An Internship Report

on

Corporate Social Responsibility Practices of Rupali Bank PLC: A study on HSTU Corporate Branch, Dinajpur

This report is submitted to the Department of Finance, Faculty of Business Studies, Hajee Mohammad Danesh Science and Technology University, Dinajpur for fulfillment of the degree of Master of Business Administration (MBA) program

Prepared By

Mamunur Rashid
Student ID-1703100
MBA in Finance
14th Batch
Faculty of Business Studies
HSTU, Dinajpur.

Supervised By

Sakila Zabin
Lecturer
Department of Finance
Faculty of Business Studies
HSTU, Dinajpur.

Hajee Mohammad Danesh Science and Technology University, Dinajpur-5200, Bangladesh

June, 2024

An Internship Report

On

Corporate Social Responsibility Practices of Rupali Bank PLC: A study on HSTU Corporate Branch, Dinajpur

By

Mamunur Rashid
Student ID: 1703100
MBA in Finance
Faculty of Business Studies
HSTU, Dinajpur.

Approved By

Supervised By

Sakila Zabin
Lecturer
Department of Finance and Banking
Faculty of Business Studies
HSTU, Dinajpur.

Co-Supervised By

Dr. Md. Main Uddin Ahammed
Associate Professor
Department of Finance and Banking
Faculty of Business Studies
HSTU, Dinajpur.

Hajee Mohammad Danesh Science and Technology University,
Dinajpur-5200, Bangladesh
June, 2024

Acknowledgement

It’s a great pleasure for me to work with the report based on a topic “Corporate Social Responsibility Practices of Rupali Bank PLC: A study on HSTU Corporate Branch, Dinajpur” which is very much significant for economy. I hope working on this topic will help me to gather various exposures to practical field. So, at the very beginning, I would like to express my gratitude to almighty Allah for whose kindness I am sound mentally and physically enough to prepare this report.

I would like to thank my faculty supervisor, Sakila Zabin, Lecturer, Department of Finance and Banking, Faculty of Business Studies, Hajee Mohammad Danesh Science and Technology University, for his valuable direction and guidelines for which I have been able to go through the in depth of the topic.

Mamunur Rashid
Student ID: 1703100
MBA in Finance
Faculty of Business Studies
HSTU, Dinajpur.

রূপালী ব্যাংক পিএলসি.
RUPALI BANK PLC.
মুজিব বর্ষের প্রতিশ্রুতি
আর্থিক খাতের অগ্রগতি
হাজী মোহাম্মদ দানেশ বিজ্ঞান ও প্রযুক্তি বিশ্ববিদ্যালয় (হাবিপ্রবি),কর্পোরেট শাখা, দিনাজপুর।
e-mail: br-5074@rupalibank.org; Phone: 0531-64328

Ref: Dnj/HSTU corp./Intern/MBA/2024 Date: 26-05-2024

TO WHOM IT MAY CONCERN

This is to certify that, **Mamunur Rashid**, having student ID No. 1703100, MBA in Finance and Banking, a Student of Hajee Mohammad Danesh Science & Technology University (HSTU), Dinajpur, has successfully completed his internship from 01/01/2024 to 30/03/2024 total 90 (Ninety) days internship program at Rupali Bank PLC, HSTU Corporate Branch, Dinajpur. During his internship period found his good moral attitude and sound behavior.

We wish him every success in life.

MD. AMRAN HOSSAIN
Manager (SPO)
Rupali Bank PLC

Md. Amran Hossain
Manager (SPO)
Rupali Bank PLC
Hajee Mohammad Danesh Science and Technology
University Corporate Branch, Dinajpur

জোনাল অফিস: নর্দান প্লাজা (২য় তলা), চারুবাবুর মোড়, গণেশতলা, দিনাজপুর-৫২০০। ফোন: ০৫৩১-৬৫১৭১, ৬৭৭১০: ই-মেইল: WS-dinajpur@atrupalibank.org
বিভাগীয় কার্যালয় ৪১/১ ইসলামাবাগ, আর.কে রোড, রংপুর; ফোন-০৫২১-৬৩৫৯০, ই-মেইল: do-ranjpur@rupalibank.org;
প্রধান কার্যালয়: রূপালী ভবন, ৩৪ দিলকুশা, বাণিজ্যিক এলাকা, ঢাকা-১০০০, website: www.rupalibank.org

Certificate of Supervisor

I hereby declare that the concerned report on "Corporate Social Responsibility Practices of Rupali Bank PLC: A study on HSTU Corporate Branch, Dinajpur" Chehelgazi branch in the bona fide record at the report is done by Mamunur Rashid, bearing student ID.1703100 MBA in Finance, Department of Finance and Banking/Batch 14th, Faculty of Business Studies Mohammad Danesh Science and Technology University, Dinajpur 5200. He has performed his duty under my supervision and submitted this report for the partial fulfillment of the requirement of the degree of Master of Business Administration. It is also declared that the student himself will be liable for originality of the work and plagiarism issue.

I wish him every success in life.

Sakila Zabin
Lecturer
Department of Finance and Banking
Faculty of Business Studies
HSTU, Dinajpur.

Certificate of Co-supervisor

I hereby declare that the concerned report on “Corporate Social Responsibility Practices of Rupali Bank PLC: A study on HSTU Corporate Branch, Dinajpur” Chehelgazi branch in the bona fide record at the report is done by Mamunur Rashid, bearing student ID.1703100, MBA in Finance, Department of Finance and Banking/Batch 14th, Faculty of Business Studies Mohammad Danesh Science and Technology University, Dinajpur 5200. He has performed his duty under my co supervision and submitted this report for the partial fulfillment of the requirement of the degree of Master of Business Administration. It is also declared that the student himself will be liable for originality of the work and plagiarism issue.

I wish him every success in life.

Dr. Md. Main Uddin Ahammed
Associate Professor
Department of Finance and Banking
Faculty of Business Studies
HSTU, Dinajpur.

Students Declaration

I do hereby solemnly declare that the work presented in this Internship Report has been carried out by me and has not been submitted to any other University for an academic qualification.

The work I have presented does not breach any existing copyright and no portion of this report has been copied from any work done earlier for a degree or otherwise.

I further undertake to indemnity the Department against any loss or damage arising from breach of the foregoing obligation.

Mamunur Rashid
Student ID: 1703100
MBA in Finance
Faculty of Business Studies
HSTU, Dinajpur.

