

Corporate Social Responsibility (CSR) Practice of Cellular Phone Companies in Bangladesh

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Abstract: *Cellular phone companies have occupied a significant position in the economy of Bangladesh. It has become one of the most profitable sectors as well as a big contributor to the government exchequer of this country. A great deal of economic resources is being utilized in this particular industry. Being an integral part of the society the companies operating within this industry are supposed to contribute towards social welfare through performing corporate social responsibility (CSR). In this backdrop, this study attempts to provide an overview of the CSR practices of the cellular phone companies of Bangladesh with special reference to the nature and impact of those practices. Based on the information provided in the annual reports and websites of respective companies the study has reached a conclusion that all the cellular companies except Airtel are engaged in CSR practices of some sort or other such as education, empowerment & poverty alleviation, environment, health care and others. However, there is still room for expanding CSR related activities to gain the potential benefits.*

Key Words: CSR, cellular phone, market share, social impact

Introduction

There is neither universally accepted definition nor established guidelines or mandatory rules for CSR activities of a firm. Definition and activities of CSR have been defined and categorized from various points of view.

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The World Business Council for Sustainable Development (WBCSD) defines corporate responsibility as the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce, their families and the local community and society at large (WBCSD stakeholder dialogue on CSR, Nederland, September 6-8, 1998). CSR is an umbrella term that refers to a variety of initiatives ranging from voluntary codes of conduct to programs whereby companies can undergo external audits to verify the adequacy of their practices in a variety of areas of social concern (**Thomas McInerney**, 2007).

Corporate responsibility is achieved when a business adapts all of its practices to ensure that it operates in ways that meet, or exceed the ethical, legal, commercial and public expectations that society has of business (**Hoque**, 2008). Being socially responsible means not only fulfilling legal expectations, but also going beyond compliance and investing “more” into human capital, the environment and the relations with stakeholders. (European Commission green paper 2001, 8)

With the emergence of a market structure dominated by big businesses over time the concept of corporate social responsibility (CSR) has become increasingly important in Bangladesh as well as other developing countries in the world. Modern business paradigm suggests that corporations must have some non-mandatory responsibilities including activities intended for the betterment of society within which they operate along with the mandatory responsibility of obeying the rules and regulations of business. Not only social upliftment & environmental protection are achieved but also the organization itself is benefited by CSR activities such as increasing financial performance, brand image, sales and customer loyalty, new business network, corporate reputation and finally leading to more sustainable profitability. In these backdrops, this paper attempts to give an overview of the CSR activities exercised by the cellular phone companies in Bangladesh. It is important to point out here that the cellular phone sector is one of the highly profitable sectors in this country. Considering the density of population and more or less continued economic growth, Bangladesh can be thought of as a place of ample opportunity for the mobile phone operators. A recent market survey conducted by a Swedish research institute reveals that Bangladesh is the biggest potential telecom market in Asia after China and India (**Hasan**, 2008). So, the cellular phone may be considered to be one of the robust and fastest growing industries of this economy.

Given these circumstances, it is highly expected that the cellular phone companies will sincerely contribute towards the welfare of the society through CSR.

Objectives of the Study

The main objective of the study is to evaluate the CSR activities of the cellular phone companies in Bangladesh. More specifically the objectives are:

- To identify the areas in which the companies are running the CSR operations;
- To conduct a comparative study with regard to market share and share in CSR activities;
- To identify the probable impact of those activities.

Literature Review

Although there are a number of literatures on a general topic of CSR practice in Bangladesh, very few studies have been found to have given specific focus on the cellular phone companies.

Eusuf and **Toufique** (2007) observed that the cellular phone companies have so far been engaged in different CSR activities ranging from sponsoring games and sports to giving charity to tsunami affected children of Maldives and Sri Lanka. They however comment that in many cases the companies could not go beyond profit making motive. They also presented a case study on the CSR aspect of Aktel (presently Robi). **Nimalathasan** (2009) gave a detail account of CSR programs undertaken by Grameen Phone (GP). His analysis suggested that GP tries to contribute towards the economic and social progress of this country through CSR programs by focusing mainly on three areas-health, education and empowerment. **Mohamed** and **Sawandi** (2003) examine the case of Malaysia and conclude that all of the three companies (Maxis telecom, Celcom telecom and DiGi telecom) under study have initiated extensive CSR programs. They also conclude that the companies have constructive motives behind those programs. This study is different from other related studies, in that, it tries to present a consolidated picture of CSR currently practiced by all of the cellular phone companies operating in Bangladesh.

Methodology of the Study

Data and Information

The study has been conducted based on information collected from secondary sources. Main data have been taken from companies' annual

reports from 2008 to 2010. In the cases where annual report is not publicly available (Citycell, Airtel and Teletalk), their websites have been used.

Analytical Framework

Analysis mainly consists of narrative description. To facilitate clarification the description has been supported by tabular presentation. No econometric or rigorous statistical analysis has been employed for keeping the content reachable by general readers.

