

**Report**  
**On**  
**Corporate Social Responsibilities of Jamuna Bank Limited**

[A Report submitted to the Department of Business Administration World University of Bangladesh in a partial fulfillment of the requirements for the degree of Bachelor of Business Administration with concentration in Accounting]

**Submitted by**

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ID NO: WUB 01/10/ 29/1279

Roll: 1279

Batch: 29<sup>th</sup> (A)

Program: BBA (Major in Accounting)

Bachelor of Business Administration

World University of Bangladesh

**Supervised by**

Md. Rayhanul Islam

Lecturer

Department of Business Administration

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**WORLD UNIVERSITY OF BANGLADESH**

House no #3/A, Road no #4, Dhaka-1205, Bangladesh

**Date of Submission: 29 November 2014**

## Letter of Transmittal

29 November2014

To  
Md.Rayhanul Islam  
Lecturer,  
Department of Business Administration,  
World University of Bangladesh,  
House no. 3/A, Road no.4, Dhaka-1205,  
Bangladesh

**Subject: submission of a report**

Sir,

It is pleasure to submit the report on Practices of Corporate Social Responsibility (CSR) by the Enterprises in Bangladesh: A Case Study on Jamuna Bank Limited, which has been prepared in a partial fulfillment of BBA degree. I tried my best to follow the guidelines that you have provided.

I have studied and collected the relevant data and information for analysis.

I hope that this report will meet the requirement of BBA degree. I would be glad to furnish any further clarification in this regard, if needed.

Thanking you

Yours Sincerely,

---

Md. Perves Mosaraf  
Roll no: 1279  
ID no: WUB 01/10/29/1279  
Batch: 29th (A)  
Program: BBA  
Department of Business Administration  
World University of Bangladesh

## **Student's Declaration**

I do hereby solemnly declare that the work presented in this report has been carried out by me and has not been previously submitted to any other university/college/organization for an academic qualification/certificate/diploma or BBA degree.

The work I have presented does not breach any existing copyright act and no portion of this report is copied from any work done earlier for a degree or otherwise.

I further undertake to indemnify the department against any loss or damage arising from breach of the foregoing obligations.

Thanking you.

---

Md. Perves Mosaraf

Roll No: 1279

Student ID: WUB 01/10/29/1279

Major in Accounting

Department of Business Administration

World University of Bangladesh

## **Supervisor's Certificate**

This is to certify that **Md. Perves Mosaraf** ID No.WUB/01/10/29/1279,has completed report under my supervision. He has done the Report on Corporate Social Responsibilities ofJamuna Bank Limited,as the part of requirement for obtaining Bachelor of Business Administration (BBA) degree from the department of Business Administration, World University of Bangladesh.

I have recommended him to submit this report. I wish him every success in life.

---

**Md. Rayhanul Islam**

Lecturer

Department of Business Administration

World University of Bangladesh

## Acknowledgement

At the very beginning, I would like to express my gratitude to Almighty Allah for whose kindness I am enough sound mentally and physically to prepare this study. Then I must express my deep gratitude to my University supervisor Md.Rayhanul Islam, Lecturer, Department of Business Administration, World University of Bangladesh, for giving precious time from his busy schedule to help me in preparing this report. I am grateful to him for his continual support and suggestion. Without his cooperation and supervision, the report would not have been possible.

Successful completion of any type of project requires help from a number of persons and as I am still a student and just a novice, I have also taken help from different people during for the preparation of this report. I am indebted to a number of persons for their kind recommendation, direction and their cooperation. Now, here is a petite effort to show my deep gratitude to those helpful persons. My warmth gratitude goes to many people whose affable cooperation and advice helped me a lot bringing my endeavor into realization

I wish to express my gratefulness to my respected teachers of Department of Business Administration of World University of Bangladesh especially professor Md. MoqbulHossain, Head, Department of Business Administration and Abdullah Mohammad Sarif for their valuable suggestions, encouragement and cooperation during the whole period of the work.

At last, I would also like to thank my father and friends who encouraged me to finish this assignment successfully and all others who helped me indirectly to prepare this report.

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Md. Perves Mosaraf

Program: BBA (Major in Accounting)

ID No. WUB01/10/29/1279

Batch: 29<sup>th</sup> (A)

Roll: 1279

Department of Business Administration

World University of Bangladesh (WUB)

## **Executive Summery**

Corporate Social Responsibilities (CSR) is seen as a concept in which companies voluntarily integrate social and environmental concerns into their business operations and into the interaction with their stakeholders. The Objective of the study is to know about the Corporate Social Responsibilities of Jamuna Bank Limited. To identifies the major CSR activities performed by various Banks in Bangladesh. To provides some recommendation to improve CSR activities.

This study has been accomplished on the basis of information gathered mainly from secondary sources. Banks have CSR activities that they perform on educational sector, heath sector, social welfare, relief and rehabilitation program etc but they do not operate CSR activities properly.

JBL mainly focuses on their CSR activities on educational sector, health sector, scholarship program, relief and rehabilitation program etc. But the common people are not so aware about the CSR activities about JBL because the bank has no separate foundation to conduct these activities. In 2009 the bank donated highest amount in 7.95 (millions) in heath sector otherwise the bank donated lowest amount in 0.93 (millions) in education sector. In 2010 the bank donated highest amount in 14.42 (millions) in art & culture sector otherwise the bank donated lowest amount in 7.19 (millions). Jamuna Bank Foundation as a part of social as well as corporate responsibilities arranged various programs, seminars. Jamuna Bank Foundation unveiled their future plan regarding corporate social relationship (CSR) activities. Among a number of CSR activities JBL is giving scholarships to poor and meritorious students, arranging free eye camps and blood donation program, providing relief during various natural disasters, and founding a drug rehabilitation centre at Mirpur in the city. The foundation also donated Tk 7.5 million to the government fund for the Aila-affected people. The bank spends 0.5 per cent of its annual profit for CSR activities. The bank should bring all these welfare activities to the society under one umbrella by forming a structure which would be helpful for them to enhance the brand image to its current and potential customers.