Abstract

Corporate Social Responsibility (CSR), a concept of engaging the bank in socially responsible behavior, is getting worldwide attention since couple of decades. Though initially thought to be a developed country concept, it already has made its strong presence in the developing countries like Bangladesh. There are tremendous encouragement coming from CSR activities made the scenario vibrant and CSR policy of banks is now a top issue. This study analyze data from Rupali Banks CSR performance from the Bangladeshi banking sector and finds that CSR expenditure by banks increases over time. The major areas of CSR activities include education, humanitarian and disaster relief, arts and culture, sports, environment, health etc. However, the reporting of CSR expenditure is not yet perfect though the central bank has made it mandatory in 2008. In some cases, banks disclose qualitative information rather than quantitative in case of CSR initiatives. RBPLC is serving the market with almost full range of services. CSR has a significant role in the banking industry. It aids in achieving the company's goals. Through its actions, it encourages a good impact on the environment, customers, employees, community stakeholders, and the rest of the public. RBPLC engages in CSR because it fosters positive sentiment. Additionally, it makes the bank more popular with the public, allowing it to take in additional deposits. They benefit from increased profits.

Key words: CSR, Human Resources, Rural infrastructure development, social welfare, environment

TABLE OF CONTENTS

List of Tables

List of figures

CHAPTER 1

INTRODUCTION

1.1. Introduction

Corporate Social Responsibility has been defined as "the integration of business operations and values whereby the interests of all stakeholders, including customer, employees, investors and the environment are reflected in the organization' policies and actions". Corporate Social Responsibility also called corporate conscience, citizenship, social performance, or sustainable responsible business, is a form of corporate self-regulation integrated into a business model. Corporate social responsibility (hereafter CSR) has become an important center of concentration among companies. A recent global survey shows that 76% of managers believe that corporate social responsibility contributes positively to long-term shareholder value, and 55% of them agree that sustainability helps their companies build a strong reputation. Nowadays most of the multinational companies also have a senior manager explicitly charged with developing and coordinating the CSR function. A successful CSR program cannot be achieved individually. CSR includes the participation of the society, nature and ethics in making strategy that can improve the competitive position of a company. CSR takes care of the interest of all stakeholders rather than that of the stockholders only. By incurring CSR expenditure, a firm can strengthen its competitiveness, counter the risk of losing the existing market shares and establish its presence in emerging ones. Instead of thinking CSR as a regulatory or discretionary cost, business executives across the globe are starting to see it as an investment that brings long-term benefits for the company. The impacts of CSR are pervasive. CSR significantly improves business house reputation and confidence of customers and business partners, and motivates the employees to work for a company they could feel proud of. Social responsibility is a concept well known in the corporate world and beyond that. All over the world have practiced only profit-making actions at past but not for long as the enterprise started to develop complexities and wideness in size and actions so was their reach getting bigger and bigger. As every person has his own social responsibilities towards the society so does the business firms. The idea is that, the business has social obligations and above and beyond making a profit that is corporate social responsibility. However, it is regretful that though internationally it is being practiced widely, Bangladesh is still lagging behind. The difference between the world standard and the practice in Bangladesh shows the lacking here and the scope for development. This report has been prepared as a requirement of the Project work. The report was based upon the CSR practices of Rupali Bank PLC in

Bangladesh. CSR is a means of discussing the extent of any obligations a business has to its immediate society; a way of proposing policy ideas on how those obligations can be met; as well as a tool by which the benefits to a business for meeting those obligations can be identified

1.2 Rationale of the study

Business is an inseparable and embedded part of the society. In addition to carrying out company operations and achieving financial gains, commercial houses have a number of duties and responsibility to society. These encompass having social and environmental obligations as well as making economic contributions that benefit society as a whole. Rupali banks today are considering their social responsibilities in addition to growing their earnings. This particular report is prepared with a view to providing an overall overview of CSR activities of Rupali Bank PLC and its practicing areas. Furthermore, it will help us and any reader of this specific framework rapidly comprehend corporate social responsibility, its regulatory framework, and finally, the advantages and utilities in a brief manner at least.

1.3 Objective of the study:

The main aims of this report are to understand the CSR practices of Rupali Bank PLC in Bangladesh.

There are several particular objectives which are also given below:

- To evaluate the role of CSR activities of Rupali Bank PLC in Bangladesh.

1.4. Scope of the study

Since the selected topic of my report is “Corporate Social Responsibility in Rupali Bank PLC”, I have got the opportunity to collect different documents relating to activities of RBL and its CSR initiatives. I'm trying to concentrate on all aspects of corporate social responsibility (CSR) in this study, including the definition of the term, the scope of CSR activities, the CSR framework, and the direct participation of Rupali Bank PLC, in CSR. I would assemble the relevant data from the banks' annual reports and look into certain banks' CSR programs from the preceding few years. Finally, I'll conclude by offering a critical evaluation of the CSR programs implemented by Rupali Bank PLC under the supervision of the Bangladesh Bank, followed by a discussion of the main findings and recommendations.

1.5 Limitation of the study:

Though the report was is obvious that every study has some limitations. This study also has no exceptions. While conducting I had to face a number of problems which called limitations of my report. Those constraints that hampered my smooth workings in bank and finally in preparing this report are as follows:

- Time will be a major constraint in accumulating all sorts of information in an organized way.
- Every enterprise has their own secrecy that is not revealed to others, so it cannot disclose much information for the sake of the confidentiality of the organization.
- The employees of Rupali Bank PLC remain so busy with their own work that it is quite tough to provide time for making the concept clear in a particular area.
- The study solely relied on secondary data and excluded the use of any primary data.

CHAPTER 2

ORGANIZATION PROFILE AND CURRENT STATUS CORPORATE SOCIAL RESPONSIBILITY

2.1 Framework of RBL Bank PLC

Rupali Bank Limited is a state-owned commercial bank in Bangladesh. It was established in 1972 as the Rupali Bank, through the merger of three banks: Muslim Commercial Bank, Premier Bank, and Bengal Bank. The bank is headquartered in Dhaka and has a network of branches and offices throughout the country. Rupali Bank provides a range of financial services to its customers, including deposit accounts, loans, foreign exchange services, and credit cards. The bank also offers online banking services, allowing customers to access their accounts and perform transactions from anywhere at any time. In recent years, Rupali Bank has implemented various measures to modernize its operations and improve its services. This includes the introduction of new technologies and the expansion of its branch network to reach more customers across the country.

2.2 Vision of Rupali Bank PLC

Expand our loyal customer base by being known as the financial partner of choice that constantly exceeds customer expectations.

2.3 Mission of Rupali Bank PLC

- Develop a long-term relationship that helps our customers to achieve financial success.
- Offer rewarding career opportunities and cultivate staff commitments.
- Uphold ethical values and meet its customer’s financial needs in the fastest and most appropriate way and continue innovative works in order to achieve human resource with superior qualities, technological infrastructure and service packages.

2.4 Values of Rupali Bank PLC

a) Rupali Bank PLC following the values of guideline in this job.
b) Create the environment is honest and enabling.
c) Rupali Bank limited focus relationships and integrity.
d) Work as a team to serve the best interest of their owners.
e) Base recognition and reward on performance.

f) Responsible, trustworthy and law-abiding in all that they do.

g) Strive for profit & Sound growth.

h) Relentless in pursuit of business innovation and improvement.

i) Value and respect people and make decisions based on merit.

