REPORT ON CSR IN BANGLADESH 2018

"Achieving Impact through CSR Action"
DISCLAIMER

The information contained in this document was correct at the time of going to press and reflects the understanding of the CSR Centre. Information about companies was secured through interviews and review of corporate websites. For more information about particular CSR initiatives please contact the company directly.

CSR Centre 2018
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We take this opportunity to introduce to you this year’s “Report on CSR in Bangladesh 2018: Achieving Impact through CSR Action”.

Both corporate and the development sectors have been working in partnerships with state actors to bring about sustainable economies around the globe. This is more recently becoming a significant phenomenon whilst we engage with the Sustainable Development Goals (SDGs) for the well being of the society and socio-economic progress at each country level. Today’s efforts for a sustainable world through CSR actions will create tangible and intangible impact which we as nations need to measure – what ways can we realize the changes to which we are contributing as an individual entity or organization or institution, as a community, as a country as a whole which is on the positive journey to achieve sustainable development. The private sector is investing heavily on infrastructure, access to health, quality education, women’s empowerment, child care facilities, access to safe drinking water & hygiene, climate change & environmental issues, etc.

In order to create a sustainable tomorrow we need to engage our youth as the centre of our actions. Mobilizing youth to discuss, debate and embed the SDGs through the academia and build strong value driven global citizens who will ultimately take leadership roles in all spheres of the economy.

The CSR Centre would like to recognize the contributions and specially thanks to Mr. Arif Khan Joy, Deputy Minister of the Ministry of Youth & Sports, Government of the People’s Republic of Bangladesh as well as Md. Zillar Rahman- Secretary, Ministry of Social Welfare. Our appreciation also goes to HE Hiroyasu Izumi, Ambassador of Japan and HE Julia Nibblet, High Commissioner of Australia. Thanks goes to Ispahani Agro Limited, Casper Foundation and Mr. Obaidur Rahman, Global Youth Advisor of Save the Children Denmark; Farzana Chowdhury, MD & CEO of Green Delta Insurance Company Limited, the UN Global Compact Network India and to Carlo Pereira, Executive Secretary of UN Global Compact Network Brazil.

Shahamin S. Zaman
CEO, CSR Centre
For a developing country like Bangladesh, Corporate Social Responsibility (CSR) is key to inclusive and sustainable growth. Today the major challenge for companies that see CSR as an opportunity to strengthen the business is the management and utilization of the CSR funds. Smart partnering with CSR focused organizations can pave a practical way forward to mitigate this. Under the guidance of CSR Centre, a growing number of corporate leaders have begun to recognize the CSR spend as a creative opportunity to fundamentally impact their businesses while also contributing to the society.

Bangladesh is one of the few countries among the developing nations that has achieved most of the goals set in the MDGs and now has moved ahead onto the 2030 Agenda for the Sustainable Development Goals (SDGs). The CSR Centre has been instrumental in developing a “National CSR Policy for Children” and in developing the “National CSR Guideline” under the relevant Ministries of the Government of Bangladesh with the support of its development partners. The term CSR has been already introduced in the export oriented sectors due to international trade compliance and standards. It has created a remarkable example in the Ready Made Garment (RMG) sector in Bangladesh. The CSR Centre is in partnership with amfori and Danish Fashion and Textile in partnership with BGMEA had been conducting intense training for managers in the RMG sector on CSR and social compliance for facilitating sustainable business. It is now reaching out to various other sectors that create access to responsible and sustainable trade.

As a member of Global Banking Alliance for Banking on Values (GABV) and Global Banking Alliance for Women (GBA), the international platform that promote responsible banking practices and as a values-based organization, CSR is embedded as an integral part of BRAC Bank’s core values and culture. We at BRAC Bank believe in the all-encompassing ‘3P’ philosophy (people, planet and prosperity) under the ambit of our CSR goals. We emphasize on high-impact and long term initiatives that together support people and the society at large as well as initiatives that protect the planet in a sustainable manner. This philosophy drives our need to measure value at a broader level beyond the measurement of just financial outcomes. Most of our financial intermediation is directly linked to a real economy asset or activity. This means that our work is aimed at directly supporting the production of goods and services rather than focusing primarily on buying and selling in the financial markets. Our values - based banking guides us to involve in triple bottom line investments through the advancement of social empowerment, environmental regeneration and economic resiliency. We are committed to serving the real economy and introducing new business models to meet the needs of the community and the businesses we serve.

At BRAC Bank, we see CSR as a long term investment – the investment on people, community, society and environment. We focus on projects that help realize potential of the people through our social programs. As Bangladesh graduates from LDC to a developing country, we
are streamlining its CSR programs in alignment with the 17 SDGs of the United Nations towards inclusive and holistic economic growth in Bangladesh.

BRAC Bank is proud to be a founding Board Member of the CSR Centre Trust that emphasizes on working to be the catalyst for transforming Bangladesh into a value driven society through CSR. I wish the CSR Centre all the best and look forward to a lasting partnership as we continue on this journey together.

Selim R. F. Hussain
Managing Director & CEO, BRAC Bank
Executive Summary

Over the last decade there has been an increased momentum within all stakeholders – be it private sector, NGOs, public sector or academia on one common goal which is “development”. Earlier this was the MDGs and now it is the SDGs which connect all stakeholders towards a common cause. States have prioritized on a common global transformation agenda which are the SDGs leading countries forward in achieving strategic development objectives. As more projects and programmes focus on delivering the SDGs it seems that the nature of impact these actions create need to be identified and measured both quantitatively and qualitatively to foster and visualize change. Huge investments need to be made at all levels to make the SDGs a reality and yet it is a challenge to mobilize such huge funding in an effective manner. It requires that each stakeholder prioritizes on specific SDGs which can be linked to their CSR actions and planning. By galvanizing on the initiatives that are already being implemented it is possible to achieve most of the SDGs and foster the well being of the society. In all these efforts the need to have a national growth strategy that places youth at the epi-centre of the development agenda will ensure sustainable development.

In Bangladesh the Government has been welcoming multi-stakeholder engagement - in most of its initiatives the private sector has been actively mobilizing itself. Yet more efforts need to be culminated to create stronger impacts. Challenges will be there but consorted efforts by working towards a common good through CSR can bring substantial transformation in society.

This year’s report titled “Report on CSR in Bangladesh 2018: Achieving Impact through CSR Action” concentrates on issues such as – CSR & Youth Engagement, Well Being of Society and the SDGs with specific focus on interviews of government representatives, company case studies, articles from youth empowerment mobilizes and global representatives of the CSR platform of the UNGC Local Networks in India and Brazil. In order to showcase the CSR projects and programs which are linked with the SDGs various SDG Champions have been announced by the UNGC Headquarters who are featured as SDG Champions to build further awareness on CSR and SDGs nationally and globally. It also gives some glimpse into the CSR Centre and its activities.
“CSR is about achieving organizational excellence in ways that honor ethical values and respect people, communities and the natural environment.”

- The CSR Centre

Introducing Corporate Social Responsibility

Why do CSR

Corporate Social Responsibility (CSR) is the integration of socially beneficial programs and practices into a company’s business model and culture. CSR increases long-term profits for businesses by enabling them to be a part of the community. CSR impacts add value to a company’s branding and creates good will in society.
It is also about promoting Sustainable Development Goals (SDGs), meeting the needs of the present without compromising the ability of future generations to meet their own needs.

CSR is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders. CSR is a concept with many definitions and practices. The way it is understood and implemented differs greatly for each company and country. Moreover, CSR is a very broad concept that addresses many and various topics such as human rights, corporate governance, health and safety, environmental effects, working conditions and contribution to economic development. Whatever the definition is, the purpose of CSR is to drive change towards sustainability.

Why CSR implementation is growing

- Global issues are now shared through social media to develop awareness amongst communities.
- Responsible Business Actions are highlighted as best practices for future growth.
- Profits have to be responsible profits which do not create any harm.
- SDGs (#12) imply responsible consumption and production, human rights and good living standards will bring better business through productive labor force.
- Creating a green eco-friendly environment will secure national resources for the future of the planet.

Types of CSR

CSR initiatives are standards and measures that business put in place to benefit society. These initiatives are based on sustainability in four different categories.

**Ethical Business Practices:** The primary focus on ethics is to provide fair labor practices for businesses’ employees as well as the employees of their suppliers. Fair business practices for employees include equal pay for equal work and living wage compensation initiatives.

**Philanthropic Initiatives:** Philanthropic initiatives include the donation of time, money or resources to charities and organizations at local, national or international levels. These donations
can be directed to a variety of worthy causes including human rights, national disaster relief, clean water and education programs in underdeveloped countries.

**Economical and Environmental Responsibility:** Economic responsibility focuses on practices that facilitate the long-term growth of the business, while also meeting the standards set for ethical, environmental and philanthropic practices.

Environmental sustainability initiatives enacted by businesses generally focus on two main areas: limiting pollution and reducing greenhouse gases. As the awareness of environmental issues grows, businesses that take steps to reduce air, land and water pollution can increase their standing as good corporate citizens while also benefiting society as a whole.

**Dimensions of CSR**

CSR holds that there are multiple dimensions that should affect a company’s actions.

**Environmental:** The environmental dimension of corporate social responsibility refers to the business’s impact on the environment. The goal, as a socially responsible company, is to engage in business practices that benefit the environment.

**Social:** The social dimension of corporate responsibility involves the relationship between business and society as a whole. When addressing the social dimension, there should be an aim to use business to benefit the society as a whole.

**Economic:** The economic dimension refers to the effect that corporate social responsibility has on the finances of your company. In an ideal world, where corporate social responsibility had no costs, there would be no reason to limit it. But in the real world it is important to recognize the financial impact that these actions have and to balance being a good corporate citizen with making a profit.

**Stakeholder:** The stakeholders are all of the people affected by your company’s actions. These include employees, suppliers and members of the public. When considering the stakeholder dimension of corporate social responsibility, consider how your business decisions affect these groups.
The Business Benefits of CSR

“CSR should not be viewed as a drain on resources, because carefully implemented CSR policies can help your organization”

- Win new business
- Increase customer retention
- Develop and enhance relationships with customers, suppliers and networks
- Attract, retain and maintain a happy workforce and be an Employer of Choice
- Save money on energy and operating costs and manage risk
- Differentiate yourself from your competitors
- Generate innovation and learning and enhance your influence
- Improve your business reputation and standing
- Provide access to investment and funding opportunities
- Generate positive publicity and media opportunities due to media interest in ethical business activities

Where to Start

Compliance with the Law
Respect for Human Rights
Contributing to the Society
Collaboration and Harmonization with the community
Consideration of Environmental Issues
Integration of Organization Resources
1. In your young age why did you choose football?

Football is one of the most recognized and interesting sports in the world. People all over the world enjoy football. From a very young age as a teenager I liked to play football. My father was a football player and so were my brothers. I played in a match with my two brothers in the Premiere League and in Bangladesh National Football team.

2. How can Youth contribute to the development of the nation?

Youth is the main force that can create transformation in human life when teenagers they mold their aspirations and look forward in building their future goals. If we look at the MDGs and now the SDGs we are always building human capital. Youth can lead innovation and transformation in any society.