Corporate Social Responsibilities (CSR) is a concept that encompasses a company's interaction with all stakeholders, including: banks, bondholders, business partners, communities where the company operates, employees, non-governmental organizations (NGOs) active in the communities where the company operates and shareholders. In today's competitive business arena CSR is being seen as one of the most important tools to increase positive brand image.

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## **Chapter1: Introduction of the study**

### **1.1. Introduction:**

Bangladesh is a developing country. Because of global competitiveness and demand the Corporate Social Responsibility (CSR) practices and standards are being implemented in Bangladesh. But we are still yet to go a long way. There are challenges to implement CSR properly in Bangladesh ultimately CSR practices should be better practiced in Bangladesh for better and enhanced performance. CSR (Corporate Social Responsibility) practice in Bangladesh is a new dimension which is the main focus point of this paper.

Social responsibility is a duty of every individual or organization that has to perform so as to maintain a balance between the economy and the ecosystem. A trade-off always exists between economic development, in the material sense, and the welfare of the society and environment. This responsibility can be passive, by avoiding engaging in socially harmful acts, or active, by performing activities that directly advance social goals.

This is a mandatory requirement of BBA program. The study will be conducted for my graduation. I am working on the thesis to know organization activities and difference policies. This is necessary to gather practical experience about theoretical aspect. To do CSR activities is important and essential for the organization.

I am conducting the study to know the Corporate Social Responsibility (CSR) of JBL and to find out performance analysis of Jamuna Bank Limited. I have used data both primary sources & Secondary sources. But mainly secondary sources are used, such as annual report, Web browsing, desk report of related department and different reference books.

### **1.2. Objectives of the study:**

To identify the major CSR activities performed by various enterprises in Bangladesh.

To analyze the CSR activities of Jamuna Bank Limited.

To provide some recommendation to improve CSR activities.

### **1.3. Scope of the study:**

This study will mainly focus on CSR activities of JBL along with general banking activities. This study will cover the sectors of Education, Health, Environment, Disaster management, Art & Culture, Sports & Socio-Economic Development where JBL contribute mainly. The practice of CSR in corporate world as well as financial institutions has brought a new shape to the social economic scenario of the world around. Under these issues it can be grouped including training and education, leadership health and safety, working conditions, human rights, stakeholder's engagement and corporate governance. Large multinational companies were the first to identify CSR as a potential tool to improve performance and through their supply chain they are asking suppliers to comply with their standards. CSR Practice in Bank is a new dimension which is the main focus point of this paper. JBL is caring the social welfare, education, health programs, sponsorship activities & so on.

### **1.4. Methodology of the Study:**

#### **1.4.1. Data sources:**

This study has been accomplished on the basis of information gathered mainly from secondary sources:

#### **Secondary Sources of Data:**

Annual report of Jamuna Bank Ltd

Other published documents of the bank

Jamuna Banks Website

Books

[www.scribd.com](http://www.scribd.com)

## Chapter2: Organizational Profile of Jamuna Bank Limited

### 2.1. Corporate Information:

Name of the Bank	Jamuna Bank Limited
Incorporation Date	April 2, 2001
Date of Commencement	April 2, 2001
Corporate Address	ChiniShilpoBhaban (2 <sup>nd</sup> , 3 <sup>rd</sup> & 8 <sup>th</sup> floor) 3, Aganagar, C/A Dhaka-1000, Bangladesh
Swift	JAMUBDDH
Chairman	Mr. Sakhawat, Abu Khair Mohammad
Vice Chairman	Mr. Md. Ismail HossainSiraji
Directors	
Managing Director	Mr. Md. MotiorRahman
Secretary	Mr. Md. Anwar Hossain
Deputy Managing Director-1	Mr. M.A. Salam
Deputy Managing Director-2	Mr. Md. Alauddin Al- Azad
Auditors	M/S HowladarYunus&Co. (Chartered Accountant)
Number of Branches	73 as of 2011
Total number of Employee	1786 as of 2011
Listing Status	Dhaka & Chittagong Stock Exchange Ltd.

**Table 2.1: Corporate information**

## **2.2. Vision & Mission, Objective, Ethics Practice, Values:**

### **Vision & Mission:**

To become a leading banking institution and to play a pivotal role in the development of the country.

### **Mission:**

The Bank is committed to satisfying diverse needs of its customers through an array of products at a competitive price by using appropriate technology and providing timely service so that a sustainable growth, reasonable return and contribution to the development of the country can be ensured with a motivated and professional workforce.

### **Objectives of Jamuna Bank Ltd:**

To earn and maintain CAMEL Rating Strong.

To establish relationship banking and improve service quality through developments of strategies marketing plans.

To remain one of the best banks in Bangladesh in terms of Profitability and Asset quality.

To introduce full<sup>y</sup> automated system through integration of Information Technology.

To ensure an adequate rate of return on investment

To keep risk position at an acceptable range (including any of balance sheet risk)

To maintain adequate liquidity to meet maturing obligation and commitments.

To maintain a healthy growth of business with desired image.

To maintain adequate control systems and transparen<sup>y</sup> in procedure

To develop and retain a quality work force through an effective Human Resources Management System

To ensure optimum utilization of all available resources

To pursue an effective system of management by ensuring compliance to clinical norms, transparency and accountability

**Ethics Practice:**

Strictly comply with all rules and regulations.

Provide fair treatment to all stakeholders.

Maintain strict secrecy of customer s accounts.

Listen to their customers and work for their requirement.

Provide adequate discloser of corporate information and operation result to shareholder for taking suitable investment decision.

Insure work order highly motivated team spirit and fellowship bond.

Do not encourage projects, which is not environment friendly.

Extend financial assistance to poor, helpless and distressed people as well as provide donation/ sponsorships to sports, culture, and health-care and community development ventures as responsible corporate citizen of the country.