2.5 Services of Rupali Bank PLC

Rupali Bank PLC offers the banking facilities and services to its customers and employee. The Bank with its different network and spreading in the country has a unique feature of Savings account, from deposit and then investing them into loan portfolios. Rupali Bank PLC ranging branch network comprehensively in our country. Bank skilled and personalized services are some like as: 1. Telegraphic Transfer on banking. 2. Demand Draft. 3. Transfer Mail 4. Pay Order. 5. Receipt on Security Deposit. 6. Special arrangement of fund Transfer.

2.6. Organizational Structure of Rupali Bank PLC

Every Organization has organization structure Rupali bank foremost duty top management is to makes all the major decisions. Boards of directors are topmost level of organizational. They have structure plays and important policy role in successful. Day to-day operations of the bank are development.

Managing Director, MD
Deputy Managing Director, DMD
General Manager, GM
Deputy General Manager
Assistance General Manager, AGM
Senior principal officer
principal officer
Senior officer
officer
Junior Officer
Office Assistant

2.7 Corporate Social Responsibility Practice in Rupali Bank PLC

Rupali Bank is working to expand banking facilities among the underprivileged to protect the environment, empower the poor, ensure sustainable development and develop the spirit of liberation war. Rupali Bank provides grants / financial assistance in various fields including financial inclusion, rural infrastructure development, disaster management, sports, literature, culture and arts, social welfare, research and development. CSR activities are helping to consolidate the image of the bank, its competitiveness and the competitive position of the business. Under the policy of the Ministry of Finance and Bangladesh Bank, a total of Tk 1.19 crore grant or financial assistance has been provided to those sectors under CSR in 2022.

2.7.1 Shaping a Sustainable Future

Rupali Bank works to create positive value for society from across a variety of fronts. We support the social and economic development of Bangladesh and its people through an extensive banking network with a presence in almost all the major regions of Bangladesh and through our various digital and remote service channels, providing hundreds of thousands of people with access to financial services. Yet we recognize we can do more, and use our expertise in the financial services industry to promote and support various activities, especially in the spaces of financial inclusion and social and societal development.

2.7.2 Improving our Relationship:

- **Among our customer and client communities:** At Rupali Bank PLC, we strive to improve business relationships with our clients and customers by providing modern banking services, even in remote corners of the country. Through this we are able to promote responsible finance, while also inculcating the habit of savings and investments.
- **Among our regulators:** As a responsible corporate body, the Bank conforms to all the stringent regulations and guidelines issued by the Government of Bangladesh and Bangladesh Bank – in both letter and spirit.
- **Among our co-workers:** Through Rupali Bank Training Academy, the Bank is able to offer cutting-edge training at scale to its employees. The Bank also encourages performance excellence through reward and recognition and its corporate culture is underlined by meritocracy, diversity and inclusion.

Specifically, the bank operates a Death Relief Grant Scheme, applicable to all employees, with payments out of this fund disbursed to the successors of the deceased employees while being in the Bank‟s service. The quantum of payment is determined as per scale and grade. The Bank also operates two alternative Retirement Benefit Schemes for its permanent employees. These include Contributory Provident Fund (CPF) and General Provident Fund (GPF). Further, a Staff

Welfare Fund is also run by the Bank out of employees‟ regular contributions. Further, children 's education allowance is also provided to all employees of the Bank. Further, retired employees receive medical allowance and half of his/her last basic pay as festival bonus disbursed twice a year until his/ her death. The Bank also ensures the best healthcare services made available to all employees through its medical consultant at Head Office.

Rupali Bank PLC has two organizations called “Sahitya and Sanskriti Parishad” and “Krira Parishad”. The Sports Council (Krira Parishad) organizes annual sports events for officers/ employees every year. On the other hand, the bank's Sahitya and The Literature & Cultural Council (Sahitya & Sanskriti Parishad) organizes various events on national and historical days with the slogan „Work should be manifested in the practice of culture‟. It conducts a variety of activities to sustain interest and respect in the country's literature and culture.

2.7.3 Balancing Our Environmental Consideration

Rupali Bank's green banking services help create environmentally-friendly infrastructure across Bangladesh. Further, the Bank, under the slogan “Plant tree, nurse them and save the environment” raises awareness of the environment in all external communication resources, including envelopes, etc. The Bank also promotes green practices amongst its employees, thus promoting the habit of conserving paper, electricity, water, etc. The organization also emphasizes proper house-keeping, thus maintaining cleanliness.

2.8 Financial Inclusion

Rupali Bank opens accounts with initial deposits of as little as Tk. 10 for freedom fighters, people suffering from extreme poverty, insolvent handicaps, donation receivers from Hindu Religious Welfare Trust, allowance receivers under Social Safety Net Program and other such deprived communities. Further, it also opens accounts with Tk. 50 and Tk. 100 only for youth farmers and school students, respectively. These accounts are free of charge. Rupali Bank also opens accounts with Tk. 10 for street children and children engaged in menial jobs with the help of NGOs authorized by Bangladesh Bank. This is the first such instance in Bangladesh and perhaps anywhere in the world, glorifying financial inclusion for those at the absolute base of the economic pyramid. The objective is to also bring the floating, homeless, working children under organized banking and to establish their identity in mainstream society. These accounts are also free of charge.

Further, Rupali Bank also provides small scale credit as fishery loans, shrimp cultivation loans, goat/sheep rearing loans, poultry loans, dairy loans, beef fattening loans, loans for poverty alleviation, loans for the disabled, loans for plantation (nursery), loans for salt production, loan against crop storage in silos, micro-credit in agro-based activities, loans for pulse oilseed species and condiments-maize production, etc., for socio-economic development of the country under the policy pursued by the Government. Pursuing the refinance scheme of Bangladesh Banks concessional 5% rate of interest, we have disbursed Loans in implementing "Milk, Mango, Ginger, Butter, Tomato production. Artificial Insemination Scheme" in 2022. Further, Bank-NGO linkage credit facility is also provided to different NGOs operating around the country.

2.9 Social Services and Awareness

Rupali Bank is engaged in contributing a portion of salaries paid by the Government to teachers and employees of registered non-government educational institutions, scholarships and stipends to girl students at primary levels, pensions to retired government, civil and military personnel, and receipt of Hajj money and utility bills such as PDB, DESA, DESCO, REB, WASA, gas, telephone, etc. The Bank also receives municipal and land development tax and purchases and sells prize bonds. Further, RBL also facilitates banking services exclusively to women through its six Ladies Branches in five districts. Pursuant to the policy adopted by the Government, the bank is using some slogans on purchasing books, discouraging dowry, engaging in population control and popularizing green banking on all its official envelopes.

