

**Training Workshop**  
**Role of Private Sector in Preparedness for Effective**  
**Response**  
**For Women Chamber of Commerce**  
**7<sup>th</sup> August 2018**



**ASIAN DISASTER PREPAREDNESS CENTER (ADPC)**

[www.adpc.net/igo](http://www.adpc.net/igo)

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## **Introduction**

Pakistan's efforts aimed at achieving fast growth, development and progress are increasingly being undermined by the impact of a variety of disasters. The earthquake of 8<sup>th</sup> October 2005 highlighted Pakistan's vulnerability to disaster risks. This has been further evidenced by the devastation from the Floods 2010, 2011, 2012 and 2014. The private sector of Pakistan was no exception and was significantly affected by increased exposure to disaster risks and suffered the brunt of catastrophic events in terms of damage and losses. Since the business sector is the primary source of employment, job creator, purveyor of products and services and collectively constitutes the largest investors in society, business resilience is more and more crucial to build overall resilient communities and society. At the same time investment by the private sector in disaster risk reduction/preparedness process as per the government priorities can bring positive results towards making the Pakistan disaster resilience country. Therefore strong public-private partnerships, to ignite momentum and interest of various partners in building business resilience and establishment of a platform to increase interface between government and private sector is considered as the need of time.

Keeping in view the significance of public-private partnerships, National Disaster Management Authority (NDMA) and National Humanitarian Network (NHN) with support of Asian Disaster Preparedness Centre (ADPC) are making an endeavor to build the capacity of government officials, members from civil society organizations and other stakeholders through series of training/workshops. An exclusive workshop for women chamber and business women, organized on 7<sup>th</sup> August 2018 at Islamabad to discuss the roles of private sector was a step towards this direction. The event was conducted as part of PRP/APP being funded by Bill and Melinda Gates Foundation (BMGF).

## **Workshop Objectives**

The workshop was organized to achieve the following objectives: -

- To understand roles/functions of disaster management authorities and private sector organizations at national, provincial and district level.
- To develop formal or informal institutional partnerships amongst all stakeholders.
- To promote and enhance partnerships between public and private sectors on strategic direction/policy recommendations for business resilience and investment in the field of disaster risk reduction
- Enhancing resource mobilization mechanism in the country for local disaster preparedness in response.

## **Participants**

Members from Islamabad Women Chamber of Commerce & Industrialist (IWCCI), business women, government officials and representatives from local NGOs were invited for the workshop.

List of participants is attached at Annex "A". Following is the summary of individuals who attended the workshop: -

| Departments/Organizations | Participants |           |           |
|---------------------------|--------------|-----------|-----------|
|                           | Male         | Female    | Total     |
| Private Sector            | 0            | 14        | 14        |
| Government                | 0            | 2         | 2         |
| NGOs                      | 2            | 2         | 4         |
| <b>Total</b>              | <b>2</b>     | <b>18</b> | <b>20</b> |

### Workshop Schedule/Activities

Following schedule was followed: -

| Time          | Activity  | Responsibility    |
|---------------|---|-------------------|
| 12:15 - 12:30 | Registration  | NHN               |
| 12:30 - 12:35 | Recitation  | NHN               |
| 12:35 - 12:45 | Inaugural Session <ul style="list-style-type: none"> <li>• Welcome remarks by Ms. Reem Abbasi, President IWCCI</li> <li>• Opening speech by Mr. Ghazanfar Bilour, Chairman FPCCI</li> <li>• Remarks by Mr. Muhammad Idress, Member DRR, NDMA</li> </ul> | FPCCI             |
| 12:45 - 13:00 | Program Brief by Country Manager  | Brig. Sajid Naeem |
| 13:00 - 14:00 | Government's DRR agenda, private sector contribute for its achievement and developing institutional partnerships for long-term mitigation   | Muhammad Idress   |
| 14:00 - 14:05 | Key note address by Ms. Amna Memon, Chairperson Women Committee   | FPCCI             |
| 14:05 - 14:10 | Vote of Thanks by Ms. Reem Abbasi, President IWCCI  | FPCCI             |

### Facilitators/Resource Persons and Specialization

Mr. Muhammad Idress, Member (Disaster Risk Reduction), NDMA was engaged as resource persons: -

### Logistical Arrangements

All logistical arrangements including invitation to participants for the workshop were done by FPCCI.

### Proceedings of the Course

#### • Inaugural Session

The proceedings of the workshop commenced with the recitation of Holy Quran followed by the welcome remarks by Ms. Reem Abbasi, President IWCCI. She welcomed the participants and thanked NDMA, NHN and ADPC for organizing an exclusive workshop for women chamber and business women of Islamabad. Mr. Ghazanfar Bilour, President FPCCI, the chief guests for opening ceremony, in his speech thanked NDMA, NHN and ADPC for organizing the event. He also emphasized on the need of strong public-private partnerships, to ignite momentum and interest of various partners in building

business resilience and establishment of a platform to increase interface between government and private sector.

The objectives and proceedings of the workshop were covered by Ms. Sana Zulfiqar. She explained to participants the purpose of workshop and the expected outputs. She also gave a rundown of the scheduled activities.

