

Compendium

on

SR Asia Bangladesh 2nd National Conference

“Business Sustainability & Corporate Social Responsibility”

BEF Auditorium, Dhaka, Bangladesh
17th January 2013

Organized by
SR (Social Responsibility) Asia Bangladesh

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Co-Organizer: Bangladesh Employers' Federation (BEF)



National Productivity Organization-
Ministry of Industries, Bangladesh



The
Financial Express

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1. Preface:

SR Asia 2nd National conference is an constant endeavor from us to society inclusive business and improving business through best practices for achieving lasting solution to the business and people around including he environment and the only planet we live and have. We are happy to share with you the key issues and deliberation and solutions we collectively foresee.

It's time to conceive CSR strategically, in fact to reinvent CSR to reinvent Business Strategy. The new term is Sustainable Business which drives for short, medium and long term success for a successful today and tomorrow. For long now the export quality of products are produced in Bangladesh but domestic access is very limited. In the 21st century we continue to face challenges of best work practices, health and safety, governance, human rights and SR Products and services etc. SR Asia though this conference has addressed the important and prominent issues

The corporate in Bangladesh has a very important role to display and demonstrate the care for the consumer and society they operate and some corporate have done wonderful work in this domain but much more is needed for both (buyer and seller). Bangladesh is a rural economy and within this we should address how we can appropriately address social responsibility in the existing economy and the future initiatives as of industrialized country.

The recent incident of fire in the garment factory in the country has shaken all of us and raised many question within and the business continuum. The basic occupational health and safety norms the corporate world follow and the systems within which we operate once again has caught the eyes of international buyers and the institutions in the country. The enforcement agency and international corporate who boast the high degree of compliances had to face the public err and anger. Civil society organizations, media will continue to haunt such companies and events which is of course desirable and expected from them, but the negative impact on business and economy cannot be ruled out.

Bangladesh is the 7th largest country by population in the World. Population is one of the assets this country has and needs to be channelized for economical equity, societal balance and healthy environment in Bangladesh. The awareness level among corporate and people needs to be enhanced through various initiatives like basic training, engagement of workers itself in most of the initiatives by the company, and also in the supply chain management. The time has come to awaken our self and think of better world, society and environment we live. SR (Social Responsibility) Asia Bangladesh organized its 2nd National Conference on Business Sustainability and Corporate Social Responsibility" realizing the fact. Bangladesh Employers' Federation supported the conference as co-organizer to promote and building awareness to its member organizations and associations nationwide. APO (Asian Productivity Organization) Japan and NPO (National Productivity Organization) – Ministry of Industries extended technical support for this greater cause for developing nationwide awareness building.

I express my gratitude to NPO and APO for their consistent support, BEF for partnering the event and making the event an historical landmark in achieving the gravity of success. Thanks for the Media partners for covering the event extensively though the country and very special experts and guests who are the carrier of the mission of social responsibility.

Sumaya Rashid
Country Director –SR Asia Bangladesh

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2. Conference Program Outline

Program schedule

Activity	Time	Name	Role in Conference
Registration	10.30 AM – 10.55 AM	Registration Desk	Registration Desk Manager
Welcome speech	11.00 AM- 11.10 AM	Mr. Fazlul Hoque, President, BEF	President, BEF
Introductory Remark	11.10 AM- 11.20 AM	Ms. Sumaya Rashid, Country Director-SR ASIA Bangladesh	Organizer, SR Asia Bangladesh
Remarks by Moderator	11.20 AM- 11.25 AM	Brig. General M Mofizur Rahman, psc, P Eng (Retd), Lead Consultant R&G Group	Moderator
Session Theme: Enabling framework for SR Products and Export Market for sustainable business	11.25 AM- 11.35 AM	Prof. Syed Ahsanul Alam, Chairman, Dept of Marketing-University of Chittagong,	Chief Moderator-Panel 1
	11:35 AM-11.55 AM	Mr. Birendra Raturi-APO Expert & SR ASIA International Director	Presenter
	11.55 AM-12.05 AM	Prof. Niaz Ahmed Khan, Chairman-Development Studies Department, Dhaka University	Presenter
Session Theme: Social responsibility and business sustainability initiatives (policy and implementation challenges)	12.05 AM-12.15 PM	Mr. Abdul Baqui Chowdhury, APO Liaison Officer	Chief Moderator-Panel 2
	12.15 PM-12.25 PM	Dr. Nasir Uddin Khan, Executive Chairman-Somra-MBL Ltd	Presenter
	12.25 PM-12.35 PM	Dr. Engr. S M Ihsanul Karim, Director BITAC & PD SEPA	Presenter
Q & A Session: 12.35 PM-12.55 PM			
Concluding Remarks by Moderator	12.55 PM-1.00 PM	Brig. General M Mofizur Rahman, psc, P Eng (Retd), Lead Consultant R&G Group	Moderator
Remarks by the Chief Guest	1.00 PM-1.15 PM	HE Dilip Barua , Honorable Minister, Ministry of Industries	Chief Guest
Vote of Thanks	1.15 PM-1.25 PM	Vice President, BEF/Secretary General, BEF	
Lunch	1.30 PM		
Master Class on ISO 26000	2.30 PM – 5.00 PM	Mr. Birendra Raturi, APO Expert	Program Faculty

3. Experts' Profile

Chief Moderator of the Panel-1: Prof Syed Ahsanul Alam

Chairman, Dept of Marketing-Chittgong University & Director-Rupali Bank Ltd.

Professor Syed Ahsanul Alam Parvez is an internationally reputed Policy Analyst and a leading researcher of the Country, teaches Business & Communications at Undergrad & Postgrad level since 1988. Many of his articles published in various renowned Journals & Newspapers at home & abroad. Currently, he is Prof & Chair of the Department of Marketing, University of Chittagong, Governor Centre for Business Studies, Int'l editor of AIM Explore published by AIM, Mahamaya Technical University, UP, India. Director of Rupali Bank Ltd, Director, Chittagong Metropolitan Chamber of Commerce & Industries and Chairman Centre for Good Governance, Chittagong, Bangladesh.



