

Partnership with the Private Sector in Promotion of Total Disaster Risk Management (TDRM)

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Abstract

The concept of TDRM comprises comprehension of various elements of Risk Management, the phases of Disaster Reduction life cycle (i.e. Prevention, Preparedness, Response and Reconstruction) and finally creation of appropriate implementation strategies across boundaries as well as various stakeholders to enable reduction of the likelihood of disaster and the impact associated with it.

The TDRM Conference in Hyogo, from December 2-4, 2003 attempts to include the un-conventional stakeholders as key resources to further the concept of TDRM.

The corporate sector is one such potential stakeholder. This is probably the first time that a corporate participation on a global platform is invited.

The following paper and the subsequent presentation attempt to explain the concept of Disaster Resource Network. While each country and each industry could have a separate approach in establishing corporate response, we hope that DRN would inspire many more networks across the World.

Background

It was during the Gujarat Earthquake on January 26, 2001 that a request came to the corporate office of Hindustan Construction Company Ltd. The request was from the project office of one of its construction projects located in Gujarat. The request was to rush in additional resources for rescue works. At that very moment the Chairman of HCC was participating in the annual World Economic Forum's Engineering & Construction Governors meet. It was the first attempt for networking and mobilizing resources for response functions. Disaster Resource Network was conceived. During the relief operations, HCC and other contacting companies had deployed heavy engineering equipment, skilled manpower and engineers to facilitate the efforts. Besides, the entire cadre of its officers and employees donated a minimal days wage as a token of support.

DRN was launched in New York in January 2002. DRN-India was identified as a pilot project and the initiative was formally launched on November 22, 2002. In India, Construction Federation of India (CFI) spearheads the initiative. CFI is a national level industry association of heavy civil engineering and contracting companies of India. The largest construction contracting companies of India are members of CFI.

Hindustan Construction Company Ltd (HCC) is one of the largest and a modern private sector Engineering Construction Company in India. Founded in 1926, it is an active corporate citizen with high levels of socio-corporate governance.

The concept of DRN

DRN is a network of companies committed to assist Government & humanitarian organizations in their disaster management efforts by providing infrastructure related engineering, construction, transportation and logistics services.

The objective is not to compete with or replicate existing services, but rather to complement, support and enhance the efforts of Government and NGO's

Vision: "To deliver in a coordinated and effective manner, skilled services in form of technical manpower or in-kind donations of goods or services for preparedness & emergency response phase of disaster management

Corporate sector participation

"Human beings discriminate...disasters do not". When they strike, they cut across regions, across religions, across nationalities and languages leaving a trail of mass destruction, pain and anguish for the years to come. A disaster affects the social development of the region on a long-term basis, touching the very essence of social progress. The business community is an affected party.

It is thus pertinent to involve the corporate sector in preparedness/mitigation aspects of disaster management.

Corporate sector would be keen to support the TRDM efforts for multiplicity of reasons, some being:

- ✧ The effect of disaster could have a direct bearing on the business of the organization (e.g. the Bhopal Gas tragedy had a major impact on the Union Carbide business in Indian subcontinent)
- ✧ The effect of disaster could have an in-direct yet serious impact on the business of the organization
- ✧ Participation in disaster management thru preparedness could instill a sense of civil order amongst the trained cadre of employees, thus enabling them to be aware citizens, in the long run enhancing the productivity of the organization
- ✧ Publicity and corporate image thereby improving the goodwill of the company
- ✧ Social responsibility of the Board and Promoters

Is there SPACE for the corporate to participate?

To enable any stakeholder to willfully contribute in disaster management, it is necessary to detail out with clarity the role expected of them. This clarity is necessary for the stakeholder (here the corporate) as well as organizations that intend to collaborate them.

With this intention, DRN-India embarked on conducting a study across various states of India (especially Orissa and Gujarat) across a broad spectrum of stakeholders from Government (central, state as well as the community level), NGO, International Organizations, Corporate companies, individual volunteers as well as the affected victims of disasters. Responses obtained thru interviews and field studies on ways the corporate sector can contribute in Disaster Management. The study helped in identifying which of the thirty-four categories of disaster (as detailed in the National Disaster Plan of the High Powered Committee in India) could the private sector participate with its resources. (Ref enclosed presentation)

The study went on to detail out resources (both tangibles as well as intangibles), which Construction & Logistics industry can offer in a disaster response function.

