

## **PG DEPARTMENT OF INFORMATION TECHNOLOGY**

**Title** : Managing Disaster – A Strategic Perspective  
**Date** : Sep. 29 & 30, 2016  
**Resource Person** : 1. Mr. Pradeep Meyo, Director MAC, Singapore,  
2. Ms. Matthilde, Health Officer, France  
3. Mr. Samuel Rukomia Kanguru, Research Scholar, Kenya,  
4. Dr. K. Ravichandran, New York 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** : 105

**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 two trees” 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 underlined 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 Underlined 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 situation.

## **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 )  
Mary Land, Madurai - 625 018.  
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mscit@fatimacollegemdu.org  
Telephone : 0452 - 2668366

**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

Felicitation : **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**  
Bahrain Training Institute,  
Faculty instead of Lecturer  
**Bahrain**

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





### **LIST OF PARTICIPANTS**

<b>S. NO.</b>	<b>Reg.No.</b>	<b>Name of The Student</b>
1.	2015MCST01	Aarthi Mala.M
2.	2015MCST03	Abinaya.S
3.	2015MCST04	Anitha.A

4.	2015MCST05	ArockiaReeta.S
5.	2015MCST06	Deepika .R
6.	2015MCST07	Dhivya .P
7.	2015MCST08	Gayathri .P
8.	2015MCST09	Gowthami .S
9.	2015MCST10	V.KottaiMuneeswari
10.	2015MCST11	Lija.M
11.	2015MCST13	Nambikani .G

	12.	2015MCST14	PandimaDevi
	13.	2015MCST14	Pushpalatha.S
	14.	2015MCST15	Rajathi.V
	15.	2015MCST16	Ramaparvathy.R
	16.	2015MCST17	Thaarani.G.E
	17.	2015MSIT01	Yuvashree.B

18.	2015MSIT02	Amirtha.J.N
19.	2015MSIT03	AngalaEswari.S
20.	2015MSIT04	AyshaSithika.M
21.	2015MSIT05	BackiyaLakshmi.M
22.	2015MSIT06	Banupriya .V
23.	2015MSIT07	Gokila .R
24.	2015MSIT08	Gowsalya .G

25.	2015MSIT10	Hemalatha .M
26.	2015MSIT11	Jannet Monica Sangavi.T
27.	2015MSIT12	H.Kamila
28	2015MSIT13	Karthiga Rani.S
29	2015MSIT14	Karthiyayini.N
30.	2015MSIT16	Sujitha.R
31.	2015MSIT18	Suvera.S

32.	2015MSIT19	Thilakavathy.B
33.	2015MSIT20	ZanezaNshuti Ariane
34.	2016MSIT01	AbinayaS
35.	2016MSIT02	AmalaPriskila JeniferA
36.	2016MSIT03	AnupriyaG
37.	2016MSIT04	BalaNandhini D
38.	2016MSIT05	Dayana Roseline D
39.	2016MSIT06	Hemalatha S
40.	2016MSIT07	Indumathi S
41.	2016MSIT08	JawithRiffayaFathimaJ
42.	2016MSIT09	KalaivaniB
43.	2016MSIT10	PandipriyaT
44.	2016MSIT11	PavithraR
45.	2016MSIT12	Poornima Devi T G



46.	2016MSIT13	PorkodiG
47.	2016MSIT14	PragathiK
48.	2016MSIT15	PriyadharshiniG
49.	2016MSIT16	PriyankaI
50.	2016MSIT17	PunithaM
51.	2016MSIT18	PunithapriyaV
52.	2016MSIT19	Rachel LeonK
53.	2016MSIT20	RadhikaA
54.	2016MSIT21	Raja SundariT
55.	2016MSIT22	SangeethaD
56.	2016MSIT23	Sangeetha EK
57.	2016MSIT24	ShanmugapriyaS
58.	2016MSIT25	SharmilaP
59.	2016MSIT26	SivakamiKumari V

60.	2016MSIT27	SowmiyaG
61.	2016MSIT28	SriranjaniS
62.	2016MSIT29	SubhashiniJ
63.	2016MSIT30	SuganyaM
64.	2016MSIT31	Tamil PriyaD
65.	2016MSIT32	TharaniT
66.	2016MSIT33	VidhubalaT

#### OTHER COLLEGE PARTICIPANTS:

S.N o	College Name	Name of the Student
1.	Sourashtra College, Madurai	Harini S
2.	Sourashtra College, Madurai	Dharani R
3.	Sourashtra College, Madurai	Girish S
4.	Sourashtra College, Madurai	ElakkiyaA
5.	Sourashtra College, Madurai	Febin PM
6.	Madura College (Autonomous), Madurai	AnjaliP
7.	Madura College (Autonomous), Madurai	Deepika T
8.	Madura College (Autonomous), Madurai	Girish S
9.	Madura College (Autonomous), Madurai	Hariharasudhan S
10.	Madura College (Autonomous), Madurai	ArunP
11.	Madura College (Autonomous), Madurai	Deva SR
12.	Madura College (Autonomous), Madurai	Aswini RA
13.	Mannar Tirumalai Naicker College, Madurai	Nishanth SJ
14.	Mannar Tirumalai Naicker College, Madurai	Niranjana K
15.	Mannar Tirumalai Naicker College, Madurai	Naresh S
16.	Mannar Tirumalai Naicker College, Madurai	VigneshM
17.	Mannar Tirumalai Naicker College, Madurai	RevanA
18.	Mannar Tirumalai Naicker College, Madurai	RohithaV
19.	Mannar Tirumalai Naicker College, Madurai	SadiyaA

20.	N.M.S. SermathaiVasan College for Women, Madurai	PriyaB
21.	N.M.S. SermathaiVasan College forWomen, Madurai	Geetha T
22.	N.M.S. SermathaiVasan College forWomen, Madurai	Haripriya D
23.	N.M.S. SermathaiVasan College forWomen, Madurai	Hemalatha M
24.	N.M.S. SermathaiVasan College for Women, Madurai	SaraM
25.	N.M.S. SermathaiVasan College for Women, Madurai	Nikitha G
26.	N.M.S. SermathaiVasan College for Women, Madurai	SruthyK
27.	P.K.N. Arts and Science College, Madurai	SideshS
28.	P.K.N. Arts and Science College, Madurai	ShafathJ
29.	P.K.N. Arts and Science College, Madurai	Nithya B
30.	P.K.N. Arts and Science College, Madurai	Neha A
31.	P.K.N. Arts and Science College, Madurai	Nishanth A
32.	P.K.N. Arts and Science College, Madurai	SujayM
33.	P.K.N. Arts and Science College, Madurai	SrideviB
34.	Lady Doak College (Autonomous), Madurai	Harshini M
35.	Lady Doak College (Autonomous), Madurai	Christlet M
36.	Lady Doak College (Autonomous), Madurai	SheelaA
37.	Lady Doak College (Autonomous), Madurai	AishwaryaV
38.	The American College (Autonomous), Madurai	AswathS
39.	The American College (Autonomous), Madurai	Hariharasudhan S