Mr. Birendra Raturi, SR ASIA International Director

External Expert of Asian Productivity Organization and CBI-Ministry of Foreign Affairs Netherlands

Mr. Birendra Raturi is an entrepreneur and principal consultant to the company he founded about a decade back. He has worked with spectrum of industry sectors from SME to Large companies, International, Multinational and Government. He specializes on International standards on Quality, Environment, health and safety, social accountability and responsibility. He is a manufacturing process expert and help host of companies through world class best practices. He is also International trade and development consultant focused on European market.

He is currently APO and CBI External Expert and CBI trained Master ECP Expert. He is qualified to train and consult in helping facilitate trade between Europe and India .He has trained companies under platforms of CII, FICCI, IEEMA, ELCINA aside of his own firm.



Prof. Niaz Ahmed Khan

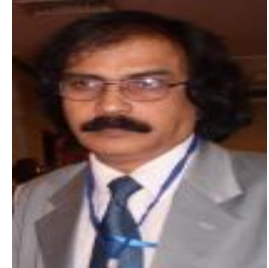
Chairman and Professor of the Department of Development Studies at the University of Dhaka Executive Director, Centre for Resources and Development Research

Prof. Niaz Ahmed Khan's career reflects a rich blend of academic and practicing development management experiences gained in Bangladesh, Thailand and the UK. He was the Bangladesh Country Representative of International Union for Conservation of Nature (IUCN) between 2009 and 2011. He has also extensively consulted for such organizations as UNDP, UN Resident Coordinator's Office, ADB, IRG, CARE, DANIDA, Save the Children, MJF, USAID, Swansea Bay Racial Equality Council (HM Government, UK), and Government of Bangladesh. Dr. Niaz holds a Ph.D. with Distinction from the University of Wales, UK, and conducted post-doctoral research at the University of Oxford, University College Swansea, and Asian Institute of Technology and recognition for his academic excellence such as the Commonwealth Scholarship, Australian Leadership Awards Fellowship, University of Wales Pro-VC's Honorary Fellowship, Asia Fellowship, University of Chittagong Merit Scholarships, and Gulmeher Gold Medal Award.

Professor Niaz has contributed more than 150 articles and book chapters to national and international refereed journals and books.



Mr. ABDUL BAQUI CHOWDHURY
Joint Director - NPO and Liaison Officer for Asian Productivity Organization



Mr. Abdul Baqui Chowdhury has been working for more than 20 years in different capacities as facilitator and trainer in various areas of productivity, Quality and Innovation. He is Well Convergent in all ISO Series including ISO 26000; Kaizen (TQM, TPM, 5s, Suggestion Scheme, QC tools Small group activities etc.), Knowledge Management and Green Productivity and prepared Training manuals, Motivational materials like posters and handbooks on Productivity. He has passed both Basic and Advanced Certificate Course on Management Consultancy from Japan Productivity Centre, Titled as Productivity Champion from Development Academy of the Philippines through participating Productivity Specialist Program. Also attended in Second World Conference on Green Productivity. His Publication on a) training manual of productivity; b) Motivational Posters and handbook on productivity and c) Several Research Report on the trends of Productivity both Manufacturing and service Sector in Bangladesh are well recognized. He is working as contact of Asian Productivity Organization (Japan) for last Two decades

Dr. Nasir Uddin Khan
Executive Chairman – Somra-MBL Ltd.



Mr. Nasir Uddin Khan holds a Ph.D. degree in Economics. He began his research career as an international pricing researcher, in early 1980, as a student in Bulgaria. Since 1985, he has been a full time marketing and social researcher. Besides founding his own research company, Somra - MBL Ltd in 1988, he has worked with marketing researchers and sociologists from around the world, which gave him the opportunity to learn and share a wide range of research concepts and techniques.

Dr. Khan is a full member of global bodies like the Market Research Society (UK) since 1980, member of ESOMAR-World Research since 1998, and is currently ESOMAR Representative in Bangladesh - winner of “ESOMAR Outstanding Representative in an Emerging Market 2011” award. He is also a Fellow and Senior Vice-President (Development) of Bangladesh Marketing & Social Research Society (BMSRS). Dr. Khan has authored a number of national and international research publications, besides organizing and/or participating in many research workshops and conferences at home and abroad.

Dr. Engineer Ihsanul Karim,
Director , Bangladesh Industrial Technical Assistant Centre (BITAC)
Ministry of Industries



Dr. Engineer Ihsanul Karim is working on Industrial Management, research and development, machine design, technical problem analysis, human resource management, technical data analysis, technical report writing, project management, job procurement policy development, industrial project installation and commissioning, teaching, manufacturing process design, technical consultancy, development project profile preparation, industrial overhauling and maintenance etc. He has qualified PhD in Mechanical Engineering from Bangladesh University of Engineering & Technology (BUET) in 2006

4. Conference Highlights

4.1 Inauguration Session:



Mr. Fazlul Hoque, President –Bangladesh Employers’ Federation and the Conference Chairman Expressed thanks and gratitude to the audience present. He shared that a focus on CSR in Bangladesh would be useful, not only for improving corporate governance, labor rights, workplace safety, and fair treatment of workers, community development and environment management, but also for the industrialization ensuring global market access.



Ms. Sumaya Rashid - SR ASIA Bangladesh Country Director presented an introduction of conference themes and SR ASIA. She expresses, Corporate and civil society leaders are charismatic and can change the status quo of the issues and challenges we face as a society. She added that SR Asia is working actively for capacity building and change management in Bangladesh and urged corporate and government to support the initiatives with full heart and mind. In her presentation, she described the landscape of standards and regulations in the field of CSR. It covered the marketplace, quality which has always been important and many voluntary standards related to quality management have been created, retailers increasingly make use of standards to measure and monitor environmental performance and Standards in the area of social accountability are also more and more commonplace. Standards and initiatives such as the GRI, the UN Global Compact and ISO 26000 can be described as interfaces between what is required by markets and what is required by governments.



