
Role Of Corporate Social Responsibility In Disaster Risk Management – India’s Perspective

Mrs. Niyati Anand & Dr. S.K. Choubey

¹Research Scholar- RDVV
Contact No- +91-9630288430

²Prof. & Head Department of Economics, Director, UIM RDVV , Jabalpur

ABSTRACT

On the account of India’s geographical conditions, it has traditionally been vulnerable to natural disasters. In this context India is frequently exposed to different types of disasters according to its geo-physical hazards. The social and economic loss occurring in the country mounts every year after year as the intensity and frequency of these natural disasters affect the economic as well the human lives of the nation. India traditionally has been having a reactive and responsive approach to such issues, making it difficult for them to have timely recovery with minimum loss to social and economic status of the country. India is moving towards balanced approach of mitigation and preparedness with the

increasing awareness amongst general public by enormous efforts of government

as well as non- government organizations. The paradigm shift of approach in disaster management has directly or indirectly involved in the corporate sector in disaster management activities, i.e., pre-post disaster. This paper aims to discuss the key roles of corporate sector in disaster risk management from different aspects.

KEYWORDS - Disaster Risk Management, Paradigm Shift, Hazards, Corporate Sector, Mitigation, Response.

INTRODUCTION-

Disasters being unforeseen events that cause great damage, destruction and human suffering require immediate

coordinated and effective response by Government/ Organisations/ Agencies, including Private and Corporate Sector

• As per the DM Act, 2005, “Disaster Management is a continuous and integrated process of planning, organising, coordinating and implementing measures for

— prevention of damage or threat of any disaster

— mitigation or reduction of risk

— capacity building

— preparedness

— prompt response

— evacuation, rescue and relief

— rehabilitation and reconstruction

India, due to its geographical locations and geological formations, is a highly disaster prone country. Its long coastline, snow-clad high peaks, high mountain ranges, the perennial rivers in the north all combine to

add to this problem. India, which has only two per cent the total geographical area, has to support 16 per cent of total world population. Naturally, there is a tremendous pressure on the natural resources, which directly or indirectly lead to the occurrence of disasters, namely floods, droughts, landslides, earthquakes, etc.

Like human population, India has to support large cattle population, which also heavily depends on biomass and graze into forest area. The forest cover with more than 0.4 densities is 12 per cent of the land area, though forest, at present, is 23 per cent. Due to overgrazing the quality of soil is also degrading resulting in soil erosion, silting of rivers, and removal of fertile soil and heavy silting of cultivable land. We see heavy rainfall during the monsoon, sometimes 100 cm rain in 36 hours or getting the whole monsoon rain two to three days like the ones in Maharashtra, Gujarat, and Kolkata. From the region wise analysis, it is clear that northern region of India is faced with problems of

avalanches, landslides, floods, drought and earthquakes because this region fall under the seismic zones III to V.

The Western region is widely known for severe drought, wind erosion of land and soil, flood and cyclone. This area is also prone to earthquakes. The Southern region, particularly the coastal region is vulnerable to cyclones, sea erosion, tsunami, landslides. The islands of Andaman & Nicobar and Lakshadweep are confronted with the problems of sea erosion and tsunami. Indian coastal areas

faced some of the severest cyclones both in Eastern coast and Western coast. One of the natural disasters, namely the volcanoes is in the barren island in Andaman group of islands which periodically become active.

A natural disaster is defined by the UN as: “the consequences of events triggered by natural hazards that overwhelm local response capacity and seriously affect the social and economic development of a region.”

DISASTERS IN INDIA

S. No.	Name of Event	Year	State & Area	Fatalities
1.	Floods	October 2014	Jammu & Kashmir	
2.	Cyclone Hud Hud	September 2014	Andhra Pradesh & Odisha	
3.	Odisha Floods	October 2013	Odisha	21

4.	Andhra Floods	October 2013	Andhra Pradesh	53
5.	Cyclone Phailin	October 2013	Odisha and Andhra Pradesh	23
6.	Floods/Landslides	June 2013	Uttarakhand and Himachal Pradesh	4,094
7.	Cyclone Mahasen	May 2013	Tamil Nadu	08
8.	Cyclone Nilam	October 2012	Tamil Nadu	65
9.	Uttarakhand Floods	Aug – Sep 2012	Uttarkashi, Rudraprayag and Bageshwar	52
10.	Assam Floods	July – Aug 2012	Assam	---
11.	Cyclone Thane	December 2011	Tamil Nadu, Puducherry	47
12.	Sikkim Earthquake	September 2011	Sikkim, West Bengal, Bihar	60
13.	Odisha Floods	September	19 Districts of	45

