

Corporate social responsibility practices would result dynamic uplift in social and economic sector

CSR activities of DBBL is raising new hope among the underprivileged people

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Corporate Social Responsibility (CSR) is considered as a program usually undertaken by business organizations to look after the interests of the society by taking responsibility to improve the quality of life for employees and their families as well as for the local community and society at large.

Many large companies now issue a corporate social responsibility report along with their annual report. The CSR report concentrates on their non-financial societal activities .

The increased awareness of CSR has also come about as a result of the United Nations Millennium Development Goals, in which a major goal is the increased contribution of assistance from large organizations, especially Multi-National Companies to help alleviate poverty and hunger, and for businesses to be more aware of their impact on society. There is a lot of potential for CSR to help with development in underdeveloped countries like Bangladesh.

Recently the British High Commission has launched a project in Dhaka to help Bangladeshi business

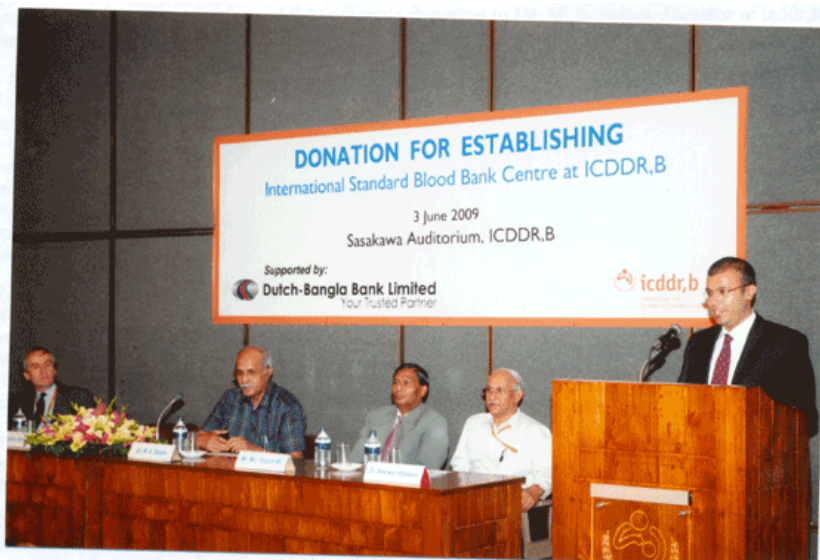
concerns attain leading edge by realising and harnessing the commercial benefit by executing Corporate Social Responsibility(CSR) processes. Experts commented that if appropriate CSR activities are undertaken immediately further unrest and workers agitation in the garments sector could be avoided.. The gradual introduction of CSR activities in all leading business and industrial organisations will ensure satisfactory relationship between the workers and management. Such a peaceful environment would enhance production capacity and commercial activity of all the concerned organisations resulting a boost in the economy of the country



Mr. M. Sahabuddin Ahmed, Hon'ble Chairman of DBBF, is unveiling the plaque of the Thalassemia Research and DNA Laboratory at the Paediatric Hamatology and Oncology Department of BSMMU.

The leading multinationals like UNILEVER,, BATB, HSBC , Standard Chartered Bank, the telecom giants Grameen Phone, Bangla Link etc, and a number of local corporate have started CSR practices in Bangladesh for a couple of years..

Dutch-Bangla Bank is the first local bank in the private sector to launch CSR activities successfully Since its inception, besides making major efforts to make profit DBBL also simultaneously contributed a lot for the wellbeing of the distressed humanity of the country by



rendering services to various fields where it is necessary to provide assistance covering the areas of education, health, rehabilitation of disabled persons, women empowerment, natural calamities and man-made situational accidents. To perform Corporate Social Responsibility (CSR) more effectively, the Bank established Dutch-Bangla Bank Foundation

Mr. Sayem Ahmed, Chairman of the Executive Committee of the Board of Directors of DBBL handed over the **Commitment Letter** for the donation of **BDT 11.476 million** to Dr. M. A. Salam, Director of icddr,b at a simple ceremony held at the conference room of icddr,b on June 03, 2009. Dr. Hubert Ph Endtz, Director, Laboratory Science Division of icddr,b and Managing Director of the bank Mr. Md. Yeasin Ali were present at that time.

(DBBF) on June 03, 2001.

