through sensitization and co-opting corporate sector in planning and response mechanism. The Advisor from FICCI, identified the gaps in the corporate sector, which is technical skilled man power in Disaster Management is yet to be identified, & Corporate Social Responsibility need to be clearly spelt out. FICCI also mentioned the expectations from the government, for an effective Public /Private Partnership, there should be spatial data infrastructure, open access to database, network of government officials to be activated during a disaster situation, & multi stake holder partnership with the affected community & involvement in planning & implementation. FICCI also emphasised on professionalisation of Disaster Management.

Soon after, Mr. Terry Jeggle from UNISDR outlined the purpose of this round-table discussion which was to foster a dialogue amongst a diverse group of commercial & public interests, seeking to expand common ground or to initiate individual opportunities leading shared benefits for reducing disaster risks. The objective was to encourage a process that can elicit wider engagement, expanded relationships of joint commitments to tangible activity that can address disaster risk reduction in the national development process. The group was divided the discussion into six broad subject areas and encouraged the participants to choose the group that suits their interest.

The six subject areas of discussion was-

1. Service industries or activities (including banking, finance, and insurance)
2. Manufacturing, consumer Products, & Mass Marketing
3. Heavy Industry, Engineering & Transportation
4. Information Management & Public Communication
5. Business Continuity, Professional Standards & Public Policy
6. Corporate Social Responsibility, Disaster Risk Reduction & Development

### GROUP RECOMMENDATIONS

#### 1. Service industries or activities (including banking, finance, and insurance)

: Strongly recommended the expansion of Risk insurance to rural areas with Governmental regulating and providing access to information

- Provide regulation for community based / mutual insurance model in India.
- For risks like Health delinking the premium from the risk assessment in provide everyone with an equal & comprehensive medical cover. (Equitable pricing/ income level
- Allocating a percentage of all insurance premium of the country into a “Catastrophe Fund”.
- Giving an existing (re)insurer under ppp / Setting up an authority for managing these funds.
- Advocating with Village, Panchayats to consider Social Security as a local infrastructure in which everyone contributes and is registered.

#### 2. Manufacturing, consumer Products, & Mass Marketing

The Group recommended planning disaster Resilience for each member corporate through following steps

- Each corporate to have own DM policy and dedicated cell for this
- Expertise in mfg sector be dovetailed with DM network
- Government should provide incentives for risk reduction by Tax benefits for corporate DM policy compliance can be considered
- Critical factors for success were sharing of infrastructure , particularly the distribution networks of some corporates with technical risk reduction practices of other corporates and knowledge

### 3. Heavy Industry, Engineering & Transportation

- At the planning stage identification of risk areas, identification of the group, to give the technical guidelines, corrective measures, sensitization of corporates of the risks, sensitive about the locations, maintenance, prioritization of risk of the sector.
- Their has to be classification of disasters and its intensity, development of knowledge bank based on the disaster scenario & dissemination, standard software for rapid assessment of risk can be developed or put on the website
- Risk auditing of any new infrastructure for small & medium level industries
- Their should be an off-site emergency plan
- Each district will have sub-group of corporate as well as the government

### 4. Information Management & Public Communication

- The Group on Information and Communication asked for converting these groups into permanent standing committees which can meet and continue joint initiatives over long period of time. Possibly joint initiative include sharing of best practice from Japan applied by Hitachi in DRR Communication Private sector companies like MTNL and BSNLN public Telecommunication companies offered to mobilize information on e communication providers to government and NIDM so that disaster risk planning may emerge . Indian Medical Association to be mobilized as first responders. nventory of resources & developing protocol for training and preparedness, herein a commitment from Dr.Naresh Trehan , from Escorts Heart Research Institute was offered to stimulate this initiative
- HITACHI & CH2M, are willing to provide the best practice in technology & process consulting for software services like GIS, web based dissemination regarding coastal sirens,simulations,wireless & radio technologies

### 5. Business Continuity, Professional Standards & Public Policy

The Group on Business continuity noted that many companies present had advanced Business continuity practices to assess and factor risk: but these practices may be further enriched by sharing across companies which the current dialogue offered an opportunity for. Further steps to ensure business continuity were

- Ensuring business continuity

- Facilitating under PPP the emergence of a central information system including all risks available on the public domain.
- Providing everyone with an equal & comprehensive medical cover.
- Database should be created for awareness
- At the preparedness level, each corporate should have its own DM policy and dedicate a department to deal with it
- Expertise in the manufacturing sector be dovetailed with DM network
- Partnership should be based with corporates across the border, state & national level and work with appropriate government machinery.
- Partnership, should be developed with associations, chambers, NGO's, medical institutions, NDMA & standards organisation.
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## 6. Corporate Social Responsibility, Disaster Risk Reduction & Development

- Public Policy should be based on transparency, enforcement on the Public/Private sector, Policy framework with the government, National act & policy, & accountability of contribution
- The challenges that were outlined were- there is no institutional mechanism in the corporate for DM, no resource allocation for DRM, neither method to contribute to the government has been worked out, and, also capacity within the corporate for DRR, need to be worked out.
- Information dissemination about the kinds of disaster affecting a particular area, its requirements, is extremely important for further action
- BSNL & MTNL, can provide connectivity
- Improve the accessibility and quality of information in IDR network
- Strength of corporates is it is organized, willingness to partner, and ability to provide fast response
- In pre-disaster activity- aside from awareness & training modules, to adopt communities around the plants, create a list of engineers & train them in DRM
- Clear cut Tax/Customs guidelines for donations/goods coming in.

