

CSR- CORPORATE SOCIAL RESPONSIBILITY WHAT THE COMPANIES ARE DOING?

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Subject: Submission of Project Report

Dear Sir

As per requirement of the degree completion, I here by submit my project report titled "*Corporate Social Responsibilities in Bangladesh*" after completing my other courses.

As instructed I am submitting one copy of the report. Please wish me luck in my endeavor to success after four years course in East West University.

Thank you,

A handwritten signature in red ink, appearing to be a question mark or a stylized initial.

Fahmida Anwar Tarin
Id# 2001-3-10-035

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EXECUTIVE SUMMARY

Scalars nihilities of businesses and their managers have been discussed since the 1950s. Yet no consensus about progress has been achieved in the corporate social responsibility/corporate social performance literature.

In this report, we seek to analyze the views on this literature. One view is that development occurred from conceptual vagueness, through clarification of central constructs and their relationships, to the testing of theory—a process supported by increased sophistication in research methods. In contrast, other claims that hardly any progress is to be expected because of the inherently normative character of the literature.

A final view is that progress in the literature on the social responsibilities of business is obscured or even hampered by the continuing introduction of new constructs.

This report explores the views that better describes the evolution of the literature during a period of 30 years and suggests implications for further research.

Chapter 01

1. INTRODUCTION

A concept of business ethics based on the idea that companies have stakeholders who are broadly defined as anyone or group affected by the activities of the company.

The idea of CSR is that a company should be accountable to its stakeholders. For this reason the subjects of CSR focus on how companies should identify and “engage” stakeholders and how they should determine, measure and report the impact of their activities on others. As developed for the concept of Corporate Social Responsibility the term refers to any individual, community or organization that affects or is affected by the operations of a company.

Stakeholders may be internal (e.g. employees) or external (e.g. persons performing work who are not employees, also customers, suppliers, shareholders, financiers, the community).

In the context of ethical trade, the workers whose working conditions are the subject of codes of labor practice are recognized as having the greatest “stake” in ethical trading.

1.1 Origin of the report

This report has been prepared as a course requirement of our BBA syllabus. After completing 100 credits we are allowed to do BUS-498 which is basically making of a report on a selected topic by our supervisor. My supervisor is honorable Dr. Golam Ahmed Faruqui has gave me the topic “CORPORATE SOCIAL RESPONSIBILITIES” in our country.

1.2 Objective

The main objective of this report to let other student and teachers' about the current events for the society that the highly reputed company in our country is doing.

1.3 Scope

The main scope of this report is to aware the other companies to influence them to do such social events.

1.4 Methodology

Data has been collected ^{2.} in two ways.

- From the internet.
- From the company employees.

1.5 Limitations

^{is not} It very hard to collect all companies' social responsibilities to make the report presentable to the public level. Many companies' could not provide all information because of their company restrictions.

Chapter 02

2. HISTORICAL CONTEXT

The view that a business can have obligations that extend beyond economic roles is not new in many respects. Throughout recorded history the roles of organizations producing goods and services for the marketplace were frequently linked with and include political, social, and/or military roles. For example, throughout the early evolutionary stages of company development in England (where organizations such as the Hudson Bay Company and the East India Company received broad mandates), there was a public policy understanding that corporations were to help achieve societal objectives such as the exploration of colonial territory, setting up settlements, providing transportation services, developing bank and financial services, etc.

During the nineteenth century, the corporation as a business form of organization evolved rapidly in the US. It took on a commercial form that spelled out responsibilities of the board of directors and management to shareholders (i.e. fiduciary duty). In this later evolutionary form, public policy frequently addressed specific social domains such as health and safety for workers, consumer protection, labor practices, environmental protection, etc. Thus, corporations responded to social responsibilities because they were obligated to be in compliance with the law and public policy. They also responded voluntarily to market demands that reflected consumer morals and social tastes.

By the mid-point of the twentieth century, corporate social responsibility was being discussed in the US by business management experts such as Peter Drucker and being considered in business literature. In 1970, economist Milton Friedmann outlined his view that the social responsibility of corporations is to make profits within the boundaries of societal morals and laws (but cautioned that socially responsible initiatives by corporations could

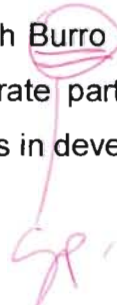
lead to unfocused management directions, misallocations of resources, and reduced market competition, opportunity and choice). CSR emerged and continues to be a key business management, marketing, and accounting concern in the US, Europe, Canada, and other nations.

In the last decade, CSR and related concepts such as corporate citizenship and corporate sustainability have expanded. This has perhaps occurred in response to new challenges such as those emanating from increased globalization on the agenda of business managers as well as for related stakeholder communities. It is now more a part of both the vocabulary and agenda of academics, professionals, non-governmental organizations, consumer groups, employees, suppliers, shareholders, and investors.

2.1 In Bangladesh

Within the world of business, the main “responsibility” for corporations has historically been to make money and increase shareholder value. In other words, corporate financial responsibility has been the sole bottom line driving force. However, in the last decade, a movement defining broader corporate responsibilities—for the environment, for local communities, for working conditions, and for ethical practices—has gathered momentum and taken hold. This new driving force is known as corporate social responsibility (CSR).

CSR is oftentimes also described as the corporate “triple bottom line”—the totality of the corporation’s financial, social, and environmental performance in conducting its business. As the commercial sector increases its investments in corporate social responsibility in its three usual venues (the workplace, the marketplace, and the community), Bangladesh Bureau of Statistics is presented with the unique opportunity to create corporate partnerships that can help expand, enhance, and sustain its health efforts in developing countries.



