

CSR

Bangladesh

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Sustainability Watch

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Message from the Editor

I am happy to share with you the eleventh issue of CSR E- Newsletter.

CSR-Corporate Social Responsibility Bangladesh is a social enterprise started with a vision to provide SR related services to public and private sector in Bangladesh. The objective of the newsletter is to provide corporate information and news specially focused on sustainability and development related issues. It aims to provide information to the stakeholders regarding social accountability and responsibility.

The sustainable development cannot be achieved without being socially responsible and having adequate understanding and knowledge about social aspect of business.



Member



AMDISA
A SAARC
RECOGNISED BODY

Upcoming CSR Bangladesh Publications

Expected date of Publication January 2010

Socially Responsible Booklet

1. Children's Edition
2. Teenager's Edition
3. Professional's Edition
4. Businessmen's Edition

Call for Contributors

CSR Case Book

We seek business case studies from different sectors in Bangladesh for upcoming CSR Case book publications. We welcome industry cooperation in this regard. Any individual or organizations interested to contribute are highly requested to contact the editor.

Please send your case studies to the following e-mail address by December 30:

editor@csrbangladesh.org

CSR Essentials Training

Program: Comprehensive Training
Target Group: Stakeholders, managers and interested person
Date: December 30, 2009
Time: 6:00 pm– 9:00 pm
Venue: House 20, Road 2

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Highlights

- CSR Essentials Training on December 30, 2009
- CSR News Corporate News available at the website
- Training on Trainers of CSR Professionals is coming....
- Introducing CSR Dhaka Forum
- Introducing CSR Master Class soon.....

CSR – AN OVERVIEW

- Edward Probir Mondol

The theme of Corporate Social Responsibility (CSR) has a long history. In 1953, Bowen claimed that companies have the obligation to "pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society" (Bowen, 1953; p. 6). Davis (1973; p. 312) defined CSR as "the firm's consideration of, and response to, issues beyond the narrow economic, technical, and legal requirements of the firm". According to Carroll (1979; p. 500), CSR encompasses "the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time". In the 1980s, the stakeholder theory acquired a strong relevance in the academic world. The concept of stakeholder personalizes social responsibilities by delineating the specific groups or persons that should be considered when adopting a CSR orientation (Carroll, 1991). At the end of the 1980s, the expression sustainable development was introduced to mean the economic, social and environmental issues to take into account to foster permanent development in the world (World Commission on Environment and Development, 1987). During the 1990s, a link between the concepts of CSR and sustainable development begins to be established (Des Jardins, 1998). Nowadays, many authors consider corporate sustainability and CSR as synonyms (Lehtonen, 2004). Moreover, an extensive part of 'the CSR literature deals with environmental problems and issues. It is relevant to point to definition of CSR provided by the European Union (EU) Green Paper (Commission of the European Communities, 2001; p. 6), namely "the integration by companies of social and environmental concerns in their business operations and in their interaction with stakeholders on a voluntary basis". Based on this definition and other considerations, the term social and, in general, the expression social responsibility can be used to refer to the social, environmental and economic attitudes, behaviours and practices adopted by firms. CSR thus is a very complex topic: it involves concepts linked to social equity, environmental quality, and economic profitability.

The topic of CSR is becoming more and more relevant both in the academic and business communities (Hardjono and van Marrewijk, 2001). The implementation of ,CSR principles provides several benefits to companies: (i) improvement in risk management; (ii) reduction of operational costs; (iii) improvement in financial performance; (iv) strengthening of corporate image and reputation; (v) increase in sales and customer loyalty;, (vi) increase in productivity and quality; (vii) increase in ability to attract and keep employees; (viii) improvement in relationships with public authorities; (ix) better access to credit and lower money cost (Beda and Bodo, 2004). Most of all, a socially responsible behaviour enhances the sources of reputation advantage, so allowing socially responsible companies to gain a focused/differentiated competitive advantage or a cost-based competitive advantage (Miles and Munilla, 2004). However, economic, social and environmental benefits for companies deriving from the adoption of socially responsible behaviours go beyond their range of action and include local and national communities. Companies which want to be perceived by their stakeholders as socially responsible can publish voluntary reports (in which they describe their economic, social, and environmental performance), and voluntarily adopt social

standards. Most information and indicators voluntarily reported are qualitative, so making quite difficult for a firm to evaluate in an objective way its own CSR degree.

