

# National Case Competition India

## - The Change Express™ -

27 – 29 January 2012 Greater Noida



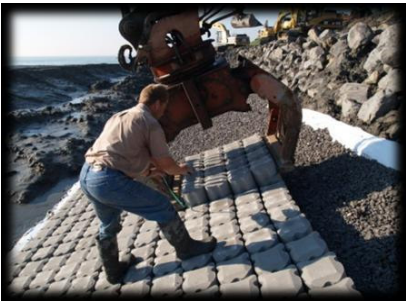
*New House on mound to avoid damage in case of higher water levels in Lake Volkerak – Zoom – The Netherlands.  
Source: Ms. Ir. Loes de Jong*

Welcome to the National Management Competition 2011 ‘**The Change Express™**’

Through this competition you will learn, experiment and finally discover if resilience against floods in India is feasible. You will do so by applying the multilayer safety concept. So first, let us understand the multilayer safety concept followed by the National Water Plan 2009-2015,

[http://english.verkeerenwaterstaat.nl/english/topics/water/water\\_and\\_the\\_future/national\\_water\\_plan](http://english.verkeerenwaterstaat.nl/english/topics/water/water_and_the_future/national_water_plan).

We will close with an assignment for you. You will need to innovate and find out ways in which you feel India will be able to improve its resilience to floods in a sustainable (people, planet and profit) manner.



### **Multi-layer Safety Concept**

The Dutch resilience to floods is a known fact. There is a robust defence mechanism against high seas and river waters. Prevention is the primary strategy. The floods of 1953 initiated the Delta Project that shortened the coastline by 700 kilometres and strengthened the sea-defences to withstand a storm.

The flooding of New Orleans by Hurricane Katrina in 2005 stirred awareness and raised questions. What causes a flood? How can one avoid casualties and minimize economic damage? How can the affected area be back on its feet as soon as possible?

As countries develop new policies, they lay a lot of emphasis on the ‘Risk Approach’ and the concept of ‘Multi-layer Safety’. This is important as habitation as well as economic assets are on the rise behind our water defences and we must protect them.

Risk here is the probability of the occurrence of flood, resulting in casualties and damage. Multi-layer Safety as described in the Dutch National Water Plan (2009) consists of three layers:

1. Prevent floods by sea and river-defence mechanism.
2. In case of flooding, still avoid casualties and damage by smart spatial planning and waterproof ways of building.
3. Contingency plans and well organised disaster management.



All three together produce areas and communities resilient to flooding. Policy makers are now busy with strategies on how and what to implement on the concept of Multi-layer Safety in Netherlands. An important way of approaching areas of development is to try to make development and designs as comprehensive as possible by integrating safety, ecology, and social-economy.

## National Water Plan 2009-2015

The Dutch government has presented the National Water Plan, which is a visionary framework based on the Water Act and the Spatial Planning Act drafted for the 2009-2015 planning period. With this plan, we have entered a new phase and future generations should be able to enjoy the Netherlands as a safe land affluent with water. Therefore, answers must be found for developments and changes taking place in our climate, demography and economy. Accordingly, the government can invest in sustainable water management projects. Effective flood defences, prevention of flooding, water logging, and drought wherever possible, and good quality of water are the basic pre-conditions for prosperity and well-being. The Netherlands has achieved this in large measure due to its favourable location and ample fresh water supply. The Netherlands, an attractive country with abundant water, and high safety levels has thus contributed positively to its environment, conservation of biodiversity and high standards of living for the people. Water is wonderful and the Dutch love it. Our aim is clear.



### **The Netherlands, a safe and liveable delta, now and in the future.**

The situation in India differs a lot from Netherlands, but given the socio-economic situation, both countries must be resilient to floods.

We would like to draw your attention to the following chapters: *Chapter 1 'The first National Water Plan'*. Have a look at the ambitious and sustainable water policy now and in the future, the delta program and the status of the first national water program. Then we would like you to focus on *Chapter 4 'Water policy in themes'*. This chapter presents the policy proposals in relation to the five water themes: flood safety, water shortage and freshwater supply, flooding and water logging, water quality, and water use. Each theme starts with an analysis of the task as you set the target you wish to



achieve. Then you formulate the policy choices. In the implementation section, you make concrete decisions towards activities you will conduct for the planning period and beyond. You must pay particular attention to the spatial aspects.

Last, we would like to draw your attention on *Chapter 6 'The Netherlands works with water worldwide'* in which we describe in detail, the role the Netherlands wants to play globally in the field of water. In particular, we seek cooperation with other low-lying deltas faced with similar adaption issues as the Netherlands. Of course, we advise you to go through the complete plan to gain insight into the multilayer safety concept and enhance your understanding of the development and implementation of policies in water management. See for more [www.hollandtrade.com](http://www.hollandtrade.com).



Keeping the vision of the National Water Plan and your own resources in mind, you will have sufficient insight to find out what needs to be done in India to improve the resilience to floods in a sustainable (people, planet and profit) manner.

### How will you find out?

1. First, make an analysis of the current flood safety situation in India.
2. What kinds of current external developments make India develop a policy for resilience against floods? (think of societal, political, technical, and economical developments as well as expected climate change effects)
3. Which 'water' policies in India have been implemented successfully? Give an example.
4. Are there any cultural constraints on the industrial or government level for implementing the multilayer safety concept?
5. What are India's strengths and weaknesses during the implementation process of a concept like Multilayer safety?
6. What kind of financial investments are required to take India to the next level in terms of resilience against floods? Check *Chapter 7 'Financing the water policies'*, which contains an overview of the financial aspects of the water policy and the costs for citizens and the business community.
7. Which parties need to be involved to complete this mission? (Think of government, industry, NGO's, collaborations with other countries, educational institutions etc.)
8. Now from your perspective, is the multilayer safety concept applicable and feasible in the context of India?
9. Develop one or more comprehensive (people, planet and profit) strategies to fill in the Multilayer safety concept with measures in the three layers.



**What you need to do:**

We would like you to share your vision and concrete thoughts as a paper keeping the following game rules in mind:

- Present your idea using a maximum of 1500 words
- Font to be used: Times New Roman
- Font size to be used: 11 points
- Number your pages
- Add a front page with the name of your Business  
School, your name, your address, your mobile number and email address.



Your paper will be judged by an expert team under the guidance of Franzen/partners. Those who qualify will move to the next level and participate in the competition 'The Change Express'. You must submit your paper before the 20<sup>th</sup> of December 2011. The expert team will provide you feedback through email by 23<sup>rd</sup> of December 2011 and notify you as to whether or not you can participate in this challenging competition. We look forward to welcoming the best of you to the competition which will start on the 27<sup>th</sup> of January and conclude on the 29<sup>th</sup> of January 2012.

All the best! Enjoy, be creative, and take up the challenge to embrace Change!