3. How can we promote Good Citizenship among the Youth of Bangladesh?

Good citizenship efforts come from the family level through education and a conducive environment where the mind and body can be at optimum levels. This stands early in life. Young people should start social activities voluntarily and gain experiences from the grass root levels to understand their own country needs. Though we may have challenges but still we are developing gradually to achieve our mission.

4. How is the Youth Ministry envisioning at encouraging Young Leadership?

Our National Youth age group is from 18-35 years. We basically focus on 17-18 age group and provide them with basic skill development trainings. We also do job replacements for youth. GoB is providing the financial loans to encourage Youth Entrepreneurship programs in 71 trades and are empowering youth by giving leadership trainings.
5. How can the private sector companies support Government’s roles to mobilize youth in implementing the SDGs?

We are already working with the various private sector companies. We have already trained many male and female youth in every Upazilla in Bangladesh. We mainly provide trainings on mobile, electronic goods etc. Gender Equality is also our priority issue. We are providing equal opportunities to the female youth. This is a special instruction from Our Honorable Prime Minister.

6. How do you encourage more companies and organizations to work with you as the Deputy Minister of Youth and Sports?

The Youth Ministry is partner with the private sector for more relevant programs to enhance the engagement of youth in Bangladesh’s development objectives. Youth should be motivated in different spheres of life – life skill development with priority on youth entrepreneurship and leadership so they can be the future leaders of Bangladesh.

7. What are the main projects Ministry of Youth and Sports working on?

In our country we have a lot of problems like our youth is still jobless and not getting enough skill development trainings. Government is aware of these problems and taken up lot of initiatives through sports, youth leadership trainings, financial loan, jobs etc. Government is providing youth the opportunity to expose themselves through youth entrepreneurship. We are collaborating with Foreign Ministry and Agricultural Ministry for inter ministerial partnership. Government is currently working on the development of youth; our motto is, no one should be left behind. Government is focusing on skill development and youth leadership trainings and youth entrepreneurships. We are also encouraging youth in all sorts of sports.

8. What sort of partnership is Ministry of Youth & Sports thinking of to mobilize the Youth in Bangladesh?

Our Ministry rules and regulations are set by the Government. Only the youth can make the difference both nationally and globally. Half of the population of Bangladesh is youth and through them Bangladesh will have a brighter future ahead.
Youth Mobilization and Youth Empowerment is one of many concerns of Casper Foundation, to develop the sense of social responsibility among the youth, the organization chose to target university students to engage in the practice of social responsibility and culture of change makers. With that in mind, Casper Foundation affiliated and formalized relationships with numerous higher education institutions to open up the volunteer chapters to gather like-minded students to join this initiative. The idea was not to tell the youth what needs to be done but to ask them what “drives” them and how to effectively develop simple concepts of change into feasible social outreach projects with the support of key stakeholders such as corporations.

Casper Foundation identified and assigned students with leadership roles, they brought forward an entire group of youth who were all willing to do something for their community. Upon hearing their ideas, Casper Foundation conducted key workshops and mentored the students and their ideas to develop into concrete actions plans to be implemented.

It was at this pivotal stage where Casper Foundation, through its wide network of socially engaged corporations, saw a match in the CSR needs aligned with SDGs of an organization and the vision of the youth. That's how we initiated of “Today's Orphans, Tomorrow's Leaders” (TOTL) project, which is focused on health, sanitation, and nutrition-related issues. Students from Eastern University were inspired to work on the needs of orphanages, upon further research and survey; they found that health care is a neglected area among many orphanages.
An awareness program was designed to help educate the children and staff of orphanages to understand the importance of issues such as proper diet, sanitation and hygiene. Popular Group expressed a great interest to support and learn more and the potential for TOTL widened. With the Popular Group onboard as sponsors and partners, the students of Eastern University now had a greater prospect of identifying illnesses and gaps in the healthcare of selected orphanage children.

The project focuses to improve the health and wellbeing of children, to give proper guidance on healthy living and mental support and to address environmental, social and health problems. Findings of the key health care needs of the children revealed that 42% were anemic, 30% were malnourished and 52% were suffering from various skin diseases. The orphans were provided with proper treatment, guidelines, prescribed medications and a water filtration system to add value to their daily health care needs (which is aligning with SDG 3, Good Health & Social Well-Being).

“The uniqueness of this health care program has inspired me not only developing my leadership skills, also our successful efforts had brought smile on the face of these disadvantaged orphans, and at the end of the day it matters to me a lot.”

- Fahim Khan, President of Casper- Eastern University

The participating volunteers polish their skills and expertise as well as bring positive change in the community through this social initiative. Thus, it is the major driving force for them to participate in such kind of initiatives. This sustainable initiative will incorporate more orphanages from Dhaka city.

Casper Foundation continues to grow its reach currently working with 10 local universities with over 300 student volunteers. We continue to bring the ideas and passion of the youth to the attention of corporations who wish to achieve corporate responsibility.
Youth Empowerment Through CSR

Recently working with SCD I had the opportunity to engage in a program which is strongly linked with CSR. CSR is the main vehicle/ driver to empower deprived adolescent and youth. It opened the new possibility and opportunity to conceptualize CSR through the lens of youth empowerment. This implies that we need to unfold opportunity lies within CSR in relation to youth empowerment, develop engagement framework with the corporations in a manner that promote responsible business for deprived youth and use the power of corporations for promoting and realizing adolescent and youth rights. This also entails to serve the best interest of adolescents and youth.

Addressing the challenges of youth, inclusive labor market, challenges of deprived adolescents and youths’ decent employment, promoting responsible business of corporations through its global value chain and stimulating social debate and dialogue of deprived adolescent and youth labor market issues through CSR tools and techniques were considered seriously here.

The linkages between CSR and youth programming are more than receiving financial support from the corporations. Corporate knowledge and experiences is more important in realizing the objectives of youth empowerment. Without having corporate direct engagement and partnership with corporations, it is difficult to run youth led programming holistically. On the other hand, the impact of business on adolescent and youth needs to be assessed, measured and valued, we need to find ways on how to engage corporations to minimize negative impact and maximize positive impact to promote, protect and ensure rights of deprived adolescents and youth as dignified citizens of the society.

Due to the SDGs, the linkages between CSR and Youth have a special momentum. Countries in South East Asia have developed successful collaboration with corporations through developing and implementing ASEAN competency framework. European Competency framework is another successful example of demand driven skills and competency for present and future market.
In Bangladesh, around 3 million young people are engaged in the labor market every year and creating decent jobs in line with SDG8 is the biggest challenge. Therefore, specific actions are needed to implement SDG 4 (Quality Education), SDG5 (Gender Equality) and SDG 16(Supporting peaceful societies), SDG 17 (Fostering a platform for partnerships) to tap the demographic dividend of the country.

We may see the following links between youth program design and CSR very strongly that can be tapped in Bangladesh.

1. **Improved Productivity of deprived youth and secure them in decent jobs through CSR**: ‘Improved Productivity’ is the mutual agenda for both corporations and youth empowerment programming. There is a strong business demand of ‘improved productivity’ for business growth and development. The bridging point between youth empowerment programming and corporations can be the strategic CSR for the corporations.

2. **Developing Business cases and identifying Value Chains**: A Business case starts with the identification of relevant corporate value chains (eg. electronic, garments, textiles etc), where adolescent and youth labor takes place and there is a demand of skilled labor. The first step is to design a sustainable business case and build relationship between the value chain and the labor force, also identify relevant technical vocational training for that specific value chain.

3. **Creating Value Chain and market linkages through intelligent partnerships**: Traditionally, partnerships focus on financial support and implementation of projects without considering sustainability of the outcome. However, under intelligent partnerships, the corporate co-share responsibility for the results is a consorted effort to identify common problems and solutions that should be crucial for sustainability.

4. **Building competitive advantage of Local Corporations using structural learning**: Training is developed in accordance with demands by local Corporations, including clear and precise provision of apprenticeships. Local Corporation and Vocational Training Centres are jointly organized and accredited the training for the youth. After successful completion trainee will be sent for "real life experience/training" at the production sites of partners of the corporations.

5. **Improved entrepreneurship skills of youth and links with mentorships through CSR**: CSR is always sector and industry specific. Entrepreneurship development is also a core business issue of financial sector (like Bank, Insurance company etc). Corporate knowledge, skills and capacity building for deprived youth and also overall entrepreneurship development are essential factors of success.

6. **Improved youth inclusive business through CSR**: A youth inclusive business seeks to contribute in poverty alleviation by including lower-income youth/communities in its value chain as suppliers, distributors or consumers - while not losing sight of its ultimate goal – to generate profits.
7. **Improved youth Inclusive labor market and CSR**: Adolescent and youth access to employment is determined by inclusiveness and responsiveness of the labor market system, procedure, norms and practices. Many corporations are supporting social debate and dialogue on labor market issues with the active participation of the young workers.

We can draw a conclusion that success of Bangladesh as an emerging economy largely depend on how effectively we are linking our demographic dividend, youth with corporations using the framework of CSR. Supportive policy environment, demonstrating the success cases of Youth and CSR relation can equip the future generations with skills and competency require to meet the 21st Centuries challenges as global citizen.
WELLBEING OF THE SOCIETY
1. What is the Japan Government’s approach for enhancing Responsible and Ethical Business Behavior? Are there any policies or guidelines?

In May 2016, the Government of Japan has established ‘Sustainable Development Goals Promotion Headquarters’ led by Prime Minister Abe, dedicated to work on enhancing the policies related to SDGs. The HQ formulated ‘The SDGs Implementation Guiding Principles’, which clearly state that it is critical that not only the public sector but also the private sector contribute to solutions for the public agenda.

In particular, the private sector is expected to implement sustainability-oriented initiatives such as “Business and Human Rights,” Environmental, Social and Governance (ESG) investment, and social bonds, in order to proactively address public agendas related to environmental, social, governance issues and human rights. These initiatives are also critical for Japanese companies to maintain their competitiveness in the global market and to avoid falling behind in meeting global investor evaluation criteria, which increasingly focus on the ESG fields. The Government of Japan will implement policies to help companies meet these requirements and will support the private sector in conducting related activities.

2. Can you tell us about the contributions of Japanese Government in the Agricultural sector of Bangladesh?

Japan started to support the agricultural sector in Bangladesh immediately after the independence in 1973. Indeed, the specialized fields of the very first 3 volunteers of JICA (Japan Overseas Cooperation Volunteers, JOCV) were Agriculture.

Since then Japan has been actively involved in the projects to support and develop Bangladeshi agriculture mainly in two fields, establishing infrastructures and enhancing human resource development. For instance, total 3,000 km of farm roads and irrigation facilities which covers more than 100,000 hectare has been set up, and capacity development projects have been launched with support from Japan. In recent years, the Government of Japan has cooperated to build agricultural infrastructures such as multistoried food warehouse or small-scaled water...
resources. In addition, we are now working to improve the financial status of small and marginal farmers, supporting microcredit projects in rural areas so that they can earn more profit by harvesting crops with additional value.

Based on the long-standing cooperation experience in Bangladesh as well as our expertise in agricultural field, the Government of Japan continues to support agricultural sectors, working both with public and private sections.

3. How do you foresee the future of Health sector in Bangladesh as Japan Government is contributing in this sector for many years?