**Values:**

Customer Focus

Integrity

Quality

Teamwork

Respect for the individual

Harmony

Fairness

Courtesy

Commitment

Respectable Citizenship

Business Ethics

Unique Culture

### **2.3. Historical Background of JBL:**

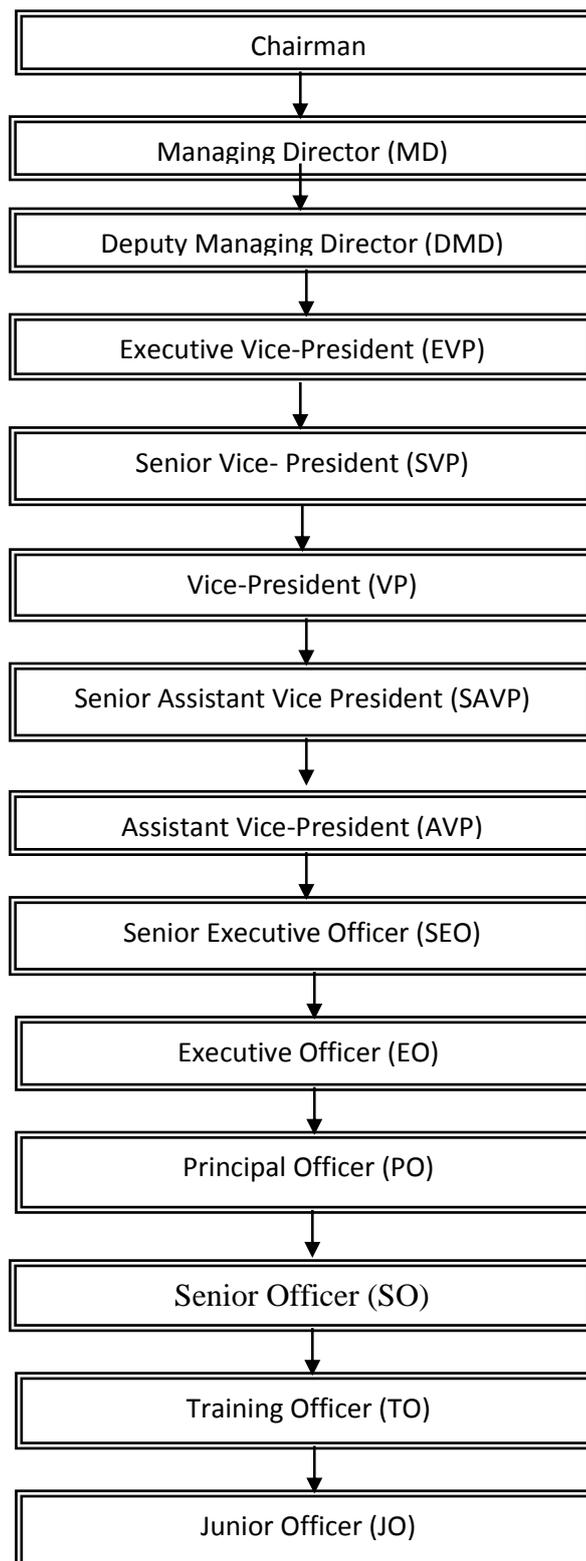
Jamuna Bank Limited (JBL) is a Banking Company registered under the Companies Act in 1994. The Bank started its operation from 3rd June 2001.

The Bank undertakes all types of banking transactions to support the development of trade and commerce of the country. JBL's services are also available for the entrepreneurs to set up new ventures and BMRE of industrial units. Jamuna Bank Ltd., the only Bengali named new generation private commercial bank was established by a group of winning local entrepreneurs conceiving an idea of creating a model banking institution with different outlook to offer the valued customers, a comprehensive range of financial services and innovative products for sustainable mutual growth and prosperity. The sponsors are reputed personalities in the field of trade, commerce and industries.

The Bank is being managed and operated by a group of highly educated and professional team with diversified experience in finance and banking. The Management of the bank constantly focuses on understanding and anticipating customers' needs. The scenario of banking business is changing day by day, so the bank's responsibility is to device strategy and new products to cope with the changing environment. Jamuna Bank Ltd. has already achieved tremendous progress within only eight years. The bank has already ranked as one of top quality service providers & is known for its reputation.

At present the Bank has real-time centralized Online banking branches (Urban & Rural) throughout the Country having smart IT-Backbone. Beside the traditional delivery point, the bank has ATM of its own, sharing with other partner banks & Consortium throughout the Country.

## 2.4 Management Structure of Jamuna Bank Limited:



**Figure 2.4: Organizational Structure of Jamuna Bank Limited**

## **Management policies of Jamuna Bank Limited:**

To identify customers credit and other banking needs and monitor their perception towards our performance in meeting those requirements.

To reviews and update policies, procedures and practices to enhance the ability to extend better services to customer.

To strives for customer satisfaction through quality control and delivery of timely services.

To train and develop all employees and provide adequate resources so that customer needs can be responsibly addressed.

To manages and operate the bank in most efficient manner to enhance financial performance and to control the cost of fund.

To promote organizational effectiveness by openly communicating company plans, polices, practices and procedures to all employees in a timely fashion.

To cultivate a working environment that fosters positive motivation for improved performance.

To diversifies portfolio both in the retail and wholesale market.

To increases direct contract with customers in order to cultivate a closer relationship between the bank and its customers.

Though Jamuna Bank is engaged in conventional banking it also considers the inherent desire of the religious Muslims, and has launched Islami Banking system and established one Islami banking Branch in the year 2003, the Islami Banking Branch is performing its activities under the guidance and supervision of a body called "SHARIAH COUNCIL".

The bank is committed to continuous research and development so as to keep pace with modern banking.

The bank has introduced camera surveillance system (CCTV) to strengthen the security services inside the bank site.

The bank has introduced customer relation management system to assets the needs of various customers and resolves any problem on the spot.

The bank has also introduced full online banking facility to the client.

## **Chapter3:Theoretical Overview**

### **3.1. Definitions of CSR:**

Corporate Social Responsibility (CSR) is about capacity building for sustainable livelihoods. It respects cultural differences and finds the business opportunities in building the skills of employees, the community and the government" from Ghana, through to "CSR is about business giving back to society" from the Philippines.

Philip Kotler and Kevin Lane Keller urge that, "Raising the level of socially responsible marketing calls for a three-pronged attack that relies on proper legal, ethical, and social responsibility behavior."