Supply chain responsibility is becoming a vital part of corporate responsibility (Blowfield, 2004; Jamison and Murdoch, 2004). In brief, supply chain responsibility is about making corporations responsible for the actions of their suppliers and subcontractors (Necf, 2004). Sustainable SCM is defined as a management of supply chains where all three dimensions of sustainability, namely economic, environmental, and social, are taken into account (Seuring et al., 2006).

The importance of such topics is increasing both by scholars and practitioners. A company, to show and/or increase its commitment to CSR, needs all "firms in its supply chain act in a socially responsible manner. One of the reason is related to the outsourcing of key business activities to suppliers and subcontractors. Outsourcing makes suppliers more critical and extends liability throughout the life cycle. The result is a shift of corporate, environmental, health and safety risks and opportunities beyond the company boundary. As a consequence, risks and opportunities may become procurement's responsibility (Roberts, 2003). The shift has also resulted in an increased pressure being placed upon companies to develop effective management systems across their supply chains. The management systems should deal not only with issues of quality, but also with matters pertaining to the conditions under which products are made, such as working conditions in the countries from which companies purchase their products. Aggressive campaigns against well-known companies of different industries have forced many companies to adopt new strategies for their supply chain responsibility; a number of companies have adopted codes of conduct with the aim of influencing the practices of their business partners and providing a baseline of expected standards.

Some doubts still exist on the fact CSR might be a sort of veil, behind which larger companies can hide to rationalize their supplier base or transfer them costs related to monitoring and controlling social and environmental performance, thus increasing poverty levels and blocking the economic growth of developing countries. In addition, although pressures pushing companies towards the adoption of socially responsible behaviours derive from their high social and environmental impact (especially by larger companies), it is (paradoxically) easier for large companies to gain commercial benefits from their CSR activities and to act in a socially responsible way (UNIDO, 2002). For SMEs the adoption of CSR practices can indeed be hard both because of the costs and the needed resources and competences. For example, to adopt some ethical, social and/or environmental standards, apart from the costs, firms have to monitor and control suppliers. To do so, SMEs have often to rely on third parties, e.g. non-governmental organizations or multinational companies. Large companies have more tools and power to monitor and control the suppliers.

The CSR literature is orientated towards large firms. CSR key topics such as the triple bottom line, the balanced scorecard, concepts of ethical investment or human resource strategies are not readily transferable to SMEs (Spence et al., 2003). In many cases,

required for the implementation of such initiatives. This makes it harder for developing country enterprises to cope with CSR requirements.

We can summarize that CSR is a concept whereby companies integrate social and environmental concerns in their business operations and in their interactions with their stakeholders on a voluntary basis. (Green Paper, 2001) Socially responsible means not only fulfilling legal expectations, but also going beyond compliance and investing 'more' into human capital, the environment and in rapport-building with stakeholders. It is relevant in all types of companies and in all sectors of activity, from MSMEs to Multinational Enterprises (MNEs). "A number of companies with good social and environmental records indicate that these activities can result in better performance and can generate more profit and growth. (Green Paper, 2001) Research (Industry week, 15 January 2001) has shown that about one half of the above average performance of socially responsible companies can be attributed to their CSR image while the other half is explained by their performance. Socially responsible companies are expected to deliver above-average financial returns. (Green Paper, 2001).

CSR has some internal dimensions such as: human resources management, health and safety at work, adaptation to change and management of environmental impact and natural resources. The external dimensions include local communities, business, partners, suppliers and consumers, human rights and global environmental concerns. Again, CSR may be as simple as sponsoring social service oriented entertainment events. In essence, 'CSR is positive rapport with the society'.

CSR Bangladesh News Desk**Copenhagen Communiqué**

CSR Bangladesh signed the Copenhagen Communiqué on Climate Change.

AMDISA MEMBERSHIP

CSR Bangladesh received AMDISA – Association of Management Development Institutes in South Asia Corporate Membership.

Processing MoU with Global Gandhian Trusteeship and CSR Foundation, India.

CSR Bangladesh is processing toward MoU with CSR Foundation in India for joint research and training in CSR.

South Asian Network on CSR

A South Asian Network on CSR initiative is developing.....we expect full cooperation from the associated countries and organizations.