The situation in health sector has been rapidly improving in recent Bangladesh as seen in the decrease of infant mortality rate as well as the improvement in average life expectancy. However, more needs to be done in the field of neonatal and maternal health care for further improvement. In addition, it is urgent to address the diseases caused from the structural changes in lifestyle as the deaths from non-communicable diseases (e.g. heart disease or cancer) which are believed to be caused from unhealthy lifestyle, accounts for 60% of all the death. Japan also has experienced such lifestyle changes and can help Bangladesh improve the medical infrastructures and develop human resources to respond to its current health trend. The Government of Japan will continue to support projects to establish proper health services for every Bangladeshi.

4. What is your idea of Corporate Social Responsibility (CSR)? How CSR can play an important role in social and economic development of a country? How can it impact on Wellbeing of the Society?

In Oumi-area in ancient Japan, which was a bustling commercial hub at the time, there was a proverb among merchants that goes 'Benefit for all three', meaning commercial activities must aim to achieve win-win-win business model that benefits the seller, buyer and also the society as a whole. Hundreds years ago Japanese merchants were already aware of the sustainability and responsibility that is required to their commercial activities, and now we call it CSR. Even with the twist of globalization or significant changes in socio-economic structures, I believe the proverb holds true for the modern world, with more importance on the third element, the society.

When we think of CSR in relation with the betterment of the society, there are 3 principles:

- To make the society better with its commercial activities (create jobs, contributing to social welfare by paying tax, provide superior technologies and goods etc.)
- To address public concerns not directly related to its commercial activities (environmental issues, poverty, aging population etc.)
- To ensure compliance and business ethics (transparency, accountability)

Here, I would like to put emphasis especially on the third principle. Considering Bangladesh’s economic growth rate which marked 7% in last 2 years, I am expecting more and more foreign
companies to expand its business and investment to Bangladesh in near future. As all FDIs would prefer sustainable Bangladeshi companies that are backed by its compliance, it can be said that it is the companies with long-term vision and accountable commercial-activities that are capable of growing their business large. I strongly recommend Bangladeshi business leaders to take the betterment of the society into consideration, just like Oumi merchants did.

5. In your opinion what role should the private sector play with Government to advance Sustainable Development Goals in Bangladesh?

Recently, more and more Japanese companies, some of which are world-renowned such as Honda, are attracted to the economic potential of Bangladesh not only in the garment business which has been the key industry, but also in many other different areas. I believe Japanese companies not only with skill and expertise but also with high ethical standards can impact Bangladeshi economy in both qualitative and quantitative way, contributing to enhance holistic economic growth and industrialization to benefit all people, which are articulated in SDGs 8 and 9. The Government of Japan will continue to support Japanese companies with high ethical standard planning to start/expand their business in Bangladesh.
Ispahani Agro Limited (IAL), an agro-based sister concern of Ispahani group, has started its journey with the vision ‘Safe food for better life’ since 2007. Currently, IAL is working as a trusted partner of the farmers in agro management with its quality seeds and bio-pesticides based pest management. Notably, IAL is the first in Bangladesh to introduce bio-pesticide in the agricultural sector. Bringing these environment friendly technologies to farmers’ fields is our commitment towards sustainable agriculture.

CASE STUDY

Promoting Sustainable Agriculture

Ispahani Agro Limited

Bio-pesticides are relatively a new concept in Bangladesh and it requires substantial work to build acceptability and credibility among the farmers. As a pioneer, IAL has undertaken a wide range of activities to aware, educate and motivate the farmers to use environment friendly technologies. Learning plots, Farmers Learning Sessions, Hands on coaching for neighbor farmers, Agro Fairs, Road shows etc. are few examples of this initiative through which IAL has reached 1,054,752 farmers during the last five years.

Bio-pesticides based pest management have several advantages over synthetic chemical pesticides such as increased agricultural productivity, reduced production cost, improved soil health, safe produce etc. These multiple factors lead to the farmer’s success.
Table 1 Cost & Yield Comparison between Chemical Pesticide and bio-pesticide pest Management

<table>
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<th>SL No.</th>
<th>Name of Crop</th>
<th>Cost for Synthetic Chemical Pesticide (TK/0.33 Acres)</th>
<th>Bio-pesticides based pest management (TK/0.33 Acres)</th>
<th>Yield Comparison</th>
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<td>01</td>
<td>Gourd</td>
<td>4200-4500/-</td>
<td>1200-1500/-</td>
<td>20-30% using IPM</td>
</tr>
<tr>
<td>02</td>
<td>Brinjal</td>
<td>8000-9000/-</td>
<td>2100-2300/-</td>
<td>25-40% using IPM</td>
</tr>
<tr>
<td>03</td>
<td>Cabbage, Cauliflower</td>
<td>6500-7000/-</td>
<td>1100-1300/-</td>
<td>15-20% using IPM</td>
</tr>
</tbody>
</table>

Source: Entomology Division, Bangladesh Agricultural Research Institute

Nazrul Mia, a farmer, living in Koyra upozial of Khulna district usually grows watermelon in his small holding land. Before adopting IAL’s agro package, he used to get low yield, made less profit out of his small piece of land. Nazrul Mia came to know about IAL & its agro solution through local miking. After which he along with few other neighbor farmers went to the training session arranged by IAL and follow its prescribed agro solution.

He again cultivated watermelon in 2017 season on three big has (99 decimal) of land but this time by using agro solution (Sweet Green variety, pheromone, bio derma etc.) marketed by IAL. Number of fruits was higher (143 pcs per bigha) this time. Moreover, fruit size was uniform and larger (12-15 Kg) than the earlier one (8-10 Kg). As a result, he could sell his produce at Tk. 6 higher price. Besides, his production cost reduced to three-fourth
as bio-pesticides based pest management was practiced. Nazrul is very happy as reduced production cost and higher market price have increased his profit margin by 25%.

IAL is working relentlessly to promote sustainable agriculture for creating such success cases for millions of farmers in Bangladesh throughout the process, IAL tailored the global SDG2 to the local development context. Under the framework of SDG2, IAL’s effort includes ensuring sustainable food production system that increase the agricultural productivity, income of the growers and help maintain ecosystem etc.
1. **As the Secretary of the Social Welfare Ministry what are the main projects you are implementing with focus to Sustainable Development Goals (SDGs) in Bangladesh.**

Ministry of Social Welfare (MoSW) is one of the important Ministries in implementing 9 Goals, 24 Targets and 28 Indicators of Sustainable Development Goals (SDGs). Among these goals, targets and indicators MoSW is leading one target, co-leading in two targets and associate ministry of 21 targets. MoSW is ensuring development and well-being of disadvantaged sections of the society including far-marginalized people, the helpless and the disabled by reducing social disparity and establishing social justice. To introduce Bangladesh as a Welfare state this Ministry is implementing programs like Old Age Allowances, Widows Allowances and Allowances for Persons with Disabilities, Grants and aids to Acid burnt victims. The Ministry has also multidimensional and intensive programs for the welfare of the by-passed, disadvantaged segment, unemployed, landless, orphans, distressed, vagrants, homeless, socially, intellectually and physically challenged, Neuro-Developmental challenged, poor, helpless patients, Children at Risk of both rural and urban areas of the country. Ministry of Social Welfare as well as attached Department and Agencies are implementing these Programs. All these programs are related towards achieving the targets of Sustainable Development Goals (SDGs). To be more dynamic, transparent and accountable the Ministry has undertaken development approach instead of charity approach. Family Centric Programs and pro-people Work Plans have made the Ministry popular to the people of Bangladesh.

2. **How do you think the corporate of Bangladesh can assist in existing Social Safety Net programs?**

There are some programs where corporate can directly donate to implement programs and project or corporate can take a project and implement though attached department or organizations. Such as Hospital Social Services Program, Prisoners Rehabilitation program though Probation Services, Support for Government Children Homes or any program or cash transfer for the vulnerable people of Bangladesh through Nuro-developmental Protection Trust, Trust for the Physically Challenged Person of National Social Welfare Council. Corporate also can help to promote Social Welfare related programs and projects through Media and Publication.
3. What is your idea of Corporate Social Responsibility (CSR)? How can CSR play a significant role in social – economic development of Bangladesh- kindly share with us your opinion and observations?

Firstly, CSR funds can support financially existing government programs and projects regarding social wellbeing such as social cash transfer, venerable child development, marginalized communities' livelihood development, and disability person's development.

Secondly, CSR funds could be funded in promoting social responsibility of all citizens and corporates.

Thirdly, Ministry of Social welfare can support to develop programs for the corporate offices for their employees.

4. Is there any suggestion on how the corporate can engage in safeguarding children in Bangladesh?

Corporate can fund Ministry of Social Welfare existing Child Protection Programs, like government children's home, training and rehabilitation centre for the venerable children. On the other hand, corporates can support MoSW in new projects like cash transfer to the foster caregiver families and can fund their education.

5. Can you tell us about the strategy/policy of Social Welfare Ministry for disabled people in Bangladesh?


6. In your opinion, what role should the private sector play in partnership with development sector & the Government to advance Sustainable Development Goals in Bangladesh?

The MoSW covers the major development areas of Socio-economic development, Human development and social empowerment, livelihood interventions and social securities which are directly related with many goals of SDGs. Private Sector can provide the financial assistance in the following programs:

- Old-Age Allowance Program, allowances for widows, abandoned wife and for the persons with disabilities
- Education and Stipend program for the disabled students and orphans’ children
- Livelihood development programs for Dalit, Harijan, Bede (Gypsy) and transgender communities
7. What are the main PPP (Public Private Partnership) projects that your Ministry is doing currently?

MoSW is implementing one project as PPP (Public Private Partnership) projects which are “Oboshor”- a home for older people in Srimongal, Moulvibazar.

8. What are the Ministry’s plans for engaging the private sector through CSR?

MoSW is trying to engage the Private sector for electronic transfer of allowances to 6.5 million beneficiaries of Old-Age Allowance Program, allowances for widows and abandoned wife and allowances for the persons with disabilities. We are also trying to engage Private sector for the rehabilitation for the baggers and alternative empowerment. We have many training institutions for human resource development and corporate sector can provide employment opportunity for those after completing their training program successfully.
United Trust is the Social Welfare organ of the United Group, a renowned conglomerate of the Country’s Business Sector. The journey of United Group began in 1978 when few like-minded close friends invested their meager assets and formed a company. United Trust was formed in 2010 and registered (registration no. 1359) on 22 December 2011. The Vision of UT was set to improve the quality of life of socially disadvantaged people of the country, primarily in the rural area. The Mission of UT is to address people’s basic needs such as Education, Health, Sanitation, Employment and basic amenities and we make sure all our implementation has positive impact on the society.