Corporate social responsibility (CSR), also called corporate conscience, corporate citizenship, social performance, or sustainable responsible business. Responsible Business is a form of corporate self-regulation integrated into a business model. In some models, a firm's implementation of CSR goes beyond compliance and engages in "actions that appear to further some social good, beyond the interests of the firm and that which is required by law." CSR is a process with the aim to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere who may also be considered as stakeholders.

### **3.2. The History of CSR:**

The history of CSR is almost as long as that of companies. Concerns about the excesses of the East India Company were commonly expressed in the seventeenth century. There has been a tradition of benevolent capitalism in the UK for over 150 years. Quakers, such as Barclays and Cadbury, as well as socialists, such as Engel's and Morris, experimented with socially responsible and values-based forms of business. Corporate Social Responsibility (CSR) is a worldwide-accepted development on how companies can manage their business processes to produce an overall positive impact on society and environment.

### **3.3. Different ways of performing CSR:**

Environmental Corporate Social Responsibility (CSR): Corporate Social Responsibility is such type of corporate social responsibility which focuses on eco-issues such as climate change.

Community based Corporate Social Responsibility (CSR): Community based Corporate Social Responsibility that mean business work with other organization to improve the quality of life of the people in the local community.

HR Based Corporate Social Responsibilities (CSR): HR based Corporate Social Responsibility means projects that improve the well-being of the staff.

Philanthropy Corporate Social Responsibility (CSR): Philanthropy Corporate Social Responsibility that means business donates money to a good cause, usually through a charity partner.

### **3.4 CSR Perceptions of Business Community in Bangladesh:**

At a Roundtable organized by CSR Center of Bangladesh Enterprise Institute, held on Thursday, 23 February, 2006, speakers identified dearth of expertise, poor accountability as major obstacles to obstacles to practicing CSR in Bangladesh. They elaborated that lack of expertise and poor accountability of corporate houses are obstacles to implementation of CSR in Bangladesh. The speakers also said many CSR activities by Bangladeshi corporate houses are centered mainly on publicity and short-term implications. The BEI roundtable on CSR titled 'Corporate Social Responsibility Practices and Challenges in Bangladesh' was a part of its 'Dialogue Series on CSR in Action'. BEI President Farooq Sobhan said corporate entities should understand what CSR is and why it is important. The private sector enterprises will remain weak unless and until they practice CSR in their ventures, the BEI president said, adding that when it comes to adopting good corporate governance, Bangladeshi companies are lagging far behind those in India, Pakistan and Sri Lanka. "Properly implemented CSR programs to help the companies meet legal and societal expectations and benefit governments, employees, citizens and businesses," noted Farooq. On the other hand, poorly implemented CSR programs are nothing but public relations exercises, he mentioned. Representatives of Unilever Bangladesh, Dhaka Bank and BRAC briefed the roundtable about their CSR activities. Around 20 high-level executives from local and international corporate houses and donor agencies participated in the roundtable.

### **3.5. Corporate Social Responsibilities & Ethics:**

CSR or ethical business means taking account of the organization's impact socially, environmentally, economically and in terms of human rights. CSR considers people external to the firm - perhaps working in partnership with local communities and development groups, e.g. sponsoring local events or ensuring opportunities are advertised locally, or funding charity campaigns abroad. CSR involves socially responsible investment (SRI) and indeed governance. CSR or ethical business means taking account of the organization's impact socially, environmentally, economically and in terms of human rights. CSR considers people external to the firm - perhaps working in partnership with local communities and development groups, e.g. sponsoring local events or ensuring opportunities are advertised locally, or funding charity campaigns abroad. CSR involves socially responsible investment (SRI) and indeed governance (complying with relevant legislation and paying taxes in full).

### **3.6. CSR Implications to Business Activities:**

Companies can contribute to social and environmental objectives, through integrating CSR as a strategic investment into their core business strategy, management instruments and operations. This is an investment, not a cost, much like quality management. So, business organizations can thereby have an inclusive financial, commercial and social approach, leading to a long term. Strategy minimizing risks linked to uncertainty. Companies are facing the challenges of adapting effectively to the changing environment in the context of globalization and in particular in the export sector. Although Consumer Rights Movement, enforcement of government regulations and a structured view regarding the economic importance of CSR are not yet so widespread in the corporate world in Bangladesh, companies have gradually attaching more importance to CSR in the local market as well. They are increasingly aware that CSR can be of direct economic value.

### **3.7. Skills Needed for CSR Roles:**

Roles and responsibilities vary so much it is hard to be sure (some are very green and technical):

- \* Business Skills, Impact and Vision (decision making, leadership, commercial awareness, IT, innovation, strategic awareness, big picture, and problem solving)
- \* Communication, Influencing and People skills (adaptability, empathy, developing others and self, presence and softer people skills, open minded and questioning of status quo and others, integrity, political awareness, building teams, partnerships & stake-holder relations, harnessing diversity).
- \* Professional and Technical skills (including technical expertise, understanding impacts, internal consultancy, selling the business case, understanding human rights and society, and understanding sustainability).

### **3.8. Effect of CSR in Creating Brand Image:**

Exposure to any type of well-conceived promotional initiative for a brand leads to more positive feelings and judgments about the brand in a consumer's mind. A promotional initiative emphasizing a brand's affiliation with a social cause has a high degree of affinity. How much a given initiative will help or hurt a given brand will depend on the characteristics of its target markets. A high degree of affinity can enhance the effectiveness of a promotional initiative that increases the likelihood of consumers treating the initiative as an important and positively weighted attribute of the brand.

The management of socially responsible behavior is important because of its impact on the perception of the brand image. Enriching a brand with ethical and social questions increases its value. These associations influence the consumer in their assessment of products and increased brand loyalty. Many proactive corporations monitor customer satisfaction closely and as a result individuals may express their trust and appreciation of the Corporate Social Responsibility efforts by continuing to buy its products. Thus, the familiarity or the degree of general user knowledge of a company resulting from their experiences with that firm and their loyalty may lead to conditioning the perception of corporate behavior. Customers' experience could allow them to develop strong beliefs and a more elaborate cognitive structure which implies possible reference schemes to make different appraisals, as compared to the customers at a lower awareness level.