2.10. CSR Policy of Rupali Bank PLC

Rupali Bank's CSR initiatives are conducted via a well-structured CSR policy, as approved by the Board of Directors from its 1046th assembly on 14th February, 2019. The allocated fund of CSR will be expensed under the following conditions:

1. 5% of net profit after tax fund of the bank can be expensed as CSR.
2. More than 15% of the total CSR budget cannot be expensed in one sector. But up to 20% can be expensed in the health sector.

3. The money which will not be expensed in education, health, nutrition, culture, self-employment and improvement of life standard of the society would not be treated as CSR.
4. Promotional activities of the products of an organization cannot be treated as CSR.
5. CSR funds cannot be permitted to the project or business or organization which will harm the environment.
6. The family members of the directors of the organization or any person/ concerns associated with him/her will not be allowed any CSR fund.
7. The fund will be distributed through the bank account of the beneficiaries.
8. Gender equality, financial inclusion, green banking, human banking, development sector, etc will be preferable in distributing the fund.
9. Financially insolvent Freedom fighters and their family members will get privilege having the CSR fund

To execute the Bank's CSR policy, an 8-member team has been formed under the Sustainable Finance Unit (SFU) at the Industrial Credit Division of the Bank. The members comprise of representatives of different divisions.

2.11. CSR allocation and utilization budget- (2023, 2022, 2021 and 2020)

(Amount in Cr)

Particulars	**2023**	**2022**	**2021**	**2020**
Allocation of Budget	2.16	2.00	2.00	2.22
Utilization of Budget	1.0042	.98	1.45	131.85

Source: Rupali Bank annual report: (2017-2023).

Approach, Productivity, multiple effects of financial assistance will come into special irrespective of cast, creed and color. Priority lies on institutions rather than individuals for better outcomes.

Rupali Bank's Initiatives In 2023, 2022, 2021 & 2020 are as below:

(Amount in Lac.)

SL	Category	2023		2022		2021		2020	
		Budget	Utilization	Budget	Utilization	Budget	Utilization	Budget	Utilization
1	Education	60.00	11.15	30.00	15.35	30.00	30.00	33.37	33.52
2	Health	120.00	55.77	40.00	22.85	40.00	39.90	44.49	37.35
3	Financial Inclusion	-	-	2.00	0.00	2.00	0.00	2.22	3.00
4	Rural Infrastructure Development	-	-	12.00	0.00	12.00	2.00	13.35	-
5	Disaster Management	-	-	30.00	26.36	30.00	24.96	33.37	14.48
6	Sports	-	-	2.00	0.00	2.00	1.00	2.22	1.50
7	Literature, Culture & Arts	-	-	2.00	1.00	2.00	1.75	2.22	1.00
8	Social Welfare	-	-	30.00	3.00	30.00	26.08	33.37	20.30
9	Research & Development	-	-	2.00	0.50	2.00	0.00	2.22	1.00
10	Environment Protection	20.00	20.00	20.00	0.00	20.00	0.00	22.25	-
11	Sustainability Enhancement	-	-	20.00	11.30	20.00	17.95	22.25	17.70
12	The benefits of under Privileged group of the Society	-	-	10.00	6.00	10.00	1.30	11.12	2.00
13	Covid-19 affected people	16.00	13.50	-	-	-	-	-	-
	Total	**216.00**	**100.42**	**200.0**	**97.36**	**200.0**	**144.94**	**222.45**	**131.85**

Source: Rupali Bank annual report: (2020-2023)

NB: As the bank faced losses in 2017, no expenditure was made in the CSR sector in 2018 as per the directives regarding the prerequisites under CSR by the state-owned commercial banks of the Finance Department of the Ministry of Finance. For this, we are trying to present the report of these four years from 2020 to 2023, excluding the year 2020.

2.12. CSR Activities in 2023, 2022, 2021 and 2020:

In 2023

Rupali Bank provides financial support to empower poor people, as well as for extending banking facilities among the underprivileged. Our social initiatives also encompass areas like education, sports, culture, health, relief and rehabilitation operations, protection of the environment, protection of heritage, etc. In the year 2023, the budget was distributed among four categories named education, health, environment and Covid-19 affected people. A total amount of Tk. 216 lac was Budgeted in CSR in 2023. Among the budget Tk. 11.15 lac was distributed among the poor students in different areas of the country, Tk. 55.77 lac was distributed among the poor people in different areas of the country, Tk. 20.00 lac was distributed among the poor people who are affected by climate change and Tk. 13.50 lac was distributed among the impaired people who were affected by covid-19. Such comprehensive social engagement has supported the enhancement of our brand image and contributed to our acceptance in the societies and communities in which we operate.

In 2022

Rupali Bank provides financial support to empower poor people, as well as for extending banking facilities among the underprivileged. Our social initiatives also encompass areas like education, sports, culture, health, relief and rehabilitation operations, protection of the environment, protection of heritage, etc. A total of Tk. 97.36 lac was invested in CSR in 2022. Around Tk. 25.41 lac was disbursed to distribute winter clothes among the poor in different areas of the country. Further, Tk. 10.80 lac was invested in establishing a well-equipped day care center in Motijheel, Dhaka, for the children of working women and Tk. 33.85 lac was invested in the health sector for prevention of Covid-19. Such comprehensive social engagement has supported the enhancement of our brand image and contributed to our acceptance in the societies and communities in which we operate

In 2021

Rupali Bank provides financial support to empower poor people, as well as for extending banking facilities among the underprivileged. Our social initiatives also encompass areas like education, sports, culture, health, relief and rehabilitation operations, protection of the environment, protection of heritage, etc. A total of Tk. 1.45 cr. was invested in CSR in 2021. Around Tk. 24.00 lac was disbursed to distribute winter clothes among the poor in different areas of the country. Further, Tk. 10.80 lac was invested in establishing a well-equipped day care center in Motijheel, Dhaka, for the children of working women. Such comprehensive social engagement has supported the enhancement of our brand image and contributed to our acceptance in the societies and communities in which we operate.

In 2020

Rupali Bank provides financial support to empower poor people as well as extending banking facilities among the under-privileged people. Such a facility also covers the areas like education, sports, culture, health, relief operation among the victims, protection of environment, protection of heritage and flourishing of liberation war spirit. The CSR activities of the Bank have consolidated its position in the competitive banking activities in financial inclusion and also brightened the image of the Bank. A total of Tk 1.31 crore was spent in CSR in 2020. Tk 4.48 lac was disbursed to distribute winter clothes among the victims in different areas of the country, Tk 10.80 lac for establishing a „day care center‟ for children of working women at Motijheel of Dhaka, Tk 10.00 lac for helping the flood and river erosion victims.

CHAPTER 3

LITERATURE REVIEW

Everything changes from time to time. Nothing remains the same for all the time. As the new generation comes genes get multiplied and there are more innovative ideas which lead to changes in the present running things. So as is the case of CSR. There are rapid changes in the need and ideas of CSR. That leads to the importance of having more research on things. Over the passage of time, the concept of CSR has changed. Researchers, scholars shall be updated from time to time about the rapid changes.