Chapter 03

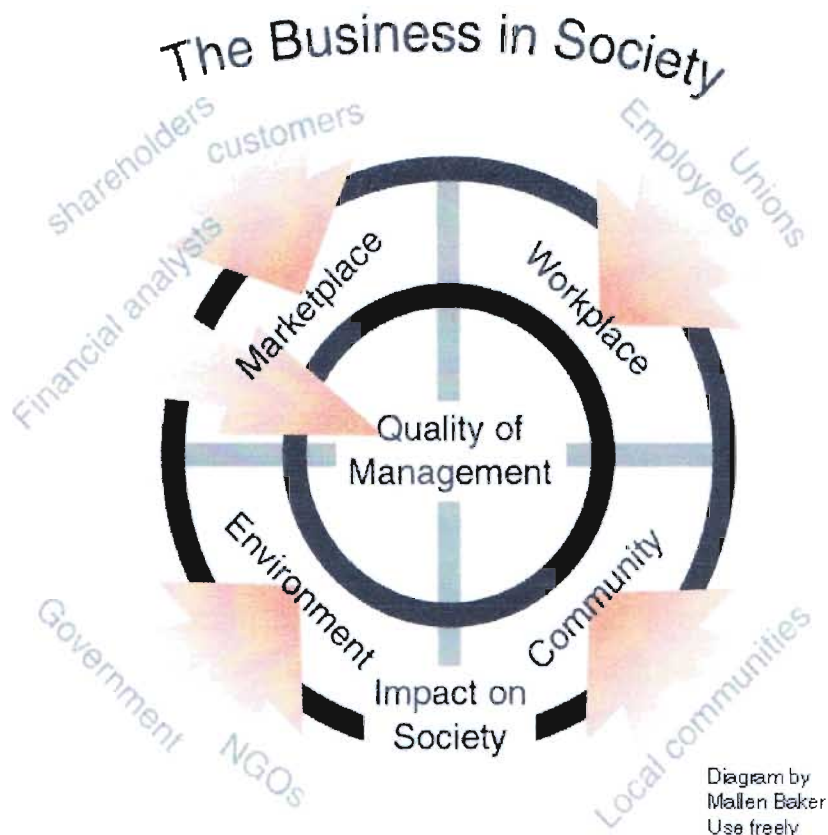
3. Corporate Social Responsibility

3.1 What does it mean?

One of the most frequently asked questions at this site - and probably for all those individuals and organizations dealing with CSR issues is the obvious - just what does "Corporate Social Responsibility" mean anyway? Is it a stalking horse for an anti-corporate agenda? Something which, like original sin, you can never escape? Or what?

Different organizations have framed different definitions - although there is considerable common ground between them. My own definition is that CSR is about how companies manage the business processes to produce an overall positive impact on society.

Take the following illustration:



Companies need to answer to two aspects of their operations.

1. The quality of their management - both in terms of people and processes (the inner circle).
2. The nature of & quantity of their impact on society in the various areas. Outside stakeholders are taking an increasing interest in the activity of the company. Most look to the outer circle - what the company has actually done, good or bad, in terms of its products and services, in terms of its impact on the environment and on local communities, or in how it treats and develops its workforce. Out of the various stakeholders, it is financial analysts who are predominantly focused - as well as past financial performance - on quality of management as an indicator of likely future performance.

3.2 Other definitions

The World Business Council for Sustainable Development in its publication *"Making Good Business Sense"* by Lord Holme and Richard Watts, used the following definition. ***"Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large"***

The same report gave some evidence of the different perceptions of what this should mean from a number of different societies across the world. Definitions as different as ***"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 Phillipines.

Traditionally in Bangladesh, CSR has been defined like; Companies make profits, unhindered except by fulfilling their duty to pay taxes. Then they donate a certain amount of the profits to charitable causes. It is seen as tainting the act for the company to receive any benefit from the giving.

Chapter 04

4. A GROWING GLOBAL ROLE

One thing that is for sure - the pressure on business to play a role in social issues will continue to grow. Over the last ten years, those institutions which have grown in power and influence have been those which can operate effectively within a global sphere of operations. These are effectively the corporate and the NGOs. Those institutions which are predominantly tied to the nation state have been finding themselves increasingly frustrated at their lack of ability to shape and manage events. These include national governments, police, judiciary and others.

There is a growing interest, therefore, in businesses taking a lead in addressing those issues in which they have an interest where national government have failed to come up with a solution. The focus Unilever has on supporting a sustainable fisheries approach is one example. Using the power of their supply chain, such companies are placed to have a real influence. National governments negotiating with each other have come up with no solutions at all, and ever-depleting fish stocks. That is not to say businesses will necessarily provide the answers - but awareness is growing that they are occasionally better placed to do so than any other actors taking an interest.

If we consider what the other countries do then the European model is much more focused on operating the core business in a socially responsible way, complemented by investment in communities for solid business case reasons. Personally, I believe this model is more sustainable because:

1. Social responsibility becomes an integral part of the wealth creation process - which if managed properly should enhance the competitiveness of business and maximize the value of wealth creation to society.
2. When times get hard, there is the incentive to practice CSR more and better - if it is a philanthropic exercise which is peripheral to the main

business, it will always be the first thing to go when push comes to shove.

But as with any process based on the collective activities of communities of human beings (as companies are) there is no "one size fits all". In different countries, there will be different priorities, and values that will shape how business act.

Chapter 05

5. Nature of CSR

5.1 CHALLENGES AND OPPORTUNITIES

There is increasing focus on both the private and public sectors to be proactive in the area of CSR. Various challenges are emanating from consumers, shareholders, non-governmental organizations, international organizations, and other stakeholders. These challenges are increasingly recognized in public policy debates as well as in the marketplace by companies and industry sector associations and they are frequently recognized as opportunities.

5.2 Challenges

Stakeholders challenge corporations to play social responsibility roles - at both the domestic and international levels. Challenges usually focus on one or more elements of CSR such as environmental protection, health and safety, corporate governance, human resource management practices, human rights, community development and consumer protection. In many cases, the challenges are framed in an incremental way and on other occasions the challenges are spelled out in a more comprehensive and overarching manner.

The challenges often call for voluntary actions by businesses to demonstrate responsible behavior and effective responses to social and environmental problems - both in the domestic and international contexts. The demands also call upon the public sector to reinforce corporate leadership and to use other policy tools such as economic and regulatory instruments to encourage CSR.

The challenges for action can differ considerably from one stakeholder group to another. For example, the demands can range from a call for more disclosure of information to demands for improved stakeholder involvement to requests for changes in management practices to proposals for altering the

relationships between company directors, business managers, auditors, shareholders, debt holders, employees, suppliers, customers, community members, and other stakeholders. Some of the challenges are oriented to the ways that businesses manage their internal operations such as human resources management while others are directed at the ways that a business interacts with the rest of the community and society (e.g. human rights, consumers, and supplier relationships).

There also are challenges that come to business from the international level. As in the domestic situation described above, the international challenges cover a wide range of potential action for Bangladesh business. Other initiatives at the international level such as the UN Global Compact, World Summit on Sustainable Development, OECD Guidelines on Multinational Enterprises, International Organization for Standardization (ISO), OECD Principles for Corporate Governance, Social Accountability 8000, Global Reporting Initiative, World Business Council for Sustainable Development, etc. all place challenges upon Bangladeshi businesses to develop effective approaches to managing social and environmental issues.

5.3 Opportunities


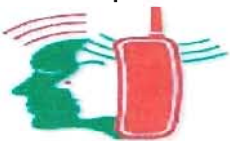




There are scores of CSR organizations and business associations promoting corporate social responsibility, with a collective membership of thousands of companies -big, small, and medium-sized – in diverse industries. In the United States, San Francisco-based *Business for Social Responsibility* alone has 1,400 corporate members that globally employ more than six million workers, and account for a total annual revenue of US\$1.5 trillion. In Europe, the London-based *International Business Leaders Forum* counts 60 major global companies as members, and has established affiliate resource centers in emerging market economies where there is a demand for corporate involvement in social causes. In developing countries such as India, Indonesia, Brazil, Egypt, and the Philippines, business associations dedicated to CSR exist. It can be said that there are as many variations of CSR activities as there are CSR advocate companies and organizations.