### **3.9 CSR in Bangladesh:**

CSR in Bangladesh have a long history of philanthropic activities from time immemorial. These philanthropic activities included donations to different charitable organizations, poor people and religious institutions. Till now, most of the businesses in Bangladesh are family owned and first generation businesses. They are involved in community development work in the form of charity without having any definite policy regarding the expenses or any concrete motive regarding financial gains in many instances. Moreover, most of the SMEs fall under the informal sector having low management structure and resources to address the social and environmental issues.

These limitations drive the top management of local companies to think only about the profit maximization rather than doing business considering the triple bottom line: profit, planet and people (CSR definition of Lotus Holdings).

The discussions on CSR practices in Bangladesh in its modern global terms, are relatively new, but not so for the concept itself. Because, being a part of the global market, it is difficult to ignore CSR

standard specifically in the export sector. In general, it is true that in Bangladesh, the status of labor rights practices, environmental management and transparency in corporate governance are not satisfactory, largely due to poor enforcement of existing laws and inadequate pressure from civil society and interest groups like Consumer Forums. Globally, as CSR practices are gradually being integrated into international business practices and hence is becoming one of the determining factors for market accesses, it is becoming equally instrumental for local acceptability. A focus on CSR in Bangladesh would be useful, not only for improving corporate governance, labor rights,

work place safety, fair treatment of workers, community development and environment management, but also for industrialization and ensuring global market access.

Since, CSR entails working with stakeholders it is important to work from within and diagnose the stakeholders; concerns so that CSR is truly embedded in the companies. By now, many CSR dimensions are practiced in Bangladesh. The SMEs largely depend upon export. The US and EU buyers set guidelines to Readymade Garment (RMG) industry to ensure the standards. The 1992 Harkin's Bill and subsequent consumer and industry boycott of RMG products by USA and the consequent remedial moves by local RMG sector is one example. Moreover, some buyers from EU visited the sites of recently collapsed garments factories. Businessmen need to recognize the implications of CSR for business activities. Companies are facing the challenges of adapting effectively to the changing environment in the context of globalization and in particular in the export sector. Although Consumer Rights Movement, enforcement of government regulations and a structured view regarding the economic importance of CRS are not yet so widespread in the corporate world in Bangladesh, companies have gradually been attaching more importance to CSR in the local market as well. They are increasingly aware that CSR can be of direct economic value. Companies can contribute to social and environmental objectives, through integrating CSR as a strategic investment into their core business strategy, management instruments and operations.

Lack of enforcement of Industrial Laws and Regulations, weak unions, absence of consumer rights groups and high level of corruption within the regulatory bodies make CSR violation rampant in Bangladesh. Two most significant foreign exchange sources the RMG sector and the overseas manpower export. Unbelievably low compensation, working hours, health/hygiene/sanitation conditions, fire safety and various types of abuse are so common and to the extent of inhumanity that will shock any conscientious individual to the core. Recently, the RMG sector employees have embarked on a industry wide movement to establish their rights.

Overseas workers are mostly exploited by recruiting agencies whereas these rural and mostly illiterate people have to sell all their belongings becoming paupers and borrow money at very high interest. Owing to cheating by the recruiters and unlawful behavior by the overseas employers, many of them are compelled to come back as beggars, some after long confinement in overseas jails. Hardly any remedy is available from the law enforcing agencies. Many industrial units run with half-century old machinery producing fatal air, soil and water pollutions. More modern factories also don't care to install Effluent Treatment Plants. Starting from FMCGs, vegetables, fruits and all other consumable goods, adulteration, abnormal ripening at times with poisonous elements, keeping fish fresh with applying deadly formalin and all other malpractice is rampant and carefree. Good governance and efficient law enforcing agencies can only solve these plights.

Although a developing country, because of global competitiveness and demand, the CSR practices and standards are being gradually implemented in Bangladesh. But there is a long way to go. There are challenges to implement CSR properly in Bangladesh. Ultimately CSR practices should be better practiced in Bangladesh for better and enhanced performance. In the publication "Good Governance and Market-Based Reforms: A Study of Bangladesh, FaraAzmat and Ken Coghill relates Good Governance with CSR by discussing the good governance indicators of regulatory quality, rule of law and control of corruption in the context of Bangladesh and analyses how lack of good governance indicators affects the success and sustainability of reforms and contributes to the lack of business ethics and CSR in Bangladesh.

## Chapter 4: Analysis of CSR by Enterprises including JBL

### 4.1. Major CSR activities performed by Bank in Bangladesh

#### AB BANK LIMITED:

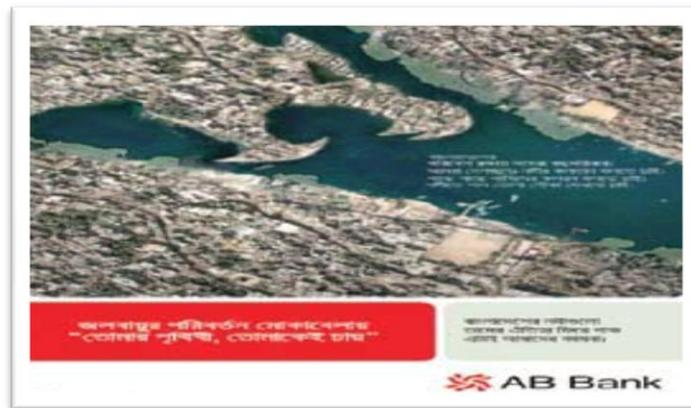
##### Education

AB Bank Limited assisted 20 billion students participate in a specialized ICT training program. A contribution of tk. 10.00Lacks in made for phase-1 of program. Upon successful completion of phase-1.8 visually impaired students were able to find gainful employment in various in feces.

##### Social well-fare

AB Bank's "seventh River" campaign appear din national dailies in July 2009. Supported the awareness campaign of ADHUNIK-'AmraDhumpanNibaranKori' aim youths of the country.

Supported an exhibition organized by women's Association, Dhaka to set up a life saving ventilator for the ICU unit at the Shishu Hospital.



Arranged in published a supplementation of the national newspaper "International Day of the Misuse of Drug and it' Illegal Trade" organized by Home Ministry.

## Sport

Sign an agreement with Bangladesh. National Table Tennis arranged Table Tennis Federations April 2008. Tennis Championship for four years contribution amount of tk.7.9 lacks each year.



