



## International Seminar 2018

Bridging Government and Private Decision Makers' Agenda in Mainstreaming  
Disaster Impact Resiliency towards Business Community

**DATE:** 19 (Monday) - 20 (Tuesday) February 2018 | 9:00 A.M. - 1:00 P.M.

**VENUE:** Student Service Center, Lahore College for Women University (LCWU),  
Lahore Pakistan

**Theme:** Investing in Business Continuity

### PROGRAM OF ACTIVITIES

Time	Activity/Title of the Presentation	Person or Institution In charge
09:00 – 09:30	Registration	
09:30 – 09:40	Opening Remarks Prayer and National Anthem	<b>Ms. Shaista Jabeen and Ms. Iqra Nawaz</b>
09:40 – 09:50	Welcome Message	<b>Vice Chancellor Prof. Dr. Uzma Quraishi,</b> Lahore College for Women University (LCWU), Lahore
09:50– 10:00	Introduction of Guest of Honour	<b>Prof. Dr. Shaker Mahmood Mayo,</b> City and Regional Planning Department, LCWU, Lahore
10:00– 10:15	Guest of Honour Message to the	<b>Hon. Mahar Ijaz Ahmad Achlana,</b> Minister Punjab Disaster Management Department
10:15 – 10:30	Guest Speaker	<b>Lieutenant General Omar Mahmood</b> Hayat/Representative Chairman National Disaster Management Authority (NDMA), Islamabad
<b>Resource Speakers Session</b>	<b>Plenary Session</b>	<b>Chair of the Session: Asst. Prof. Rabia Asif</b> In-charge Department of Management Science LCWU, Lahore Pakistan
10:30 – 10:45	<b>Resource Speaker:</b> Integration of Disaster Risk Reduction and Climate Change Adaptation in Pakistan	<b>Engr. Rabiya Mukhtar</b> Disaster Risk Management Specialist at Project Implementation Unit-Provincial Disaster Management Authority, Lahore Pakistan
10:45 – 11:00	<b>Resource Speaker:</b> GIS Based Strategy for Economic and Social Recovery of Selected Floodaffected Areas in Punjab, Pakistan.	<b>Dr. Tabassam Raza</b> Associate Dean and Director DRM Unit, PSBA, Manila, Philippines & Head, DRM and CCA University of the Philippines Planning and Development Research Foundation, Inc. Philippines

<b>11:00 – 11:15</b>	<b>Resource Speaker:</b> TBA	<b>Prof. Dr. Nasira Jabeen</b> Dean Faculty of Management and Economics Director IAS, Punjab University
<b>11:15 – 11:30</b>	Open Forum	Student Service Center, LCWU
<b>11:30 – 12:00</b>	<b>Tea Break</b>	
<b>12:00 – 01:00</b>	<p><b>Panel Discussion</b> Bridging Government and Private Decision Makers' Agenda in Mainstreaming Disaster Risk Reduction in Local Planning</p> <p><b>Round 1</b></p> <ul style="list-style-type: none"> <li>• Questions asked by Moderator</li> <li>• Response by Panel members</li> </ul> <p><b>Round 2</b></p> <ul style="list-style-type: none"> <li>• Questions asked by the audience</li> <li>• Response by the panel members and audience</li> </ul>	<p><b>Panel Guest</b></p> <ul style="list-style-type: none"> <li>• <b>Prof. Dr. ,M. Atiq ur Rahman</b> (LCWU), Lahore (Moderator)</li> <li>• <b>Prof. Dr. Tabassam Raza</b> (PSBA-Manila) Panel Member</li> <li>• <b>Dr. Ghulam Rasul</b>, Director General of Pakistan Meteorological Department (PMD)</li> <li>• <b>Dr. Nighat Ansari</b> Assistant Professor ,IAS ,University of the Punjab</li> <li>• <b>Mr. Hameed Ullah Malik</b>, Project Director Project Implementation Unit-Provincial Disaster Management Authority, Lahore Pakistan</li> </ul>
<b>01:00 – 01:15</b>	Distribution of Plaque of Appreciation, Group Photo and Synthesis	<p>Professor Dr. Uzma Quraishi Vice Chancellor Lahore College for Women University &amp; Dr, Shaker Mayo City and Regional Planning Department, LCWU, Lahore</p>
<b>01:15 – 2.00</b>	LUNCH	Committee Room Lahore College for Women University, Lahore