		2011	Odisha	
14.	Sikkim Earthquake	2011	North Eastern India with epicenter near Nepal Border and Sikkim	97 people died (75 in Sikkim)
15.	Cloudburst	2010	Leh, Ladakh in J&K	257 people died
16.	Drought	2009	252 Districts in 10 States	-----
17.	Krishna Floods	2009	Andhra Pradesh, Karnataka	300 people died
18.	Kosi Floods	2008	North Bihar	527 deaths, 19,323 livestock perished, 2,23,000 houses damaged, 3.3 million persons affected
19.	Cyclone Nisha	2008	Tamil Nadu	204 deaths
20.	Maharashtra Floods	July 2005	Maharashtra State	1094 deaths 167 injured

				54 missing
21.	Kashmir	2005	Mostly Pakistan, Partially Kashmir	1400 deaths in Kashmir (86,000 deaths in total)
22.	Tsunami	2004	Coastline of Tamil Nadu, Kerala, Andhra Pradesh, Pondicherry and Andaman and Nicobar Islands of India	10,749 deaths 5,640 persons missing 2.79 million people affected 11,827 hectares of crops damaged 300,000 fisher folk lost their livelihood
23.	Gujarat Earthquake	2001	Rapar, Bhuj, Bhachau, Anjar, Ahmedabad and Surat in Gujarat State	13,805 deaths 6.3 million people affected
24.	Orissa Super Cyclone	1999	Orissa	Over 10,000 deaths

25.	Cyclone	1996	Andhra Pradesh	1,000 people died, 5,80,000 houses destroyed, Rs. 20.26 billion estimated damage
26.	Latur Earthquake	1993	Latur, Marathwada region of Maharashtra	7,928 people died 30,000 injured
27.	Cyclone	1990	Andhra Pradesh	967 people died, 435,000 acres of land affected
28.	Drought	1987	15 States	300 million people affected
29.	Cyclone	1977	Andhra Pradesh	10,000 deaths hundreds of thousands homeless 40,000 cattle deaths
30.	Drought	1972	Large part of the country	200 million people affected

SOURCE- National Disaster Management Authority Government of India

METHODOLOGY

This research paper focuses on role of CSR in disaster risk management with emphasis on disaster risk reduction-mitigation and preparedness activities. It is based on review of literature and review of internet resources.

ROLE OF CORPORATE SECTOR IN DISASTER MANAGEMENT

In the last couple of decades, the influence of the corporate sector has been rapidly growing with the recent globalization and advancement of information technology. Accordingly, their influence is no longer confined to the economic market in the

developed countries, but also economic, social, and environmental dimensions of the developing countries. Though often criticized by their socially and environmentally unfriendly business practices in the past and present, the corporate sector is already central to the lives of the developing countries and has the power to make their lives better.

Types of CSR Initiatives

According to Twigg (2001), the CSR activities in disaster reduction can be categorized into five types. These types of CSR involvement present the types of measures for disaster reduction activities of the private sector.

Types of CSR involvement in disaster reduction:

S.No.	Types of Involvement	Examples in General
1.	Philanthropic/ Charitable	Donations and grants, in cash or in kind (goods, services, facilities) to other organizations and

		groups working in disaster reduction, or directly to beneficiaries.
2.	Contractual	Contracting other organizations or groups to carry out work for public benefit.
3.	Sponsorship	Sponsoring other organizations or groups
4.	Collaborative	Working in partnerships with other organizations and groups for public benefit
5.	Adversarial	Business response to lobbying about human and environmental impacts of business activities.
6.	Unilateral	Business undertakes its own non-commercial actions independently of other actors.

According to – White Paper on Corporate-Community Interface (CCI)

Characteristics of CSR Activities

It is rare that such CSR involvements are initiated in a proactive manner, and among Reported cases of CSR initiatives in disaster reduction, most of them were

focused only on responsive and post-disaster activities. It thus seems that CSR initiatives in this field have three general traits. They are:

- (1) one-off intervention;

- (2) 'responsive' action; and
- (3) non-involvement of community.

