

Training Workshop
Role of Private Sector in Preparedness for Effective
Response
For Women Chamber of Commerce
7th August 2018



ASIAN DISASTER PREPAREDNESS CENTER (ADPC)

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TABLE OF CONTENTS

• Introduction -----	1
• Workshop Objectives -----	3
• Participants -----	3
• Workshop Schedule/Activities -----	4
• Facilitators/Resource Persons/Specialization -----	4
• Logistical Arrangements -----	4
• Proceedings of the Course -----	4
• Inaugural Session -----	4
• Program Brief -----	5
• Sessions -----	5
• Closing Ceremony -----	5
• Picture Gallery -----	6
• Participants List (Annex A) -----	8

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 8th 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 7th 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
Total	2	18	20

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"> • Welcome remarks by Ms. Reem Abbasi, President IWCCI • Opening speech by Mr. Ghazanfar Bilour, Chairman FPCCI • Remarks by Mr. Muhammad Idress, Member DRR, NDMA 	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
Private Sector (14)						
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	sky rider.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
Government (2)						
15	Sana Javed	Female	Training Coordinator	NIDM/NDMA	sana.javaidd@live.com	0334-8508989
16	Amna Naseer	Female	Training Coordinator	NIDM/NDMA	amnanaseer099@gmail.com	0324-4031853
Civil Society Organizations (4)						
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