Our CSR Activities
United Trust started its journey with the initial objectives to ameliorate the sufferings of the poor and deprived population. As on now, United Trust patronizes around 24 Schools and Madrasas that educate more than 8000 students. It operates 7 rural clinics / small hospitals where more than 1,00,000 outdoor patients are being treated annually. UT focuses on four broad sectors - education, health, self-employment and social development.
In Education Sector, we aim to raise the standard of rural education through capacity building. Trust’s major activities at the moment are as follows:

- On an average, UT constructs/renovates 2-3 High Schools/Madrasa and 3-4 Govt. Primary Schools every year.
- Provides scholarships to about 100 poor meritorious students per year @ Tk. 1500.00 to 3,000.00 per month.
- Provides free residential education of about 55 orphans and patronizes another 100 in different institutions.
- Sponsors about 275 under privileged slum students in their education.
- Also partially patronizes a Special Schools for the Special Children named "Amor Joti".
- It also promotes technical and vocational education by providing necessary counseling and financial assistance to the poor students.

In Health sector, UT's activities are still limited to Primary Health Care Service and it treats about 125,000 outdoor patients per year. It has established, so far, 03 Rural Hospitals (10-15 bed) at Maloncha (Jamalpur), Shamur Barhi (Louhojong) and Motkhola (Kishoreganj). These hospitals have reasonably good diagnostic facilities: Pathological Lab, ECG, USG, X-ray etc. It’s indoor is only open to Eye treatments and conducts more the 2500 cataract operation per year almost free of cost.

Besides these, we have 4 more outdoor clinics at Momenabad (Jamalpur), Nijkunjora (Feni), Sribordi (Sherpur) and Hossainpur (Gaibandha).

- We conduct on an average of 10-15 Outdoor Medical Camps per year in collaboration with specialized hospitals.

Besides primary health care, UT is also setting up a 200-bed referral Hospital at Jamalpur as pilot project to gain secondary health care capability.
Under our poverty alleviation initiative, UT has a project called “Daridro Bimochon”, where we introduced ‘Interest Free Micro-Credit and Loan’ for the ‘rural women’, marginalized ‘businessman’ and ‘farmers’. As of now, over 15,000 families are the members of this scheme.

Last year, we sponsored 10 distressed women (victims of gender violence) in their rehabilitation training and job placement in collaboration with a Dhaka based NGO called ‘TARANGO’.

We also promote ‘self-employment’ through in house vocational training on handicraft, tailoring, cattle farming. We contribute in ‘employment’ for underprivileged children in collaboration with ‘Underprivileged Child Education Program’ (UCEP), Bangladesh through ‘skill development’ on Electrical, ‘Welding and Machine Operator’.

Under Social Development Initiatives, UT aims to address the immediate needs of the pro-poor rural people and the rural society. Our major activities are following:

We have ‘home scheme’ for the insolvent people. We provide about 40-50 homes per year free of cost to the homeless. Sanitation is another priority sector for UT. We provide about 1000 toilets per year to the needy families free of cost.

Safe drinking water is also in our agenda, especially in arsenic prone areas. We also donate about 40-50 Tube-wells every year. Last year (2017), we supported about 600 families of Jamalpur during flood and about 300 land slide victim families in Rangamati (Bilaicharhi) with food worth of Tk. 12 lacs and Tk.4.5 lacs respectively. We distribute significant number of blankets every year to the poor during winter.

We have ‘Road Safety Programs’ collaboration with BRTA, Highway Police, Traffic Police, Driver and owner’s Association and organized 14 programs, where 100 drivers attend in each program.

Brig Gen AJM Fazlur Rahman (Retd)
Executive Director United Trust
1. What is the Australian Government’s strategy for enhancing Responsible and Ethical Trade?

Environmental protection and social issues - including labour rights and human health - are profoundly important to all democratic governments, including Australia.

In addition to government regulation, there are a number of international standards and initiatives on corporate social responsibility. Together with social media, consumer groups and civil society, these are having a transformative impact on the behaviour of companies around the world.

Those, particularly businesses, that persistently fail to meet community standards or cannot comply with third party certification, are simply not going to prosper, particularly in international markets.

Furthermore, the Australian Government believes that business and respect for human rights go hand-in-hand. Businesses must comply with all Australian laws, including those in place to implement our international human rights obligations.

Australia supports free trade, and when we enter into trade agreements, we never negotiate away our right to regulate for health and safety, nor do we commit to anything that we judge to be environmentally damaging or a threat to human rights.

In fact, increasingly, free trade agreements (FTAs) are addressing these issues in a positive way.

For example, in the Comprehensive and Progressive Agreement for Trans Pacific Partnership (TPP 11) FTA, we have chapters that require members to build on their obligations to protect the environment, labour rights, and human health and safety.

As FTAs proliferate, our expectation is that future trade agreements will only increase the attention they devote to these kinds of sustainability issues.

More broadly, the Australian Government supports responsible business conduct through a range of initiatives including:
• domestic laws on anti-discrimination, privacy and employment conditions, and criminal offences for serious misconduct such as forced labour, slavery and torture
• introduction of the Modern Slavery Bill in June 2018, which will establish a Modern Slavery Reporting Requirement
• commitment to monitoring compliance with the OECD Guidelines for Multinational Enterprises through the activities of Australia’s National Contact Point
  - Australia’s Foreign Minister Marise Payne announced on 24 September 2018 that Australia would join the EU-led initiative, the Global Alliance to End Trade in Goods Used for Capital Punishment and Torture
• membership of the Voluntary Principles on Security and Human Rights to guide companies in maintaining the safety and security of their operations within an operating framework that encourages respect for human rights
• in addition to the Australian Government, Australian companies BHP, Rio Tinto, Woodside Energy, Oil Search, Newcrest Mining and PanAust are members of the Initiative.

Australia’s Aid-for-Trade program supports projects that help deliver Sustainable Development Goal 8 – Decent Work and Sustainable Economic Growth. For example, our partnership with the International Labour Organization’s Better Work Program in Bangladesh, Cambodia, Indonesia and Vietnam is improving workplace standards, including wages, working hours, maternity leave and labour relations for 1.7 million workers in 1,750 factories in our region, about 80 per cent of whom are women. In Bangladesh, the program works in 167 garment factories, reaching an estimated 376,000 garment workers.

2. Can you tell us about the contribution of the Australian Government in the Education Sector in Bangladesh?

Australia’s aid program has focused strongly on promoting growth and reducing poverty by improving the productive capacity of Bangladesh’s people. By focusing on education, we have been responding to Bangladesh’s skills gap with a particular focus on the extreme poor and women.

Specifically, for twenty years, Australia has supported the Government of Bangladesh’s primary education program. Australia has helped Bangladesh to address some of its productivity constraints by improving education access, equity, efficiency and learning outcomes and the overall ‘trainability’ of the future workforce. Low levels of literacy and inadequate years of schooling make skills acquisition more difficult. Ensuring children, particularly girls, graduate from primary school literate and numerate will help the next generation access better paid and more highly skilled jobs or sustainable self-employment.

Australia has also sought to expand access to education opportunities for disadvantaged Bangladeshis. We have been working with BRAC to provide ‘second-chance’ education. This
benefits children, predominantly girls from poor families as well as children with a disability, who have dropped out or never enrolled in school.

3. What is your idea of Corporate Social Responsibility (CSR)? How can CSR play a significant role in social-economic development of a country – kindly share with us your opinion and observations in the Australian context?

In Australia and internationally, business has developed a more sophisticated understanding of the important role it plays in communities, for example, how it can have environmental, social and economic impacts.

With this comes also an awareness of business’ social licence to operate – consumers’ association of the business and its brands with acceptable standards of behaviour - which can impact its brand and its value.

Businesses are actively using CSR activities, and in many cases, changing their core business model, to ensure that their investments are delivering commercial returns as well as positive environmental and social impacts.

By finding the opportunities where development objectives and commercial returns can both be met, governments can look at actively partnering with business to increase development impact in a country.

4. Do you think CSR practices can improve the private sector’s engagement in the wellbeing of society? If so, how?

CSR practices can improve business engagement in the wellbeing of society.

Companies regularly report to governments on compliance with local environmental and other regulations. More recently, as part of CSR efforts, companies have been compiling this and additional data to report on their “sustainability” performance as part of their efforts to protect their brand equity by being a transparent corporate citizen.

Demand for environmental, social and governance (ESG) reporting has increased from governments and investors and constitute reporting against:

- environment factors, such as climate change, greenhouse gas emissions, air and water pollution, water scarcity, deforestation
- social factors, such as working conditions including slavery and child labour, labour relations, health and safety, human rights, impact on indigenous communities, and
- corporate governance including executive compensation, board independence and composition, shareholder rights, transparency.

In Australia, 82 out of the top 100 Australian companies publish sustainability reports. This
reflects global activity, with more than 90 per cent of the world’s top 250 corporations also releasing sustainability reports.

ESG reporting is becoming increasingly mainstream and failure to do it could have a negative impact on performance, reputation, and even the ability to raise capital.

The Modern Slavery Reporting Requirement (see above) will apply to a range of entities, including foreign entities operating in Australia. Businesses will be required to examine their supply chains for evidence of modern slavery, trafficking in persons, forced labour and forced marriage, and the worst forms of child labour. The reporting threshold of US$70 million (A$100 million) annual consolidated revenue will cover some 3,000 entities in Australia.

In the context of the 2030 Agenda on Sustainable Development, companies are also increasingly looking to engage on the Sustainable Development Goals (SDGs), including by mapping performance to SDGs goals and indicators and CSR practices and reporting are contributing to this.

CSR practices can also raise different business models which are adopted into a company’s core business.

5. In your opinion, what role can the private sector play in partnership with donors and the government to advance Sustainable Development Goals in Bangladesh?

Productive partnerships between government, the business sector and civil society are vital if we are to make progress on the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs).

By working collectively, we can leverage our expertise, influence and resources to achieve the Sustainable Development Goals (SDGs). Of the 17 SDGs, SDG 17, on Partnership, is crucial.

In the words of Paul Polman, CEO of conglomerate, Unilever, “the most important SDG Goal is SDG 17: Partnership. Because we can’t do this alone.”

Global flows of Official Development Assistance – amounting to US$143 billion in 2017 – are not enough to address the US$2.5 trillion development financing gap in emerging economies.

With the value of global capital markets estimated to be around US$200 trillion, harnessing these resources is vital.

Corporate social reporting is one way that we can understand the role that business is playing in the sustainable development space. It also serves to identify potential opportunities with the private sector going forward.

In assessing partnership opportunities with business, it is important to have clear development objectives and an understanding of the key sectors of focus and then critically assess where
The private sector can help to achieve these goals, including the knowledge, ideas, capabilities and resources they can contribute.

In turn, governments need to articulate what value it can offer to business.

In Australia’s experience we have found that businesses have appreciated government’s:

- ability to convene, broker and influence
- deep knowledge of the business, political and regulatory environments in developing countries
- support in creating a more attractive business operating environment, and
- Catalytic funding.
SME Foundation

Bangladesh is striving hard to emerge as a middle-income country by the year 2021. In this heavily populated country, the small and medium enterprises (SMEs) are considered as the backbone of national economy. Bangladesh facing a long list of challenges like creating large-scale employment, increasing per-capita income, reducing poverty and social inequality. In such a situation the Government of Bangladesh entrusts the SME Foundation to implement the SME Policy, Strategies and Guidelines adopted by the Government from time to time by developing a comprehensive SME action plan.

There is high density of SME inhabitants in Bangladeshi industrial economy. The SMEs account for more than 90% of the private sector industrial establishments, providing employment opportunities to roughly 78% of the non-agricultural labor force and contributing to nearly 25% of the country’s GDP.