Brig. General M Mofizur Rahman (Retd) - Moderated the conference. He shared the basic information of SR/CSR and the responsibility of organizations for the impacts of its decision & activities. He also briefly presented the Concept of mass quality, Gradual awareness of CSR over the years, Accountability, transparency, sustainable development, legal requirements, ethical behavior, Six groups of Stakeholders for SR/CSR.



Mr. Dilip Barua, Honorable Minister- Ministry of Industries, Bangladesh Government was present in conference as Chief Guest. He urged the corporate sector to go for aggressive CSR activities to ensure better integration of income and poverty alleviation efforts. “The objective of doing business, as of today, is no longer making profit; it has rather incorporated working for human welfare. We must consider the issue of Corporate Social Responsibility while doing business,” he said. In the past, he said, the owners were profit crazy but they now realize that is not the right way. “They’re now concentrating more on CSR activities and workers’ rights.” The minister said all should work together to ensure CSR activities and ensure business sustainability.



Vote of thanks was delivered by **Mr. Farooq Ahmed, Secretary General – BEF** at the end of conference. He thanked HE Dilip Barua for gracing the occasion as the Chief Guest and expressed heartiest gratitude to everyone who participated in the program. Mr. Farooq thanked all the institutions involved arranged in the program

4.2 Panel Discussion

Session Theme-1: Enabling framework for SR Products and Export Market for sustainable business

Chief Moderator of the Session-1: Prof. Syed Ahsanul Alam
Chairman, Dept of Marketing & Director-Rupali Bank Ltd.

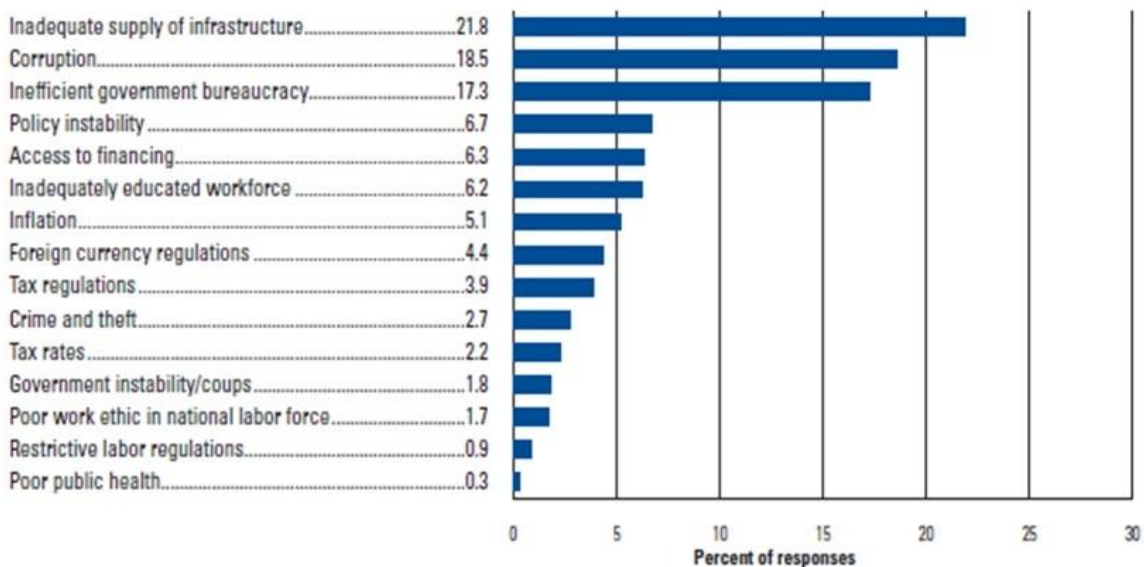
Prof Syed Ahsanul Alam shared his views during the session that business houses may not comply with CSR to maximize profits. He also said, businesses who don't comply with CSR cannot sustain in the long run. He pointed that Pressure of compliance is increasing and Government to step in to provide the legal framework for CSR, need for shelter, education, etc so SR legal framework should be designed to divert the CSR investments to these needs. He explained the concept of Competition, Cooperation and Collaboration for a Win-Win situation.

Mr. Birendra Raturi, SR ASIA International Director –Session 1
External Expert- Asian Productivity Organization and CBI (Ministry of Foreign Affairs Govt. of Netherlands)

Mr. Birendra Raturi, APO Expert and SR ASIA International Director Introduced APO Japan and its initiatives on Eco friendly products and green initiatives . He shared various dimensions of socially responsibility and the market potential for the same in the domestic and export market. Referring to the world economic forum reports on competitiveness and the twelve pillars, he shared that top four reasons cited in the report will significantly improve the business environment as the top four are 80% of the total problems. The report is a good reference document for the policy makers and corporate to refer for improving the business environment which in turn will improve the CSR profile of the organizations.

Mr. Birendra Raturi highlighted that national priorities in doing business in Bangladesh shall be kept in mind to make the difference on the ground, and the same shall be part of the business to ensure that it addresses major issues and problems country faces and take proactive initiatives along with other stake holders to solve the m specially with policy makers and government.

The most problematic factors for doing business



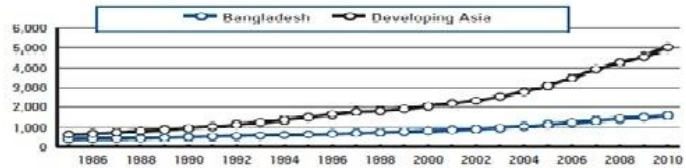
Note: From a list of 15 factors, respondents were asked to select the five most problematic for doing business in their country and to rank them between 1 (most problematic) and 5. The bars in the figure show the responses weighted according to their rankings.