Dutch-Bangla Bank Foundation has undertaken a very noble initiative to bring back smile on the face of the boys and girls with cleft-lip through plastic surgery since 2003. More than 3000 poor cleft-lipped boys & girls have been successfully operated across the country an expenditure of Tk.3 crore.

Dutch-Bangla Bank Foundation identified health sector as a major priority and took keen interest to provide better health care at an affordable cost for the general population. The main objective of Dutch-Bangla Bank Foundation in case of such donation is to provide medical treatment at free of cost or affordable cost to the poor and neglected segment of the community. Since its inception in June 2001 Dutch-Bangla Bank Limited donated Tk. 25 Crore (approx.) in a number of important healthcare projects for the development of the health sector as follows:

- DBBL has donated an amount of Tk. 9.36 crore to Diabetic Association of Bangladesh to modernize and equip the Ibrahim Cardiac Hospital & Research Institute(BIRDEM) by

- setting-up a Cath Lab, two operation theaters with facilities for Liver and Kidney Transplantation, Cardiac Surgery etc. and increasing total bed number from 80 to 150.
- DBBL donated Tk.4,00,00,000.00 (Taka four crore) only to Dhaka Ahsania Mission for construction of the entire ground floor (39,230 sft.) of the Ahsania Mission Cancer Hospital at Uttara.
 - DBBL donated Tk. 1,00,00,000 (Taka 1 Crore) only to Bangladesh Cancer society to establish a modern cancer hospital in Bangladesh.
 - DBBL donated Tk.1,20,00,000.00 (Taka one crore twenty lac) only to Shishu Sasthya Foundation, Bangladesh for construction of two floors of proposed 15 storied building to improve the child health by providing quality health care at free / nominal cost.
 - DBBL donated Tk.90,00,000.00 (Taka ninety lac) only to Kidney Foundation for setting up two operation theaters and a kidney transplantation I.C.U to reduce the sufferings of kidney failure patients.
 - DBBL donated Tk. 50,00,000.00 (fifty lac) only to BSMMU for setting up a Genetic Laboratory and to prevent Thalassemia syndrome in the country.
 - DBBL donated Tk. 15,00,000.00 (fifteen lac) only to Dhaka National Medical College for procuring a Complete set of Video Endoscope Machine and to provide better medical services.
 - DBBL donated Tk. 1,00,00,000.00 (one crore) only in favor of APON to establish the first comprehensive drug rehabilitation centre in Bangladesh named “APONGAON” at Singair, Manikganj.
 - DBBL donated Tk. 21,00,000.00 (twenty one lac) only in favor of Impact Foundation Bangladesh to procure equipment and medical instrument for Operation Theater of a newly build hospital named “Jibon Mela” at Meherpur district.
 - DBBL donated Tk. 5,00,000.00 (taka five lac) only in favor of Nurture, a Chittagong based NGO engaged in the rehabilitation of physically disabled people for infra-structural development of their newly built building.
 - DBBL donated Tk. 10,00,000.00 (ten lac) only in favor of Thengamara Mohila Sabuj Sangha(TMSS), a reputed NGO of the country engaged in providing healthcare services for procuring surgical equipment for Operation Theater of Rafatullah Community Hospital.

Besides the health sector DBBL also took encouraging initiatives for the advancement of the education sector. Since its inception to June 2007 Dutch-Bangla Bank Limited donated Tk. 75



Dutch-Bangla Bank awarded scholarships to 102 meritorious but needy students including 10 physically disabled students who passed HSC Examination in 2008 and studying at graduate level. Dr. Atiur Rahman, Governor of Bangladesh Bank was present as the Chief Guest and gave away the Scholarship Awarding Letters to the recipients at a simple ceremony held at Hotel Purbani International, Dhaka on May 09, 2009. Mr. Sayem Ahmed, Chairman of the Executive Committee of the Board of Directors of DBBL presided over the function. Mr. Md. Yeasin Ali, Managing Director of Dutch-Bangla Bank also spoke on the occasion.

lac (approx.) for infrastructural development of a number of projects of some leading educational establishments of the country. as follows :

DBBL donated Tk. 12,50,000.00 (approx.) (taka twelve lac and fifty thousand) only in favor of Bangladesh Agricultural University to purchase a motor vehicle (Pick-up van) for its Botanic Garden for strengthening the collection, conservation and

utilization of rare and endangered plant species of Bangladesh.