In the national industrial policy, the SME segment was declared as a priority sector that is playing a vital role in employment creation, entrepreneurship development, poverty alleviation and national economic growth.
Legal Status
The SME Foundation a not-for-profit organization, licensed as a limited company by the Ministry of Commerce, Government of Bangladesh. It is registered under section 28 of the companies Act, 1994. The official birth day of the Foundation is 26 November 2006, the day it was registered as a joint stock company through Government approval of its Memorandum of Association and the Articles of Association.

General Body
The SME Foundation has a general body consists of 60 members which comprises of members nominated by the Ministry of Industries, representatives of SME entrepreneurs including women entrepreneurs, concerned trade bodies, general & technical Universities, civil societies with a strong private sector representation.

Board of Directors
The SME Foundation has a Board of Directors consisting 16 members for running its activities smoothly. Led by a Chairperson appointed by the Government, the Managing Director (MD) is the chief executive who is a non-voting member of the Board. The core function of the Board is to provide guidelines and policy decisions for ensuring smooth functionality of the Foundation.

Vision
Promote SMEs for fostering economic growth, generating employment and alleviating poverty and thereby achieving socially inclusive development.

Mission
Assist promoting the growth of all the productive and service oriented SMEs and accelerating pro-poor economic growth facing the challenges of free market economy and globalization.

Objectives of SME Foundation
The major objective of the SME Foundation is to implement Government’s SME development policies and strategies.

The specific objectives are
- Assist the government in implementing policies for SME development;
- Policy Advocacy and design interventions for the growth of SMEs;
- Update data and information for formulating SME policy and strategies;
- Establish a comprehensive data bank and provide information support to the SMEs and other stakeholders;
• Administer and support SME access to finance;
• Facilitate human resource and capacity development programs for SME development;
• Facilitate ICT and technology based programs for SME growth;
• Undertake productivity and quality improvement programs;
• Assist women entrepreneurs to be a part in the mainstream of SMEs.

**Major Program Areas**

In order to implement the annual action plan Foundation offers business development services to the SME entrepreneurs under various thematic programs as follows:

A. Advocate policy and conduct research to create and maintain non-discriminatory policy environment for the SMEs. Important areas of advocacy and intervention by the SME Foundation includes reduction of regulatory barriers, rationalization of taxes and VAT etc.

B. Ensure access to information to the SME entrepreneurs and other stakeholders through development of SME Foundation’s web portal (www.smef.org.bd) and its regular upgradation by uploading important information relevant to SME growth and development.

C. Women entrepreneurship development and planning is an important task of SME Foundation. It’s efforts in this area include women entrepreneurship development surveys/studies, skill development of women entrepreneurs, gender sensitizing seminar for the financial institutions, B2B/B2C matchmaking event and recognizing potential SME women entrepreneurs etc.

D. The SME Foundation undertakes various programs to enhance flow of institutional funds to the SMEs. The major program areas include implementation of credit wholesaling program at concessional interest rates, holding of SME financing fairs with chambers and financial institutes, arrangement of thematic seminars on the SME financing issues etc.

E. The SME Foundation is deeply committed to remove technology gap and improve SME competitiveness through technology upgradation, adoption and diffusion of new appropriate technology to the sectors.

F. The SME Foundation is working relentlessly towards capacity building of the individual entrepreneurs as well as the institutions and organizations, trade bodies and financial institutions concerned with SME development. The Foundation has so far organized many training programs under public-private partnership mode to enhance skills of the SME entrepreneurs and create new entrepreneurs.

G. The SME Foundation provides extensive range of business support services to the SME entrepreneurs across the country. The services extended through its advisory service
center viz. market promotion and expansion, promotion linkages between buyers and sellers, advice for creating new enterprises, publication of SME business manuals and organization of product fairs etc.

H. Sector development pursued through undertaking surveys and studies of the ‘Priority’ sectors and directs activities relating to women entrepreneurship development.

I. Cluster mapping/developing of SME is concentration of the Foundation in different regions of the country to facilitate delivery of business support and development services on a priority basis is another important program implementation area.

J. Strengthening of trade bodies/associations is designed to enhance capacity building of the SME related trade bodies, associations and organizations and consciously develop public-private partnership as a way of promoting SME growth and development. The results obtained should lead to decentralization approach to SME growth and benefit of resource sharing.

K. Creating SME-Friendly Environment is a critically important policy area which needs constant advocacy and lobbying by the SME Foundation with the policy makers, donors and the stakeholders to ensure that the SMEs are able to operate in a level playing field.

L. Public Relation (PR) section of SME Foundation disseminates information to the vast audience regarding SME Foundation, its functions and activities. The section has been playing a vital role in upholding the Foundation and its image with its relentless effort through continuous communication with print & electronic media and also with the SME stakeholders.
Mutual Trust Bank Limited
Ensuring Participatory Development

CSR is quickly gaining corporate mindshare. Like other organizations, Mutual Trust Bank Limited (MTB) is no more confined to the old mindset of increasing value for their shareholders only. The bank realizes that it has an important role to play in the communities it operates in, simultaneously, in the process of making profits.

As far as the CSR landscape of Bangladesh is concerned, it is only relevant for the country to align its CSR initiatives with the Sustainable Development Goals (SDGs). Achieving the SDGs requires the partnership of the private sector, in addition to the Government’s initiatives with a view to ensuring a better planet for the future generations.

MTB’s CSR initiatives focus on Education, Healthcare, Environment & Disaster Management, Sports, Arts & Culture, Participatory Development; and Poverty Alleviation. These are aligned with the SDGs namely: No Poverty, Zero Hunger, Good Health and Well-Being, Quality of Education, Gender Equality, Clean Water and Sanitation, Decent Work and Economic Growth, Reduced Inequalities, Sustainable Cities and Communities and Climate Action.

MTB’s flagship CSR program “MTB Swapno Sarathi” or “The Dream Chariot” is the bank’s free bicycle distribution program for the underprivileged students, especially the girls of the remote areas of the country. The “MTB Bravery and Courage Award” is a unique CSR program of the bank launched in 2012, through which exemplary acts of bravery are recognized by providing financial support to self-sacrificing individuals and/or their family members. Other major CSR projects include - Livelihood Program for the Women and Health Clinic...
for the Community of Char Patila at Char Kukri Mukri, Bhola; The Mangrove Children; ‘Shobuj Ishkool Gori’; Happy Home; School for Intellectual Disabled at Tarash, Chalanbil Area; Awarding the Bangladesh U-16 National Women’s Football Team MTB; Assistance for Blind Children (ABC), School at Char Montaj, Patuakhali; and Faridpur Muslim Mission.

As quoted by Mr. Anis A. Khan, Managing Director & CEO, Mutual Trust Bank Limited (MTB) - “MTB believes that, for a business to be successful and sustainable, it must consider the needs of two primary stakeholders - the people of the country it operates in and its shareholders. With that end in view, the bank aims to weave its CSR strategies with its business strategies”.
DBL Group

Aligning CSR and SDGs for the Development of Bangladesh

As a company with an extensive supply chain, we have a responsibility to work with our internal and external stakeholders to promote sustainable environmental practices, the health and safety of people and fundamental human rights and dignity. Accordingly, DBL Group has defined a set of standards which describes its policy towards CSR drawn from a review of global best practices, management systems and acknowledged standards, such as the Universal Declaration of Human Rights, the UN Convention on the Rights of the Children, fundamental conventions of the International Labor Organization (ILO), and the Occupational Health and Safety Assessment Series (OHSAS) 18001.

To support a growing infrastructure, Bangladesh will need to generate a lot of new jobs in the years to come. To fill in those shoes, the country will in turn need a lot of educated people. Education is where there is still a lot of room to channel CSR funds to and make substantial contribution to the economy of the country. Health sector comes next as there is an ever growing need for affordable and proper medical care facilities which need to be available for the BoP of our country. By developing each community can only the whole country be developed. Therefore, community engagement and development is extremely important for a holistic approach towards progress. As a
disaster-prone country, Disaster Management funds can come into play while dealing with the aftermath of natural calamities and rehabilitation of the affected.

DBL Group’s CSR role is to have tangible impacts in achieving as many SDGs as possible through different Sustainability initiatives. So far, the company has been able to make contributions towards SDGs 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12, 14 and 17.

Through the Bandhan Fair Price Shop – one of DBL’s most unique Sustainability initiatives – the company is improving the lifestyle of its employees by helping to increase their purchasing ability. The Mini Fire Brigade – DBL’s first public private partnership – the serving the community in fighting fire and other disasters in the shortest possible emergency response time. The efforts do not stop there. DBL is also emanating the knowledge to its peers for helping in scaling this initiative up to make an even bigger impact.

“We know that the profitable growth of our company depends on the economic, environmental, and social sustainability of our communities. And we know it is in our best interests to contribute to the sustainability of those communities. Our belief is that a factory is a vital organ of the community because, it generates employment and that leads to people investing within the communities, which in turn leads to monetary mushrooming. If the business takes care of the people, the people will take care of the business. Also, we need more Public Private Partnerships like our Mini Fire Brigade as in order to achieve all the other SDGs, the most logical decision would be to go for SDG-17 i.e. Partnership for the Goals.”

- M. A. Jabbar
Managing Director, DBL Group
BRAC Bank

In Education “BRAC Bank-Prothom Alo Trust-Adamya Medhabi Scholarship” program is playing a significant role in fulfilling the dreams of hundreds of brilliant students from financially disadvantage family in Bangladesh.

BRAC Bank has been contributing in SME financing and playing a pivotal role in the socioeconomic development of the country through employment generation. 75% of our total small business loan goes to the rural areas to revitalize the rural economy.

BRAC Bank is the first bank in Bangladesh to launch the most comprehensive women’s banking solutions, TARA, providing solutions to individual and business women with tailor-made products and services. The objective of TARA is to bring women into the mainstream financial system.

BRAC Bank strictly adheres to green banking guidelines refraining from financing to in tobacco, ship breaking and non-ETP garments and textiles industries.

BRAC Bank’s employees passionately contribute to the social initiatives such as the bank’s annual fundraiser marathon, flood relief programs, warm clothes distribution, blood donation etc. Each BRAC Bank team member is an agent of change specially in CSR and SDGs. BRAC Bank believes in ‘3 P Philosophy’ – People, Planet and Prosperity.
"Corporate Social Responsibility is embedded into BRAC Bank’s business strategy, good governance, compliance, ethics, transparency and accountability is always the pillar of the bank’s business model. “In BRAC Bank, CSR is a long-term investment for a sustainable business, we understand the importance of investing on people, community and society; therefore, we deliver our corporate social responsibility through different projects and program on vital issues like Education, Healthcare, Social Welfare, Environment. Our primary focus is on sustainable societal impact and the SDGs. We streamline our CSR programs with the SDGs of the United Nations, as we strive for and scalability in our programs. For example, country’s overall growth and progress in mind, the bank spends more than 40% of its CSR budget in the education sector”.