Interview with Pradeep Kashyap CEO, MART, India

Mr Edward Probir Mondol, Editor of CSR Bangladesh took an interview of Mr Pradeep Kashyap, CEO, MART, India.

CSR Bangladesh New Address

New Address will be posted later

CSR Bangladesh Registration

Registered under Societies Act XXI of 1860 by Registrar of Joint Stock Companies and Firms, Bangladesh.

Registration No. S-10122

International Research Fellowship Award

Mr. Edward Probir Mondol, Executive Director of CSR Bangladesh has received International Research Fellowship award to conduct a study on CSR in South Asia. The study is the joint publication of “CSR Handbook: A South Asian Context” by International Management Institute, New Delhi, India.

CSR Bangladesh Newsletter in Bangla Edition from the month of January 2010

CSR Bangladesh will publish Bangla Edition of CSR Newsletter from month of January 2010.

Corporate Advertisements

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Corporate Social Responsibility Bangladesh

[A partner for sustainable Growth and Development]

Corporate Social Responsibility of Bangladesh - CSR Bangladesh is being launched with a vision to facilitate, expand and encourage CSR practice in Bangladesh. The CSR Bangladesh's objectives are to become the source of information, resources and advisory services on SR in Bangladesh.

Scope of CSRB

- Raise CSR Awareness among stakeholders
- Provide Strategic, structured and systematic tools for CSR practice and adoption
- Evaluate, implement and monitor CSR for profit maximization
- Good Governance Advisory Services
- Establish benchmark for CSR practices

Available!

First Social Responsibility Monthly E-Newsletter

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Training	Consultancy
<ul style="list-style-type: none"> - Corporate Training - CSR Essentials - ISR Training - Corporate Accountability Training - Workshops - Debate - Roundtable Discussion 	<ul style="list-style-type: none"> - Industrial Consultancy - Management Consultancy - Marketing Consultancy - IT Consultancy - Sector Consultancy - Advertisement Services - CSR Implementation

Contact Address:

Chairman	: Prof. Anisuzzaman, Ph D, Post Doc
Executive Director	: Edward Probir Mondol, MBA (USA)
Director	: A K M Ahsanul Hoque, MBA

Office Address:

House No. 170, Lane 3, Mohakhali New DOHS
Dhaka 1206, Bangladesh Phone: Office: +88-02-8832730
Fax: +88-02-8832521
Cell: +88-01715-802 283, 0171 3363703
E-mail: contact@csrbangladesh.org, epmondol@csrbangladesh.org
anisuzzaman@csrbangladesh.org, ahoque@csrbangladesh.org
URL: <http://www.csrbangladesh.org>

Reed Consulting BD Ltd

ICMC

OIC

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karubangla

btff

IIFC

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Contact: Address:

Tel:+880-2-8832730, Fax: +88-02-8832521, Cell:+880-171-580 2283

Email: contact@csrbangladesh.org

website: <http://www.csrbangladesh.org>

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Editorial Board:

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Edward Probir Mondol

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James Haran Gain
Ashit Bol

Contact:
Edward Probir Mondol
Editor in Chief
Sustainability Watch™
editor@csrbangladesh.org
epmondol@csrbangladesh.org

Communications Director:
A K M Ahsanul Hoque
ahoque@csrbangladesh.org

CSR Bangladesh Foundation

What is CSRB?

Corporate Social Responsibility of Bangladesh – CSR Bangladesh is being launched with private sector start up to facilitate, expand and encourage CSR practice in Bangladesh. Registered as a firm in 2008. Later registered as a Non Profit Organization under Societies Act XXI 1860 by Registrar of Joint Stock Companies and Firms, Bangladesh.

What does it do?

The CSR Bangladesh objective is to become the source of information, resources and advisory services on CSR and Sustainability in Bangladesh.

Scope/Area of CSRB

Raise CSR Awareness amongst CSR stakeholders

Provide Strategic, structured and systematic tools for CSR practice and adoption

Evaluate, implement and monitor CSR for profit maximization

Good Governance

Establish benchmark for CSR practices

Environment and Climate Change Issue

VISION

Our vision is to create awareness regarding CSR for the organization with its primary stakeholders and extended enterprise the benefits of social compliance and sustainability.

MISSION

To be a partner for sustainable growth and development in the country and the region.