First, most of the CSR activities in the field of disaster management are found to be a short-term, one-off type of intervention. Even if CSR activities are meant for a 'long-term', it rarely exceeds one year of duration. One-off intervention also implies that current CSR activities are likely to be unilateral—done solely by a corporation—or even if inter-sectored, such initiatives are over-reliant on public sector such as a government body.

Second, current CSR initiatives mainly focus on post-disaster activities, rather than proactive, pre-disaster measures. It is, however, natural for the private sector to be focused more on the post-disaster activities, as disaster relief activities attract media and international attention and thus give them a good opportunity to build up reputation of 'socially responsible' company image. But because of its PR-related attribute, company often considers such contributions as

unquantifiable and unaccountable financial contributions. And such commitments can come and go with changes in the business climate or management. Such tendency results in short-term action, rather than long-term approach for disaster management. It is particularly so, when corporations in general do not feel responsible for such events and see this as an issue for government.

Third, it is often the case that corporations develop CSR activities without involving local community. For example, in the case of Gujarat earthquake in 2001, it is reported that CSR activities were focused almost entirely on relief action and found difficulties in acting with community or with civil society organizations in the affected communities.¹³ In trying to benefit community and its people, it is natural to assume that the activity is based on the community level, involving people, local business, and local government sector. But it is not the case in what the current CSR activities.

These three traits are the elements which can enhance the current CSR activities for disaster management and towards sustainable development. CSR activities should, thus, be more long-term, pre-disaster, and community-involved activities, in order for such activities to be

truly beneficial to the most affected people of local communities.

Dr. Vikas Goswami, Director General of the Business & Community Foundation, draws a clear analysis of corporate response at various stages of disaster management:

Corporate Response	Relief	Rehabilitation	Disaster Preparedness
Media Coverage	Immense – Everybody wants their name in the newspapers	Weak – requires long term commitment	NIL
Employee Response	Immense	Weak. By the year end another disaster attracts corporate fancy	NIL
Resource Deployment	Immense	Weak – As this is long term commitment Requires more attention to detail	Very weak – only by those industries which are operational in

		than sending truck loads of goods	disaster prone areas and insofar as it affects them directly
Provision of Shelter	Many beneficiaries	Long-term shelter security is resource intensive. Few corporate come forward to lend support	NIL
Provision of Food	Many beneficiaries	Long term livelihood security requires • In-depth understanding of the region / area • Resource Deployment	NIL

(unpublished presentation by Dr. Vikas Goswami, Business & Community Foundation)

Source: CSR and Disaster Reduction: An Indian Overview. SEEDS. 2002

CONCLUSION

The study concludes that secondary data, in the form of existing documents related

to CSR activity, in context to India and the number of corporate in the country is inadequate. Disaster management requires a sustainable approach, and requires

participation of all the sections and coordination of the society to overcome the vulnerabilities and minimize the risk.

The disaster management basically aims to continuously improvise the capacity and strengthen the capability of the nation to have a substantive disaster response aftermath a disaster. The government of India and other stakeholders like Non Government Organizations and many other corporate sectors give their active support in recovering and dealing with a disaster.

REFERENCES

- [1] Commission on the Private Sector & Development. 2004. Unleashing entrepreneurship: Making Business Work for the Poor. United Nations Development Programme
- [2] United Nations. 2002. Report on the World Summit on Sustainable Development. United Nations Publications
- [3] Twigg, J. 2001. Corporate Social Responsibility and Disaster Reduction - A Global Overview. Benfield Greig Hazard Research Centre, University College London.
- [4] Bhatt, R. M. 2002. Corporate Social Responsibility and Natural Disaster Reduction: Local Overview of Gujarat. Disaster Mitigation Institute
- [5] Anshu Sharma, Manu Gupta, Kokil Gupta 2002, Corporate Social Responsibility & Disaster Reduction. Seeds India
- [6] Mihir R Bhatt, August 2002, Corporate Social Responsibility & Disaster Reduction Global Study managed by Benfield Greig hazard research Centre, University College, London, UK
- [7] Takaaki Miyaguchi and Rajib Shaw November 2005, International Environment and Disaster Management (IEDM) Laboratory Graduate School of Global Environmental Studies Kyoto University, Japan
- [8] Shri Vinod Kumar Duggal, Role of Corporate Sector in Disaster Management, NDMA Government of India