– Selim R. F. Hussain
Managing Director & CEO, BRAC Bank

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Our Key Partners in Social Investment Initiatives:
- CRP
- Ctg City Corp. Hospital
- Diabetic Society
- UCEP
- BRAC University
- Dhaka University
- Asiatic Society
- Thalassemia Hospital
- Cancer Foundation
- Sylhet Heart Foundation Hospital
- PM Relief Fund
- Bhaatbank
- Tareque Masud Memorial Trust
- Ain o Salish Kendra

Key Impact on SDGs through CSR Programs

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<th>SDG</th>
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<td>No Poverty</td>
<td>Collateral free SME Loan</td>
<td>BDT 40,000 million</td>
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<td>Zero Hunger</td>
<td>Support to Rohingya refugees through Prime Minister’s Relief Fund.</td>
<td>20,800 people get free meal</td>
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<td>Bhaatbank free meal for the destitute</td>
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<td>Good Health &amp; Wellbeing</td>
<td>Support to specialized hospitals. Fund from the employee fundraising run,</td>
<td>1,500 patients</td>
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<td>goes to healthcare of children.</td>
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<tr>
<td>Quality Education</td>
<td>Scholarship for students of Dhaka University &amp; BRAC University</td>
<td>865 students</td>
</tr>
<tr>
<td>Gender Equality</td>
<td>Gender diversity &amp; empowerment training, Women Forum TARA, bus for female</td>
<td></td>
</tr>
<tr>
<td></td>
<td>staff etc. Male and female ratio is kept in balance in the scholarship</td>
<td>6,835 employees</td>
</tr>
<tr>
<td></td>
<td>programs</td>
<td></td>
</tr>
<tr>
<td>Clean Water &amp; Sanitation</td>
<td>Tube well for enclaves</td>
<td>1,000 people</td>
</tr>
<tr>
<td>Affordable &amp; Clean Energy</td>
<td>Financing Green Projects</td>
<td>Financing BDT 12,000 million in green projects</td>
</tr>
</tbody>
</table>
### Decent Work & Economic Growth
- **Ain O Shalish Kendra Drop In Centre**
  - 200 working children

### Reduced Equality
- **Scholarships for financially challenged students most from rural Bangladesh**
  - 770

### Climate Action
- **10% of CSR budget is allocated to Climate Risk Fund**
  - BDT 4.6 million fund earmarked for climate mitigation programs

### Partnership for Goals
- **CSR Centre Trust, UNDP, Bangladesh Bank, Prime Minister’s Relief Fund, Access to Information (a2i)**
  - Training, capacity building in SDGs, CSR, digitally innovative devices

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**CSR Recognition**

Hong Kong-based publication Asia money awarded BRAC Bank the “Best Bank for CSR” in recognition of its valued-based and sustainable CSR programs.
Green Delta Insurance Company Limited

Sustainable Development Goals are the glimpse of hope mostly for developing nations like ours. With that in mind, Green Delta Insurance has embedded strategic CSR in their corporate objectives and has been driving the SDGs since 2016. Managing Director & CEO of Green Delta Insurance Ms. Farzana Chowdhury became the first Bangladeshi to become the SDG pioneer in 2016. She was recognized by UN Global Compact for her actions to ensure women’s economic security through Nibedita – the comprehensive insurance scheme for women.

We have adapted to a holistic approach and designed a socio economically viable business model to transform ourselves from SDG Pioneer to SDG Achiever. Our projects and programs are:

**Gender Equality**

Nibedita, a comprehensive insurance scheme for women strongly supports SDG 5- Gender Equality through its concept of providing women’s economic security. Green Delta also practices Gender Equality within its organization. Currently around 30% of its employees are women. HR practices of Green Delta Insurance aims at transforming the ratio to 50:50 by 2030.

**Good Health & Well-being:**

Green Delta always took keen interest on providing good health and well-being to its stakeholders. Health Insurance, Niramoy- Micro insurance for rural people, Shudin- Micro insurance for garments workers, Shasthyan Surokkhan Karmashuchi (SSK) project and GD Assist’s healthcare services support SDG 3- Good health and well-being

**Decent Work & Economic Growth**

Probashi, a insurance scheme for migrant workers, to safeguard the future for themselves and their families. This insurance scheme strongly supports SDG 8 as we believe migrant workers are one of the key forces for BD’s economic growth.

**Industry, Innovation & Infrastructure**

Green Delta Insurance has initiated to transform the whole insurance
industry towards digitization with the objective of reaching more people to provide our services. With the formal launch of Digital Insurance we are expecting a paradigm shift in the industry and people from all walks of life will be benefitted from it.

Shudin & Niramoy as well as SSK project by the Health Economics Unit of Health Ministry of Bangladesh, aims to ensure healthcare for people below poverty line through an innovative infrastructure and these projects are meant to transform the industry, supporting SDG 9.

**Climate Action**

Green Delta supports SDG 13 through Weather Index Based Agri Insurance and Green Insurance concept. IFC, World Bank, BFP-B Challenge Fund and DAI-AVC USAID are partners in this pioneering initiative as they are providing technical support and capacity building. Thousands of farmers all around the country have been benefitted through this product.

**Partnerships for the Goals**

Our strong partnerships with local (Access to Information [a2i], Ministry of Health & Family Welfare, Ministry of Post, Telecommunication and ICT) and international (IFC, World Bank) entities reflects our commitment in supporting the SDG 17. We also work in partnership with Dnet and BASIS.

Besides, Green Delta is also supporting and working for SDG 1- No Poverty, SDG 2- Zero Hunger and SDG 4- Quality education through its innovative projects.
ACI Group

Corporate Social Responsibility (CSR) plays an important role in nourishing ACI’s mission to “enrich the quality of life of the people through responsible application of knowledge, technology and skills”. CSR is rooted in the core themes of the company, which focus on building business model that economically enable people of this country and improve their way of life. ACI is working on a collection of core themes:

- Good Health
- Farm Mechanization
- Agricultural Productivity
- Healthcare and Hygiene
- Good Nutrition
- Lifestyle Improvement
- Retail chain
- Innovative Businesses (IT, E-commerce and many others)

ACI Agribusinesses is providing a complete solution to the farmers need like Seeds, Fertilizer, Crop Care, Motors, Animal Health and Agrolink.

ACI is working on "Intelligent Decision Support System" (IDSS) project to address the farmer’s need for agricultural information system. The IDSS intended to leverage geo-data collected from satellite imaging, machine learning and agronomy knowledge to gather, target and disseminate relevant information to farmers when they need it, in a viable way. The services of IDSS are rendered under the name...
'Fosholi' (SDG 10: Reduced Inequalities, SDG 8: Decent Work and Economic Growth) has the potential to enable farmers to produce better crops and increase their incomes and raise their standard of living.

Through ‘Shwapno’ ACI is contributing in food supply chain of Bangladesh from rural fields to urban markets (SDG 8 & SDG 10).

ACI is also working with IRRI to develop Hybrid Rice varieties suitable for Bangladesh agro-climatic conditions. (SDG 2: Zero Hunger).

ACI in partnership with Ceva organized Hatchery Vaccination program using Robotics Technology to eradicate bird flu and Safeguard Farmer Investment (SDG 8: Decent Work and Economic Growth). Our village project focuses on sanitation, basic health screening (SDG 3: Good Health and Well-being). Through the partnership with IRRI, ACI is committed to develop a strong rice-breeding program and to introduce new elite varieties in Bangladesh.
Summit Alliance Port Limited

At Summit Alliance Port Limited, the objective of Corporate Social Responsibility is to ensure economic growth through poverty alleviation and sustainable livelihoods and environmental development. All our CSR activities are carefully integrated with relevant Sustainable Development Goals (SDGs) and their targets.

Our ongoing CSR Activities:

- As SAPL’s continuous CSR initiatives, we provide Scholarships to the best 5 trainees of the National Maritime Institute, Chittagong. After completing the course successfully, trainees are qualified to join on-board ocean going vessels (SDG 8 - Decent work and Economic Growth).

- Under the project “Sobuje Sajai Munshiganj”, we have renovated two parks at Munshiganj. These parks are playing a significant role in terms of green environment and livelihoods of the people of Munshiganj, especially Senior Citizen and young children. As an expansion of our “Sobuje Sajai Munshiganj” project, we also contributed in beautification work of Munshiganj Sadar Thana (SDG 11 - Sustainable Cities and Communities, SDG 13 – Climate Action).

- As a part of our corporate social responsibility initiatives, we have generated an “Accident and Disaster Management Fund” to support and help the local community of Munshiganj in dire situation. For example, when the fire accident occurred in Ideal Textile at Muktarpur, Munshiganj, lots of the employee and worker lost their family member in that tragic incident. SAPL has provided substantial amount of financial assistance with the cooperation of the Deputy Commissioner for those families. With this financial contribution of Summit Alliance Port Limited those families were able to stand on their feet and move forward with their life (SDG 1 – No Poverty, SDG 2 – Zero Hunger).

- Summit Alliance Port Limited also continue their awareness campaign in the health sector by organizing blood donation camps, vaccination programmes on Liver and Hepatitis B for the local community of Munshiganj.
The City Bank Limited

Corporate Social Responsibility: A step towards Sustainability

Corporate Social Responsibility (CSR) is embedded with the vision, mission and values of the City Bank. In City Bank, CSR is a principle-based contribution that we made towards environmentally sustainable and socially equitable development initiatives. City Bank has an internal “Guideline on CSR”, a strategic document which reflects Board as well as Management’s vision on CSR.

Our CSR projects in Bangladesh are designed in a way that could reduce social exclusion and can increase economic and social capabilities of marginalized people. Additionally, strengthening the capacity to fight against the increasing threat of climate change gets the priority. It is very encouraging to see that companies from all sectors are increasingly giving more emphasis on sustainability as they are becoming more accountable to and transparent with all their stakeholders.

To us, CSR is ensuring economic, social and environmental impacts of a business; mitigating the negative impacts and strengthening the benigneffects. This enables us in managing negative impacts of socio-economic growth in the areas where we operate including core banking operation. City Bank believes that combined effort of corporates will add to the pace of country’s achievement in SDG.

City Bank’s CSR initiatives take care of all permissible CSR areas of Bangladesh Bank like education, healthcare, disaster management, environment, cultural welfare, infrastructure improvement and income generating activities. However, the Bank’s major focus is on education, disaster management and environment. Our CSR initiatives are more linked with the SGD goal 4 (Quality Education) and 16 (Peaceful and Inclusive Societies).

In 2017, City Bank contributed BDT 96.53 million for disaster management and BDT 26.70 million in different educational projects. In 2018, City Bank won the prestigious “Global Climate Partnership Award 2018” by Global Climate Partnership Fund (GCPF), one of the world’s largest climate funds. This prestigious recognition identifies outstanding performance and impact of partner institutions’ green lending in areas of energy efficiency and renewable energy. Till now through energy efficient investments, City Bank is saving 195,270 MWh energy every year; and therefore, we are saving 56,268 ton CO2.
emission every year. This huge contribution to the environment became possible for the strong commitment of the Bank towards environment friendly lending.

City Bank is jointly working with Footsteps Foundation; a development based social enterprise since 2015 in their initiative “Project Trishna”, to provide free access to clean drinking water for the urban poor. The Bank has introduced education scholarships for meritorious and financially insolvent children of Dhaka Metropolitan Police (DMP) members. Also it has contributed to various relief funds organized to support flood victims, winter storm affected people and Rohingya community.