Bangladesh- Country Perspective

Key indicators, 2010

Population (millions)	164.4
GDP (US\$ billions)	104.9
GDP per capita (US\$)	638
GDP (PPP) as share (%) of world total	0.35

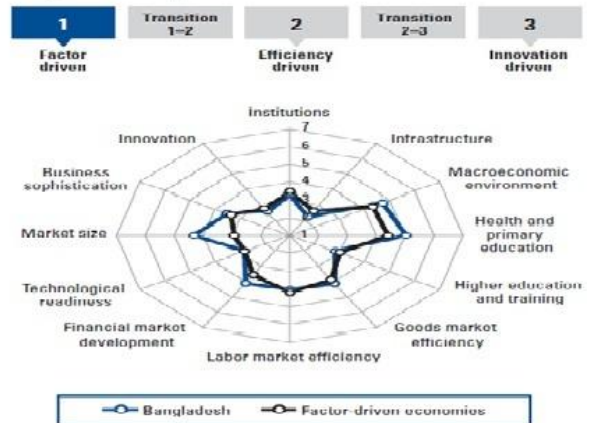
GDP (PPP) per capita (int'l \$), 1985–2010



Global Competitiveness Index

	Rank (out of 142)	Score (1–7)
GCI 2011–2012	108	3.7
GCI 2010–2011 (out of 139)	107	3.6
GCI 2009–2010 (out of 133)	106	3.6
Basic requirements (60.0%)	112	3.8
Institutions	112	3.3
Infrastructure	134	2.2
Macroeconomic environment	75	4.7
Health and primary education	108	5.0
Efficiency enhancers (35.0%)	99	3.7
Higher education and training	126	2.8
Goods market efficiency	81	4.1
Labor market efficiency	100	4.0
Financial market development	97	4.1
Technological readiness	122	2.6
Market size	49	4.3
Innovation and sophistication factors (5.0%)	112	3.0
Business sophistication	98	3.5
Innovation	124	2.8

Stage of development



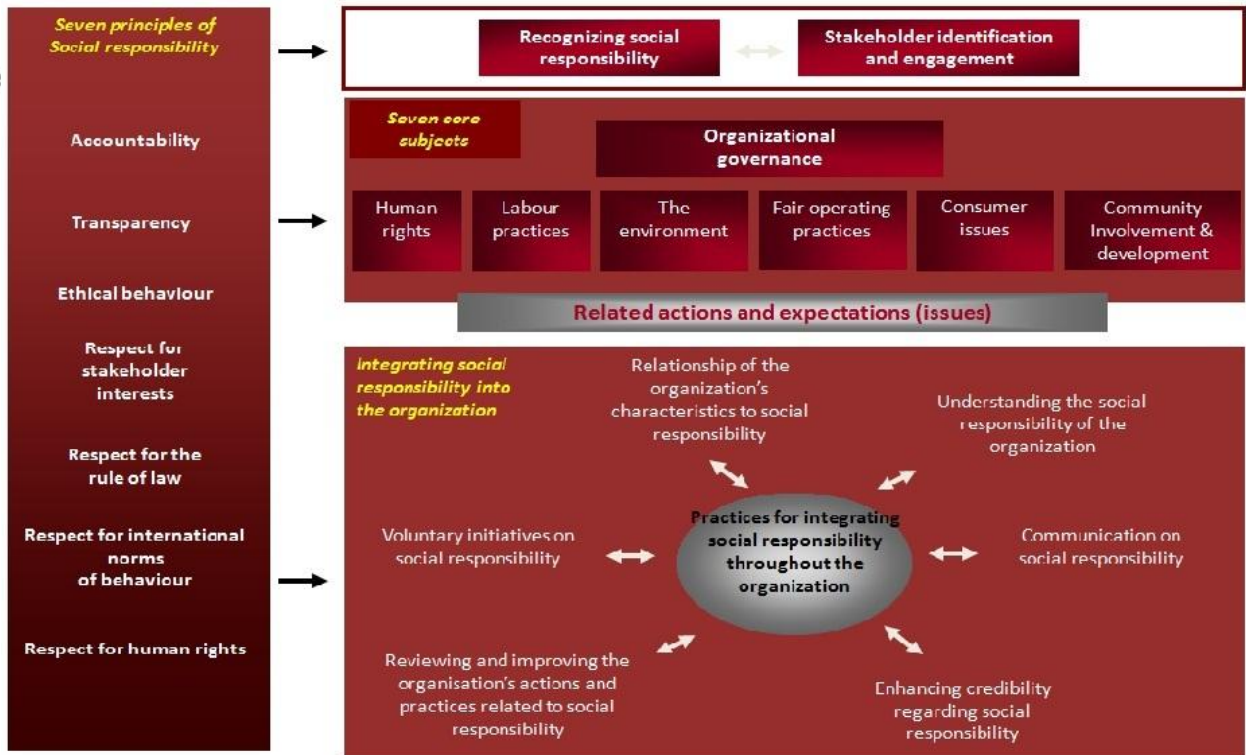
Top 5 Global Risks in Terms of Likelihood

	2007	2008	2009	2010	2011	2012*	2013*
1st	Breakdown of critical information infrastructure	Asset price collapse	Asset price collapse	Asset price collapse	Meteorological catastrophes	Severe income disparity	Severe income disparity
2nd	Chronic disease in developed countries	Middle East instability	Slowing Chinese economy (<6%)	Slowing Chinese economy (<6%)	Hydrological catastrophes	Chronic fiscal imbalances	Chronic fiscal imbalances
3rd	Oil price shock	Failed and failing states	Chronic disease	Chronic disease	Corruption	Rising greenhouse gas emissions	Rising greenhouse gas emissions
4th	China economic hard landing	Oil and gas price spike	Global governance gaps	Fiscal crises	Biodiversity loss	Cyber attacks	Water supply crises
5th	Asset price collapse	Chronic disease, developed world	Retrenchment from globalization (emerging)	Global governance gaps	Climatological catastrophes	Water supply crises	Mismanagement of population ageing