So, in our country government can make it a law that every company that are operating here should do some social events that will help us as well as the poor people of our country to live a better life and will make the country more attractive to the foreign investors as well as the tourists.

Chapter 06

6. COMPANIES DOING CSR

There are many companies, banks and other corporations are contributing something for our society. It is one of their major responsibilities that they should do charity works for unfortunate people in our society and also do some environmental friendly works to make our society a better one than others. In this report I tried to highlight the *CORPORATE SOCIAL RESPONSIBILITIES* of some reputed corporations and banks in our country. The companies are BATB, GP, SCB, HSBC, CITYCELL and UNILEVER. These corporations/companies are doing several types of social responsibilities.

<ul style="list-style-type: none"> British American Tobacco of Bangladesh 	
<ul style="list-style-type: none"> Grameenphone 	
<ul style="list-style-type: none"> Standard Chartered Bank 	
<ul style="list-style-type: none"> CityCell 	
<ul style="list-style-type: none"> Unilever 	
<ul style="list-style-type: none"> HSBC 	

BRITISH AMERICAN TOBACCO OF BANGLADESH



British American Tobacco is the world's second largest quoted tobacco group. With more than 300 brands in our portfolio, we make the cigarette chosen by one in seven of the world's one billion adult smokers. We hold robust market positions in each of our regions and have leadership in more than 50 of the 180 markets where we do business. The Group has 81 cigarette factories in 64 countries, producing some 853 billion cigarettes in 2004 (including the make-your-own cigarette 'stix'). The Group also has 9 Other Tobacco Products (OTPs) factories in 7 countries which manufacture cigars, roll-your-own and pipe tobacco. Our companies, including associated companies, employ more than 90,000 people worldwide.

6.1.1 Social issues

There are some people who will argue that leaving the choice to individuals ignores the claimed health risks to others posed by environmental tobacco smoke. However, statistics do not demonstrate that environmental tobacco smoke is even a risk factor associated with the development of any long-term health effects or disease. We agree with public health authorities that it is proper not to smoke for prolonged periods around young children, but public smoking, which we recognize may be an annoyance and is therefore a social issue, can be resolved by having sensible regard for other people.

6.1.2 Demonstrating Corporate Social Responsibility

Over the years British American Tobacco Bangladesh has made significant contributions to the socio-economic development of the country. We are one of the highest taxpayers in the country, contributing more than Tk 1400 crore to the government exchequer annually. Through various projects and initiatives, we are involved in improving the environment, supporting philanthropic organizations and promoting arts and culture and assisting with disaster relief.

A long standing afforestation programme, planting and distributing more than 39 million trees across the country since 1980. A one of a kind bio-filter installed in our factory to reduce odour emissions is now used as an example for emulation by other industries. Support for programs like Shandhani's posthumus eye donation, polio vaccination and blood donations.

Involvement in a vegetable seed multiplication programme. Assistance to tobacco farmers in crop cycle planning and optimum utilization of land. Run programs to promote farmers' literacy, health, hygiene, education, family planning awareness and bank accounts.

Provide prompt relief and generous support to affected communities in cases of natural disaster. Commitment to the principles of sustainable development through high international standards of environmental, health and safety practice.

Chapter 07

GRAMEENPHONE



November 28, 1996: GrameenPhone was offered a cellular license in Bangladesh by the Ministry of Posts and Telecommunications. March 26, 1997: GrameenPhone launched its service on the Independence Day of Bangladesh. After eight years of operation, GrameenPhone has more than 5 million subscribers as of November 2005.

7.1 The Purpose

GrameenPhone has a dual purpose: to receive an economic return on its investments and to contribute to the economic development of Bangladesh where telecommunications can play a critical role. This is why GrameenPhone, in collaboration with Grameen Bank, is aiming to place one phone in each village to contribute significantly to the economic uplift of those villages.

7.2 The Strategy

GrameenPhone's basic strategy is coverage of both urban and rural areas. In contrast to the "island" strategy followed by some companies, which involves connecting isolated islands of urban coverage through transmission links, GrameenPhone builds continuous coverage, cell after cell. While the intensity of coverage may vary from area to area depending on market conditions, the basic strategy of cell-to-cell coverage is applied throughout GrameenPhone's network.

7.3 Contribution to Society

GrameenPhone believes that good business leads to good development, since high level of productivity is development. The activities of GP contribute to the socio-economic development of Bangladesh in many different ways.

In addition to employing nearly 1500 people, more than 100,000 people are directly dependent on GP for their livelihood, including the people working for the dealers, agents, contractors, suppliers, and a major portion of that figure includes the Village Phone operators.

According to the International Telecommunications Union, the Geneva-based UN body, the addition of each new telephone in a developing country like Bangladesh, adds USD 2,500 to the country's GDP.

The Village Phone Program of GrameenPhone is a unique initiative which provides access to telecommunications facilities in remote rural areas where no such service was available before. The Program enables mostly poor village women to own a Village Phone subscription and retail the phone service to her fellow villagers while providing them with a good income-earning opportunity. It is administered by Grameen Telecom in cooperation with Grameen Bank, the internationally renowned micro-credit lending institution.

In 1997, the Village Phone Program has continued to grow at a robust pace over the years. By the end of 2004, the number of Village Phone subscriptions stood at 95,000, in 61 districts. The average earning of a Village Phone Operator is about BDT 5000 per month, which is more than twice the per capita income.

GrameenPhone also actively participates in promoting different socio-cultural activities and sports events in the country. It sponsored many activities over the years including the Zainul-Quamrul International Children's Art Competition, the 11th Asian Art Biennale, publication and launching of an anthology of contemporary Bangladeshi paintings, the Independence Day '04 Photography & Painting Exhibition, and many other activities.

Moreover, GP has also restored the exterior of the historic Old Railway Station Building in Chittagong as per its original architectural design. It has sponsored a scholarship fund for the poor and meritorious students of the Finance and Banking Department of Dhaka University in cooperation with the Finance and Banking Alumni Association. GP has also donated 16 computers to two schools for underprivileged children.

In the sports arena, GP is currently sponsoring the Bangladesh National Cricket Team for a period of two years through 2003-2005, and also sponsored the National Under-19 and Under-17 cricket teams. It was also one of the main sponsors of the Live telecast of "ICC World Cup Cricket 2003. GP also sponsored the President Cup Golf Tournament, and sponsors the visits of newspaper reporters abroad to cover major sports events.

Chapter 08

STANDARD CHARTERED BANK



Standard Chartered is one of the world's most international banks, employing over 40,000 people, representing 80 nationalities, across its network. Standard Chartered operates in over 1,200 locations (including subsidiaries, associates and joint ventures) in more than 50 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas. Standard Chartered is well-established in growth markets and aims to be the right partner for its customers. The Bank combines deep local knowledge with global capability.