“City Bank’s strategy is centered on Bank’s commitment towards society and directs evolution for the shared benefit of the stakeholders, especially the communities. It drives the Bank to lead with purpose, to build a better business environment and to position a socially responsible banking platform for the future”.

- Sohail R. K Hussain
  MD & CEO, The City Bank Limited
UNGC & SDG Champions
The UN Global Compact, a Global Platform for CSR and a strategic policy initiative for businesses that are committed to aligning their operations and strategies with 10 universally accepted principles for conducting Responsible Business. This includes 4 thematic areas - Human Rights, Labor Standards, Environment and Anti-corruption.

**Global Compact Network Bangladesh**

The CSR Centre is the Secretariat of the United Nations Global Compact (UNGC) in Bangladesh. It was launched in Bangladesh in 2009. Currently, there are 51 signatories to GCN Bangladesh.

**Benefits of being GCN Bangladesh Member**

- Member of both national & globally recognized CSR Platforms
- A framework to guide all businesses regardless of size, complexity or location
- Guideline to assess, define, implement, measure and communicate sustainability strategy
- A platform to share CSR best practices and emerging issues and solutions at national, regional & global levels
- Facilitating business & multi-stakeholder networking for business opportunities
The objective of the SDG Compass is to guide companies on how they can align their strategies as well as measure and manage their contribution to the Sustainable Development Goals.

The five steps of the SDG Compass rest on the recognition of the responsibility of all companies to comply with all relevant legislation, respect international minimum standards and address as a priority all negative human rights impacts.
01 Understanding the SDGs
As a first step, companies are assisted in familiarizing themselves with the SDGs.

02 Defining priorities
To seize the most important business opportunities presented by the SDGs and reduce risks, companies are encouraged to define their priorities based on an assessment of their positive and negative, current and potential impact on the SDGs across their value chains.

03 Setting goals
Goal setting is critical to business success and helps foster shared priorities and better performance across the organization. By aligning company goals with the SDGs, the leadership can demonstrate its commitment to sustainable development.

04 Integrating
Integrating sustainability into the core business and governance, and embedding sustainable development targets across all functions within the company, is key to achieving set goals.

05 Reporting and communicating
The SDGs enable companies to report information on sustainable development performance using common indicators and shared set of priorities. The SDG Compass encourages companies to build the SDGs into their communication and reporting with stakeholders.
The Sustainable Development Goals (SDGs) lay out a clear vision for a sustainable future and will shape a new era for business. As part of our Making Global Goals Local Business campaign, each year the UN Global Compact (UNGC) celebrates a group of SDG Pioneers — business leaders who are doing an exceptional job to advance the Global Goals through a principles-based approach.

Meet the SDG Pioneers in Bangladesh

Farzana Chowdhury  
MD & CEO of Green Delta Insurance Company  
Recognized (2016) for her efforts in providing women’s economic security

Sonia Bashir Kabir  
Managing Director of Microsoft Bangladesh  
Recognized (2017) for her role in women’s digital Empowerment

Meet the 2018 SDG Pioneers from Asia-Pacific & Oceania Region

Esther An  
Chief Sustainability Officer, City Development Limited, Singapore  
Recognized for green infrastructure & a low carbon economy

Martha Tilaar  
Founder & President Commissioner, PT. Martina Berto Tbk, Martha Tilaar Group, Indonesia  
Recognized for advancing sustainability through community engagement

Greg Welsh  
Director, Winya Indigenous Furniture Australia  
Recognized for creating economic empowerment of Indigenous peoples
1. **As you were one of the SDG Pioneers in 2016, please share why you applied?**

I applied under SDG 5 - Gender Equality for Nibedita which is the comprehensive insurance scheme for women. Green Delta has incorporated women empowerment as one of the core strategic business objectives. In Bangladesh today, women represent more than 52% of the population and according to research by the Centre for Policy Dialogue women including housewives contribute a staggering 87% to total GDP. The majority of RMG workers, who have made the sector the most promising one in Bangladesh, are females and the number of female entrepreneurs too is rising fast. Despite all these, women in our country are always oppressed and I feel it’s our duty to let their voices be heard.

2. **In what ways as a member of the Global Compact Local Network Bangladesh you are contributing to the Green Delta Insurance Company Limited towards “Making Global Goals Local Business”?**

As you know, Green Delta Insurance is the leading non-life insurance company of the country with AAA credit rating accreditation and Equity Investment from IFC, World Bank. Being the industry leader we always drive our initiatives with innovation to meet the challenge of this era and address the national issues. We have incorporated the SDGs in our Corporate Strategic Objectives and working relentlessly to help our country achieve the goals by 2030. We have adapted to a holistic approach and designed a socio economically viable business model to transform ourselves from SDG Pioneer to SDG Achiever, making global goals local business.

3. **How do you think SDG implementation can support responsible and better business practices?**

We believe SDG implementation can support responsible and better business practices as they make the business organizations answerable to the society. Government of Bangladesh has also opted for inclusion of SDGs in the national agenda so the businesses supporting SDG implementation will get full-fledged support from the government.
4. As a SDG Pioneer how do you propose to take the agenda of SDGs forward in the Insurance sector in Bangladesh and what are the challenges?

Achieving the goals by a sole entity can turn to a never ending process. According to UN, private sector plays a fundamental role in achieving the SDGs. Experts suggest that, now is the best time to mobilize business community to make the world and surrounding better. In a country like Bangladesh, there are multiple companies working towards the achievement of these goals. However, to achieve these vital goals along with other SDGs, corporations need proper focus at a point where they can have maximum impact. In Bangladesh, the point of focus should be Gender Equality, Good Health & Well-being, Decent Work & Economic Growth, Industry, Innovation & Infrastructure, Climate Action and Partnerships for the Goals. Green Delta is leading from the front and playing the role of the representative from the insurance industry to take the agenda forward.

5. What are your thoughts on expansion and outreach of the “Global Compact Local Network”?

The Global Compact Local Network should work on expansion with a holistic model. The model should empower the public and private organizations to work towards a common goal of SDG implementation. The number of local partners needs to be increased. But focus should be more on corporates who are more active towards achieving SDG goals. Most importantly partnership between stakeholders is very crucial.

6. How can the Local Network Bangladesh work with companies in the financial and non-financial sector?

Sustainability Development Goals are the glimpse of hope mostly for developing nations like ours. Financial and Non-financial both sectors have major roles to play while working on the implementation of SDGs. The Local Network in Bangladesh should run campaigns to get the financial and non financial sectors on board. There should be more workshops and seminars to get the dialogues started.

7. What do you see challenges in engaging 10 Principles of UNGC?

The challenges lie in educating the corporates as well as the mass about the 10 principles. The lack of awareness has kept the movement slow so far but fortunately our government has taken a timely decision to put the SDG in the national agenda thus 10 principles of UNGC will get more attention from required public and private sector.
8. Please suggest ways in which gender inclusion can be taken forward in all sectors of Bangladesh? How would you envision your role in forwarded the “CEO Statement of Support” to the UN’s Women Empowerment Principles (WEPs)?

Women have started making their marks for quite a while now. Women entrepreneurs constitute less than 10% of the total business entrepreneurs. It is noticeable that despite many barriers, a new women entrepreneur class has arisen in the country taking on the challenge to work in a male-dominated, competitive and complex economic and business environment.

Women in Bangladesh face heavy discrimination and violence resulting to the inability to become self-sufficient. Hence, they should receive the utmost support from the existing organizations in Bangladesh. To present a case, insurance companies such as Green Delta Insurance Company (GDIC) work towards insuring gender equality. They have developed an innovative solution to address the problems of women and ensure their empowerment through an inclusive insurance scheme named, Nibedita. The insurance scheme is designed for South Asian Women, safeguarding their economic and social empowerment.

I take my role as a CEO to carry UN’s Women Empowerment Principles forward very seriously and my activities speak for themselves.
Objective/Goals

Thousand Schools Program aims to create a model of Universalization of Elementary Education (UEE) within the Right to Education (RTE) framework that is both replicable and scalable. It is running in eight administrative blocks in four districts of Odisha and Jharkhand in a saturation coverage mode. These blocks are in proximity to Tata Steel’s business operations. Tata Steel has decided to move beyond its peripheries to cover additional blocks to raise their educational standards. The program addresses three critical aspects of schooling - Access, Learning and Governance. The Company believes that addressing these three aspects simultaneously and at scale will bring momentum and sustainability to the work in terms of universalizing access, addressing learning deficits of children and equipping government teachers with skills to deal with early literacy and numeracy of first generation learners, and strengthening School Management Committees (SMCs). Together, the Company foresees an improved performance of schools, schooling of all children at elementary levels, eventual elimination of child labor and an educated society in the long-term.

Methodology – Implementation of the Program through Pillars

The ACCESS pillar ensures universal coverage and retention. Under this, out-of-school and at-risk children have been identified across the six blocks, and a set of strategies adopted to keep them linked with school. These include:

1. Residential and non-residential bridging and ‘back to school’ drives.
2. Tracking for attendance and retention using the Village Education Register (VER)
3. Transition from primary to upper primary to high school

The LEARNING pillar or Learning Enrichment Program (LEP), a specially designed initiative addresses the learning gaps of in-school children and demonstrates an alternate pedagogy and a vibrant classroom that ensures learning for all children. The idea is not only to support the children directly covered under LEP but to eventually establish this pedagogy in government schools in order to eliminate the problem of deficit at its root.
The GOVERNANCE pillar aims to strengthen SMCs, and activate Parent Teacher Associations, Youth groups, PRIs and SHGs to take charge of education in their villages.

Tata Steel is responsible for the project from the vision, strategy and design stage to outcomes and impact. ASPIRE, a non-profit organization having expertise in executing large-scale education projects, is the implementation partner of Tata Steel. The long-term objective is to strengthen SMCs and enlighten communities to ensure proper education and advocacy of their issues with high-level authorities. It is envisaged that every 25-30 villages will have a Community Education Resource Centre (CERC) with a library, computers, requisite technical support for in their continued development of schools, children and youth.

**Performance against goals/objectives:**

The 5-year project was initiated in January 2015. The performance at the end of 3 years is encouraging:

**ACCESS:** Over 10,000 out-of-school children have been brought back to school and are being regularly tracked, jointly with SMCs through VERs. Attendance, which was as low as 40-50 per cent in many areas, is now 80-90 per cent.

**LEARNING:** As a result of the LEP in 214 schools, over 12,000 children with deep learning deficit are now able to read, write and do basic math. Another 18,000 children in 356 schools have been supported in their learning through intensive 45-day summer camps.

**GOVERNANCE:** A massive capacity building exercise has been undertaken for SMCs, with over 11,000 SMC members, out of about 12,000, having been trained (on RTE, child rights, SMC’s roles and responsibilities) and supported to take action in their villages. As a result, school functioning has improved significantly with regular SMC and PTA meetings, quality mid-day-meals, active libraries, school projects, Bal Panchayats and children’s festivals.

Nearly 1.5 lakh children (aged 6-14 years) have been reached across the 6 project blocks, 40,000 of whom have been impacted directly. Positive outcomes in Odisha led to the expansion of the programme in Jharkhand in October 2016 with fund support from The Hans Foundation (THF) to the tune of 75 per cent. The programme has already reached out to all 34 GPs, 291 schools and 648 villages and habitations. A total of 3276 children have been covered under the Access and Learning pillars.