Further agreement has been executed under which AB Bank to pay tk. 15.13 lacks per year for scouting new talents.

## BANK ASIA LIMITED:

### Education

Under Bank Asia higher studies scholarship scheme poor but meritorious students of rural areas where the bank has been awarded scholarship for their higher studies in several core subjects. The scholarships are given basing on the SSC and HSC exam result and the duration of the scholarship generally 4 to 5 years. Under the program students receive tk.2000 per month and a lump-sum grant of tk.10000 is given annually to purchase books and for payment tuition fees.



This scheme was introduced in 2005 presently 80 students are enjoying benefit of this scheme. Help poor students in rural areas by establishing and Operating Computer Centers(CLC) in different schools in providing a technological platform for students.

### **Health**

In the year 2005 Bank Asia started a program in collaboration with Bangladesh Eye Hospital (BEH) to help the under privilege children by performing ophthalmologic operation of all born blind children of Bangladesh. So far a total of 929 children have been operated.



The Bank arranges free eye camps in the rural areas where free treatments including spectacles are provided to member of school going poor boys and girls and other people of the localities concerned. The bank has donated of tk.2.00 million to Islamia Eye Hospital (IEH) for the construction of a children award at the hospital premises. The Bank also arranges voluntary blood donation campaign on various nation allocations.

### **DUTCH BANGLA BANK LIMITED:**

#### **Education**

DBBL is providing scholarship students, especially for those who could not continue their study due to financial constraints as well as to the meritorious students every year since 2003. The bank awards around 300 new scholarship of tk. 1000 per month every along with continue scholarship for those studying at HSC level. The graduation level of scholarship of tk.2000 per month awards for their academic period. T he bank also awards 50 fellowship of tk. 5000 per month every year to their recherché having Master degree and those studying at different public universities at M .Phil, PhD or post-doctorate level. A part of its corporate social responsibility, DBBL donated more than tk.10 core to Dhaka University for constructing a research centre (Centre for Advance Research in Art and Science Bhaban). DBBL is providing tk. core 102 for every year for scholarship students.

## Disaster relief

Bangladesh faces various kinds of natural calamities like flood, storm, and cyclone in every year. Considering the sufferings of common people introduced following programs the people of the affected areas: Financial supported for rehabilitation of land slide victims Chittagong.



Also financial supported for rehabilitation of flood victims. For rehabilitation of cyclone 'Sidar' hit people.

DBBL provided support for drinking water by providing 50 hand tube-well for them. DBBL also provided water purifying tablets, oral saline for the flood victims.

## Health

DBBL provides free rural medical services for rural people especially mother and children through rural branch such as Shimrail, Donia, Gazipur, Board Bazar, Patherhat, Hathaz etc. Medical facilities provides to poor patient of surrounding areas of these branches.



DBBL donated generous amount of money different organization for medical instruments and medical infrastructural developments such as Laboratory, hospital, and building etc.

## **EASTERN BANK LIMITED:**

### **Disaster relief**

Donation and distribution of 50000 litter clean drinking water and medicine at the ‘Alia’ affected areas of Satkhira& Khulna an EBL team visited the remote areas by motorized boats and directly distributed the water and medicine to the affected population of the areas.



Donation of tk.25 lacks for the flood affected people in 2007. Donation of tk.50 lacks for the cyclone “Sidar” affected people in 2007.

### **Education**

EBL Dhaka University Alumni Association (DUAA) inspiration got materialized in 2008.EBL awarded for 228 students for their academic achievements from each academic year of each department of University of Dhaka received.

Donation to Rajshahi University physics department for arranging seminars.

### **Sports**

DBBL provides clinical support for promoting the sports and culture of Bangladesh. Some mentionable events were sponsoring inaugural test match between Bangladesh and India. DBBL provides financial support to Bangladesh Hockey Federation. Sponsoring Dutch- Bangla Bank president cup Golf - Tournament. DBBL provides donation to Bangladesh Olympic Association.

## **SONALI BANK LIMITED:**

### **Disaster relief**

Donated tk.10500000 for the “Sidar” affected people. Donation PM’s Relief& Welfare fund worth tk.2500000 for the ‘Aila’ affected people.

### **Education**

Donation to Dhaka University, Shahjalal University of Science &Technology, Vikarunnasa Noon school etc.



### **Social welfare**

Donation to American Alumni Association, Hunger Free World, BangabondhuShangskritik Jot, Ahsania Mission Cancer Hospital, Weight Life Federation, Asiatic Society of Bangladesh. Sonali Bank SponsoredBISICBoishakhi Fair, National Vaccination Day.



#### **4.2. CSR activities performed by jamuna bank Limited:**

Jamuna Bank Limited has a plan to increase the allocation for its corporate social responsibility (CSR) activities. At present, the bank spends 0.5 per cent of its annual profit for CSR activities. There are followed Corporate Social Responsibility performed by Jamuna Bank Limited given

##### **Disaster relief:**



JBL donated a mentionable amount to the government during various natural disasters .Provided financial assistance to the famous artists for the treatment of incurable diseases. JBL donated to Prime Minister's Relief Fund. The foundation also donated Tk 7.5 million to the government fund for the Aila-affected people

##### **Health**

Free Eye Camp: The bank arranges free Eye Camps in the rural areas where free treatments including spectacles are provided to a large number of school going poor boys and girls and other people of the localities concerned.

##### **Education**

Taking education as a tool for social change, Jamuna Bank Foundation has continued funding educational programs that enhance the leadership and career development for eventual careers. Accordingly, Jamuna Bank Foundation is swollen with pride to have the 4<sup>th</sup> year in a row of success of its Education support programmed launched in 2007 to strip off the access barriers of many economic hardship-hit-commendable students to their desired level of education. As always, it is a long term, renewable scholarship programmed for underprivileged but meritorious students from across the country for persuasion of their undergrad/grad/post grad level studies rather-then providing one time recognition awards to good performers. In 2009, a total of one hundred and seventy poor but meritorious students studying in country's 30 educational institutions were selected for JBL stipends who would continue to receive an amount of Tk. 1500 per month.