There is a long history in Bangladesh of generous deeds from ancient times. These charitable events incorporated aid to diverse poor people; charitable societies and religious organizations (Alimullah, 2020). Till now, most of the companies in Bangladesh are private and first-generation corporations. They are associated with the community improvement effort in the form of donations without taking any certain policy concerning the expenditures or any concrete purpose about fiscal gains in many occasions, Besides, most of the SMES fall under the informal segment having low administrative arrangement and funds to address the societal and environmental matters.

CSR can be understood in terms of corporate responsibility, but with greater stress upon the obligations a company has to the community, particularly with respect to charitable activities and environmental stewardship.

"Social responsibility (is the) responsibility of an organization for the impacts of its decisions and activities on society and the environment through transparent and ethical behavior that is consistent with sustainable development and the welfare of society; takes into account the expectations of stakeholders; is in compliance with applicable law and consistent with international norms of behavior; and is integrated throughout the organization." (Working definition, ISO 26000 Working Group on Social Responsibility, Sydney, February 2017).

A key point to note is that CSR is an evolving concept that currently does not have a universally accepted definition. Generally, CSR is understood to be the way firms integrate social, environmental and economic concerns into their values, culture, decision making, strategy and operations in a transparent and accountable manner and thereby establish better practices within the firm, create wealth and improve society.

The concept and business awareness of CSR has evolved considerably since it first emerged in the 1950s (de Bakker et al., 2019). Over this time, the concept has developed from relatively uncoordinated and voluntary practices into more explicit commitments in response to stakeholder pressures and eventually into ongoing future commitments. With these changing perspectives of CSR, a significant body of literature has been produced but the problems of definition remain (Clarkson, 2020).

Due to the difficulties in defining CSR, alternative conceptualizations have been developed. representing various aspects of the same concept of corporate "doing good".

CSR is a stakeholder-oriented concept that extends beyond the boundaries of the organization, driven from an ethical understanding of the responsibility of the organization for the impact of its business activities, seeking in return the willingness of society to accept the legitimacy of the business.

Azim et al. (2017) revealed corporate social responsibility is not simply a moral dilemma that economic organizations face in an atmosphere of immoral corporate exercise. These organizations are as well concerned with the assurance of sustainable progress. A soundworking finance segment in any state can donate directly to a healthy economy. Besides mentioning, the CSR recording of the monetary sector in Bangladesh is growing and society is worried about the issue and considerably preserved in the annual report.

Khan et al. (2021) specified in their report that maximum banks in Bangladesh are not conscious of CSR recording and there is no such study has been taken to give strict result on the matter. They besides presented that the practices of CSR reporting are growing gradually in other zones like Asia, Europe, Latin America and North America.

Alam et al. (2022) revealed that CSR is still a progressing idea that assists business executives to make and put on self-resoluted strategies to greatest encounter the requirements and needs of its stakeholders. Now, it has observed that the peculiar nature of carrying out CSR creates their cross-border managing tough. Attaining constant CSR performances through global operations includes not only the transference of the CSR exercise, but as well the transference of its essential value and significance.

World Bank (2019) pronounced CSR as the businesses' responsibilities to deliver renewable financial growth through teamwork with personnel, their families, the local public and the humanity in a way that improves their livelihood and accordingly leads to favorable trade and expansion.

CHAPTER 4
METHODOLOGY

4.1 Methodology of the report:

Area of the study: Rupali Bank PLC will be selected as the area of the study

4.1.1. Sources of Data

- Annual budget of Rupali Bank PLC
- Annual report of the Rupali Bank PLC and Bangladesh bank.
- Various documents, files & balance sheet of the Rupali Bank PLC.

4.2 Data processing & analysis:

Collected information has been processed & compiled through Google Docs, Google sheet & others related computer software. However, to show the service quality more easily I have used different graphs like pie or bar diagrams so that the result will be easily understandable at a glance. After collecting the essential data, it needs to process this data. The data covers the information of Rupali Bank PLC over the four years period 2020-2023. All collecting data is processed through proper editing, classification, and tabulation. Then Data is analyzed and presented by graphical presentation techniques, and different types of charts. Major or critical findings have been analyzed and then based on everything; recommendations and conclusions are given.

CHAPTER 5

ANALYSIS AND INTERPRETATION

5.1 Overview of the CSR activities in Bangladesh:

There is in Bangladesh a long history of charitable activities from time immemorial. These charitable activities included donations to different charitable organizations, poor people and religious institutions. The CSR World Wide portal concludes that, in Bangladesh Civil society, business people and politicians view CSR in terms of charity, particularly in the schools and the healthcare sector. This focus is also rooted in the country's Islamic tradition of calling upon those with more resources to help the disadvantaged and helpless people. Accordingly, companies are expected, most of all, to engage in charitable works, for example by providing donations or in-company training programs. Till now, most of the businesses in Bangladesh are family self-reliant and first-generation businesses. They are involved in community development work in the form of charity without having any definite policy regarding the expenses or any concrete motive regarding financial gains in many instances. Moreover, most of the SMEs fall under the informal sector having low management structure and resources to address the social and environmental issues. The discussions on CSR practices in Bangladesh in its modern global terms, is relatively new. In general, it is true that in Bangladesh, the status of labor rights practices, environmental management and accuracy in corporate governance is not satisfactory, largely due to poor enforcement of existing laws and inadequate pressure from civil society and interest groups like Consumer Forums.

Globally, as CSR practices are gradually being integrated into international business practices and hence is becoming one of the determining factors for market accesses, it is becoming equally instrumental for local acceptability. A focus on CSR 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 industrialization and ensuring global market access By now, many CSR dimensions are practiced in Bangladesh. Though CSR is a relatively new concept in Bangladeshi corporate culture, awareness of corporate social reporting has rapidly increased. All organizations need to consider their CSR for two basic reasons. Firstly, there is intensifying pressure from stakeholders to do so. Any organization that does not develop and promote its CSR policy to all stakeholders will face increasing threats to its reputation. Secondly, because it makes sound business sense, CSR enhances the reputation of an organization, brings in new business and improves stakeholder return. The government of Bangladesh has not imposed or proposed requirements for disclosure of social and environmental performance. The Bangladesh Companies Act 1994 sets the general framework for corporate financial reporting. However, no provisions regarding CSR exist in the Companies Act 1994. Until recently, there has not been a separate Bangladesh Accounting Standard (BAS) regarding social and environmental reporting. In Bangladesh, CSR is still voluntary with the exception of disclosure of expenditures on energy usage required under the Companies Act of 1994 and the Securities and Exchange Rules of 1987, which require the total amount spent on energy to be shown as a separate expenditure in the notes to the financial statements. Since corporate social reporting disclosure is voluntary in Bangladesh.