Corporate from these industries can volunteer skilled resources viz.:

- ✧ Engineers (structural, civil, mechanical, electrical, water & sanitation, telecommunication)
- ✧ Technicians
- ✧ Operators
- ✧ Skilled workers (masons, carpenters, welders, cutters)

A few core functions where the resources are most useful:

- ✧ Damage assessment of infrastructure (e.g. advising on bracing/barricading a damaged structure)
- ✧ Emergency establishment of infrastructure (e.g. setting up of camps, sanitary block, water treatment plants, DG power sets, etc)
- ✧ Supply chain management (e.g. inventory management of humanitarian assistance received)
- ✧ Logistics management (establish warehouses, fleet management, obtaining necessary clearances between inter-states for rapid deployment of resources)
- ✧ The resources could play crucial role in supplementing the efforts of damage assessment
- ✧ Project Management & Project planning assistance to the local Government/NGO's: Project Managers have an intricate skill of working under harsh terrains. This skill could be effectively utilized in providing assistance to effectively plan and monitor the mobilization of resources at the requisite areas

Administrative setup – structure, training and networking

History teaches. Past successful movements be it the “Satyagraha movement” (Quit India movement) or the “I have a dream ...” movement (Martin Luther King who inspired people to disown their belief in color disparity) have been those which have reached out to the people at the “grass root levels”.

DRN-I recognizes the importance to reach out to the grass root levels i.e. the engineers & workmen of various organizations and encourages them to participate as aware citizens in efforts of disaster management. At the same time, the DRN-I structure is designed to be “modular and low maintenance”. Each corporate is encouraged to volunteer resources that they would be comfortable with, to select the stage of participation from disaster management life-cycle and with an option of selecting the preferred area (location) of participation.

DRN-I would create a database of these available resources and network with Government, NGO's and IO's for sharing information on its resources. On a request from the local Government for assistance, the network can mobilize available resources. This way DRN-I would complement the efforts of the Government.

In order to participate effectively, it is important to have trained resources. Broadly, the training needs are:

- ✧ Awareness programs on Disasters and Mitigation aspects
- ✧ Specialized training (e.g. damage assessment, project & supply chain management, emergency preparedness programs,)
- ✧ Joint preparedness programs with Govt/NGO/IO

CEO's are be encouraged to sponsor their volunteer employees for various training programs for effective participation.

A nodal secretariat would co-ordinate aspects of strategic and administrative matters of participation.

An Advisory committee, comprising experts on Disaster Management will guide the efforts of DRN-I. This enables a more complementing role for DRN-I and establishes critical network links.

A Steering committee from founding corporate members provides leadership to the DRN-I network. It validates and measures progress of DRN-I initiatives and facilitates various activities.

The enclosed presentation illustrates the structure concept.

The way forward

The corporate sector is an equally important stakeholder in disaster management efforts. They need to be encouraged to participate. However, it is important to recognize their priorities and within this ambit encourage participation.

Participation without sensitization is ineffective. A lot has been written in various books on role of corporate sector in disaster management, however little has been "detailed" on how exactly do they need to participate. It is important to move into the realm of specifics rather than generics.

Other issues, which need to be addressed, are of risks and liabilities – to both the volunteering organization as well as the volunteer employees at times of actual participation.

Disaster Resource Network-India endeavors to contribute to disaster management practices. It is important for organizations viz. ADRC, United Nations and others to recognize and encourage these efforts as a **"model initiative"**.

It is important to create a common platform of Government-NGO-IO-Industry representatives from Construction-Insurance-Financial institutions on devising ways for encouraging corporate participation.

Enclosed are exhibits and presentation copies.