### Tentative Program – Day Two

<b>Time</b>	<b>Activity/Title of the Presentation</b>	<b>Person or Institution In charge</b>
<b>09:00 – 09:30</b>	Registration	
<b>09:30 – 09:40</b>	Opening Remarks Prayer and National Anthem	<b>Ms. Shaista Jabeen and Ms. Iqra Nawaz</b>
<b>09:40 – 09:50</b>	Welcome Message	<b>Vice Chancellor Prof. Dr. Uzma Quraishi</b> , Lahore College for Women University (LCWU), Lahore
<b>09:50– 10:00</b>	Introduction of Guest of Honour	<b>Prof. Dr. Shaker Mahmood Mayo</b> , City and Regional Planning Department, LCWU, Lahore
<b>10:00– 10:15</b>	Guest of Honour Message to the Participants	<b>Mr. Akhlaq Ahmad Tarar</b> Member Federal Public Service Commission Government of Pakistan, Islamabad
<b>10:15 – 10:30</b>	Guest Speaker	<b>Lt. Gen. Sajjad Akram</b> Deputy Chairman Earthquake Reconstruction and Rehabilitation Authority (ERRA)

		HQ Main Murree Road Opposite Margala Town, Islamabad
<b>Resource Speakers Session</b>	<b>Plenary Session</b>	<b>Chair of the Session: Lecturer Sobia Hassan</b> In-charge Department of Public Administrations LCWU, Lahore Pakistan
<b>10:30 – 10:45</b>	<b>Resource Speaker:</b> Integration of Disaster Risk Reduction and Climate Change Adaptation in Pakistan	<b>Plnr. Mubushar Hussain</b> General Manager Urban Planning Osmani and Company Private Limited, Pakistan
<b>10:45 – 11:00</b>	<b>Resource Speaker:</b> NGOs and Private Sector involvement in Post-Disaster Housing Recovery: A Case in Japan after Great Earthquake	<b>Dr. Sachi Suzuki</b> International Research Institute of Disaster Sciences (IRIDeS) Tohoku University, Sendai, Japan
<b>11:00 – 11:15</b>	<b>Resource Speaker:</b>	<b>Prof. Dr. Tabassam Raza</b> Associate Dean and Director DRM Unit, PSBA, Manila, Philippines & Head, DRM and CCA University of the Philippines Planning and Development Research Foundation, Inc. Philippines
<b>11:15 – 11:30</b>	Open Forum	<b>Student Service Center, LCWU</b>
<b>11.30 – 12.00</b>	<b>Tea Break</b>	
<b>12:00 – 01:00</b>	<b>Panel Discussion</b> Bridging Government and Private Decision Makers' Agenda in Mainstreaming Disaster Risk Reduction in Local Planning <b>Round 1</b> <ul style="list-style-type: none"> <li>• Questions asked by Moderator</li> <li>• Response by Panel members</li> </ul> <b>Round 2</b> <ul style="list-style-type: none"> <li>• Questions asked by the audience</li> <li>• Response by the panel members and audience</li> </ul>	<b>Panel Guest</b> <ul style="list-style-type: none"> <li>• <b>Prof. Dr. Tabassam Raza</b>, (PSBA Manila) (Moderator)</li> <li>• <b>Ms. Qaisera Sheikh</b> Former President women chamber of commerce and Industry</li> <li>• <b>Dr. Hafiz Zafar Ahmed</b> Assistant Professor Hailey college of Commence, New Campus ,Punjab University ,Lahore</li> <li>• <b>Dr. Muneer Ahmed Mangrio</b> Director general National health emergency preparedness Response network (NHEPRN) Islamabad.</li> <li>• <b>Col. Thair Pervez Dar</b>, Chief Coordinator, Reconstruction Directorate ERRa</li> </ul>
<b>01:00 – 01:15</b>	Distribution of Plaque of Appreciation, Group Photo and Synthesis	<b>Professor Dr. Uzma Quraishi</b> Vice Chancellor Lahore College for Women University & <b>Dr. Shaker Mayo</b> City and Regional Planning Department, LCWU, Lahore
<b>01:15 – 2.00</b>	LUNCH	Committee Room Lahore College for Women University, Lahore

## PROCEEDINGS

### Day 1

A two-day international seminar was organized by the Department of Management Sciences and the Department of Public Administration, Lahore College for Women University, Lahore on “Bridging Government and Private Decision Makers’ Agenda in Mainstreaming Disaster Impact Resiliency towards Business Community”. The opening ceremony of the seminar was hosted in the main auditorium of Lahore College for Women University on 19th February 2018, where a number of renowned guests from the public sector, private sector and academia participated in the event.



