

Department of MBA & PG IT

Title : Managing Disaster – A Strategic Perspective

Date : Sep. 29 & 30, 2016

**Resource Person : 1. Mr.Pradeep Meyo, Director MAC, Singapore,
2. Ms. Matthilide, Health Officer, France
3. Mr.Samuel Rukomia Kanguru, Research Scholar, Kenya,
4. Dr.K.Ravichandran, Newyork Institute of Technology,
Abhudhabi,
5. Ms.Oshibuchi San, Women Entrepreneur, Japan ,
6. Ms. Suganya, Marketing Researcher, Canada,
7. Dr.Mark Abad, Bahrain Training Institute-Lecturer, Bahrain
8. Mr.Venkatesh, Faculty-Auckland University of Technology,
Auckland**

No. of Participants : 120

Focus on : Entrepreneurship & Skill Development

Outcome :

- **International conference on this topic made our students gain different views and ideas on Managing Disaster**
- **They learnt how to get rid of the habit of ‘using and throwing’ and instead develop the habit of ‘creating and using’**
- **They were made to realise that Disaster management involves an integrated approach to assess environmental health issues and priorities after a disaster**
- **They were given a comparative analysis of disaster management from the view point of India and Africa**
- **They were taught many techniques of risk management in the Banking Sector**
- **They acquired knowledge about the role of Youth in disaster Management**
- **They learnt about disaster management in supply chain management**

Report:



Fatima College (Autonomous)

Mary Land, Madurai- 625018.

Fatima Institute of Management

Department of MBA & PG IT

International Conference on

"Managing Disaster – A Strategic Perspective"

29 & 30 September 2016

Department of MBA and PG IT of FATIMA INSTITUTE OF MANAGEMENT organised two-day international conference on 'MANAGING DISASTER – A STRATEGIC PERSPECTIVE' held on September 29 & 30, 2016. Dr.P.Uma, The Director, Department of MBA welcomed the gathering. She stated that this event will be helpful for the participants to understand disaster and the process of getting through it. **Rev. Sr. Dr. K. Fatima Mary**, The Principal, Fatima College, presided over the function and delivered the presidential address. She spoke about the two basic types of disasters, the natural and manmade.

Rev. Sr. Dr. Francisca Flora, Secretary, Fatima College, felicitated the conference, and spoke about how sustainability in disaster management leads to reflection, lobbying and networking of all the aspects. The keynote address was delivered by the chief guest Mr. Pradeep Meyo, Director, MACC, Singapore. The speaker initiated his speech by emphasising that 'the disaster management is not a failure management, rather it is a protective management' and people learn from their mistakes. He expressed three factors which help in disaster management - first factor is the pursuit of knowledge, the second factor is down to earth being an MBA graduate and working with shop floor workers. Yet, another factor is, people need to continuously evolve themselves. Finally, he concluded the session by encouraging the participants to volunteer for initiatives to prevent disaster.

The special address was delivered by **Mr. Krishnan Subramanian, Founder, the Yellow Bag, Madurai**. He highlighted the two factors that prevent us from natural disaster. The first factor being sustainability of natural resources that prevents harmfulness to our society. The second factor is the habit of 'using and throwing' which he said should be replaced by the habit of 'creating and using'. He induced the audience to stop usage of plastic bags and to use cloth bags to enhance

sustainability of natural resources. Dr. P. Shyamala, Head of the Department of Information Technology proposed vote of thanks.

Ms.Mathilide, Health officer, France highlighted the 7 principles of disaster management as understanding and assessing risk, forecast and early warning, promotion of education and risk awareness, sustainable planning and development, reducing vulnerability by mitigation, preparing to manage crisis and evaluation and improvement. The need for an integrated approach to assess environmental health issues and priorities after a disaster was highlighted by the speaker.

Mr. Samuel Rukomia Kanguru, Kenya, presented a comparative analysis of disaster management from the view point of India and Africa. He presented the causes and effects of natural and manmade disasters. He says that the disaster does not discriminate between countries. He expressed his views on the impact of deforestation and also the speaker reminded the gathering that “When you cut one tree, plant tow tress” He also insisted that awareness about disaster management should be created through social media especially radio and newspaper.

The afternoon session started with the presentation of Ms. Mathilde. She shared the French model of Disaster Management. She highlighted the precautions taken during disaster in France. The speaker underline that the manmade disasters are increasing now a days. After Ms. Mathilde Presentation a skype session was arranged.