Top 5 Global Risks in Terms of Impact

	2007	2008	2009	2010	2011	2012*	2013*
1st	Asset price collapse	Asset price collapse	Asset price collapse	Asset price collapse	Fiscal crises	Major systemic financial failure	Major systemic financial failure
2nd	Retrenchment from globalization	Retrenchment from globalization (developed)	Retrenchment from globalization (developed)	Retrenchment from globalization (developed)	Climatological catastrophes	Water supply crises	Water supply crises
3rd	Interstate and civil wars	Slowing Chinese economy (<6%)	Oil and gas price spike	Oil price spikes	Geopolitical conflict	Food shortage crises	Chronic fiscal imbalances
4th	Pandemics	Oil and gas price spike	Chronic disease	Chronic disease	Asset price collapse	Chronic fiscal imbalances	Food shortage crises
5th	Oil price shock	Pandemics	Fiscal crises	Fiscal crises	Extreme energy price volatility	Extreme volatility in energy and agriculture prices	Diffusion of weapons of mass destruction

ISO 26000 Structure



Market Access – Export for SR Products

Key references CSR in Europe

International, multi-sectoral:

- ISO 26000
- OECD Guidelines
- ILO
- BSCI, SA 8000, ISO 14001

Sector initiatives:

- EICC
- Global-GAP
- FLA

Other:

- Public procurement criteria
- Labels / certifications



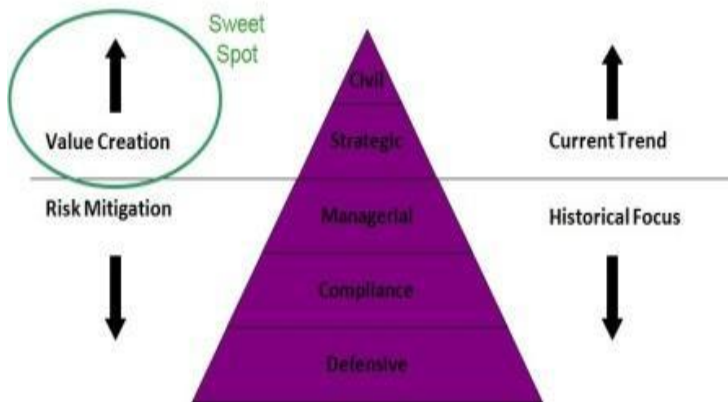
Drivers of CSR

Managing consumer health & safety risks



Social issues

Stages of CSR



Drivers of CSR

Managing social issues



Prof Niaz Ahmed Khan- Session 1
Chairman Development Studies Department Dhaka University

Professor Niaz Ahmed Khan described the corporate citizenship and explained CSR under three captions: Why corporations should engage more widely on CSR, how to partner with academia and what are we doing actually at present. He related partnering with academia, intellectual property, recruitment, curricula, strategic philanthropy, and professional development. Prof Niaz also prioritized social development research and present practical engagement in CSR related activities.

Why Corporations Should Engage more Widely?

- Simply because:
 - It's an integral part of the 'corporate citizenship' role: Make your profit, but at the same time make real and lasting contributions to the communities in which corporations operate.
 - Invest in creating your constituency and support-base
 - It is ethically and morally the right thing to do!

How to Partner with the Academia? Avenues of Engagement

- R&D, Intellectual Property/Technology Transfer:** partnerships with the goal of bringing innovations to the market.
- Recruiting:** Internships, co-ops, full-employment, short-term specific needs - connecting corporations with the students and skills that business needs.
- Strategic Philanthropy:** Processing the gifts for desired, mutually benefiting impact (e.g. *Scholarships and Fellowships; Infrastructure and Capital Investments*)
- Campus Participation and Sponsorship:** Corporate presence on campus and increasing visibility through such venues as *Student Groups, Award Programs and Competitions, Conferences, Seminars, and Lecture Series, Mentoring.*
- Professional Development / Executive Education**

How to Partner with the Academia? Avenues of Engagement (continued)

- Advisory Board Membership:** Shared leadership by serving on a university, department, or institute advisory board.
- Consulting:** Corporate access to the faculty expertise, research and scholarship
- Sharing Goods and Services:** e.g. *Technology, software, and equipment; Personnel, services, and expertise; Tickets, student discounts, gift certificates; Promotional media*
- Priorities in Social Development Research:** Adaptation to climate change including indigenous knowledge and tools of adaptation; Corporate community engagement and initiatives; Recent transitions in informal economy; Public policy impacts on social sectors.

What Are We Actually Doing at Present?

- Often a mental and physical divide: Living our separate lives!**
- Limited interactions in the forms of:**
 - Consulting (often impact assessment, HR, and OD studies)
 - Board memberships
 - Adjunct/part time teaching opportunities
 - Scholarships, fellowships, Internship, Recruitments
 - Logistical and equipment support
 - Sponsored activities and events
 - Curricula development
 - Professional/executive development education

Session Theme-2: Social responsibility and business sustainability (policy initiatives and implementation challenges)

**Chief Moderator of the Session - 2, Mr. Abdul Baqui Chowdhury
Joint Director-NPO, Ministry of Industries-Govt of Bangladesh**

Mr. Abdul Baqui Chowdhury explained the role of NPO under Ministry of Industry, assistance and guidance received from APO. He shared that APO Strengthen NPOs and promotes the development of small and medium enterprises (SMEs) and communities. NPOs are the backbone of the APO and thus need to be strengthened to lead national productivity initiatives. SMEs play a crucial role in the economies of members. The APO aims to improve the productivity of targeted segments of SMEs and communities.

**Dr. Nasir Uddin Khan – Session 2
Executive Chairman, Somra-MBL Ltd.**

Dr. Nasir Uddin Khan explained the concept of CSR from the point of view of a businessman, economist and sociologist, returns on investment and profits- key factor for survival. He also added awareness and motivation needed at individual citizen or groups of citizens level to create “No Demand” situation for non CSR complaint products.



Business • “CSR = PR”

Economist • “It is a marketing ploy”

Sociologist • “Harms individuals and the society”

It then begs the question, what purpose does CSR serve in today's world, if any at all?