Image source: <http://lcwu.edu.pk/index.php/management-sci-events.html>



Dr. Tabassam Raza, GSB Associate Dean and DRM Unit Director of PSBA-Manila, Philippines & Head DRM and CCA of UPPLANADES

The worthy Dr. Tabassam Raza, GSB Associate Dean and DRM Unit Director of PSBA-Manila, Philippines & Head DRM and CCA of the University of Philippines Planning and Development Research Foundation, Inc. participated as a resource person from the Philippines, whereas Mr. Mahar Ijaz Ahmad Achlana, Minister Punjab Disaster Management Department participated in the event as the guest of honor.

The other worthy guests included:

1. Dr. Nasira Jabeen, Dean Faculty of Economics and Management Sciences and Director of the Institute of Administrative Sciences at the University of the Punjab, Lahore
2. Prof. Dr. Shaker Mahmood Mayo, City Regional Planning Department, UET, Lahore
3. Ms. Rabiya Mukhtar, Disaster Risk Management Specialist at Project Implementation Unit Provisional Disaster Management Authority, Lahore, Pakistan
4. Dr. Nighat Ghulam Ansari, Assistant Professor at Institute of Administrative Sciences at the University of the Punjab, Lahore
5. Mr. Hameed Ullah Malick, Project Director PIU-PDMA
6. Dr. Hafiz Zafar, Associate Professor, Hailey College of Commerce, University of the Punjab

7. Brig. Muhammad Latif, Deputy Chairman Earthquake Reconstruction and Rehabilitation Authority (ERRA)
8. Dr. Muhammad Attique ur Rehman, Head of the Department City Regional Planning, Lahore College for Women University, Lahore.
9. Dr. Asma Khalid, Assistant Professor, Department of Public Administration, Fatima Jinnah University, Islamabad



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The Incharge Department of Management /sciences, Ms. Rabia Asif along with the Incharge Department of Public Administration, Ms. Sobia Hassan chaired the event.

The opening ceremony started with the welcome note from the worthy vice chancellor, Lahore College for Women University, Professor Dr. Uzma Qureshi. She welcomed the honorable guests and participants to the event. In her speech, she said that it was very important to understand how disasters can impede the economic progress of a country.

For that matter, the immense importance of global adaptation of industry to disaster and risk was to be brought into the limelight by the research, academia, and practitioners in order to take necessary measures for the risk aversion attached. She closed her note on the announcement of a joint declaration between Lahore College for Women University and Philippines School of Business Administration for an agenda which will serve as a win-win deal for both the countries.

The guest of honor, Mr. Ijaz Ahmad Achlana, Minister Punjab Disaster Management Department, addressed the audience by asserting that it was the need of the hour prepare the masses for disaster management including the general public as well as the business community. He further emphasized that the business community and industry should take special measures for dealing with the unforeseen disasters in order to avoid the aversive effects of such disasters on the economy. He said that such seminars help bridge a gap between research, academia, and industry to formulate and implement the better policies and decisions regarding disaster management.

He was followed by a very informative presentation by Ms. Rabiya Mukhtar, Disaster Risk Management Specialist at Project Implementation Unit Provisional Disaster Management Authority, Lahore, Pakistan, on the topic of “Integration of Disaster Risk Reduction (DRR) and Climate Change Adaptation (CCA) in Pakistan.” In yet precise yet enlightening session, she

familiarized the audience with the concepts of DRR and CCA and their significance for the general public and business community in the years to come.



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Dr. Tabassum Raza also addressed the seminar with a formal presentation on “Geographical Information System (GIS) based strategy for the economic and social recovery of selected flood-affected areas in Punjab, Pakistan: A case of Lahore Pakistan comparing with Quezon City Philippines”. In his presentation, he focused on adapting a proactive approach to disaster management by identifying the vulnerable areas through GIS technology and then planning risk aversion strategies for those areas.



