

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 karamcharyon 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 mahatwapoorn tatwa hai, jiske zariye kisi bhi anuchit paristhiti 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.¹ Kisi vipatti yaa viprit sthiti mein aap apne vyapaar mein barkaraar rahein, ise sunishchit karne ke liye ek tareeka hai:



Aap ek Business Continuity Plan (BCP) 12 minuto mein taiyaar kar ke use asar mein la sakte hain.

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

AUR JAANKAARI KE LIYE

VIPATTI SE TAIYAAR RAHENE 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 maakon mein badalne ki kshamta hoti hai kyunki unke paas योजना 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 viprit sthiti mein apne lachilepan se tez gati se kadam uthaate huwe kaayam rah sakta hai.²

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 uchh hai.



Aapka Vyapaar Aur Samaaj

Lachile vyapaar apni is mahatwapoorn bhoomika par bhi dhyaan dete hain ki unke apne samaaj kitne lachile hain. Jaisa ki shodh dwara pramanit hai, sansthayik aur saamaajik lachilapan ek-dosre se juda hai. Agar sansthaayen aur vyapaar apaat sthitiyon 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:

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

² Civil Defence Wellington Region Emergency Management Office. (2017).

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Aarthik sahayeta aur jaankaari pradaan karne waale saajedaaron ko dhanyewaad.

Aapko khaas dhanyewaad.



AUR JAANKAARI KE LIYE

VIPATTI SE TAIYAAR RAHENE WAALA EK VYAPAAR BANEN.

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