

BUSINESS INVOLVEMENT IN DISASTER MANAGEMENT: CONCEPT OF CCI

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WORLD CONFERENCE ON DISASTER REDUCTION

FOCUS ON CORPORATE SECTOR ROLE & RESPONSIBILITY

16-18 November 2005 Mumbai, India

Hotel Intercontinental The Grand, Near International Airport, Mumbai



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A follow-up event of the **Hyogo Declaration** from the UN World Conference on Disaster Reduction held in January 2005 at Kobe, Japan

SUMMARY

- **Video Conferencing:** 17 November 2005
- **Total number of Sessions:** Ten (six plenary sessions and Four parallel sessions)
- **Total number of abstract received:** 58
- **Total number of papers accepted:** 28
- **Live demonstration by Mumbai Fire Brigade** on 17th November evening: **One hour**
- **No. of attendees for the inauguration and the valedictory sessions~500**
- **No. of attendees for the technical sessions~300**

USP OF THE CONFERENCE

- Initiated discussions for certain key documents:
 1. Diary of “**Standard Operating Procedures (SOP)**” for **Corporate Executives on disaster preparedness and response**
 2. **Guidelines and Checklist for CEOs**
 3. **Reference Manual for Corporate Executives**
 4. **Corporate-Community Interface Handbook on Disaster and Environmental Management.** (with Kyoto University)
- Contemplated on the launch a framework for the **Platform for Public-Private Partnership (P4PPP)**
- Concluded with ‘**Mumbai Declaration 2005**’

THE CHALLENGES BUSINESSES FACE...

- Disasters not only take lives, they **destroy livelihoods**.
- Businesses that drive local economies, and the livelihoods that depend on them may take **months - even years - to recover** from the effects of disasters. (Example: TOI News report on Surat diamond industry)
- The globalization **exposes multi-national corporations to market and supply chain disruptions** and financial losses from disasters.

Like governments, **private enterprise** provides jobs, goods and services that are needed for sustained economic recovery from disasters.

While

Disaster response

immediate relief activities → economic recovery and mitigation

Business involvement

Charitable contributions → resumes normal business activities, including seeking commercial contracts for economic recovery projects.

BUSINESSES DO NOT HAVE RECOGNIZED MODELS FOR SUSTAINED INVOLVEMENT THROUGH ALL PHASES OF DISASTER RECOVERY



International Conference on Disaster Reduction

Mumbai Declaration and Beyond: Public-Private Partnership

9-10 November 2006



Taking forward the Hyogo Framework for Action (2005-2015)

Information regarding the agenda will be available shortly.

Connecting Government, Corporate Sector and the Communities..

"We are dedicated in our efforts for disaster reduction and shall continue working in this direction. In furtherance of this effort, we are committed to expanded collaboration among different stakeholders.

While we recognize the primary responsibility of the governments in disaster reduction, we realize that considering the nature of disasters, their frequency and their complexity, the involvement of corporate sector in disaster reduction makes good business sense. The development of suitable institutional mechanisms with sound legal framework is necessary to facilitate Public-Private Partnership. The corporate sector engagement is essential for the success of disaster reduction efforts.

The involvement of corporate sector in disaster reduction is a sound business proposition and also enables the corporate sector to demonstrate commitment to humanitarian concerns as responsible corporate citizens.

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Archives

CORPORATE CONCERNS...

- **Linkage with government and direct government involvement**
- **The vehicle to progress P4PPP**
- **What are the arrangements to support such a vehicle?**
- **What is the level of impact on policies at India level and globally?**
- **Will government give value to the outcome?**
- **Will implementation strategy of Govt. be based on discussion of P4PPP**
- **Will UN agencies use conference output in formulating/ impacting global strategies?**

**THANK YOU FOR YOUR PATIENT
HEARING!**