5.2. CSR activities done by Rupali Bank PLC:

1. Contribution to support Students & Education:

YEAR	**TAKA (Amount in Lac.)**
2023	60
2022	30
2021	30
2020	33.37

(Source: Annual report 2020-2023)

Above the table, Rupali Bank PLC contributes to support for the students and education (2023) in 60 Lac. taka, (2022) in 30 Lac. taka, (2021) in 20 Lac. taka, and (2020) in 33.37 lac.

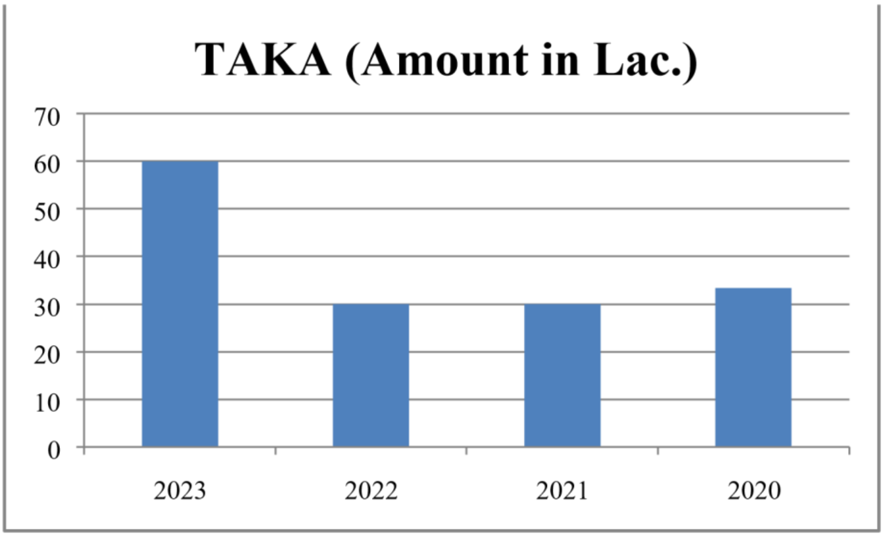


Figure: Contribution to support for Students & Education.

Interpretation: We can observe that firstly it decreases from 2019 to 2020 & 2021 year because of some reason. When they saw that due to the Covid-19, the students were facing financial problems and were distracted from their studies. Then 2022 year they increased their funds to contribute for students and education.

2. Contribution to the Health Sector.

YEAR	**TAKA (Amount in Lac.)**
2023	**120**
2022	**40**
2021	**40**
2020	**45**

(Source: Annual report 2020-2023)

Above the table, Contribution to the health sector 2019 in 45 Lac. taka, 2020 in 40 lac. taka, 2022 in 40 lac. taka, and 2023 in 120 lac. Taka.

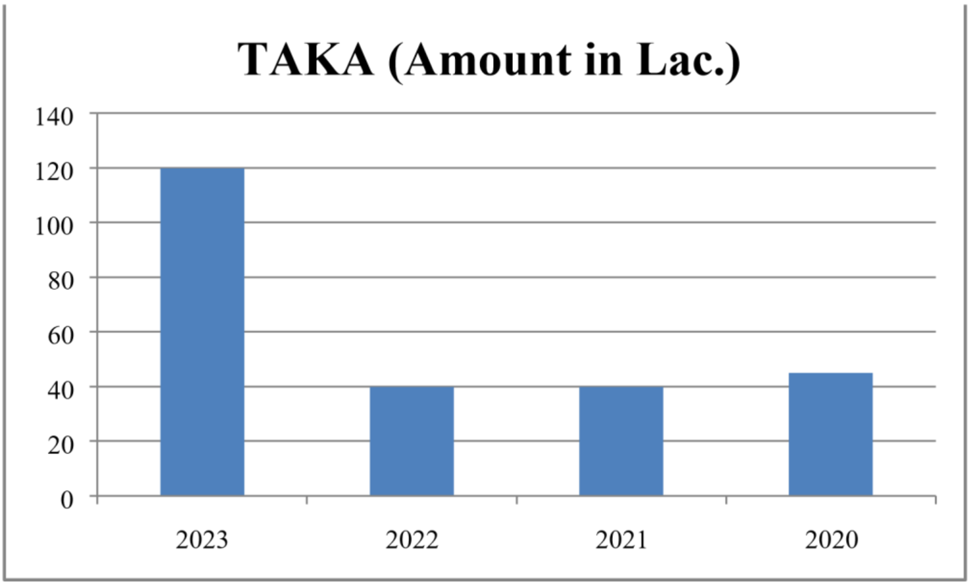


Figure: Contribution to the Health Sector.

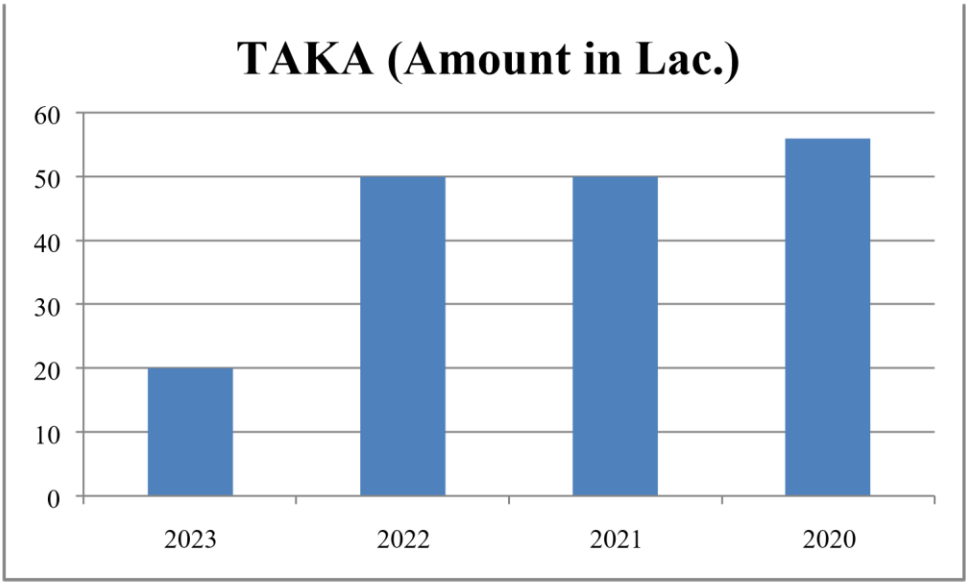
Interpretation: We can observe (2020) they contribute less amount; the next two year (2021 & 2022) also decrease their fund. After that 2023 they contribute the highest amount due to Covid-19 pandemic situations because at this time more financial support was needed in the medical sector.