The Bank is trusted across its network for its standard of governance and corporate responsibility as well as its commitment to making a difference in the communities in which it operates.

At Standard Chartered we recognize we have an impact on the economies, communities and on the environment in which we operate and a responsibility to address this impact. We also recognize that through our business activities we can contribute to sustainable development.

Climate Change, selling our products responsibly, tough economic or political conditions are just some of the environmental and social issues faced by an international bank like Standard Chartered.

We believe that by facing up to challenges such as these and by addressing them as part of our everyday business life we can make our brand stand out from our competitors.

8.1 Our Approach

We want to be The World's Best International Bank - Leading the Way in Asia, Africa and the Middle East.

We see Corporate Responsibility as an opportunity to make our brand stand out. It is about making sure that, in pursuing our business goals, we identify and address the impacts we have on our stakeholders, look after the people we work with and help the communities we operate in.

Ultimately, we want to be known for having a serious commitment to the environment, economies and communities where we operate. This won't happen overnight and we've worked hard to set ourselves **realistic and effective goals**.

Some time ago we began a programme to formalize our activity and establish a Corporate Responsibility programme across the whole company. A range of policies and processes have been implemented that cover a variety of the social, ethical and environmental issues that we face.

Over the past year, we have revisited these key issues and continued to develop systems and structures to manage them. We have strong commitment from the Board and in December 2004 established a Corporate Responsibility Committee, drawing on external advisors, executive and non executive leadership to ensure that progress is made towards our Corporate Responsibility aspirations. Talking with our stakeholders has helped us shape our thinking and check that we are on the right track. In May 2005 we will publish our first Corporate Responsibility report.

By the **end of 2005** we aim to have:

- Corporate Responsibility aspirations that are aligned with our business goals
- Established clear goals for all areas overseen by the Corporate
- Responsibility Committee
- Actively engaged all our employees in our Corporate Responsibility programme to spread understanding and best practice

And by the **end of 2007** we aim to have established:

- A reputation for innovative thinking in the areas that matter to the Bank and to our stakeholders
- Monitoring programmes to identify and tackle potential risks to the Bank, its shareholders and customers
- Embedded processes for talking with our stakeholders and communicating performance

Chapter 09

CITYCELL



CityCell (Pacific Bangladesh Telecom Limited) is Bangladesh's pioneering mobile communications company and the only CDMA network operator in the country. CityCell is a customer-driven organization whose mission is to deliver the latest in advanced telecommunication services to Bangladesh.

The company offers a full array of fixed and mobile services for consumers and businesses that are focused on the unique needs of the Bangladeshi community. CityCell's growth strategy is to integrate superior customer service, highest standard technology and choice of packages at affordable rates.

The company operates a 24-hour call centre with over 86 well trained operators to respond to customer queries. CityCell's customer service are open 7 days a week to ensure customers can access CityCell at any convenient time.

CityCell is focused on innovation and creating new ways for customers to stay in touch and to do business. CityCell's is offering a wide range of competitive prepaid and postpaid mobile packages as well as Value Added Services such as SMS and information based services.

CityCell is looking forward in introducing CDMA 1x technology in 2004 to provide innovative multimedia features, including MultiMedia Messaging Service(MMS) and many more data based mobile features currently not available in Bangladesh.

9.1 Ties up with Bangladesh Red Crescent Society

CityCell, the pioneer telecom operator of Bangladesh, has signed up an agreement with Bangladesh Red Crescent Society (BDRCS) to carry out fund raising programs for human welfare through SMS. According to the agreement, the fund collected through SMS will be donated to BDRCS for the betterment of the society. CityCell will organize different types of program throughout the year to generate SMS from its valuable subscribers; the revenue generated from SMS will then be donated to BDRCS. Chris Maloy, CEO, CityCell (Pacific Bangladesh Telecom Ltd.) and Obaidur Rahman, Secretary General & CEO, Bangladesh Red Crescent Society; signed the agreement on behalf of their respective organizations. While Intekhab Mahmud, Head of Sales & Marketing; M Farhad Alam, VP, Product Development; Ahmed Arman Siddiqui, AVP, Product Development & Value Added Services, Taslim Ahmed, AVP-Marketing Communications; CityCell (PBTL) and Quamrul Ahsan, Director; Eunos Ali Mia, Deputy Director, Fund Raising Department; Rizia Zobed, Deputy Director, Information & PR; Mahmuda Chowdhury, Consultant, Fund Raising Department; Mikael Sandgren, OD Delegate, IFRC, Dhaka were also present on the occasion organized at the Pacific Center, 14, Mohakhali C/A, Dhaka.

9.2 CityCell community activities (in 2004)

CityCell's CEO distributes relief among fire victims On 4th March the fire burnt about 2000 huts-7 babies were burnt to death in the fire and many more were hurt in Bau Bazar area of Karail Slum, Gulshan.

On 14th March Chris Maloy, Chief Executive Officer of CityCell, distributed relief materials among 2500 families who lost all their possessions due to a devastating fire.

When Chris appeared among the helpless people, they received him with emotional note. Chris told them, " Because we care, that's why Citycell is here." He distributed floor mats, mosquito nets, cooking post, rice, dal, and pulse among fire victims.

9.3 CityCell and MBA Club stage concert to raise money to ease flood- hardship

CityCell, through its community aid program Changing Lives, helped easing the hardship of those affected by organizing a concert in association with the MBA Club on the 6th of August. The concert, which was staged at the National Museum Auditorium in Dhaka, was organized with the specific objective to raise funds for the flood-affected people of the country.

Performing at the concert were renowned Bangladesh artists Boogey & Friends, Feedback, Miles, LRB, Hassan, Pentagon, Mehreen, Kaniz Suborna, Warfaze, Partho, Starling, Shahed, Kumar Bishwajit, Ferdous Wahid and Habib. The concert was a great success, attracting a crowd of more than 700 people for the flood relief cause.

CityCell donates money for the flood affected Chris Maloy, Chief Executive Officer, CityCell handed over a cheque of Tk. 25 lakh to Prime Minister Begum Khaleda Zia for the flood-affected people of the country.

Prime Minister Begum Khaleda Zia appreciated CityCell's initiative to help the people of the society.

Also present at this occasion was Faisal Morshed Khan, Managing Director; Tipu Sultan Mohammad, Chief of Corporate Affairs and Strategic Planning; and Intekhab Mahmud, Head of Marketing from CityCell.

CityCell hands over relief to Rotary for the flood victims CityCell handed over relief for the flood affected to Rotary District Governor Office on 31st July 2004. At the gathering, 5,000 packets were given to Rotary District 3280 Governor Office that contained Chira, Gur, Saline, Candles and Matches. Distribution of these packets to the relief areas started on 1st August 2004. The areas that were covered for relief distribution were Sherpur, Brahmanbaria, Narshingdi, Bhairab, Manikgonj, and Munshiganj.