A Skype session on the Topic “Managing Disaster – A strategic Perspective” was a part of the two day international conference. Mr. Ravichandran talked about the risk assessment in Banking sector. The speaker started with the introduction of risk assessment. He talked about the problem faced by harmful competencies. He highlighted that the risk can only be reduced when the consequences of disaster is reduced. He presented many techniques of risk to overcome the risk management.

Mr. Amarnath, CEO of BGP Company, who was a proud recipient of the “Budding engineer of India” award, spoke on the topic “Role of Youth in disaster Management” He Underline that the 6.5% to 7.5% of the youth are not aware of disaster outcomes. He specified that the youth’s minds should be channelized otherwise it will affect the environment. He discussed about the importance of role of youth in India. He requested everyone that they should have presence of mind in saving the people in times of disaster. He highlighted that the youth should be ready for facing all situations rather than neglecting & escaping from the situation.

Dr. Prof. Venkatesh from Auckland started with the introduction of disaster Management. Then the speaker moved on to the topic of disaster Management in supply chain management. He discussed about the humanity supply chain management. He emphasised that that supply chain management is positive approach and it is profit oriented. He highlighted that the supply chain management is

worked by NGO's in terms of disaster. He underlined the supply chain management helps through NGO's in emergency situations.

Valediction

The international conference brought down its curtain with valedictory function. The welcome address with valedictory function. The welcome address was delivered by Mrs. L Meena, Assistant Professor, Department of MBA, Fatima College. **Dr. V. Chinniah**, Professor and Head, Department of Management Studies, Madurai Kamaraj University, delivered the valedictory address. He felicitated the event and explained about the two types of disaster _ internal & external disaster. He stressed that to overcome external disaster, internal disaster needs to be managed. The Conference came to an end with the national Anthem.

PHOTOS





September 30, 2016

- 9.00 a.m. - 9.30 a.m. : Registration
- 9.30 a.m. - 4.00 p.m. : Competition (Zealot 2k16 & TECHNO FEAST)
Megastanos of 2k16, Business plan, Business Quiz, Adzap, Fun mela, Idea Update, Pick your Pic, Beat the Time
- 11.30 a.m. - 12.00 p.m : Tea Break
- 1.00 p.m. - 2.00 p.m. : Lunch
- 4.00 p.m. - 4.15 p.m : Tea Break
- 4.15 p.m. - 5.00 p.m. : Valediction
- Valedictory Address : **Dr. V. Chinniah**
Professor and Head
Department of Management
Studies
Madurai Kamaraj University,
Madurai - 625 022



All the accepted Papers will be published in proceedings with ISBN.

Convenors

Dr. P. UMA
Director
Department of Management Studies
Fatima College (Autonomous)

Dr. P. SHYAMALA
Head of the Department
Department of PG IT
Fatima College (Autonomous)

Organising Committee

Department of MBA
Mrs. N Asha
Mrs. L. Meena
Dr. M. Nagarenitha
Dr. S. Beulah Mabel
Mrs. P. Jegadeeshwari

Department of PG IT
Mrs. R. Meenakshi
Mrs. S. Subha
Mrs. S. Amala Devi

INTERNATIONAL CONFERENCE ON

Managing Disaster - A Strategic Perspective

September 29 & 30, 2016



Fatima College (Autonomous)

(College with Potential for Excellence)
(Re-Accredited with "A" Grade by NAAC)
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**Fatima Institute of Management
Department of MBA & PG IT**

ABOUT THE COLLEGE

Fatima College (Autonomous), with the lofty ideas of the founder Mother Rose and the tireless efforts of the Missionary Sister of St. Joseph of Lyons has held steady to its quality pursuit in higher education from its inception since 1953. The National Assessment and Accreditation Council (NAAC) accredited the College with the highest rating of 5 stars and re-accredited with "A" grade. In the year 2004, the Status "College with potential for Excellence" was conferred by the UGC. In 2006 and 2013, NAAC re-accredited and honoured the college with 'A' grade.

ABOUT THE DEPARTMENTS

The AICTE approved professional course MBA (Master of Business Administration) was started in the year 1996. This programme is designed to inculcate knowledge, to hone up skills and to empower women to face corporate challenges. The PG Department of Information Technology was established in the year 2000. Based on the emerging requirements of the global market, which is totally backed up by IT, the following courses are offered by the department M.Sc.(Information Technology & Management), M.Sc.(Computer science & Information Technology). The courses are specially designed to suit ever-changing trends in IT industry and to provide the right ground to facilitate placement.

