

# KYA AAPKE VYAPAAR NE VIPATTI KE LIYE YOJNA TAIYAAR KAR LI HAI?

Hum samajhte hain ki vyapar chalaane mein aap vyast rahete hain. Aapko sambhaota ek yojna yaani plan banaane ka samay nahi milta hai. Lekin shodh darshaata hai ki:

# 75%

companiyan jinke paas Business Continuity Plan (BSP) nahi hota hai, woh vipatti ke teen saalon baad asafal ho jaati hai.

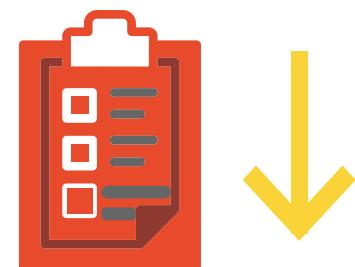
Aur hum yahan sirf Business Continuity Plan (BCP) ke bare mein hi nahin baatein kar rahe hain, uski paribhasha yah hai ki woh ek sanstha ke khatron ko dekhta hai aur tareeke bataata hai jisse ki kisi bhi vipatti ke samay mein karamchariyan aur sampattiyon ki suraksha sunishchit kar sake aur sanchalan jaari rah sake. Hum aam taor par business planning ki baatein kar rahe hain. Ek lachile vyapaar ke liye plan yaa yojna ek mahatwaoorn tatwa hai, jiske zariye kisi bhi anuchit paristhit mein use apna kar vyapaar ko jiwit rakh kar aage badaaya jaa sakta hai. BCP ka laksh hai aapke vyapaar ko vipatti ke samay mein tatha uske baad samaanye sanchaalan ke kareeb sanchaalit rakhna.

## Lachile vyapaar ka matlab kya hai?



KYA AAP JAANTE HAIN...

**Ek badi vipatti ke aane par 4 mein se 1 vyapaar khatm ho jaata hai.<sup>1</sup>** Kisi vipatti yaa virit sthiti mein aap apne vyapaar mein barkaraar rahein, ise sunishchit karne ke liye ek tareeka hai:



**KHATRA KAM KAREN,  
STHITI KE ANUSAAR KADAM  
UTHAAYEN AUR KISI BHII  
VIPATTI SE JALD UBHREN.**

AUR JAANKAARI KE LIYE

VIPATTI SE TAIYAAR RAHENEA WAALA EK VYAPAAR BANEN.

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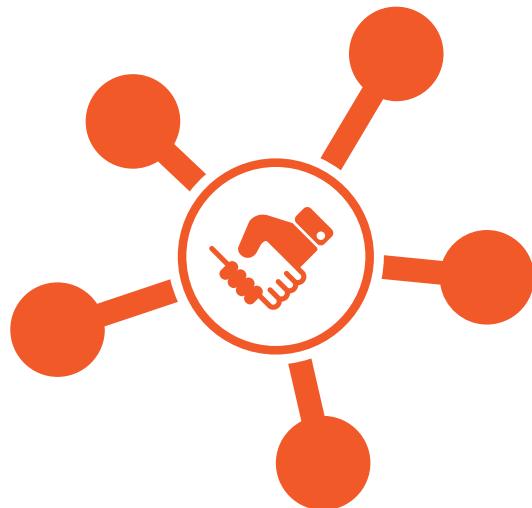
Lachile vyapaar, utpan hone waale sankato ko pahele se jaan sakte hain aur unke paas vyapaar ko kushal maokon mein badalne ki kshamta hoti hai kyoki unke paas yojna yaani plan hota hai, jo vyapaarik sankato ki pahechaan kar ke use utpan hone se pahele khatre kam kar deta hai.

Iske alaawa, ek chota waa lachila vyapaar vippit stthiti mein apne lachilepan se tez gati se kadam uthaate huwe kaayam rah saka hai.<sup>2</sup>

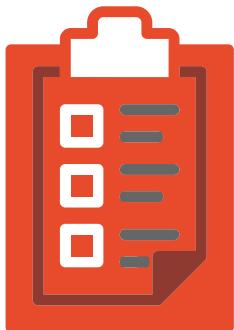
Wellington Region Emergency Management ke mutabik, vipatti ke baad ek vyapaar ko jiwit rakhne ka ek mukhye kaarak yah hai ki uska naata uske apne karamchaariyon, grahakon, suppliers aur apne samaajo ke saath kis hadh tak ucch hai.

## Aapka Vyapaar Aur Samaaj

Lachile vyapaar apni is mahatwaoorn bhoomika par bhi dhyaan dete hain ki unke apne samaaj kitne lachile hain. Jaisa ki shodh dwara pramanit hai, sansthayik aur saamaajik lachilapan ek-doosre se juda hai. Agar sansthaayen aur vyapaar apaat stthiyon mein kadam uthaane ke liye taiyaar nahi rahete hain, toh samaaj bhi taiyaar nahi rahete hain.



# PLAN KO TURANT HI DOWNLOAD KAREN



Aap plan ko 12 minuto mein  
taiyaar karke use turant asar  
mein laa sakte hain.



### Endnotes:

<sup>1</sup> Civil Defence Wellington Region Emergency Management Office. (2017). Retrieved February 24, 2017, from Wellington Region Emergency Management website, <http://www.getprepared.org.nz/>

<sup>2</sup> Civil Defence Wellington Region Emergency Management Office. (2017).

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Aarthik sahayeta aur jaankaari pradaan karne waale  
saajedaaron ko dhanyewaad.

Aapko khas dhanyewaad.



AUR JAANKAARI KE LIYE

VIPATTI SE TAIYAAR RAHENEA WAALA EK VYAPAAR BANEN.

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