Mr. Intekhab Mahmud, Head of Marketing, CityCell and Rotarian Kazi Nazmul Haque-treasurer of Rotary Club Dhaka Urbana, Rotarian Syed Azizul Haque, President of Rotary Club Dhaka Urbana PHF, Rotarian Prof. Mizanur Rahman Shelly-Secretary of Rotary Club Dhaka Urbana, Rotarian A.K.M. Shamsuddin, District 3280 Governor, Rotarian Dr. Shamimuzzaman Bosu Mia - IPP, PHF were present at the gathering on behalf of their respective organizations.

CityCell sponsored the Saline-Project for helping the flood-affected people of the country. Under this project, the objective of CityCell was to produce 1,00,000 salines. 30 persons worked to produce 8000 saline everyday at the MBA Club premise. These salines were being provided to all interested organizations and individuals.

CityCell helps intellectually disabled children of SWID CityCell, Bangladesh's leading mobile communications provider, launched its community program

“CityCell Changing Lives” with a donation to the Society for the Welfare of the Intellectually Disabled (SWID).

The Social Welfare Organization of Intellectually Disabled, was established in 1977 and operates 30 schools for the intellectually disabled throughout the country. “CityCell Changing Lives” community program initiative will initially support 6 schools in Dhaka, Sylhet and Chittagong.

CityCel's CEO Chris Maloy handed over the donated goods to the Society's President Mr. M.A. Baten. Donated goods include toys such as lego sets, bells and dolls, as well as teaching materials such as pencils, paper and books. The goods will be distributed throughout the six schools in Dhaka, Sylhet and Chittagong.

This initiative was set up to consolidate the mobile operator's various community initiatives. The initiative's core objective is to help improve the quality of life of and open up new opportunities for disadvantaged people in Bangladesh.

CityCell donates Physiotherapy Equipment to underprivileged intellectually disabled children On December 5, 2004, CityCell donated physiotherapy equipment to SEID Trust (Special Education for Intellectually Disabled Children) for the underprivileged and intellectually disabled children under CityCell's community program 'CityCell Changing Lives'.

SEID Trust runs a school and a Community Based Rehabilitation (CBR) Program for the intellectually disabled. Currently the school provides therapy, food and conveyance to 42 children with various disabilities.

CityCell CEO Chris Maloy handed over the donated goods to the organization's Director, Dilara Sattar at a ceremony held at CityCell office at Mohakhali. A number of the children who attend the school were also present at the ceremony. “As a large private organization, we feel we have an obligation to be engaged in corporate community activities,” said Chris Maloy, CEO of CityCell at the donation ceremony. “The Society deserves every support possible and we are proud to be able to contribute to the improvement of the lives of these students.”

Chapter 10

UNILEVER



10.1 History

The year 1964 marked a new beginning for Kalurghat in Chittagong. It was in this year that Lever Brothers Pakistan Ltd a subsidiary of Unilever, the Anglo Dutch Consumer goods Company, decided to establish a manufacturing unit in Kalurghat. Lever Brothers started its quest to contribute to enhance the quality of human life, not confining its mission to produce quality branded products, but also providing opportunities of employment, developing ancillary industries, protecting the environment, and propagating community development through social contributions.

In 1964, Lever Brothers started producing mechanised soaps, thus ushering industrialisation in the area. Productions started off with Sunlight soap and Lifebuoy soap. Back in those days the average weekly capacity was 50 to 60 tonnes. After meeting the local demands, surplus was shipped to Pakistan. However, the political scenario was deteriorating and after a ravaging war in 1971, Bangladesh became an independent country. It was after independence that Lever Brothers Bangladesh Ltd was constituted with Unilever owning 60.75% shares and the Government of Bangladesh owning the remaining 39.25% shares.

Post liberation period evidenced accelerated growth for the company. Demand started rising and the company continued its mission to meet consumer needs by producing quality soaps, introducing Lux - the beauty soap and Wheel. Launched in 1972 Wheel entered the mechanised laundry category, traditionally dominated by cottage soaps. It appealed to the

consumers with unique care benefits for hand and fabric, a generic weakness in cottage soaps. It gradually became the secret ally of Bangladeshi women by extending the caring hand to ease her daily laundry chores.

The early eighties witnessed expansion of Lever Brothers Bangladesh Ltd through diversification! Calibrating direction, the mission now included enhancing quality of life through other personal products aspiring aestheticism like sparkling white teeth, fresh breath, beautiful hair, and glowing skin. A Personal Product Plant was established to manufacture shampoo, toothpaste, and skin care creams.

In the early 90's Lever Brothers entered the tea-based beverage market introducing Lipton Taaza, Lever's flagship packet tea brand, with the objective to be the most preferred tea of the Bangladeshi consumers.

The appetite to innovate and grow was insatiable. New products such as fabric washing powders were manufactured for the first time with formulations technically suitable for conditions in Bangladesh at an affordable price. Such washing powders led the country to witnessing a revolutionary change in washing habits moving from direct application to significantly convenient solution wash.

Product formulations were of international standard and by tapping into the vast know-how base of the parent Company - Unilever, Lever Brothers was able to make the products available to the consumers at an affordable price. The growth of the company provided ample employment opportunities both direct and secondary with attendant fillip to the economy of the country.

Focused on meeting and responding to the needs of our consumers in Bangladesh, the journey to grow and the quest for excellence continue unabated!

At Lever Brothers, we believe in working with our feet planted on the ground while our heads are held high. We have a strong historical commitment to corporate social responsibility- a commitment we seek to fulfill everyday. We have long been a proactive partner of the Government of Bangladesh in *pursuing the common quest of developing the country and improving the quality of life in Bangladesh.*

10.2 Fair and Lovely Foundation launched

The Bangladeshi woman as we know her, takes care of her family, educates and nourishes her children, professes peace and harmony and manages the household to get the maximum out of the day to day income. Even outside the household scenario, as a working lady she usually tends to use the majority of her income for a better diet, better education and better facilities for her immediate family. Therefore , when we try to improve the economic situation of a woman , we help to directly improve the lifestyles of households.

Let's take a look at a few facts:

- Women are the poorest of the world's poor, representing 70%--or almost 900 million--of the 1.3 billion people who live in absolute poverty.
- Two-thirds of the world's illiterate populations of 876 million people are women.

And looking at the Bangladesh scenario, women facing the same poverty issues as men are subject to additional social and policy biases. For this, they remain backward in terms of education and economic independence. Therefore their need for a guide with a sincere mission to enhance the state of the Bangladeshi women is recognized by all quarters.

Lever Brothers Bangladesh with its mission to add health , hygiene and happiness for its consumers feels that as a corporate, it should encourage involvement of all levels of the community in coming together in the advancement of women. In addition, looking at our leading brands such as LUX, Fair and Lovely, Ponds, Sunsilk , Wheel, our consumers are largely - women! As a socially responsible company, Lever Brothers does not limit

itself to producing and marketing world class beauty, skin care and household products, but goes out of its way to bring out the inner beauty and confidence of a woman as a person. Keeping in line with this philosophy, on June 15th 2004, Lever Brothers, under its leading skin care brand Fair and Lovely inaugurated the 'Fair & Lovely Foundation', with a mission to encourage women's economic empowerment through information and resources in the areas of Career, Education and Enterprise.