**Highlight on innovation practices/initiatives**

This program allows a lot of innovation and enrichment. Once the communities have been mobilized and relationships of trust have been built with schools, it is easy to launch relevant new programs in a ‘layering’ mode. Tata Steel is introducing Science and English in innovative ways using external expertise.
Replicability and Scalability of the Initiatives

Replicability and scalability is at the very heart of this project. In addition to reaching saturation coverage in 6 blocks by 2020 and building the capacity of village-level institutions to sustain the initiative, Tata Steel aims to expand the work directly or through partner agencies or the government. During the CLFZ celebrations, it was seen how the achievement of one GP ignited the neighboring GPs, how Zila presidents committed to achieving across their blocks what had been achieved by a few GPs, and how the local MLA wanted to galvanize his entire constituency to become CLFZ. In order to facilitate replication/scalability.

Social/Environmental/Governance Benefits

By the end of the project, the Company hopes to have an effective model of UEE in place that can be expanded manifold and taken to different parts of the State and beyond. There would be a churning with respect to education across the 6 blocks, reaching out to the last hamlet. Child labor and early marriages would be unacceptable practices, and schooling will be a norm in every family and community. Schools will be focusing effectively on early literacy and numeracy.

Linkages to core business functions, e.g. SDGs added value to business in terms of bottom line, top line or brand value:

Thousand Schools Program was envisioned as a championing attribute of Tata Steel’s engagement in education: an important wing of its community-based intervention. Besides creating an innovative approach to learning for over 1.5 lakh children, the program has augmented employee engagement: to spend quality time in teaching these enthusiastic learners, a vocation which is cherished by several employees. True to the Tata legacy and its brand philosophy, the program has provided Tata Steel with an opportunity to positively impact lives of communities: one of its four key strategic objectives of the company. Tata Steel intends to double the impact by 2025 and thereby contribute significantly to nation building.

Shelter for Education

It was a hot summer day when 13-year-old Ashamati Munda was brought to the Residential Bridge Course (RBC) centre at Joda, being run by Tata Steel through a partner organization ASPIRE, a Delhi-based NGO. Ashamati was a class 5 dropout. She had nobody in the world. Her parents and elder brother had passed away.

Little did she realize that this centre would give her back what she had lost—her schooling and a new family in the form of friends and teachers.
Six months of rigorous learning at the RBC inspired confidence in her. She applied for admission in Class 8th in a government school. In October 2016, she was admitted in Joda Valley Girls’ High School.

She says, “The RBC has been a blessing for me. I got things back that I had lost, i.e. education, love and fun. The girls and didis at the RBC centre are my family now. Wearing uniform and re-entering a school was a wonderful moment for me. I love computers although I haven’t touched one yet. In my school, there is a computer classroom. I am eagerly waiting for my turn to learn computer skills,” shares Ashamati, who aspires to work in the IT sector.

***Linked to - SDG-4 (Ensure inclusive and quality education for all and promote lifelong learning) with special focus on the targets 4.1, 4.4, 4.5, 4.7, 4b, 4c
Fifteen years ago, the Global Compact—a UN-backed network to commit businesses to sustainability—kicked off in Brazil, seeking to engage the private sector in a global development agenda. For the past seven years we have been based in UNDP, which has geared us to another level of quality and impact. Companies that join the Global Compact abide by 10 principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. As you can imagine, the three-year-old 2030 Agenda and the Sustainable Development Goals have quickly gained prominence and started to guide core actions of many of our member-companies.

There is a new trend in Brazilian businesses; a new way of working. We notice an increased involvement of companies around sustainability and a growing maturity on the need—and the drive—to move beyond business as usual, to take better care of the planet as well as its people. Not long ago, many companies in Brazil focused this “social role” in sporadic support to projects. This was the mentality of the majority at the time.

We’ve come a long way.

Nowadays, there is an understanding of the global challenges and the role of businesses in this context. Several companies with operations in Brazil now have structured sustainability areas, controlling the environmental impacts of their operations as well as the relation of their products and services with society and the planet. Beyond the idea of corporate social responsibility, I myself am closely involved with companies’ mature and consistent business models that have sustainable development embedded in their DNA.

I believe that the Brazilian private sector needs to show to the international community what it has been doing. Every day we see creative business ideas that are effective and can be shared beyond the country’s borders. With this purpose, in 2018, the Global Compact Network Brazil created a special initiative titled SDGs in Brazil - The Role of the Private Sector. This began with a public call to our members to present their best sustainability programmes in some given areas. We received 80 examples. Price waterhouse Coopers (PwC), a Global Compact partner...
institution, created the criteria and benchmarks to select the best practices, and a judging commission chose the 19 Brazilian private sector stories to be presented in New York around the UN General Assembly on 26 September.

For example, Fibria, a cellulose-producing company, noted that the theft of wood, was affected its operations. While wood is a key raw material needed for its products, the company also noted that the thefts were taking place because the community close to its main operations had little or no source of income. The company solved the problem not by increasing policing but by investing in the community. It created a broad a food security programme, including training, creation of networks, use of low cost and low impact technologies, and even boosted access to key social services. The training also entailed empowering communities to sell their products. As a result, 4,000 families from four Brazilian states began to sell their food products, generating a monthly average income of 523 dollars (R$ 2,100) per family—over two times more than the national minimum wage.

Ambev, a beverage producer, which uses a considerable amount of water for production, developed another award-winning initiative. The company is developing programmes to reduce its environmental impacts and to contribute to neighbouring communities. Ambev launched a new brand of mineral water, AMA, which allocates 100 percent of its profits to projects that bring water to the semi-arid population (the driest region in the country), covering nearly all states in the North-eastern Region (which totals over 53 million people) and the landlocked south-eastern state of Minas Gerais. This is crucial in a country where 30 million people still lack access to drinking water. Moreover, being one of the largest companies by market capitalization in the Southern Hemisphere, we hope that this action will inspire other businesses to follow the example.

Embedding the SDGs in the Brazilian private sector has generated several other impacts ranging from support to entrepreneurship to broadening access to basic sanitation. In a country of 208 million people, half (104 million) lack access to sewerage grid, and 55 percent of the waste collected is not treated before returning to nature. These challenges are not exclusive to Brazil. Many regions of the world, especially developing countries, are experiencing a similar reality.

We know the world needs trillions of dollars required to achieve the SDGs by 2030, boosting gains in the social, economic and environmental fronts while leaving no one behind. We can only get there by engaging all of society in this joint effort. As businesses embrace the SDGs, we’re sure to be on the right path to make this happen.
CSR CENTRE AT A GLANCE

MISSION
To be the innovators for a positive change in society through Corporate Social Responsibility (CSR)

VISION
To be the catalyst for better society by encouraging public, private and development sectors towards Promoting Responsible Business

KEY ACTIVITIES OF THE CSR CENTRE
- Provide Training on CSR & GRI
- Provide Trainings on social compliance issues such as Occupational Health & Safety, Fair Remuneration & Decent Working Hours, Drafting a Remediation Plan and Social Management System
- Advice companies on CSR strategy development
- In-depth consultation with the company management team to develop concise roadmap for sustainable CSR implementation
- Facilitate forums, seminars, workshops to engage stakeholders for advocating responsible business practices and CSR
- Promote UNGC membership & provide advisory services to members
- Develop CSR case studies for sharing best practices of CSR
- Facilitate stakeholders to become CSR champions
- Engage with CSR projects in different sectors & countries
I would like to take this opportunity to congratulate the CSR Centre in publishing this report: “Report on CSR in Bangladesh 2018: Achieving Impact through CSR Action”.

The Centre has over the last decade been involved in not only building awareness on CSR issues and the UN Global Compact Principles and initiatives but it has tried to bring global goals into local platforms through its various programs and projects. The CSR Centre is at the core of the CSR outreach at both national and global levels. Over the past six years the Centre has been able to share the experiences of both corporate and development partners at implementation level as well as the perspectives of government representatives through the publication of the CSR reports.

This year’s report highlights issues on youth engagement, well being of society, road safety and SDG initiatives that showcase implementation and opinions of the diversified group of stakeholders. In Bangladesh there are many programs and projects that are being implemented by the government, by private sector as well as the development organizations to achieve the SDGs but we also need to measure impact and the positive changes that these initiatives bring-forth – we need to upscale these activities and work in partnership together for achieving tangible results on the SDGs.

The issues this year’s CSR report has incorporated are important for us as a nation and we want to see sustainable societies where all communities well-being and safety are taken into account and a positive impact can be achieved through CSR led activities national level.

Farooq Sobhan
Chairman, CSR Centre Board of Trustees
& Representative, GCN Bangladesh
Let me take this opportunity to introduce you to our report this year “Report on CSR in Bangladesh 2018: Achieving Impact through CSR Action”.

A lot has happened over the years and the acronym “CSR” which was hardly understood before - in today’s world is now quite well adopted in various CSR initiatives which are specifically taken up by large national companies, banks and non financial institutions as well as in the industry supply chains. With the global focus on ways and means towards good governance measures, ethical values, good behavior, doing good for business means first doing good for society and upholding human rights and labor standards which will lead us towards sustainability. The need for engaging in good CSR practices will have to gradually become a norm globally. This is clearly revealed by our UNGC members who are implementing the UNGC Principles across the globe as a core strategy for transformation.

All the efforts by development agencies and academia to take an active part in achieving the SDG agenda will require our joint collaboration. Many of our stakeholders are already implementing the SDGs. The Government of Bangladesh through its specific Ministries is engaging in specific action plans but we need to engage further specially with our youth population which is a demographic dividend of the nation. The academia can be a facilitator to enhance the participation of youth at both district level and national level. The ultimate goal is the well – being of the society through CSR action and its positive impact.

Shahamin S. Zaman  
CEO, CSR Centre  
& Chair GC Local Networks, Asia – Pacific & Oceania
ABOUT THE CSR CENTRE

The CSR Centre is an organization dedicated to raise awareness about Corporate Social Responsibility (CSR) and encourage responsible business practices in Bangladesh to achieve Sustainable Development Goals (SDGs). The CSR Centre was established in 2007 initiated by the private sector of Bangladesh to encourage and expand on strategic CSR practices in Bangladesh and globally.

The primary objective of the Centre is to become the prime source of information, resources, and advisory services on CSR in Bangladesh, and the operational principal is to contribute to achieving the human development targets set in the Sustainable Development Goals (SDGs) through private sector led growth.

The Centre provides capacity building initiatives on CSR and other social compliance issues, guidance on international standards, private sector engagement and multi-stakeholder dialogue for development partners, national and international companies and works closely with relevant Government Ministries.

The CSR Centre as part of the UN Global Compact which is the globally recognized platform for corporate engagement led by UN Secretary General launched its Bangladesh local network in 2009.
“Humanitarian Response, Sustainable Development and Sustaining Peace are three sides of the same triangle.”

- António Guterres
United Nations Secretary-General
SDG Compass

Step 01
Understanding the SDGs

Step 02
Defining priorities

Step 03
Setting goals

Step 04
Integrating

Step 05
Reporting & communicating