

NATIONAL DISASTER MANAGEMENT AUTHORITY

Government of India
NDMA Bhawan
A-1 Safdarjung Enclave, New Delhi – 110029

PRESS RELEASE

FOSTERING BUSINESS – NGO PARTNERSHIP FOR DISASTER MANAGEMENT 30 JUNE 2011

Inaugural Address by Shri M. Shashidhar Reddy, Vice Chairman, NDMA

Shri M. Shashidhar Reddy, Hon'ble Vice Chairman, NDMA said that the key issue of fostering Business-NGO partnership for Disaster Management should also focus on preparedness and mitigation measures. In his inaugural address he appreciated the efforts of the CSO Partners during the Bihar and Andhra Pradesh and Karnataka floods.

“We are in the process of a change of mindset from earlier rescue and relief centric approach to a holistic approach of dealing with all aspects of disaster management. We have to now focus especially on long term preparedness and mitigation measures effectively dealing with disasters on whose occurrences we usually do not have any control”, he said.

In the past it was said that one dollar invested in the mitigation saves seven dollars. It is now being said that one dollar invested saves 20 dollars. Therefore, investments in mitigation should be accorded high priority. “There should be a seamless transition from relief to mitigation and reconstruction in the implementation strategies of Corporate Social Responsibility”.

Shri Reddy also informed that the Ministry of Heavy Industries & Public Enterprises, Government of India has issued last year a guidelines on Corporate Social Responsibility for Central Public Sector Enterprises as well. These guidelines have enlisted the possible areas of activities under Corporate Social Responsibility. Relief to

victims of natural calamities like earthquakes, cyclones, drought & floods in any part of the country has been enlisted as one of the Corporate Social Responsibilities.



As a part of the implementation strategy it has been mentioned that Public-Private Partnership between the Government and the Central Public Sector will be encouraged to leverage the strengths of the Central Public Sectors in Disaster Management. Central Public Sector Enterprises need to network with the Ministries in Government of India and National Disaster Management Authority at the National level. “Even after one year of the release of these guidelines no progress has been made in this direction”. NDMA will now take the initiative to involve the CPSEs and coordinate efforts to institutionalize the implementation strategy”, he said.

He welcomed the proposal of Ministry of Corporate Affairs to issue a separate Corporate Social Responsibility Voluntary Guidelines by which the Private Sector has to contribute two per cent of their net profit annually as a part of their Corporate Social Responsibility for such related projects. This will be their contribution in taking forward an agenda of inclusive growth. He called upon all the Public Sector, Private Sector and NGOs to come forward and take initiatives in various activities related to all phases of disaster management.