Thank You

For further details, kindly feel free to contact:

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Exhibits

Exhibit 1: Responses from various stakeholders in prioritizing corporate participation in various categories of disasters:

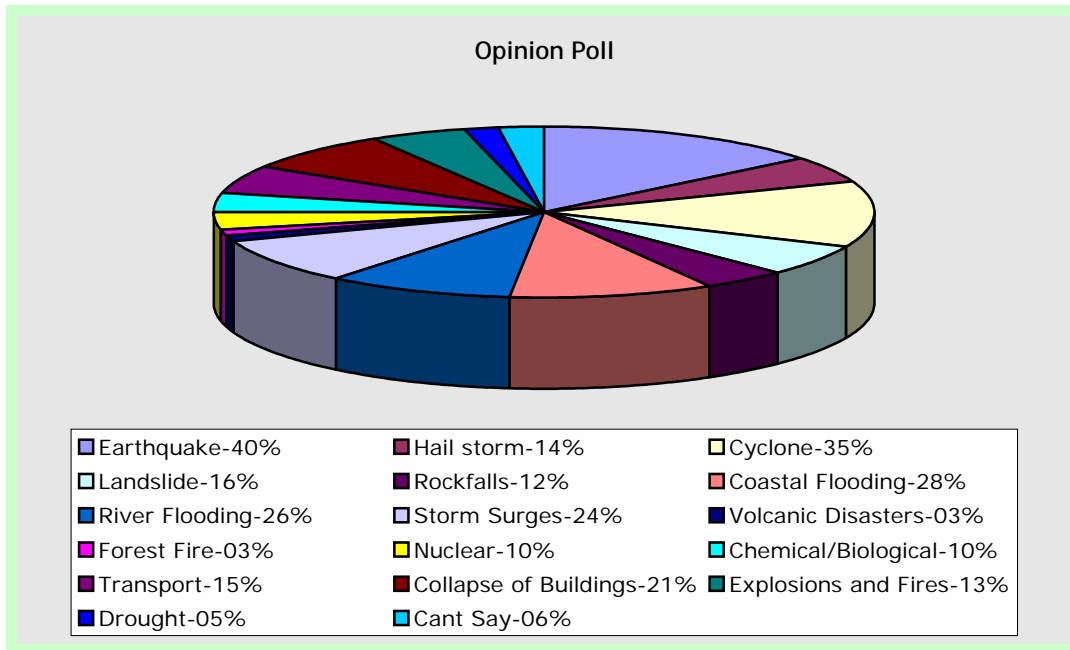


Exhibit 2: Sample equipment resources owned by the Construction Engineering and Logistics companies. These at the time of disasters could be mobilized thereby ensuring capacity building

Equipments	
<p>1. Power Plants (Generators)</p> <ul style="list-style-type: none"> ✧ 750 Kva ✧ 500 - 625 Kva ✧ 225 / 320 Kva ✧ 100 - 200 Kva ✧ Below - 100 Kva ✧ Lighting Towers 	<p>2. Drilling Equipments</p> <ul style="list-style-type: none"> ✧ Wagon Drills ✧ Crawler Drills ✧ Hydraulic Rock Bolter ✧ Core Drills ✧ Probe Drilling equip
<p>3. Cranes</p> <ul style="list-style-type: none"> ✧ Tower crane ✧ Crawler Cranes ✧ Mobile Cranes ✧ Pick & Carry Crane ✧ Truck Mounted Crane 	<p>4. Earth - Moving Equipment</p> <ul style="list-style-type: none"> ✧ Dozers ✧ Hydraulic Excavators / Shovel ✧ Excavator cum Loader ✧ Front - End – Loaders ✧ Tunnel Loaders ✧ Wheel Loader

5. Tools, Tackles

- ✧ Scaffoldings
- ✧ Props
- ✧ Bracing systems
- ✧ Pulleys
- ✧ Lifting jacks/Hydraulic jacks
- ✧ Concrete cutters
- ✧ High Head Pumps
- ✧ Hoist & Winches
- ✧ Communication network
- ✧ Computer system
- ✧ Lumber
- ✧ Shoring materials
- ✧ Compressed gases

6. Auto Vehicles

- ✧ Trucks
- ✧ Trailers
- ✧ Dumpers
- ✧ Mobile Service Vans
- ✧ Water Tankers
- ✧ Light vehicle