The foundation, in association with the Women Entrepreneurs Association Bangladesh, will implement its first project titled Women's Empowerment and Advancement by Learning and Training Herself (WEALTH) .Under the scheme, a total of 300 rural women from 10 districts will receive entrepreneurial training. A non-government organization, Thengamara Mahila Sabuj Sangha (TMSS) , will assist the Women Entrepreneurs' Association in conducting the courses. In the 11 day workshop, the women participants will get 5 days of basic business skills training such as Profit & Loss calculation, Demand Analysis, Market survey etc. The remaining six days will encompass the vocational training on poultry farm, floriculture, pickle making and the like.

Among the noted woman personalities of the country present at the Inauguration ceremony of Fair and Lovely Foundation were Rokia A Rahman, president of Women Entrepreneurs' Association Bangladesh, Maleka Begum, prominent women rights leader, Selina Hossain, a litterateur, and Sufia Ahmed, education specialist. Sanjiv Mehta, LBBL Chairman and Managing Director and Naushad K Chowdhury Brands and Development Director, LBBL were also present.

In his speech Sanjiv Mehta said, the importance of empowering women in the country need not be stressed in this forum, we all know about it. We believe that with economic and educational empowerment, women can become more vocal about their rights and become stronger in withstanding repression in any form. The fear of being marginalized or of not having any other option and

thereby accepting the sufferings inflicted on them can thereby be shed. The progress of the society will be constrained if half of its population is neglected and excluded from the benefits of development. It is, therefore necessary that women be progressively brought into the mainstream of economic activities.

Enlightening quotes from the eminent women present on stage, who will also be providing guidance and advice to the Foundation, intrigued the audience substantially. Rokia Afzal Rahman said if the women are given proper inspiration and assistance, they would surely achieve success as women are by birth capable of managing anything. She also added that there is so much enthusiasm and potential outside Dhaka that it was always her dream to extend entrepreneurial skills to women living in hard to reach areas. However due to lack of infrastructure and finance, it remained unrealized.

Today, with Lever Brothers starting the FAL Foundation, it has been possible to harness the infrastructure of TMSS, the management skills of WEA and the financial support of Lever Brothers to go ahead and extend possibilities of empowerment to thousands of women across the country.

Litterateur Selina Hossain said "Women really have to realize their existence as a human being and recognize their own talents. They need to tailor those skills in a way to survive in a working environment as an equal partner." She said, the scope of FAL foundation may not be that all encompassing, however the small boost that women need in realizing their potential - that will be possible through the FAL foundation.

She also thanked the company for helping provide a skin care cream that helps a woman under the direst economic conditions avail necessary care for her skin.

The others present also lauded the initiative and vouched their personal support for the Foundation. Everyone felt it was refreshing to see such initiatives coming from corporates today and if such endeavors are replicated, we can all look forward to a more serene, prosperous future for Bangladesh.

Under the Foundation, in the near future, projects on IT education for women in collaboration with a leading Information Technology Institute are being planned. A Television program which will assist women in selecting career paths is also coming up. While these will address contemporary needs of the urban and rural women of Bangladesh, the Fair and Lovely foundation promises to open more illuminated roads for the woman of today.

10.3 Supporting Philanthropic Organizations

We, at Lever Brothers believe that to succeed requires the highest standards of corporate behavior towards not only our employees and consumers but also the societies and world we live in. Lever Brothers supports community development through various initiatives.

We have launched the Fair and Lovely Foundation which will undertake various projects throughout the country to empower women with access to information and resources in the areas of Education, Career and Enterprise. We are starting off with a 11 day workshop for 300 rural women teaching them business and vocational skills like pickle making , poultry farming etc. Projects on IT education fro women and career counseling programs will also be implemented through this Foundation.

- We have sponsored the modernization of existing surgical facilities and the setting up of a modern Operation theatre and Intensive Care Unit at the Maa Shishu O General hospital in Chittagong, which significantly enhanced access to modern health care for the underprivileged people of the city.

We are the main sponsor of the Lifebouy Friendship Hospital bringing health care to thousands of underprivileged riverine population in the country.

Lever Brothers Bangladesh Ltd. also sponsors students from various education institutes in Chittagong as members of the British Council Library. LBBL provided IT scholarships for 1500 meritorious girl students from all over the country.

As sponsor of the Missionaries of Charity at Pahartoli, Chittagong, we regularly donate our products so that the children there are brought up in a hygienic environment. The Missionaries of Charity is an NGO dedicated to

improving the life of orphans. The objective of the NGO is to provide all necessary care to orphans until adulthood. The orphanage currently accommodates 95 residents, currently housing 75 residents. We support this organization by providing basket of Lever Brothers products every month.

10.4 Investing in Public Health

We agree with the adage that 'a healthy nation is a wealthy nation'. Our efforts therefore do not stop at sponsorship only. Lifebouy Friendship Hospital is a flagship project in Corporate Social Responsibility seeking to spread smiles among the less privileged. Brands like Pepsodent have played a pivotal role in driving oral hygiene awareness across the country. Dental Health Week and School Education Program are two examples of our initiatives, which have been quantum leaps in developing good hygiene practices.

10.5 LBBL sponsors modern Operation Theatre in Port City.

On May 25th , 2004, a full-fledged Modern Operation Theatre was inaugurated at the Maa Shishu O General Hospital in the port city of Chittagong amid the presence of various elites from the city . Besides a bright, new operation theatre , the old operation theatre has been refurbished and the recovery room has been renovated. The entire project was implemented with the sponsorship of Lever Brothers Bangladesh Limited (LBBL). Lever Brothers, having its major manufacturing facilities in Chittagong, harbours an old association with Maa Shishu O General Hospital and the two organisations have worked together to ensure that quality health care facility is provided for the people of Chittagong.

Sanjiv Mehta, Chairman and Managing Director LBBL, inaugurated the Operation Theatre at a ceremony in the hospital premises. Dr. ASM Fazlul Karim, President of Maa – O Shishu Executive Committee along with other local elite, LBBL management and Union Members attended the ceremony.

At the inauguration, Mr. Sanjiv Mehta said , “ It is important to recognize that mothers are the core of our society. Just as an educated mother can spread enlightenment far more effectively, a healthy, confident mother can ensure healthy physical and mental growth for her child, which has positive repercussions throughout the society. We are, therefore, very proud to be associated with Maa Shishu O General Hospital in taking a step towards addressing this issue and would hope that this would act as a catalyst for other corporates to come forward and participate in such noble initiatives.”