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The event was then addressed by Professor Dr. Nasira Jabeen, Dean Faculty of Economics and Management Sciences and Director of the Institute of Administrative Sciences at the University of the Punjab, Lahore. In her address, she said that social, economic and geopolitical vulnerabilities were currently posing a huge threat and challenge to the government and business sector. In order to avoid any kinds of risks related to these vulnerabilities, serious consideration should be given to rethink the relevant policies and strategies. Moreover, she emphasized on having clear and well-defined, yet flexible business strategies and use of the modern state of the art tools for risk management.

An informative panel discussion was also a part of the seminar. The panelists included Dr. Nighat Ghulam Ansari, Mr. Hameed Ullah Malik, Dr. Hafiz Zafar, Dr. Tabassam Raza and Dr. Muhammad Attique ur Rehman moderated the session. An extensive discussion session was carried out on proactive rather than reactive approach to disaster management for the industry. The opening ceremony ended with the souvenir distribution among the worthy guests and a group photo.

## Day 2



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A two-day international seminar was organized by the Department of Management Sciences and the Department of Public Administration, Lahore College for Women University, Lahore on “Bridging Government and Private Decision Makers’ Agenda in Mainstreaming Disaster Impact Resiliency towards Business Community”.

The closing ceremony of the seminar was hosted in the main auditorium of Lahore College for Women University on 20th February 2018, where a number of renowned guests from the public sector, private sector, and academia participated in the event. The list of worthy guests and participants of the event are as under:

1. Mr. Akhlaq Ahmad Tarar, Member Federal Public Service Commission, Government of Pakistan
2. Brigadier Muhammad Latif, Deputy Chairman, Earthquake Reconstruction and Rehabilitation Authority (ERRA)
3. Dr. Tabassam Raza, Associate Dean and Director DRM Unit, PSBA, Manila, Philippines & Head, DRM and CCA  
University of Philippines Planning and Development Research Foundation, Inc. Philippines
4. Prof. Dr. Shaker Mahmood Mayo, City Regional Planning Department, UET, Lahore
5. Ms. Qaisera Sheikh, Former President Women Chamber of Commerce and Industry
6. Dr. Ghulam Rasul, Director General of Pakistan Meteorological Department (PMD)  
Panel Member
7. Lieutenant Col. Rtd. Saadat Janjua (Director Coordination Earthquake Reconstruction and Rehabilitation Authority)

8. Dr. Muhammad Attique ur Rehman, Head of the Department City Regional Planning, Lahore College for Women University, Lahore.

The ceremony started with a welcome note from the vice chancellor Lahore College for Women University, Professor Dr. Uzma Qureshi in which she greeted the honorable guests and participants. She said that seminars like these are a kind of opportunity to create networking relations between academia and industry at national as well as international levels. She also encouraged the students to take a keen interest in the subject and step forward with innovative ideas and concepts.



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The worthy guest of honor, Mr. Akhlaq Ahmad Tarar, addressed the audience by saying that it was a great initiative to conduct such a seminar at university level, as it was the need of the hour to make the youth aware about the risks attached to the natural disasters and the immensely negative impacts it can have on the economy.

This awareness will help them plan and develop better strategies for disaster risk reduction in the years to come. Moreover, he also emphasizes that it was the responsibility of the government to politically own the issue of disaster management, prepare the community to build resilience to cope with natural disasters and take practical steps to resolve it on a proactive basis.

The guest speaker, Brig. Muhammad Latif, then gave a formal presentation on the mission, activities, working mechanisms, strategies, challenges of "ERRA (Earthquake Reconstruction and Rehabilitation Authority)".



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In the end, an enlightening panel discussion was conducted that was moderated by Dr. Tabassam Raza, whereas Prof. Dr. Shaker Mahmood Mayo, Ms. Qaisera Sheikh (Former President Women Chamber of Commerce and Industry), Dr. Ghulam Rasul (Director General of Pakistan Meteorological Department (PMD) Panel Member) and Lt. Col. Saadat Janjua (Director Coordination ERRA) participated as the panelists in the discussion.

The discussion was based on the existing policy on the public-private partnership, contingency plans for business continuity and the role of national government towards disaster risk reduction inclusion towards the business sector in Pakistan. The ceremony was wound up with the souvenir distribution among the honorable guests. The two-day seminar came to an end successfully with the enthusiastic participation of students, guests, and participants from the public and private sector as well as academia.



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