CONFERENCE THEME

Disaster is a serious disruption of the functioning of a community or a society. Disasters involve widespread human, material, economic or environmental impacts, which exceed the ability of the affected community or society to cope using its own resources. Local, regional, national and international organizations are all involved in mounting a humanitarian response to disasters. Each will have a prepared disaster management plan. These plans cover prevention, preparedness, relief and recovery.

Managing Disaster is a sustainable development goal that integrates the utilization of

resources during natural disasters, environmental emergencies, complex emergencies and pandemic emergencies. The disaster management programmes have been set up to facilitate a paradigm shift from the hitherto relief-centric approach to a more proactive, holistic and integrated approach of strengthening disaster preparedness, mitigation, and emergency response.

The Objectives of this International Conference are

- * To identify the potential and examine the existing practices in Disaster Management
- * To overview government policies on Disaster Management in education at Professional levels
- * To develop a critical & practical understanding of factors that lead to challenges during disasters
- * To discuss the best practices of the implementation of strategies, technology in Research, Education and Organization
- * To enhance interaction and exchange of ideas between Researchers, users and policy makers.

Programme Schedule

September 29, 2016

9.00 a.m. - 9.30 a.m. : Registration

9.30 a.m. - 10.30 a.m. : Inauguration

Welcome Address : **Dr. P. Uma**
Director
MBA Programme
Fatima College (Autonomous)
Madurai

Presidential Address : **Rev.Sr.Dr.K. Fatima Mary**
Principal
Fatima College (Autonomous)
Madurai

Felicitations : **Rev.Sr.Dr.M.Francisca Flora**
Secretary
Fatima College (Autonomous)
Madurai

Special Address : **Mr. Pradeep Moyo**
Director
MAC, Singapore

Vote of Thanks : **Dr. P. Shyamala**
Head of the Department
Department of PG IT,
Fatima College (Autonomous)
Madurai

10.30 - 11.00 a.m. : **Tea Break**

11a.m. - 1.00 p.m. : **Technical Session**

Ms. Mathilde Peric
Health Officer,
France

: **Mr.Samuel Rukomia Kanguru**
Research Scholar,
Kenya

12.30 - 1.00 p.m. : **Dr. K. Ravichandran**
Director of Experiential Education
Associate Professor
School of Management
New York Institute of Technology,
Abu Dhabi

1.00 - 2.00 p.m. : **Lunch**

2.00 - 4.00 p.m. : **Panel Discussion & Paper Presentation**

2.30 - 3.00 p.m. : **Ms. Oshibuchi San**
Women Entrepreneur,
Japan

Ms. G. Suganya
Marketing Consultant,
Canada

3.00 - 3.30 p.m. : **Dr. Mark Abad**
Faculty
Bahrain Training Institute,
Bahrain

3.30 - 4.00 p.m. : **Mr. V.G. Venkatesh**
Faculty-Auckland University of
Technology,
Auckland

LIST OF PARTICIPANTS

Sno	Lot no	Name of the Events	Student Names	Year & major	Permanent address	Email	Contact no
3		B QUIZ (2 Participants)	BALAKRISHNAM ESWAR	II B Com CIT	B2, ABIRAMI APART- MENTS, KRISHNAP- URAM COLONY MADURAI-625019	eswartheing makey@gmail. com	8190829004
			S. KARTHIKEYAN	II B Com CIT	38, JAIHIND PURAM MADURAI.	S.karthi11896 @gmail.com	7845536884

Sno	Lot no	Name of the Events	Student Names	Year & major	Permanent address	Email	Contact no
4		POSITION HOLD UP (5 participants) (Situation handling)	L. Abhirami	II B Com	No 12, Jayanthi nagar, and street, Kolathur Chennai - 99	-	9092353245
			B.K. Divya Bharathi	II B Com	5-H Street, C.M.R. Road, Babragapuram madurai	-	9500858144
			B. Anushiya	II B Com	FA, Kaliaroman st menakshi ng madurai - 102	-	9597681914
			S. Jeyalakshmi	II B Com	4/179 Kulanigalam Rst elumpore madurai	-	7811446720
5		POSLOVNI PLAN (3-6 participants) (Business plan)	Raja Neenakshi	II CIT	4/897, Pillayar kovil St, Put ng extra Madurai	-	9647393010
			Raja Suprabha	II CIT	36, Bharalakshmi nagar S. Kodikulam Emayot Colony K. Pudur Madurai - 625004	-	8056973679