Among others, Mr. M.A. Malek, the Editor of Daily Azadi, Dr. ASM Fazlul Karim, President of Executive Committee of Maa- Shishu O General Hospital also spoke at the ceremony. Dr. Karim said, “ LBBL has now become our permanent service partners by helping the hospital take this big step forward.

We realised that LBBL believes in Teamwork and as a team, LBBL management worked with us to see this project through. We promise that your company's money spent here will be well translated into good health care for mothers".

In his speech, Editor of the Daily Azadi, a revered personality and social leader in the city mentioned, "LBBL reminds us about our duty towards our country and our people. Thank you for your commitment to spreading smiles ! " He also said "I feel that the business section is a conscious section of the soceity and it does much for the country in terms of economic advancement. However, business entities should go out of their way to prove themselves as a component of soceity.

The Maa Shishu O General Hospital was set up in 1979 and is a popular reference in Chittagong for the treatment of mothers and infants. It treats around one and a half lakh patients annually providing Pediatric, Obstetric, Gynecology , Blood Transfusion, Diagnostic services etc. However due to insufficient resources it could not cater to all the requirements of the patients - despite the executive committee's best intentions. This need was filled by LBBL as part of its commitment to the society. LBBL has provided over Taka 40 lakhs towards construction of the facilities. In addition its managers have extended their expertise in ensuring speedy completion of the project. The new OT now has world class surgical equipment including Life support, Anesthesia machines etc.

Gift hampers with Lever products were distributed to around 300 people who attended the Inauguration ceremony, as well as the residing patients who were mostly mothers and very small ailing children.



It may be mentioned that Lever Brothers has taken up many social initiatives over the past few years, with a strong focus on Health, Education and Women's empowerment. Through its "Dental School Program", it has educated nearly 2 million school children on Dental Health and Hygiene across the country.

It is also the main sponsor of the Lifebouy –Friendship Hospital which is taking health care to the underprivileged riverine population of Bangladesh. Since its inception in 2002, this hospital has provided services to over 72,000 people. In 2003, Lever Brothers provided IT scholarships to 1500 girl students under the project of Fair and Lovely Uttorone Nari. Lever Brothers has also set up “ Fair and Lovely Foundation “ with an objective of promoting women’s empowerment in the country .

10.6 Pepsodent - Contributing to the Bangladesh's Dental Hygiene

Facing the major challenge of communicating to consumers across Bangladesh the importance of oral hygiene, our brand Pepsodent undertook initiatives like the Dental Support Program and Dental Health Awareness Week, both of which have been quantum leaps in developing good oral hygiene practices.

The Dental Support Program is a mammoth community exercise that encompasses both direct and indirect dissemination of the need and importance of oral hygiene. Not only does a team of a qualified dentist and a dedicated Lever resource visit schools to educate school children; the Program reaches out to countless others indirectly by training primary and secondary teachers.

Furthermore, Lever Brothers joined hands with the Islamic Foundation of Bangladesh to educate imams on dental hygiene, who disseminate the message to their congregations More than 1.2 million school children have been covered through this Program and Lever is committed to continue providing this service to the community. Besides these, another unique initiative has been the Pepsodent Dental Health Awareness Week. In this program people call in for an appointment and have his or her teeth checked by dental professionals on a stipulated time. While this enables people to familiarize themselves about their oral condition, this also aids in their awareness.

10.7 Lifebuoy Friendship Hospital Completes two years in service

Going beyond the scope of business, Lever Brothers has taken another formidable step in community development. Lifebuoy, the brand of the rural masses, in an attempt to create a "New Hope of better health" for the deprived people, provided a sum of Tk 8 million to Friendship to convert a barge into a floating hospital, which would render health care services to the hard-to-reach riverine community. To ensure the sustainability of the project, Lifebuoy has also committed to provide approximately Tk. 8 million each year for at least three years after initiation to meet the operating expenses of the hospital.

LBBL recently celebrated the completion of two successful years of the Hospital. Till March 2004, the hospital has offered its services to more than 72,000 underprivileged people in the riverine rural community of Bangladesh. Around 8000 people received health care service and Hygiene education under the able guidance of renowned physician Dr. S. R. Khan and his team of 12 doctors along with the team on board. In 2003, 17,500 children were immunized. Also included are more than 100 lifesaving operations administered on-board the boat. Lifebuoy Friendship Hospital is a double deck self-propelled shallow draft barge with 38.5 meter in length and 5.05 meter in width. It has a patient observation ward, gynae & obstetrics room, treatment and minor surgical operations room, X-ray room, biochemistry and pathological lab, antenatal check up room, doctor's chambers, dispensary and a patient reception room on board.

Inaugurated by the then President of the People's Republic of Bangladesh, Professor A Q M Badruddoza Chowdhury on March 13 2002, Lifebuoy Friendship Hospital formally started its operation from May 2002 in Keraniganj. In June 2002 the first baby was born on board. The baby was named as "Bhashomani" (floating pearl) as she was born on the floating hospital. Lifebuoy Friendship Hospital organized "Lifebuoy Health Camps" in

Lakhirchar, Nagarbari, Mollarchar, Shidairbari, Kholabarichar and other chars of North Bengal .

Lifebuoy Friendship Hospital participated in the SUB National Immunization Day on 10th August and 14th of September 2003 in collaboration with the local government health complex in Lakhir Char, Keraniganj where around 1,000 children were given "Polio and Vitamin A" vaccine. The Hospital is educating people on family planning, mother and child care, safe motherhood, nutrition, immunization, communicable diseases specifically STI/HIV/TB etc., basic hygiene, water, sanitation, environment etc. thus focusing on creating awareness on sound health and hygiene practices.

10.8 Helping the Environment

At Lever Brothers Bangladesh Ltd., protecting the environment is not only our belief, we treat it to be our Corporate Social Responsibility. We work towards adhering to the highest standards of environmental protection. We have, therefore, adopted a proactive stance towards environmental protection, to ensure that while meeting the needs of the present generations we do not prejudice the ability of the future generations to meet theirs. Following are a few of our initiatives to preserve the environment in which we operate.

In line with Unilever's stated policy on Sustainable Development, we initiated an extensive water conservation program, resulting in a reduction of water consumption per ton of product by approximately 70% over last year.

In order to reduce air emission, we have almost discontinued the use of furnace oil (which contains almost 3% of sulphur) at our site, thereby drastically reducing SOx emissions.

Use of incinerator has been discontinued since early 1998 to reduce air emission from the site and replaced by an Industrial Shredder machine to shred all packaging wastes.

We have also discontinued the use of Ozone Depleting Refrigerants e.g. CFC. Currently the site uses only HCFC as refrigerants.

As testament to our efforts to conserve the environment in which we live, we have commissioned an Effluent Treatment Plant towards the end of 2001 at an investment of Tk. 20 million resulting in drastic improvement of Effluent Quality - far exceeding National requirements.

Our initiatives in Environmental Care have helped Lever Brothers Bangladesh to earn widespread recognition and was recently showcased as a model responsible corporate citizen at an Environmental Seminar organised by the British High Commission during the UK Trade Fair 2003.