DBBL donated Tk. 15,00,000.00 (Taka fifteen lac) only in favour of Dhaka University for purchasing books to improve the capacity of the libraries of Dhaka University .

- DBBL donated Tk. 10,00,000.00 (Taka ten lac) only in favour of Bangabandhu Sheikh Mujib Medical University for purchasing books to improve the capacity of the libraries of Bangabandhu Shikh Mujib Medical University.

The foundation offers scholarships to the meritorious and needy students of different levels every year since 2000: The foundation offers 250 new scholarships in both HSC and graduation level every year. 50 fellowships are also offered to students doing Masters degree and studying at different public universities in M.Phil /Ph.D/ Post Doctoral level every year.

DBBL has so far offered 1500 scholarships and fellowships to deserving students and spends more than Tk.4 crore every year in this connection.

DBBL is sponsoring a very exciting educational program, the Ganit Olympiad for the last four years at a total cost of tk.1,60,00,000,.00. Every year a large number of meritorious students from all over the country participate in this program. At the end of the program , a team of 5 winners were selected .The young talented mathematicians finally participated in International Mathematical Olympiad. .The Bangladeshi participants achieved admirable recognitions in the International Mathematical Olympiad in 2006 and 2007.

DBBL is also playing a vital role to bring the mentally and physically disabled people back in normal life. For the welfare of this disadvantage segment of the society the Foundation provides assistance to different organizations engaged in conducting special educational programs for physically and mentally disabled persons. The DBBF also provides assistance to the blind students to create facilities (such as talking library) for their study including special scholarship for them.

Since its inception Dutch-Bangla Bank Limited has supported different organizations for the development of visually impaired persons. Some major donation recipient organizations are: Bangladesh National Society for the Blind (BNSB)-To establish a Braille printing press.

Blind Education & Rehabilitation Development Organization (BERDO)-For expansion of their talking library.

Bangladesh Society For Disabled-To print Braille book for blind student (Holy Quran & Grammar Book).

Since its inception to June 2007 Dutch-Bangla Bank Limited donated Tk. 20 lac (approx.) to different organizations for the development of hearing impaired person. Some major donation recipient organizations are:

Society for Education and Care of Hearing Impaired Children of Bangladesh (HICARE)- To buy an equipment from UK for diagnosing hearing impairment at early stage.

Since its inception to June 2007 Dutch-Bangla Bank Limited donated Tk 20 lac (approx.) to different organizations for the development of Intellectually Disabled person. Dutch-Bangla Bank Limited has so far donated Tk. 20 lac (approx.) to different organizations for the development of people living with disability.

Due to global climatic changes our country is nowadays frequently hit by massive natural disasters which mostly effects the poor and helpless community .Whenever such a calamity takes place the DBBL Foundation always comes forward to assist the victims. The foundation has donated Tk. 1 crore for rehabilitation of flood victims and Tk.1 crore for rehabilitation of the SIDR-hit people in the Chief Advisors Relief fund landslide victims of Chittagong , It has also donated Tk.50 lac in Bangladesh Army relief fund for SIDR victims and Tk.25 Lac for the rehabilitation of landslide victims of Chittagong.

DBBL has so far invested around Tk.85 crore in its CSR activities. A number of projects have been implemented with this fund successfully bringing smiles on the faces of thousands of boys and girls with cleft lip, developing confidence among the disabled by ensuring proper assistance, generating new hope for the patients belonging to the under privileged segment of the society., delivering thousands of bright scholars to the society for nation building by providing scholarships and fellowships

Mohammad .Sahabuddin Ahmed ,the Founder Chairman of DBBL and Chairman of DBBL Foundation along with other Directors launched and supervised all the above mentioned noble initiatives .The success of their well-planned CSR activities have boosted the bank's position to a new height .Their humble efforts have brought new hope among the under-privileged people of our society.

Bangladesh is one of the poorest country in the world . About half of the population lives under poverty level . Dutch Bangla Bank has made a humble effort to reduce the misery of the disadvantaged people with their limited resources, Following the example Tory development programs of the Dutch Bangla Bank , other banks and corporate bodies should gradually start CSR activities . Their combined efforts will eventually make Bangladesh a self-reliant and healthy nation,