
DISASTER AND ENVIRONMENTAL MANAGEMENT CSR AND ITS ROLE IN DISASTER REDUCTION

SWATI PATHAK, DR. ARTI GUPTA

Abstract: At the present time, Disaster and environmental management have become a ablaze concern in corporate sector, the reason could be the calamity happened in Kedarnath and Badrinath, the most promising religious places in India, but the focus should be the hamper which people receive from these disasters as well as the emotional and mental stun which remain in their psyche for generations. Corporate Social Responsibility is now not work of fiction but a perception which every organization wishes to pursue for the sufferers, but the issue which arises in our thoughts is “Is it truly advantageous in exact sense for the victims who have suffered enormously? This piece of work would focus on the disaster and environmental changes and its impact on people and its correlation with Corporate Social Responsibility. The foremost focus is on Corporate Social Responsibility and disaster reduction looking predominantly at what are generally called natural disaster i.e. disaster prone by nature itself either through natural processing(formation or deformation) or due to human interference in natural bio-geochemical cycles. The further focus would be on the extent of CSR in this area focusing on the working of private sector commitments and its consequences.

Keywords : Corporate Social Responsibility, Calamity, Disaster Management, Disaster Reduction, Environmental Management

Introduction : The concept and movement of “CSR” (Corporate Social Responsibility) for disaster and environmental management has been escalating silently in the globe, principally in the middle of those corporations which are located in disaster-prone area. Canvassers for CSR claim that these activities ropes inexpensively for corporation at the end, and the consequences of such activities are well-recognized and now one and all corporations are being occupied in an assortment of CSR activities in disaster and environmental management, e.g. charity, donation, or relief action to affected communities etc. But if we look at the trend then organization is costing funds but not earning the advantages for the general public. This revenue that corporation’s collaboration in this sort of disaster mostly focuses on relief type, and it only has to do with substantial support to the victims. Consequently, it may not have an undeviating effect on the community or liveliness framing to its inhabitants, ensuing in short-lived impacts of the activities. With no appropriate approaches at pre-disaster and defensive strategies, a truly enduring impact from CSR activities will not be seen. And it unquestionably is not a wise option to solitary empower corporate capital and human resources to post- and responsive-relief activities. With apposite precautionary concern and activities, communities will be more resilient and well equipped for the future disaster and environmental hazards. What we suppose is

that the corporate division has much supplementary to put forward for improved disaster and environmental management, away from the heights of CSR activities
 Pillars of CSR Activities in Disaster Management: Among Presently Experienced
 CSR Pillars In Disaster And Environmental Management, Broadly Five Types Of
 CSR Activities Are Acknowledged:-

Fig:- Types of CSR Activities

- Unilateral
- (2) Contractual;
- (3) Adversarial;
- (4) Collaborative and
- (5) Philanthropic or charity



Generous activities are concerned with donations, assistance and grants to those organizations and citizens attending to social and environmental cause, and under contractual nature, corporation bond out other organizations or groups. Adversarial type of activities concerns more on public relations than actual benefit to affected people, and unilateral type does not, by definition, work together with other stakeholders.

Drawbacks of CSR Activities: It is very unfortunate that the CSR activities are involved in upbeat actions, are insignificant and more or less all cases are paying attention on approachable and post-disaster heights. The uniqueness of CSR activities are consisted of two wide-ranging types:-

- (1) One-off intervention;
- (2) 'Responsive' action



Fig:- Characteristics Of CSR

Most of the supposed CSR activities in the field of disaster and environmental management are of short-term, one-off type of intervention where focus is on existing dilemma not on solving the crisis entirely from roots. Still if CSR activities are meant for a 'long-term', it rarely exceeds one year of duration or on and half year. One-off intervention also implies that contemporary CSR activities are likely to be independent or unilateral done only by a company. Second, the 'responsive' type of action means that CSR activities on disaster and environmental management mainly focuses on post-event relief and based on planning when everything is affected badly, rather than acting proactive where disaster and its effect could be minimized significantly. Recently, however, we have witnessed, a number of unprecedented natural disaster actions in recent years. Among them, the well-known case is the Kedarnath Badrinath deluge disaster in June of 2013. For companies' CSR activities after the incident, focused almost exclusively on relief strokes and found difficulties in performing with community or with civil society organizations in the affected communities.