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			Madhumathi - J	II CIT	#27, 119 Colony Madurai	madu mathijaya161 @gmail.com	9626636376
6		PUZZLE OF CONNEXIONS (3 participants) (Stumble the Jumble)	J. Madhumathi	II CIT	# 27, 119 Colony Madurai	mathijaya161 @gmail.com	9626636376
			K. Rajesuprabha	II B10M	36, Dhanalakshmi Raj. Suryapuri Colony Madurai - J		8056972679
			Kasthiga	II B10M	38, Meenakshi Bharan Jainind Puram md4 - II		9868023080

Sno	Lot no	Name of the Events	Student Names	Year & major	Permanent address	Email	Contact no
7		INGENIOUS CAPACITY (4 6 Participants) Adzap) I st Prize.	P. Saravanan Kumar	B.com III rd Year	74/71, West Ponnagootam 5th Street Anappalayam	Stomn Soraio @gmail. com	97900- 10741
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Sridevi ② B.com II 8883624333

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2	Alamelu Mangai S	I MBA
3	Angaiyarkanni U	I MBA
4	Anto Peter Melitta G	I MBA
5	Antony Anusha I	I MBA
6	Banupriya M	I MBA
7	Benazirkhan Y	I MBA
8	Bhuvaneswari BB	I MBA
9	Devapriya P	I MBA
10	Devi Sakuntala B	I MBA
11	Dharshini P	I MBA
12	Dhivya Priya J	I MBA
13	Divya M	I MBA
14	Gayathri M	I MBA
15	Geetha N	I MBA
16	Glory S	I MBA
17	Haritha D	I MBA
18	Harsa Varshini J	I MBA

19	Ijaz Ariffa Z	I MBA
20	Iswariya V M	I MBA
21	Jafrin Fathima J	I MBA
22	Jeya Priya C	I MBA
23	Kalpitaarani T S	I MBA
24	Kanmani Niveditha M	I MBA
25	Keerthana V	I MBA
26	Kirupa J	I MBA
27	Kohila T	I MBA
28	Krithika T	I MBA
29	Laxmi Devi C	I MBA
30	Mahalakshmi R	I MBA
31	Maneeswari S	I MBA
32	Merlin Gracia D	I MBA
33	Nandhini V	I MBA
34	Nithya U	I MBA
35	Pasumponselvi	I MBA
36	Pradeepa S	I MBA
37	Prashanthi Kauveri S	I MBA
38	Priscillanancy J A	I MBA
39	Priyanka K	I MBA
40	Priyatharshini R	I MBA
41	Raihauna Thaslim Z	I MBA
42	Raja Eswarya B	I MBA
43	Rajakumari K	I MBA
44	Reshma B	I MBA
45	Sakthi Priyanka R	I MBA
46	Santhana Priya G S	I MBA
47	Shaalini C	I MBA
48	Shailaja S	I MBA
49	Shalini K	I MBA

50	Sharmi J	I MBA
51	Sheeba R	I MBA
52	Shobika K	I MBA
53	Steffi Nerona D	I MBA
54	Subasri S	I MBA
55	Sukanya S V	I MBA
56	Thenuja S	I MBA
57	Trenette Mel L	I MBA
58	Uma @ Monicka S	I MBA
59	Vaishnavi Devi K	I MBA
60	Vasantharenuga E	I MBA
61	Abrosefathima A	II MBA
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63	Archana K	II MBA
64	Bhuvaneswari C	II MBA
65	Cecil Asencia A	II MBA
66	Deepa V	II MBA
67	Deebika M	II MBA
68	Divya K	II MBA
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70	Grysta Mercy X	II MBA
71	Hemapriya M	II MBA
72	Iswarya S S	II MBA
73	Jency J	II MBA
74	Lakshmisri K B	II MBA
75	Lourdes Chremoline F	II MBA
76	Mahalakshmi R	II MBA
77	Manimala M	II MBA
78	Manjula Devi C	II MBA
79	Meenatchi M	II MBA
80	Meeralakshmi P	II MBA

81	Mohanapriya M	II MBA
82	Nandhini R	II MBA
83	Naveen J	II MBA
84	Nishidha N	II MBA
85	Nithya Pournam	II MBA
86	Nivetha R	II MBA
87	Ponmani B	II MBA
88	Jeba Jenney Arten A	Alumni
89	Jesu Antony Kingsly S	Alumni
90	Meenakshi N	Alumni
91	Monica G	Alumni
92	Muthudharsana K	Alumni
93	Thivya Bharathy R	Alumni
94	Vijayalakshmi U	Alumni
95	Isaidevi S	Alumni