Chapter 11

HSBC



The HSBC Group is one of the largest banking and financial services organisations in the world. HSBC's international network comprises over 9,700 offices in 77 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa.

With listings on the London, Hong Kong, New York, Paris and Bermuda stock exchanges, around 200,000 shareholders in some 100 countries and territories hold shares in HSBC Holdings plc.

HSBC provides a comprehensive range of financial services: personal financial services; consumer finance; commercial banking; corporate, investment banking and markets; and private banking.

11.1 HSBC in the Community

- Education

HSBC believes that support for primary and secondary education, in particular for the underprivileged, is crucial to the future development and prosperity of every country. School of Hope is an example of this support.

- Sponsorship

Each year, employees select charities to focus our fundraising and donation activities. HSBC further supports employees and their chosen charities by making corporate donations.



11.2 Blood donation drive with Sandhani and Red Crescent Society

As part of its "HSBC in the Community" initiative for 2003, HSBC in Bangladesh undertook a blood donation drive in Dhaka and Chittagong on 22 May 2003 in its branches. The drive was conducted in coordination with Sandhani, Dhaka Medical College unit and Bangladesh Red Crescent Society in Dhaka and Chittagong respectively.

55 staff in Dhaka and 25 staff in Chittagong generously donated blood for use at blood centres in Dhaka and Chittagong.

11.3 HSBC and IFRC raise funds for the flood-affected people

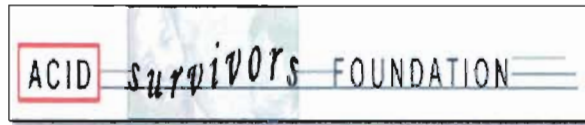
The Hongkong and Shanghai Banking Corporation (HSBC) Ltd and International Federation of Red Cross and Red Crescent Societies of Bangladesh (IFRC) joined hands and raised funds for the flood-affected people of Bangladesh. Cheques were handed over periodically to Red Cross to support their ongoing efforts and the final one was handed over to Mr Anthony Marion, Head of IFRC delegation in Bangladesh at a ceremony on 7 September 2004.

IFRC used the part of the funds to buy and distribute family kits and the rest will be used to build houses for the flood-affected people in different parts of Bangladesh.

HSBC Bangladesh initiated various efforts to gather funds for the flood account. This included selling of BDT 100 and BDT 800 coupons to customers and non-customers alike at all HSBC offices and Customer Service Centers, waiving of remittance charges, gathering staff donations, appealing

to HSBC group offices for funds and raising public awareness about the floods through Billboards at different locations and posters at all HSBC branches and Customer Service Centers. Emails were sent out to HSBC customers residing in and outside Bangladesh requesting donations to the account. Alongside, HSBC Sports and Social club distributed rice, potatoes, bottled water, high protein biscuits, oral saline and old clothes to more than 1250 distressed people in the remote char areas of Kakura and Belkuchi upazila as well as to the affected people living in squalid huts across from the Bank premises.

11.4 Acid Survivor Foundation



The Acid Survivors Foundation (ASF) was established in May 1999 to tackle the problem of acid violence in Bangladesh. ASF works with NGOs, the Government of Bangladesh and the international community to prevent future attacks, to ensure survivors have better access to quality medical care, to provide survivors with better access to Bangladesh's criminal and legal justice systems, and to assist with the survivors' rehabilitation-access to education, training for new skills, and finding employment.

The Acid Survivors Foundation meets all the costs incurred by a survivor and the family. This includes bringing the survivor to Dhaka for medical treatment, paying for medicine, and providing food and other essentials in hospital. The Foundation also prepares survivors for surgery (this means buying and testing of blood, taking x-rays and supplying post-surgery medicine and special care) and then transfers the patient to the Foundation's own 35-bed rehabilitation centre for special nursing, counselling and rehabilitation.

The foundation has also opened their own 15-bed hospital unit and fully equipped operating theatre. There, highly skilled volunteer plastic surgeons come from around the world to work and train their Bangladeshi colleagues. Before the Foundation came into existence many families could not even afford to bring the survivor to Dhaka, many sold their land and all their possessions just to get medical treatment.

HSBC Bangladesh supports the work of the Acid Survivors Foundation in providing medical support and assistance to the victims of this abuse.

You can make a real difference by becoming a friend of the Acid Survivors Foundation. We welcome individuals and organisations who wish to support the work of the Acid Survivors Foundation.

11.5 Environment

HSBC is deeply conscious of its responsibilities to the environment, believing that the needs of today's society should not be fulfilled at the expense of future generations, and that sustainability is paramount.



Investing in Nature is a USD 50 million partnerships funded by HSBC, working with Botanic Gardens Conservation International, Earth watch and the World Wildlife Fund. Investing in Nature will protect 20,000 plant species from extinction, breathe life into three of the world's major rivers, train scientists and send 2,000 HSBC employees on conservation projects worldwide over a five year period.

Two employees from HSBC in Bangladesh have been selected for Fellowships in 2003 and they will become personally involved in scientific field research. In 2002 there were 3 Bangladeshi employees who went on trips to research dolphins in Spain, frogs in Australia and the Mammoth caves in USA.

Zinia Amreen, Customer services Officer, Personal financial services has been offered the HSBC Employee Environmental Fellowship for a project in the United Kingdom on Mammal Monitoring at Wytham Woods, Oxfordshire, in July 2003. The volunteers will collect valuable data on changes in the distribution and population of various woodland mammals as part of a national wildlife-monitoring programme.

Asaduzzaman Khan, Assistant Officer, Personal Financial Services has been selected to participate in research on Songbirds and their migration to Africa, at Mwea National Reserve, Kenya in December 2003. The volunteers will monitor birds at the start and of their migration to help manage and international chain of reserve. The aim is to understand environmental changes that may be derived from the birds' life cycle in several ecology zones.

Chapter 12

Conclusion

Innovation through knowledge creation and learning can be a primary source of value creation and competitive advantage for today's business. Social accountability management is also recognized as an important business practice for companies concerned with managing stakeholder relationships and their 'triple bottom line' performance. The literature review indicates that a solid conceptual basis exists to link these two important business challenges in order to create business value. The current reality is that, though understood by 'thought leaders' (and reinforced by this study) the relationship between the two areas of practice is often disconnected, and therefore not effectively exploited by business practitioners.

The 'business value' case for establishing a strong relationship between social accountability management systems and innovation Knowledge-creation can be a driver of innovation and business value: stakeholder insights can represent valuable knowledge assets and sources of value creation. As international business invests in, adopts and implements social accountability management practices and systems, new value is increasingly being created and captured in the form of strategic stakeholder insights and ideas.

Chapter 13

Acknowledgement

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the front*

I am very thankful to my supervisor who has given me the opportunity to work under him and gave me this topic to work with. I also thank the employers who helped me to collect data from their organizations. I learned a lot while working.

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