3. Contribution to Social Welfare & Environmental Protection.

YEAR	TAKA (Amount in Lac.)
2023	20
2022	50
2021	50
2020	56

(Source: Annual report 2020-2023)

Above the table, Contribution to Social welfare & Environmental Protection 2020 in 20 lacs. Taka, 2021 in 50 lac. Taka, 2022 in 50 lac. Taka, and 2023 in 56 lac. taka.



(Source: Annual report 2020-2023)

Figure: Contribution to Social Welfare & Environmental Protection.

Interpretation: We observe that they contribute fewer amounts. Firstly, that time was not much hazzard in Bangladesh but people have suffered a lot financially during this COVID-19 situation. Then 2023 they will increase their funds to social welfare and environmental protection.

4. Contribution to the others Sector:

YEAR	TAKA (Amount in Lac.)
2023	16
2022	80
2021	80
2020	90

Above the table, contribution to other sectors 2020 in 90 lac. taka, 2021 & 2022 in 80 lac. Taka, and 2023 in 16 lac taka.

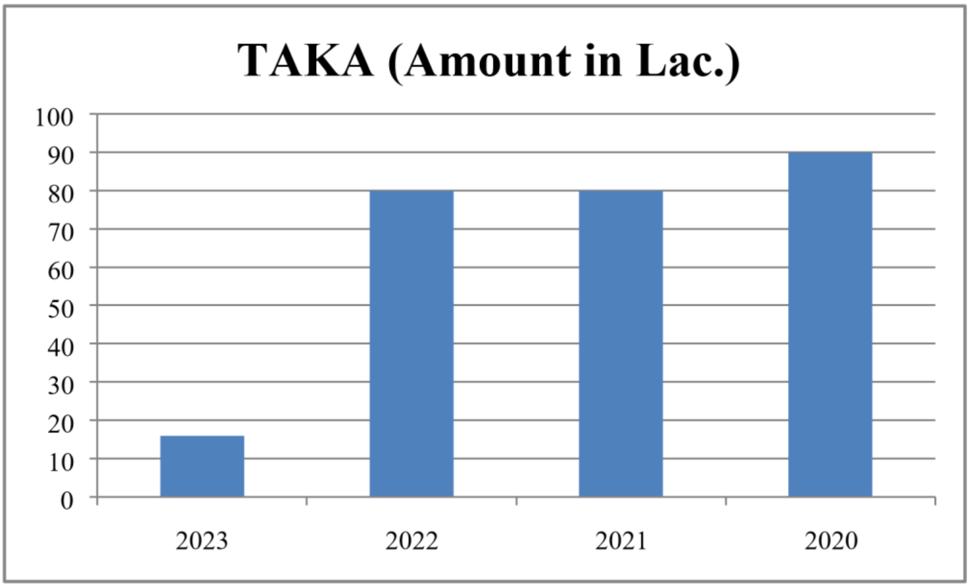


Figure: Contribution to other sectors.

Interpretation: Other sectors like Disaster Management, Rural infrastructure Development, Research & Development, Sustainable Enhancement, sports and literature, Culture & Arts. In this sector they contribute a large amount in 2020, 2021 & 2022 but in 2023 they can not contribute a similar amount to the previous year because in COVID-19 situation they only focus on the medical sector.

5.3. Critical Observation:

Every day, several banks try to follow various rules and laws. I had the opportunity to critically evaluate the work environment and employee personalities while an intern at Rupali Bank PLC. Though my experience shared here is based upon the HSTU Branch, the information and behavior I got and observed here are almost similar to the other branches of Rupali Bank PLC. For example, in this branch, lobbyism is often done in the case of recruiting senior employees as well as fresher's. Salary is paid according to the level of position not the level of performance.

High levels of employees often get paid earlier due to their position whereas juniors do not even expect a leave for a single day. Each and every employee has to contribute in other departments‟ works due to completing it earlier. These are only visible to the person who works internally no matter the person is a trainee officer or a guard here.

Working on the bank and also searching more and more on CSR activities gave me many ideas about that. So, it is better to show them through a SWOT analysis chart where all the observations will come out. Appraising a company's resource strengths and weaknesses and its external opportunities and threats, commonly known as SWOT analysis, provides a good overview of a company's overall situation. SWOT analysis is a simple but powerful tool for sizing a company's resource capabilities and deficiencies. It is a technique used by the officers to evaluate proposals submitted by the company

5.3.1. Strengths:

It analyzes the inherent nature of the CSR activities in Rupali Bank PLC, resilience, brand loyalty, endowment etc.

- Enhance reputation and brand image.
- RBL financial performance will improve. It has vast years of experience.
- RBL provides excellent and consistent quality service to its customers.
- Contribution towards society.
- Sustainable development.
- Increased customer loyalty and sales.

5.3.2 Weakness:

This analyzes the inherent weakness of CSR activities in Rupali Bank PLC, such as:

- Well organized RBL are not available in rural and remote areas.
- Lack of divisibility factor between RBL and the general public.
- There is a lack of communication between the bank and the general public.
- Absence of structured marketing and credit policy Lack of coordination among branches and Head Office.

5.3.3 Opportunities:

This analyzes the opportunities which are available to CSR activities in Rupali Bank PLC in the near future. Such as:

- Being able to understand the real facts of the environment which helps business as well as the society.
- Increased corporate reputation and goodwill.
- Better impact of brand image of the business house on the minds of customers.
- CSR practice makes good business sense to give back to society.
- CSR practice is synonymous to ensuring sustainable development in countries like Bangladesh.
- CSR has a positive effect on increasing profits.

5.3.4 Threats:

It analyzes the threats which the CSR activities in Rupali Bank PLC may face. Such as:

- Lack of public awareness regarding CSR.
- Lack of community participation in CSR activities.
- Lack of transparency is one the key challenges brought forth by the survey.
- Non- availability of clear CSR guidelines and agenda.
- There is no legislative framework.

CHAPTER 6

FINDINGS, RECOMMENDATION & CONCLUSION

6.1 Findings:

While doing my internship program in Rupali Bank PLC I got some experience which is uncommon for me. I experienced some aspects of the bank during the period of internship in Rupali Bank PLC, HSTU Corporate Branch, Dinajpur. These can be enumerated in the following section:

- RBL donates higher educational scholarships to poor students as a part of CSR.
- As a part of CSR, RBL runs several numbers of free health camps for the unprivileged people.
- The branch offers Education Scheme Loan for several students which is a part of CSR.
- RBL cannot digitalized their banking system fully till date.
- RBL provides a 3% bonus on remittance to encourage the immigrant people to send money.
- Working on the bank and also searching more and more on CSR activities gave me many ideas about that.
- RBL does not contribute to public transport.
- RBL contribute mainly in education, health, environmental protection, social welfare and disaster Management

6.2 Recommendation:

Rupali Bank PLC continuous strong performance fulfills the primary role in helping sustain the stability and sustainability of the financial system of the country. Rupali bank always tries to care for the community of its large number of populations. Keeping this end in view Rupali Bank always committed to operate in an economically, socially, and environmentally sustainable manner. Despite all the facts few recommendations are given below:

- Contribution to SME helps in the growth of the local economy as well as the economy of the country. RBL can also contribute to the economy of the country by increasing the contribution of a SME.
- Besides temporary health camps, RBL can also set up some permanent health care centers in the remote areas of our country as a part of CSR.

