

NATURAL DISASTER IN J&K: A STUDY OF CORPORATE INITIATIVES

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ABSTRACT : Corporate Social Responsibility refers the voluntary involvement of corporate houses to provide benefits to different stakeholders. This concept has originated from the theory of **karma** which states that do good to others without expecting anything in return. The social responsibilities may be regular in nature where the benefits are provided by way of opening schools, health care centre and by launching various awareness programs from time to time and on the other hand, it is discretionary in nature, where it performs functions by coming forward to help the victims suffered due to natural disasters. In this paper, an attempt has been made to highlight various initiatives undertaken by different corporate houses to lend a helping hand to flood victims which Jammu and Kashmir witnessed recently.

Keywords: Stakeholders, Karma, Discretionary, Victims.

I. Introduction:

India has a long history of natural calamities like cyclones, floods, droughts and earthquakes etc which has increased the vulnerability of both the urban and rural populace to natural disaster. Recently, Jammu and Kashmir has suffered with one of the worst natural disasters. In this context in addition to the government and voluntary sector, corporate sector of India has played the vital role for the development of the state by performing social responsibility. In this paper, an attempt has been made to study the initiatives taken by the corporate houses to help the victims. The paper covers the following headings:

- The J&K Tragedy.
- Corporate Initiatives
- Research Methodology.
- Areas Effected.
- Financial Assistance.
- Other forms of support.

II. The J&K Tragedy:

The tragedy which struck on 13 September, 2014, both the locals and the visiting pilgrims were effected by the calamity. According to figures provided by the J&K government, more than 300 people were presumed dead, 50 bridges have been washed away completely in the state. More than 900 roads in different locations have suffered extensive damage, blocking connectivity to most of the places in the state. As per the survey conducted by the sphere India, the estimated numbers of people affected were 1, 01, 36063.

In addition to the immense loss of precious lives and damage to property and infrastructure, the disaster has also caused loss of livelihood which has adversely effected the tourism industry of the state and the economy of the state also suffered as it is primarily depending upon the tourism for sustenance.

A satellite based Indian Space Research Organization joint rapid assessment on J & K flood 2014 devastation has revealed that Bandipore district of Kashmir division bore the major brunt with 148 sq kms coming under the floods. Pulwama saw floods over 102 sq kms and Srinagar over 100 sq kms. Tehsil Sonawari of Bandipora was reportedly devastated on a large scale. The preliminary damage is estimated at over Rs11lakh crore. According to World Bank, annual direct losses from natural disasters are estimated at 2% of India's Gross Domestic Product (GDP). By that account the loss caused by J & K Disaster 2014 on its own in a single instance could be a significant percentage of average annual losses. .

III. Corporate Initiatives:

Corporate social Initiative is a sense of social conciousness of a business for the betterment of the society. It is a process which aims to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers employees, communities, stakeholders and all other members of the public sphere who may also be considered as stakeholders. The typology developed for the

overview of business conscious initiatives for the society did not address such a wide range of issues, it focused on business involvement in natural disaster reduction initiatives within the philanthropic and CSR programmes. The overview assumed that much of this would involve partnership with organisation outside the business community like public sector, NGOs and Community organisation.

IV. Research Methodology :

The research method used for this paper consisted of a desk study of journals, newspapers and magazine reports and financial reports accessed through libraries and websites of Government, NGOs and companies.

V. Areas Effected:

Though the flood has effected the entire state of Jammu and Kashmir but few districts have effected badly . Nature of loss and magnitude of loss due to flood varies in different places within the districts. .Apart from damage to bridges , roads ,electric poles and houses, few districts in the state were totally cut off from rest part of the state due to communication failure. In India , the performance of social obligation is the routine nature of the companies. But during natural disaster these companies shows more responsibness by coming forward to compensate the sufferers. Apart from providing financial support and creating awareness among the masses about how to serve the sufferers they even show their concern to connect families with their near and dears.

Table 1 depicts the most effected districts due to flood and Table 2 under reference shows the nature of damage caused to different districts of Jammu and Kashmir state in 2014.