Prerequisites For Corporate Sector: The fundamentals which are essential for the healthier executions of corporate sector are not merely coherent but also significant to furnish intangible support to the victims of disaster prone area.

The prerequisites for the same could be as follow: Prerequisites for Corporate Sector :

Employee training : When it comes to the ground of disaster and environmental management, classic responsive CSR actions do not usually embrace tutoring for employees however focus on confer them training of managing inhabitants psychologically. **Environmental Barriers :** In the majority of corporate disaster relief action, since of its short-term nature, is not accompanied by means of considerations and for a short time corporate are that well-built to battle with natural calamities and the barriers which nature creates for human being.

Capacity Enhancement : CSR activities have to fabricate up in a mode that it remains copious weighed down to prop up the victim not only at the moment of disaster but post disaster as well.

Holistic Development : With no appropriately enthralling actions that are constructive for basic developmental infrastructure, such as roads, railway, accommodation facilities, water supply, electricity, edictal services and other necessary belongings, the intensity of impact of disasters and environmental hazards will be much worse or even worsen. In fact, the degree of risk from natural disaster and environmental hazards is directly related to the level of improvement in community for the reason that if these misfortunes lead to severe disease or infection then people in heaps will be affected adversely. If proper development measures and investment activities are taken, the possible injuries from such hazards would be much lesser.

Conclusion: Corporate Social Responsibility and environmental issue should be in use hand to hand at this instant since the disaster which India has faced had affected lives of many and it is disgraceful if we have money in our pouch and people are vanishing in front of us due to starvation, threat, terror and physical,

social, economical and psychological failure. It is sky-scraping time to wake our nation to sustain populace in disaster. We also need to be practical in facing the trouble as if we will be proactive, capable to diminish the loss of property, infrastructure and ultimately human. A mechanism is required that can scrutinize the functioning of these mutual and eradicate the isolation of one bureau and can effort communally for the wounded. These lessons should travel not only inside the periphery of a nation but needs expansions at the global level as well.

Acknowledgement : The authors are thankful to Dr. Umesh Gautam, Chancellor Invertis University for providing immense encouragement and support.

References :

1. Aupperle K.E, Carrol A.B, Hatfield J.D (1985). "An Empirical Examination of the Relationship between Corporate Social Responsibility and Profitability." *Academy of Management Journal*. Vol 26, No 2, Pp. 446-463.
2. Bhattacharya, Sen, Sankar (2001). "Does Doing Good Always Lead to Doing Better? Consumer Reactions To Corporate Social Responsibility." *American Marketing Association*. Pp. 16-67.
3. Cochran P. L, Wood R. A. (1984). "Corporate Social Responsibility and Financial Performance." *Academy of Management Journal*. Vol 27, No 1, Pp. 42-56.
4. Coldwell D.A.L (2000). "Perception and Expectations of Corporate Social Responsibility: Theoretical Issues and Empirical Findings." *Journal of Business Managerial*. Pp. 49- 54.
5. Freeman R.E. & Liedtka, J (1991). "Corporate Social Responsibility: A Critical Approach," *Business Horizons*, July-August, Pp. 92-108.
6. Mahapatra S. (1984). "Investor Reaction to Corporate Social Accounting." *Journal of Business Finance and Accounting*. Pp. 29-40.
7. Mintzberg, H. (2000). "The Case for Corporate Social Responsibility." *Journal Of Business Strategy*. Pp. 3-15.
8. Richardson A.J, Welker M, Hutchinson I.R. (1999). "Managing Capital Market Reactions to Corporate Social Responsibility." *International Journal of Management Research (IJMR)*. Pp. 17- 43.
9. Thompson J.K, Smith H.L (1991). "Social Responsibility and Small Business: Suggestions for Research." *Journal of Small Business Management*. Pp. 30-44.

Inverts University, Lucknow Highway, Bareilly/ Assistant Professor/
swati.ptkh@gmail.com.

Invert is University, Lucknow Highway, Bareilly/ Assistant Professor/
arti.g@invertis.org.