- RBL should make it an easy and short process for the immigrants to send their remittances via RBL.
- The bank should broaden its business more and more in the local area.
- I have to search a lot to find out the CSR activities, so it would be great if RBL being self-motivated published and made this report publicly available. So everyone gets to know the good CSR activities of RBL which create a great impression among the public about Rupali Bank PLC.
- The bank should continue its business to serve in the locality to ensure facilities of microcredit service.
- The bank can enhance its development program in rural areas in the field of education, health center, and progress in malnutrition etc.
- Their contribution to education, healthcare, and disaster management should be more sustainable.

6.3 Conclusion:

In recent times, corporate social responsibility has emerged as an important concept in discourses on development. By incorporating CSR as a strategic investment into their fundamental business strategy, management instruments and operation, companies will be able to contribute to social and environmental issues affecting the development of mankind. CSR is not a cost; it is an investment. Therefore, by incorporating CSR, businesses will be able to contribute to society and at the same time minimize risk due to uncertainty. In the context of Bangladesh, CSR can contribute immensely for the development of the community. Though Rupali Bank PLC has taken initiatives to perform CSR activities in accordance with Bangladesh Bank Guidelines in most of the cases, the bank should properly follow the Bangladesh Bank Guidelines. As there are challenges to implement CSR properly in our country because of limited resources, RBL should prioritize those CSRs which will contribute to poverty reduction and will supplement the government's effort towards achieving the millennium development goals. By exhibiting suitable CSR programs. adopting proper green baking policy, employing CSR employees, RBL can be able to achieve a long-term goal of sustainable development.

References

Alam, S. M. S., Hoque, S. M. S., & Hosen, M. Z. (2022). Corporate social responsibility of multinational corporations in Bangladesh: A case study on Grameenphone. *Journal of Patuakhali Science and Technology University*. *2(*01), 51-61.

Alimullah, M. M. (2020). Dynamics of Corporate Social Responsibility-Bangladesh Context. *Journal of AIUB Bangladesh*, *August*, *3(*1), 13-32.and staff scholarship. Available at: https://researchrepository.wvu.edu/faculty_publications/760

Azim, M., Ahmed, E., & D'Netto, B. (2011). Corporate social disclosure in Bangladesh: A study of the financial sector. *International Review of Business Research Papers*, *7*(2).

Clarkson, M. B. 1995. A Stakeholder Framework for Analyzing and Evaluating Corporate Social Performance. *Academy of Management Review. 20* (1): 92 117.

De Bakker, F. (2005). A Bibliometric Analysis of 30 Years of Research and Theory on Corporate Social Responsibility and Corporate Social Performance. *Business & Society*, *44*(3), 283-317.

G. Khoury, J. Rostami, and J.P. Turnbull (1999). Putting Corporate Social Responsibility into Practice. Conference Board of Canada, Ottawa.

Gond, J. P., Swaen, V., De Roeck, K., and Igalens, J. El Akremi, A. (2018). What do workers think about corporate responsibility? A multidimensional measure of corporate stakeholder responsibility has been created and validated. *Management Journal*, 44(2), 619-657.

Hoque, S. M. S., Hosen, M. Z., and S. M. S. Alam (2010). A case study on Grameenphone illustrates the corporate social responsibility of multinational companies in Bangladesh. *Journal of Patuakhali Science and Technology University*, 2(01), 51-61.

Hsu, K.T. (2012). Evidence from the Taiwanese life insurance sector shows how corporate social responsibility advertising impacts brand equity and business reputation. *Journal of Business Ethics*. 109(2):189-201.

Khan, Ahmed, K., Kayeser Fatima, J., Azizul Islam, H. U. Z. (2011). Evidence from Bangladesh supporting GRI compliance in major commercial banks' corporate sustainability reporting. *Journal of social responsibility*, 7(3), 347-362.

Khan, H. U. Z., Azizul Islam, M., Kayeser Fatima, J., & Ahmed, K. (2011), Corporate sustainability reporting of major commercial banks in line with GRI: *Bangladesh evidence. Social responsibility journal*, *7*(3), 347-362.

Lohmann, R.A. (2015), "Voluntary action in new commons. West Virginia university faculty

M. Azim, E. Ahmed, & B. D'Netto (2011). A banking sector study of corporate social disclosure in Bangladesh.

M.M. Alimullah (2006). Bangladeshi context for the dynamics of corporate social responsibility. *Journal of AIUB Bangladesh*, 3(1), 13–32 (August).

Mahbuba, S., and N. Farzana (2013). Profitability and Corporate Social Responsibility: A Case Study on Dutch Bangla Bank Ltd. *International Journal of Business and Social Research*, 3(4), 139–145.

Maqbool, S., and M. N. Zameer (2018). Analysis of Indian banks' financial performance and corporate social responsibility. *Future Business Journal*, *4*(1), 84-93.

Porter, M. E., & Kramer, M. R. (2006). The link between competitive advantage and corporate social responsibility. *Harvard business review*, *84*(12), 78-92.

Powell, W.W. (2021), "What is the non-profit sector?", In Powell, W.W. and Bromley.

P. Quazi, A., Rahman, Z., & Keating, B. (2007). A developing country perspective of corporate social responsibility: a test case of Bangladesh.

Rupali Bank PLC (2023). Annual Report 2021-2022. Dhaka: Bangladesh. https://rupalibank.com.bd/admin_web/news/unauditedfinancialstatementason31march,2023-44697.pdf

Rupali Bank PLC (2022). Annual Report 2021-2022. Dhaka: Bangladesh. https://rupalibank.com.bd/admin_web/news/RupaliBankAR2022_PrintWorkFile_Remake_forweb.pdf

Rupali Bank PLC (2021). Annual Report 2021-2022. Dhaka: Bangladesh. https://rupalibank.com.bd/admin_web/news/RupaliBankAR2022_PrintWorkFile_Remake_forweb.pdf

Rupali Bank PLC (2020). Annual Report 2021-2022. Dhaka: Bangladesh. https://www.rupalibank.com.bd/admin_web/news/FinancialStatementQ281571.pdf

Van Hierden, Y. T., Dietrich, T., & Rundle-Thiele, S. (2020). A citizen-centred approach to CSR in banking. *International Journal of Bank Marketing*.

World Bank (2002). „Corporate social responsibility and sustainable competitiveness". Available at http://www.worldbank.org/wbi/copgov/csr/index.htm

World Bank (2002). Corporate social responsibility and sustainable competitiveness'. Available at http://www.worldbank.org/wbi/copgov/csr/index.htm