Through this project, Jamuna Bank engages to build confidence and capabilities to make career, educational and life-changing journey. Throughout the reporting year, the foundation rambled on mentoring relationships needed for inspirational service for the students. With a view to keeping continuity with the success of the first year, another 196 disadvantaged but meritorious students, the second highest in one year since its inception, have been included to provide with financial support in the form of monthly stipends for the persuasion of their undergrad/ grad/ post-graduation level studies in the country's public sector universities and medical/ engineering/ agriculture collage. Totting up of these students the total number of disadvantaged but meritorious students who are the receivers of Jamuna Bank Foundation stipends stood at 686.

Jamuna Bank foundation, under the umbrella of its ESP, in 2010, designed and launched a five-year-long (initially) dedicatory project to provide financial support to the higher secondary level poor but meritorious students pursuing their education in the institutions located in country's hard-to-reach districts in Bangladesh has been chosen. Under this project, each year, certain number of underprivileged but meritorious higher secondary students would be selected for awards which would be given in the form of CGPA mark (the cut off line of which be determined by the PBF's Advisory Committee of ESP).

### **Environment**

The bank vowed to be environmentally and socially responsible within the organization by focusing on the well-being and sustained development of the people working in the bank as well as their aspirations, efforts and achievement.

The bank has been keeping watch on the environmental and social impact of proposed undertakings. The Bank take confirmation of compliance by clients by way of Clearance Certificate from Department of Environment to the effect that concerned projects will not have any adverse impact on environment.

### **Sport**

The bank sponsors different events at national level. Recently, it has sponsored Taekwondo competition (marshal-art) held at the national level. Jamuna Bank Donated vehicles for development of sports like cricket.

### **Art & Cultural**

As a responsible corporate citizen of Jamuna Bank regularly arranges and participates in different social and cultural programs like celebration of PohelaBoishakh, International Mother Language Day, Independence Day, Victory Day, etc. Besides, JamunaBank also arranges Ifter Party and DoaMahfill during holy Ramadan at different branches. People from different social levels participate there. Bank also organized several festivals like customer night to enhance customer relationship.

### **Social-welfare**

For the development of the vulnerable segments of Bangladesh, JBL assisted to rehabilitate the acid and dowry victim women by providing one-time financial assistance for establishing small scale agro-based rural economic enterprise to be self-reliant. Total 884 women received financial assistance from JBL.

JBL provides financial support for rehabilitation of physically handicapped, mental impaired, visually impaired, hearing impaired, autistic and street children by ensuring education and vocational-training.

JBL runs mass awareness programs on different burning issues through print and electronic media. Some remarkable issues are as follows: Save the Nation from curse of Dowry, Stop Acid violence, Prevent Drug Abuse, Tree plantation and preservation of environment, Right of disable children etc.

City beautification and preserving environment to developed an eco-friendly society for healthy human life.

### **IT Position**

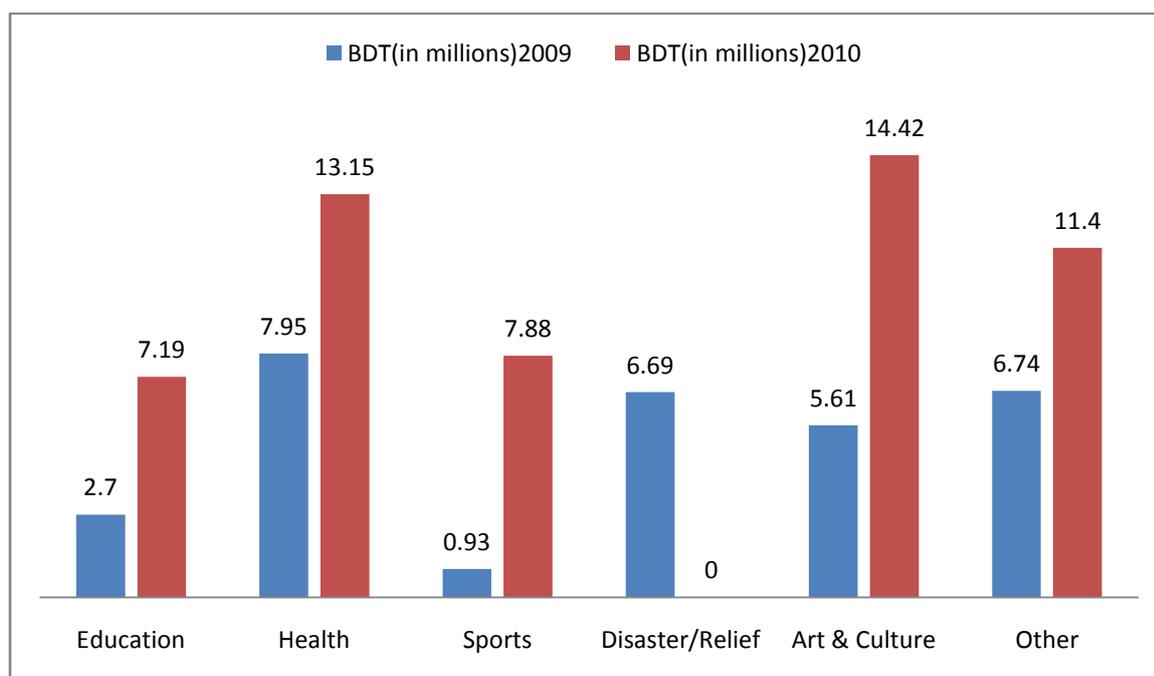
Jamuna Bank Attached great importance in adopting technology-based products to enhance the quality of service for its customers. Bank also establish communication infrastructure among branches to branches & head office. This will allow all the connected branches to share information. Transactions like Online, Telegraphic Transfer, Demand Draft and other financial information will be processed on real time basis with help of communication network.

Once implemented, customers may not need to open multiple accounts at different branches. Including many other automated banking services customers can also have the facility to transact from any branch of Jamuna Bank Limited.