- **Program Brief**

Mr. Sajid Naeem, country manager briefed the participants about the program covering its objectives, process and the progress achieved so far. He also apprised the participants about the upcoming activities and how partners can support these activities.

- **Session.** The workshop consisted of one session which was taken by Mr. Muhammad Idress. Session was followed by question & answer. Mr. Sajid Naeem moderated all the sessions.

- Mr. Muhammad Idress, Member (DRR), NDMA during the first half of his presentation, explained the existing disaster management system in Pakistan and enlightened the participants regarding existing disaster management structure at national, provincial and district level. He elucidated the roles and responsibilities of disaster management authorities and elaborated the country's hazard profile and impact of climate change being faced by Pakistan and also discussed the steps taken by NDMA with regards to various activities of DRM cycle.

- During the second half of his presentation, he talked about the background of how disaster risk management was handled before National Disaster Management Act 2010. He also gave an overview of the existing frameworks and National Disaster Management Plan and explained the funds available to undertake the preparedness activities and how can these be utilized by all stakeholders. He explicated that how private sector can contribute for long-term mitigation and role they can in implementation of disaster risk reduction interventions

- **Closing Ceremony.** Key note address was delivered by Ms. Amna Memon, Chairperson Women Committee FPCCI. She thanked NDMA, NHN and ADPC for conducting this important event specially for women and appreciated the level & interest of participants. She also thanked ADPC for their support for the event and urged for holding such events frequently. Vote of thanks was delivered by Ms. Reem Abbasi, President IWCCI.

## Picture Gallery



**Inaugural session**



**Program brief by Mr. Sajid Naeem**





**Presentation and Questions & Answers**



**Participants Group Photo**

## Participants List

| Ser                                    | Participant's Name | Gender | Designation                   | Organization/Department              | E-mail                          | Phone        |
|--|--------------------|--------|-------------------------------|--------------------------------------|---------------------------------|--------------|
| <b>Private Sector (14)</b>             |                    |        |                               |                                      |                                 |              |
| 1.                                     | Amna Memon         | Female | Chairperson Women Committee   | FPCCI                                | melangeisb@gmail.com            | 0302-5123779 |
| 2.                                     | Reem Abbasi        | Female | President                     | IWCCI                                | reem.abbasi@gmail.com           | 0321-5022013 |
| 3.                                     | Samina Akhtar      | Female | Senior Vice President         | IWCCI                                | samina58@outlook.com            | 0300-5229878 |
| 4.                                     | Sajida Anwar       | Female | Former Vice President         | IWCCI                                | facescollection2001@gmail.com   | 0333-5152246 |
| 5.                                     | Hira Noor          | Female | Deputy Secretary              | IWCCI                                | skyrider.9noor@gmail.com        | 0321-5392206 |
| 6.                                     | Fahmida Naz        | Female | Member                        | IWCCI                                | fahmida@pkhegal.org             | 0321-5256865 |
| 7.                                     | Sehrish Khan       | Female | Member                        | IWCCI                                | sehrishusman225@gmail.com       | 0331-6777320 |
| 8.                                     | Naima Akhtar       | Female | CEO                           | Innovations (Private Business)       | aansarinaima@gmail.com          | 0336-8522422 |
| 9.                                     | Fatima Anila       | Female | CEO                           | Alishverishment (Private Business)   | director@alishverishment.com    | 0321-5854121 |
| 10.                                    | Rozina             | Female | CEO                           | Gems and Jewelry (Private Business)  | m.rozina@hotmail.com            | 0300-5455557 |
| 11.                                    | Naina Ali          | Female | CEO                           | J & V Associates (Private Business)  | nainaali78@gmail.com            | 0303-0057735 |
| 12.                                    | Sobia Shami        | Female | Owner                         | Happiness (Private Business)         | sobiashami@yahoo.com            | 0333-5288377 |
| 13.                                    | Shaharazad         | Female | Owner                         | Harmony Furniture (Private Business) | fluttobug111@yahoo.com          | 0323-9162227 |
| 14.                                    | Munawara Sultan    | Female | Managing Partner              | MS Collection (Private Business)     | munawarad@gmail.com             | 0346-8270901 |
| <b>Government (2)</b>                  |                    |        |                               |                                      |                                 |              |
| 15                                     | Sana Javed         | Female | Training Coordinator          | NIDM/NDMA                            | sana.javaid@live.com            | 0334-8508989 |
| 16                                     | Amna Naseer        | Female | Training Coordinator          | NIDM/NDMA                            | amnanaseer099@gmail.com         | 0324-4031853 |
| <b>Civil Society Organizations (4)</b> |                    |        |                               |                                      |                                 |              |
| 17                                     | Neelum Nayab       | Female | Member Executive Committee    | National Humanitarian Network        | neelum73@gmail.com              | 0321-5365478 |
| 18                                     | Arif Rahim         | Male   | Senior Program Manager        | Hashoo Foundation                    | arifrahman@hashoofoundation.org | 0336-3555445 |
| 19                                     | Javaid Mamon       | Male   | Senior Advocacy Officer       | TDEA (NGO)                           | javed.ali@tdea.pk               | 0300-5559305 |
| 20                                     | Jublee Bano        | Female | Capacity Building Coordinator | TDEA (NGO)                           | jubleebano@tdea.pk              | 0300-8780323 |