Table 1 : Detail of Areas effected:

S.NO	JAMMU DIVISION	KASHMIR DIVISION
1.	Jammu	Srinagar
2.	Rajouri	Anantnag
3.	Poonch	Kulgam
4.	Udhampur	Pulwama
5.	Doda	Budgam
6.	Reasi	Bandipora
7.	Kishtwar	Baramulla
8.	Ramban	Shopian

Source: sphereindia.org.in

Table 2: Detail of damage caused by flood in J&K (Approx. figures)

Jammu division	NATURE OF DAMAGE				Kashmir division	NATURE OF DAMAGE			
	Houses	Roads	Bridges	Schools		Houses	Roads	Bridges	Schools
Jammu	1600	190	25	70	Kashmir	2800	280	110	190
Udhampur	1200	70	12	35	Bandipora	2200	150	100	150
Rajouri	1500	40	10	10	Pulwama	2500	60	60	30
Poonch	1100	30	15	15	Budgam	1700	50	45	55

VI. Financial Assistance:

During this type of situation when nature gets furious, people pray to the god for fulfilling the day to day requirement and these companies appears like the messengers of god and makes available eatables, medicines, clothes and blankets etc which could serve the purpose. In the context of India, the corporate sector is perceived to be one of the active players in the social development. Its works has received visibility across progressive high profile natural disasters in the country. In addition to the government and the voluntary sector, this commercial sector holds a special position in the list of stakeholders active in disaster response. Table 3 highlights the financial aids given to the flood victims by some of the corporate houses.

Table 3 : Financial Assistance made by different Companies

S.No	Name of the Companies	Amount(in Rupee)
1.	Honda	3.0 Crore
2.	Samsung	3.0 crore
3.	Mahindra	3.0 crore
4.	ICICI	2.5 Crore
5.	Bajaj	2.5 Crore
6.	Tata	3.5 Crore
7	Dabur	3.0 Crore

VII. Other form of support:

The management of recent natural and human made disasters in India is indicative of the need for more stakeholders to be better prepared and coordinated to efficiently handle and mitigate such calamities. Number of organizations have come forward to provide help the victims by contributing in different form other than money.. The view that through practice of CSR, the corporate sector can potentially act as a responsible partner that works towards evolving a capable and efficient disaster risk management system is gaining ground. Table 4 under reference reflects the contribution made in other forms.

Table 4 : Contribution by other organizations in different forms

S.No	Name of the org.	Nature of contribution			
		Eatables	Medicines	Cloths	Blankets
1	PUNJAB KESARI GROUP	1000	450	-	
2	GERMAN AMBASSY	4000	1200	1400	3500
3	NSS KASHMIR UNIVERSITY	750			3500
4	VOULANTARY HEALTH ASSOCIATION OF INDIA	8000	2500		1600
5	ISLAMIA MUSILIM ASSOCIATION	6000	2200	1000	200
6	NDTV	1500	800	-	2000

VIII. Conclusion:

India has an impressive history of philanthropic activities, rooted in its religious and cultural heritage. It is normal practice whenever there is a crisis resulting from a natural hazard, for financially able individuals and institutions to come forward to help. This study reveals that the nature of the CSR activities in the disaster sphere is spontaneous and ad hoc. Whenever there is an emergency, private sector organizations come forward to assist. The assistance may comprise donations by the employees, investment from the companies resources, and collections from the general public. Assistance extended in relief can be seen as part of the broader social responsibility taken by the private sector. The private sector's engagement in the Jammu and Kashmir crisis shows that there is substantial potential to seek greater and more constructive engagement from this sector in disaster management.

The positive signs were visible in terms of initiative, resource generation capacity, and efficiency but still more is required to be done. However following points should also be considered:

- 1) Life of human being which is the most precious thing gifted by the almighty ,once lost cannot be retrieved back but they should be given timely assistance so that the suffering families could be consoled.
- 2) Economic infra structure like roads, transport, business establishment etc should be reconstructed in a fast track mode.
- 3) Some mechanism should be evolved so that correct estimates of damage should be made .
- 4) There should be separate grievance handling mechanism.
- 5) Civil society should also play leading role to support the vicitms morally.

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