Reality - 1

Corporate Social Responsibility is **voluntary corporate action** and goes beyond simple compliance with domestic regulations and laws.

Reality - 2

Many companies are subject to national regulation of Corporate Social Responsibility in certain specific geographic areas (EU, for instance) and at a global level - OECD, ILO and the UN have all attempted to regulate CSR through some Framework for Corporate Social Responsibility...

...Results?

Can a more pragmatic approach yield results?

Think of implementation challenges first

Government can enact laws, but can these be enforced?

Specially, can Government enact enforceable law on the principle of “Do Good”?

Rather, laws on principle of “Do no harm” (Both products/Production Processes) can be more pragmatic

More importantly, **AWARENESS & MOTIVATION** needed at individual citizen or groups of citizens level to create “No Dem and” situation for harmful products/services/processes (Government, Media and Citizen Groups can play a role here)

Corporate citizens can be motivated to self-regulate by business/trade bodies.

Finally..

ICC/ESOMAR INTERNATIONAL CODE

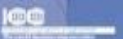
ON MARKET AND SOCIAL RESEARCH

Codes of conduct/best practice based on the principle of self-regulation

Individual or corporate membership, linked to mandatory acceptance of the codes

Violation of the Codes can lead to losing membership and informing other members of the action taken against a member

Regulatory body: Professional Standards Committee



Dr. Engr. S M Ihsanul Karim – Session 2
Director BITAC & PD SEPA

Dr. Engr. S M Ihsanul Karim shared BITAC engagement with private sector and its activities for Corporate Social Responsibility and what are the essential needs for manufacturing industries which are: technology, skill, know-how, skilled manpower and engineering logistical support. He emphasized on the excellent output of SEPA (Self Employment and Poverty Alleviation) project of GOB and informed about upcoming projects: Tool Institute, Common Testing Facilities and Development of CNG Three-Wheeler

Essential Needs of Manufacturing Industries



- Technology, skill, know-how
- Skilled Manpower
- Engineering logistical support

BITAC is endeavoring to provide vital support in all aspects

Special Contributions of BITAC



- BITAC is running a special project sponsored by the government titled SEPA (Self Employment & Poverty Alleviation) since July 2009.
- The objective of this project is to create skilled manpower.
- Under this project underprivileged groups especially women are trained in vocational trades (11 trades in total including light machinery, electrical/electronics, plastic processing etc.).



BITAC's Contribution in Supporting Industries: Looking Ahead



□ Support Cell

- BITAC has established a support Cell comprising of highly experienced engineers and technical personnel.
- The purposes of the Support Cell include:
 - identify critical issues and requirements pertaining to development of light engineering industries.
 - provide specific, need based assistance to industries.

BITAC's Contribution in Supporting Industries: Looking Ahead



□ Large Manufacturing Industries

- BITAC's support cell has signed MOU with Pran-RFL Group, one of the leading manufacturing industries of Bangladesh, with a view to developing import substitute spare parts of their industries in Dholaikhal workshop through BITAC's assistance regarding engineering drawings, selection of proper materials, manufacturing process, heat treatment etc.

Development Project

BITAC's Contribution in Developing Private Manufacturing Industries: Looking Ahead



- Ongoing project
 - SEPA (Self Employment Poverty Alleviation)
- Project under process
 - Tool Institute
 - Common Testing Facility
 - Development of CNG Three Wheeler

□ Common Testing Facility

- To provide wide range of testing facilities required by manufacturing industries of Bangladesh during product development.

Light engineering and manufacturing industries of the country face many hurdles during product development and manufacturing as they can not test their product at these vital stages. As a result, the quality of products are unpredictable and can not be controlled by majority of the private companies.

BITAC has proposed to setup a one-stop testing facility with a wide range of services that the industries will use to control and ensure quality of their products.

4.3 Question and Answer Session

Question by	Question	Answer	Answered by
Mr. Shafiq R Bhuyian Regional Officer, HelpAge International Bangladesh	Please give some example of green product and the criteria of green products.	Green products are eco friendly, deeply connected and align to the socio economic environment for the businesses competitive advantage. In simple terms such products are nature friendly and have least adverse impact on planet. Such products will consume minimum natural resource of matter, energy and space while offering maximum advantage for sustainability and business competitiveness and sustainability. Naming a few could be like Jute products, handmade papers, LED lightings, building with max. Natural lights and air circulation and use of non toxic materials etc. Urinary toilet pot requiring no water flush etc	Mr. Birendra Raturi
Mr. Munir Khan CEO,Impra Consulting International	What are the various activities of CSR?	CSR per say is going beyond legal compliances; however there is no clear demarcation to this. But any initiative which is part of the business and social obligations are any way the foundation of CSR. CSR will vary for a small and medium enterprise to large one and also will depend on geographical bubble and country priority.	Mr. Birendra Raturi & Brig M Mofizur Rahman
Ms. Dilruba Sharmin Khan, Head of HR-Partex Star Ltd.	How the skill gap required for effective CSR can be reduced?	First thing which comes to my mind is to harmonize and understand the clear definition of CSR with top management. CSR priority for each company will vary and therefore stakeholder engagement and agreement on priority areas by all is of vital important. Education and training is the most economic and indispensable tool to minimize the skill gap	Mr. Birendra raturi
Ms Kamrun Nahar Staff Reporter, The Financial Express	How social and conceptual change can be truly brought for the honest implementation of CSR.	Individual citizen has to raise voice for their requirement and it is a collective effort. Govt. can't do it alone. Business associations, govt, and individual have to work in one unity thus the change come to a real instant.	Minister of Industries & President - BEF

4.4 Survey and Outcome

SR ASIA Bangladesh used the following questionnaire with the participants during the conference to get the point of view to assess CSR Impact and the top 5 (Five) priorities or drivers that why to implement CSR for sustainable business in Bangladesh.

Q1- What are top 5 priority/Driver for your company to consider CSR activities

Ans: 1.