### 4.3.Fund allocation in different CSR activities by Jamuna Bank Limited:

In the table below, sector-wise spending of the Bank for CSR purpose in 2009 and 2010 has been furnished:

Sector	BDT(in millions)2009	BDT(in millions)2010
Education	2.70	7.19
Health	7.95	13.15
Sports	0.93	7.88
Disaster/Relief	6.69	Nil
Art & Culture	5.61	14.42
Other	6.74	11.40
Total	30.62	65.91



#### Graph: Fund allocation in different sector wise CSR activities by Jamuna Bank Limited

In 2009 the bank donated highest amount in 7.95 (millions) in health sector otherwise the bank donated lowest amount in 0.93 (millions) in education sector. In 2010 the bank donated highest amount in 14.42 (millions) in art & culture sector otherwise the bank donated lowest amount in 7.19 (millions) and was not donated amount in (o) in disaster/relief.

#### 4.4. Outcomes of performing CSR in Jamuna Bank Limited:

Jamuna bank gets the award to the Scholars in eight significant areas for their outstanding contribution.

These areas are:

Bengali Language and Literature

Education and Culture

Research on Liberation War

Economy and Economic Research

Healthcare

Agriculture based Research and Development

Commerce and Industry

Medicine, Science and Technology

Journalism

Sports

Since inception, Jamuna Bank Foundation awarded to the scholars of the country for their outstanding contribution in respective fields. In its continuation eight scholars of have been awarded in 2009 and eleven scholars have been awarded in 2010.

Areas	Scholars (2009)	Scholars(2010)
Bengali Language and Literature	Professor Abdulla Abu syed	Syed samsulHaque
Education	Dr .A. k. Azad chowdhury	Dr. RafiquelHaque
Culture		SohrabHossain
Research on Liberation War	BarenChacrobarty	Dr. M.A. Hasan
Economy &economic Research	Professor AbulBarkat, PhD	Dr.MohammadFarashuddin
Commerce & Industry	SayedManzurElahi	Major Gen. (Retd.) Amjad Khan Chowdhury
Science & Technology	D r. Kazi Din Mohammad	D r.AbulHussam
Journalism	Rahat Khan	A bdulGaffarChowdhury
Healthcare		N ational Professor Dr. Nurul Islam
Agriculture research & Development		ShykhSeraj
Sports	Sabrina Sultana	Rani Hamid

#### **4.5 Major obstacles in performing CSR activities:**

The Report has been subject to the following obstacles in performing CSR activities:

- Lack of published financial data.
- Sufficient books, facts, publications and figures are unavailable.
- Inadequacy in access to hampered the scope of the study. As it was a new branch it was unable to provide some formatted document for study.
- Time frame for the research is very limited period of time.
- Secrecy of company: due that reason companies will not give exact data.

#### **4.6. Future Plan of JBL for CSR:**

Jamuna Bank Foundation unveiled their future plan regarding corporate social relationship (CSR) activities through a press meet at National Press Club Wednesday. Nur Muhammad, chairman of the foundation and former chairman of Jamuna Bank Ltd, presented a paper on their CSR activities.

According to the paper, Jamuna Bank Foundation is involved with a number of social activities from its launching in 2007. Among them are employment generation, giving scholarships to poor and meritorious students, arranging free eye camps and blood donation programmes, providing relief during various natural disasters, and founding a drug rehabilitation centre at Mirpur in the city.

Md.RezaulKarimAnssari, chairman of Jamuna Bank Ltd, said they are strengthening CSR activities on the occasion of their 9th anniversary. He also said a fixed portion of the bank's operating profit is donated to the foundation.

## CHAPTER 5: Findings, Conclusion & Recommendations

### 5.1. Summary of Findings:

- Banks in Bangladesh performed CSR activities such as AB Bank Limited, Bank Asia Limited, Dutch Bangla Bank Limited, Eastern Bank Limited, Sonali Bank Limited. The bank mainly focuses on educational sector, health sector, social- welfare sector, disaster relief and rehabilitation sector.
- Jamuna Bank has been performing a lot of CSR activities in different sectors such as Educational sector, health sector, sponsorship program etc. successfully.
- In 2009, a total of one hundred and seventy poor but meritorious students studying in country's 30 educational institutions were selected for JBL stipends who would continue to receive an amount of Tk. 1500 per month.
- The bank also arranges National Vitamin A plus Campaign. Furthermore it has been observed JBL is always eager to contribute for the welfare of the society by participating in many social issues.
- Banks have CSR activities but they do not invest enough funds for these sector.
- Jamuna bank most of the activities have been done scattered. The bank has not a separate foundation to operate their CSR activities properly; JBL spends a little amount in scholarship program.
- Further-more they do not use CSR effectively to enhance the brand image. Even the customers are not also aware about their social welfare issues.
- In 2009 the bank donated highest amount in 7.95 (millions) in health sector otherwise the bank donated lowest amount in 0.93 (millions) in education sector.
- In 2010 the bank donated highest amount in 14.42(millions) in art & culture sector otherwise the bank donated lowest amount in 7.19 (millions)

## **5.2. Conclusion:**

CSR involves a commitment to contribute to the economic, environmental and social sustainability of communities through the on-going engagement of stakeholders, the active participation of communities impacted by company activities and the public reporting of company policies and performance in the economic, environmental and social arenas. The bank was awarded the CSR award in recognition of its active participation in the field of Corporate Social Responsibility (CSR) Program.

Modern time is the golden time of business. Jamuna Bank Limited is a Third -generation bank in Bangladesh & has a strong position in the today's competitive market. Jamuna Bank Limited is continuously upgrading if self with a view to be competitive and to remain the leader of the banking industry.

JBL operates CSR activities not only to social welfare but also to increase their brand image. To become the best service provider in the Banking sector JBL should more increase their CSR activities.

## **5.3. Recommendations:**

- The Bank should create awareness among common people to increase their CSR activities.
- They should invest enough funds in this sector and operate CSR activities properly.
- JBL should develop a separate structure for conducting their CSR activities.
- The bank should extend their sponsorship program.
- Most importantly the bank should focus more on branding by using CSR activities.
- The bank should establish a separate foundation to operate their CSR activities.
- Fund should increment for CSR activities.
- The bank should concentrate more on scholarship program for poor but meritorious student to promote their CSR activity.
- The bank should create awareness regarding their CSR activities among mass people by the means of advertisement and publicly through various media.

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