### **Main conclusions :**

1. NIDM needs to support the 6 Corporate groups through a virtual network on long term basis so that opportunities for joint projects on sharing business continuity, data and technologies are realized
2. ISDR may support this initiative enabling NIDM to apply the grant of 25,000 US to further efforts to make the 6 working groups into standing virtual information sharing groups. Further resources may be considered
3. NIDM should consider publishing the entire proceedings of this roundtable which the ISDR can then request NIDM or any of the Private sector business networks like CCI or FICCI to present at the Private Sector Forum being organized by ISDR and WB in February in Washington

Attached, LIST OF PARTICIPANTS

**CONFIRMED LIST**

**NAME**

1. ICICI	Mr. Rajiv Ray
2. CANADIAN BROADCASTING CORPORATION	Mr. Rohit Gandhi
3. ITC	Mr. Niranjan Khatri
4. HITACHI	Mr. Kenji Noda, Mr. L.G. Ramkrishnan
5. TEAM INDIA	Mr. S. Mitra
6. JK INDUSTRIES	Mr.A.K.Bajoria
7. COCA COLA	Mr. M Chandrashekher, Mr. R.P. Kureel
8. BRITISH STANDARDS INSTITUTION	Mr. Sandeep Vig
9. DET NORKSE VERITAS	Mr. Ashok Kapur
10. PUNJ LLOYD	Mr. Sanjany Prakesh
11. RANBAXY	
12. MOTOROLA	Mr. Raghuram Reddam, Mr. Rajiv Grover
13. ESCORTS	Mr. RK. Puga
14. IKEA	Ms. Vandana Verma
15. UNITED BREWERIES	Mr. Sudhir jain
16. DMRC	Mr. Bhaskaran
17. AIRTEL	Ms. Mamta Saikia
18. LUMAXE	Mr. Rajiv Juneja

19. NTPC	Mr. Gurmukh Singh
20. EHIRC	Dr. Naresh Trehan
21. PEPSI	Mr. Ravindra Sewak
22. MTNL	Mr. N.K Jain
23. LOCKHEED MARTIN AEROUNATICS COMPANY	Mr. Michael Kelly
24. CH2M	Mr. Saurabh Rai
25. MOSER BAER	Gen. Anil Sawhny & Mr. Jitender Rana
26. BHEL	Mr. S.Satish Rao
27. TOYOTA	Mr.Vikas Jain
28. UNILEVER	Mr. Rajnikant Agrawal, Mr. Prasad Pradhan
29. ONGC	Mr. A.K. Hazarika & Dr. Dr. U.S. Hazra
30. NESTLE	Mr. Ajay Pal Singh Kang
31. FORD	Ms. S.Deepti
32. MITSUI	Mr. J.V. Arun Kumar
33. TATA STEEL	Mr. Vilas Gaekwad
34. BRANDSMITH	Mr. Rahul Mitra
35. COMAT	Mr. Sanjay Bobde
36. KPMG	Mr. Akhilesh Tuteja
37. INFOSYS	Mr. Alexader Chacko
38. WIPRO	Mr. Puneet Kumar/Mr. Duggal
39. FBCCI	Md. Mazibur Rahman

40. BUREAU INDIAN STANDARDS	Mr. Rakesh Verma, Mr.S. Chaturvedi
41. FICCI	Mr. Rajan Kohli
42. CENTRAL WATER COMMISSION	Mr.Radhey Shyam
43. HINDUSTAN CONSTRUCTION COMPANY	Ms. Mrigaya Kothare
44. PFCC	Mr.Zubair Ahmad
45. Rashtriya Mahila Kosh	
46. BSNL	Mr.Saxena
47. FICCI	Mr.Arup Mittal,Mr.N.S.Saxena
48. DLF	Mr.S.K.Dheri
49. FICCI	Mr.A.K.Mittal
50. WORLD ECONOMIC FORUM	Ms.Shruti Mehrotra
51. UNISDR	Mr.Praveen Pardeshi
52. UNISDR	Mr.Terry Jeggle
53. WORLD ECONOMIC FORUM	Mr.Logan Stanton
54. WORLD ECONOMIC FORUM	Mr.Jesse Fahnestock
55. EUROPEAN COMMISSION	Ms.Jyoti Sharma
56. MKU	Col.J.S.Duggal
57. NDMA	Mr.Vinod Menon
58. NOIDA MEDICARE CENTRE	Mr.J.P.Chopra
59. INTERAIDE	Mr.Francois Xavier
60. INSTANT STRUCTURES	MR.P.K.Saxena
61. BHEL	MR.S.Satish Rao
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