2.

3.

4.

5.

2. According to your opinion, what impact does CSR have on the following issues?

Issues	huge positive impact	medium plosive impact	huge negative impact	medium negative impact	No impact	No Answer
Operational costs						
Productivity						
Sales						
Revenues						
Customer satisfaction						
Quality						
Exports						
Employee turnover						
Absenteeism rate						
Value added per employee						
Pricing						
Market access						
Market share						
Innovation						
Competitiveness						
Risk management						
Reputation of the firm						
Brand awareness						
Media presence						
Government relations						
Investor relations						
Credit and lending arrangements						
Connect to Society						
Better Governance						
Social Responsibility						

Nineteen filled in questionnaire received and we analyze the instant survey closely to know the understanding of CSR Practice and Implementation by the organization in Bangladesh. We have found the gaps of in understanding the perception of Corporate Social Responsibility.

Output of Survey: Figure-1

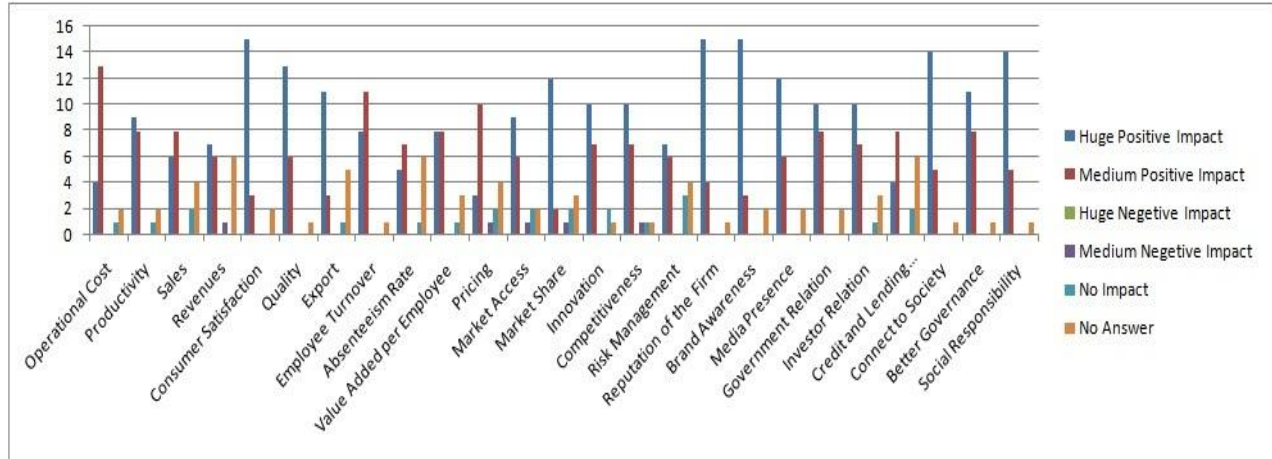
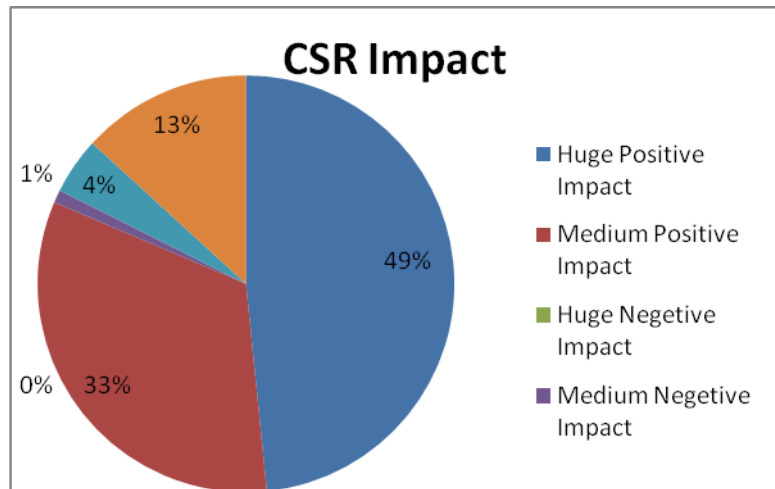


Figure:1 Corporate understanding of CSR impacts on organizations is very clearly understood.

Figure:2

- Majority vote for huge impact of implementing CSR on Business.
- Need awareness building for sustainable business.
- Education and training is needed for top management.
- Campaigning the positive impact of CSR to society, environment and economical condition.
- Positive change has to be geared up by sensitizing individuals to organization.

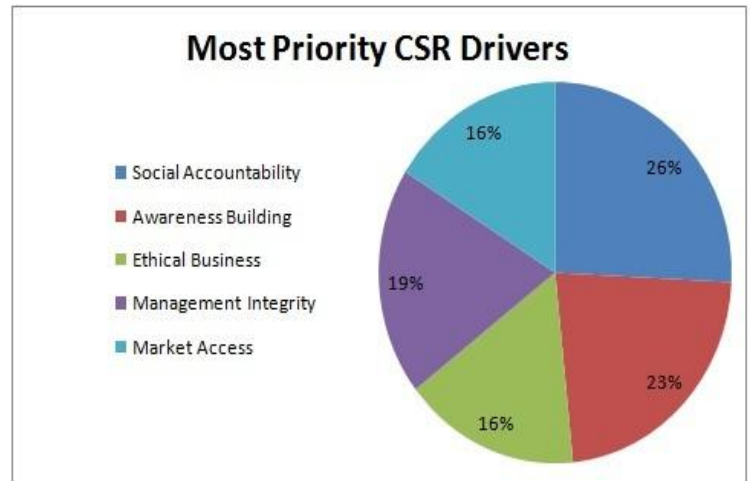


Priority drivers which are pointed by the participants are:

Priority Drivers
Social Accountability
Good Governance
Conscience
Awareness
Patriotism
Skill development
Utilization of resources
Environment
Ethical Business
Old Age People Right
Employment
Social Security
Health
Livelihood
Welfare of Employee
Marketing Tools
Globalization
Management Integrity
Waste Management
Improve Productivity
Safe Workplace
Eco Friendly Product
Product Quality
Code of Conduct
International standard
Sustainable Development
Market Access

The Top Priority Areas:

Most Priority Areas
Social Accountability
Awareness Building
Ethical Business
Management Integrity
Market Access



5 Media Contribution for awareness building

Pre Event Press Release:

[The Financial Express \(11 January 2013\)](#)

Post event media coverage

- CSR has become an imperative : [The Daily Star Bangladesh](#) (18 January 2013)
- Corporate leaders can change the status quo of economic challenges : [The Financial Express \(20 January 2013\)](#)
- Businesses now conscious about CSR, says Barua : [The Financial Express \(18 January 2013\)](#)
- Businesses urged to go by social norms, customs : [The Independent \(18 January 2013\)](#)
- Business sector asked to go for aggressive CSR activities : [UNB Connect \(18 January 2013\)](#)
- SR a Must : [Bangladesh Sangbad Shangstha \(18 January 2013\)](#)
- Not to harm society the best CSR practice : [The New Age \(18 January 2013\)](#)
- Kaler Kantho (18 January 2013)
- Bangladesh Protidin (18 January 2013)
- Daily Sun (18 January 2013)

2nd National conference on Business Sustainability and Corporate Social Responsibility.



17 Jan 2013, SR Asia Bangladesh organized a conference for the entrepreneurs and senior management of the organization to set the right priorities for business sustainability as a part of their CSR initiatives. Speaking on the occasion Country Director Sumaya Rashid said, Corporate and civil society leaders are charismatic and can change the status quo of the issues and challenges we face as a society. She added that SR Asia is working actively for capacity building and change management in Bangladesh and urged corporate and government to support the

initiatives with full heart and mind. The full auditorium comprising of business leaders, professionals and civil society organization took part in the event. Representatives of European Commission, GIZ and International Agencies like ILO, HelpAge, CARE also took active participation.

The conference Chairperson, President Bangladesh Employers' Federation (BEF) said "A focus on CSR in Bangladesh would be useful, not only for improving corporate governance, labor rights, workplace safety, fair treatment of workers, community development and environment management, but also for the industrialization ensuring global market access," . BEF supported the conference as conference partner.

National Productivity organization Bangladesh was a technical partner and shared the initiatives taken by them in the country.

The conference highlighted that national priorities in doing business in Bangladesh shall be kept in mind to make the difference on the ground, and the same shall be part of the business to ensure that it addresses major issues and problems country faces and take proactive initiatives along with other stake holders to solve them specially with policy makers and government, said Birendra Raturi APO Expert. Introducing APO initiatives on ECO friendly products and green initiatives of APO Japan, He shared various dimensions of socially responsible and the market potential for the same in the domestic and export market.

Conference Chief Guest, Industries Minister Dilip Barua speaking on the occasion urged the corporate sector to go for aggressive on CSR activities to ensure better integration of income and poverty alleviation efforts. "The objective of doing business, as of today, is no longer making profit; it has rather incorporated working for human welfare. We must consider the issue of Corporate Social Responsibility while doing business," he said.

In the past, Barua said, the owners were profit crazy but they now realize that is not the right way. "They're now concentrating more on CSR activities and workers' rights."

Other experts on the occasion were from NPO Joint Director Mr. Abdul Baqui Chowdhury, Chittagong University Prof Syed Ahsanul Alam, and Dhaka University Prof Niaz Ahmed Khan, Somra Group Executive Chairman Mr. Nasir Uddin Khan, BITAC Director Dr. Engg. Among others, Brig Gen (Retd.) M Mofizur Rahman (Master of Ceremony),took part in the discussion.

Special session was organized for executives on master classes on ISO 26000 where in many companies participated. The program was well received and participants asked for repeat of such programs and organize on regular basis to reach out to many more organizations and enhance the capacity of the companies to adopt best practices. APO expert set the perspectives on social responsibility framework and shared how companies can integrate SR in their daily management practices and long term business goals. Major print and electronic media covered the conference.

6 Conclusion and recommendation

Quality of life is measured by the condition of one's home, community, and the world at large, and by family and personal health and well-being. Spurred on by guilt over their contribution to environmental ills, the Boomers are merging their purchasing orientation with their environmental concerns and social values. Less is suddenly becoming more as Boomers demonstrate their environmental concerns by buying smaller, concentrated products that use less packaging, less glitzy products made by smaller (sounding) companies, less risky products that are made with fewer toxins and, in general, present less to worry about.

SR ASIA Bangladesh has appeared as a leading name in the country for advocacy and policy promotion to improve and address the problems to improve the business and sustainability. The business environment needs to improve itself to do business, and as it improves and it will catalytic in its own to enhance the csr rating. We expect cooperation from Government, Non-Govt. sector, Development sector, associations and overall the people for whom we fight for the green eco-system to have a better life-better future for sustenance.

The conference was followed by a Master Class on ISO 26000 by the APO Expert, Mr. Birendra Raturi at Bangladesh Employers' Federation auditorium. Through this class, participants are informed of the main aspects of the international guidelines on Corporate Social Responsibility (CSR) ISO 26000 which is becoming a reference standard to do business in EU in particular. The class was designed for senior executives from business, government; civil society and education who wish to be informed about ISO 26000 and envisage the deep connect with business. Thirty-five delegates comprising of govt agencies, public and private including business associations marked the attendance.

Recommendations

- Exporters, business associations, Corporate, Government and policy-makers in Bangladesh should pay close attention to changes and trends in Developed Countries and Donors legislations regarding CSR.
- Be prepared to address more and more questions about labour conditions, waste management, packaging, ecological footprints etc. Quality is not enough anymore.
- SR ASIA Bangladesh has technical expertise for policy advocacy for implementing CSR to develop the organization. SR ASIA Bangladesh need financial support from Govt., International agency or corporate to implement developing CSR Profile of organizations.