In the study total CSR activities of cellular phone operator companies in Bangladesh have been divided and discussed into five sectors such as education, empowerment & poverty alleviation, environment, health care and others. The activities has been further classified into three categories as like Zeghal and Ahmed,1990; William and Pei,1999; and Belal, 2001 namely:

1. Descriptive (narrative information only);
2. Numerical (quantitative other than financial information);
3. Financial (monetary figure)

Findings and Analysis

Overall Scenario of Cellular Phone Companies in Bangladesh

There are six cellular phone operator companies in Bangladesh, namely, Grameen Phone, Banglalink, Robi, Teletalk, Citycell and Airtel. Among them Teletalk is government owned and the other five are private companies. In terms of number of subscribers, Grameen phone (GP) takes the lead with 44% market share followed by Banglalink (26%), Robi (18%), Airtel (6%) Citycell(4%) and Teletalk (2%). Citycell is the first company to launch Cellular Phone business in the country. It started its journey in 1993 and was subsequently trailed by Grameen Phone, Robi (the then Aktel), Banglalink (the then Sheba Telecom), Teletalk and Airtel (the then Warid). It should, however, be mentioned here that Citycell had been enjoying monopoly since its inception until the entrance of Grameen Phone in 1997. Its market position began to be weaker with the entrance of the competent companies. One important trend witnessed by the Cellular Phone industry is changing ownership, brand name as well as logo. For example, Bharti Airtel Limited, a leading integrated telecom services provider in Asia, took over 70% stocks of Warid Telecom in January 2010. And after that the brand name Warid was changed to Airtel. The logo of citycell was changed in 2007. The new one, however, is very

reminiscent of the old one. Robi was formerly known as Aktel until March 2010. In September, 2004, Orascom Telecom Holdings purchased 100% of the shares of Sheba Telecom (Pvt.) Limited (“Sheba”). Afterward it was re-branded and launched its services under the “Banglalink” brand on February 10, 2005. Grameen Phone introduced its present logo in November 2006. The following table (table 1) will give an overall cellular phone industry picture:

Table 1: Overview of Cellular Phone Companies in Bangladesh

Name of the company	Date of Launching	Ownership	Number of subscribers (as of March 31, 2011)	Market share
Grameen	March, 1997	56% Telenor, Norway, 34% Grameen Telecom and 10% General retail and institutional investors	33.824 million	44%
Banglalink	September, 1998	100% Orascom Telecom, Egypt	20.202 million	26%
Robi	November, 1997	70% Axiata Group Berhad, Malaysia, 30% NTT Docomo Inc., Japan	14.488 million	18%
Airtel	March, 2007	70% Bharati Airtel Ltd., India, 30% UAE based Abu Dhabi Group	5.045 million	6%
Citycell	August, 1993	45% Singtel, Singapore, 55% Pacific Group and Far East Telecom	1.730 million	4%
Teletalk	December, 2004	100% Bangladesh Government	1.141 million	2%

Source: Prepared on the basis of data presented in the BTRC website (www.btrc.gov.bd/) and respective companies' annual reports.

CSR Activities of Cellular Phone Companies in Bangladesh

The areas in which the companies undertake their CSR programs have been divided into five sectors, namely, education, empowerment & poverty alleviation, environment, health care and others. After critically examining company’s annual reports and websites, total 70 activities have been found under CSR heading. A category wise summary of these activities is presented below.

- **Education:** Under this category the researchers have taken into account those programs which are directly or indirectly related to education according to the declaration of the companies. As shown in Table 2, total 8 programs accomplished by the companies have been found to be related to education sector (see appendix for the list of the programs). Out of these programs, 5 are carried out by GP and the rest 3 by Robi. Of the total disclosures 3 (37.5 percent) are descriptive (narrative information only), 5 (62.5 percent) are numerical(quantitative other than financial information). There is no financial information (monetary figure) in this sector. It is worth mentioning that Banglalink, Airtel, Citycell and Teletalk do not have any contribution despite their commitments.

Table 2: CSR Activities of Cellular Phone Companies in Education Sector

Companies	No. of activities according to their nature			
	Descriptive	Financial	Numerical	Total
Grameen	02	-	03	05
Banglalink	-	-	-	-
Robi	01	-	02	03
Airtel	-	-	-	-
Citycell	-	-	-	-
Teletalk	-	-	-	-
Total	03	-	05	08

Source: Prepared on the basis of data presented in the BTRC website (www.btrc.gov.bd/) and respective companies’ annual reports.

- **Empowerment and Poverty Alleviation:** Since empowerment and poverty alleviation are closely related both of them have been placed under one head. As shown in Table 3, total 12 programs related to this category have been undertaken by the companies (see appendix for the list of the programs). Eight of them are taken on by GP and 4 by Robi.

Of the total disclosures 6 (50 percent) are descriptive and 5 (41.67 percent) are numerical. There is only one financial information in this category which has been provided by Robi. Banglalink, Airtel, Citycell and Teletalk do not have any contribution.

Table 3: CSR Activities of Cellular Phone Companies in Empowerment and Poverty Alleviation Sector

Companies	No. of activities according to their nature			
	Descriptive	Financial	Numerical	Total
Grameen	03	-	05	08
Banglalink	-	-	-	-
Robi	03	01	-	04
Airtel	-	-	-	-
Citicell	-	-	-	-
Teletalk	-	-	-	-
Total	06	01	05	12

Source: Prepared on the basis of data presented in the BTRC website (www.btrc.gov.bd/) and respective companies' annual reports.

- **Environment Protection:** In spite of the fact that each company has strong commitment to promote environment protection it is found that only Grameen Phone and Banglalink undertook some effort for this purpose. There have been total 8 activities of which GP have done 3 and Banglalink 5. Of the total disclosures 6 (75 percent) are descriptive and 2 (25 percent) are numerical. No financial information is available.

Table 4: CSR Activities of Cellular Phone Companies in Environment Protection Sector

Companies	No. of activities according to their nature			
	Descriptive	Financial	Numerical	Total
Grameen	01	-	02	03
Banglalink	05	-	-	05
Robi	-	-	-	-
Airtel	-	-	-	-
Citicell	-	-	-	-
Teletalk	-	-	-	-
Total	06	-	02	08

Source: Prepared on the basis of data presented in the BTRC website (www.btrc.gov.bd/) and respective companies' annual reports.

- Health Care:** It is very interesting that all of the companies except Airtel have commitment as well as activities in health care sector (see appendix for the list of the programs). According to Table 5 total 16 activities related to health care sector have been reported of which GP pursued 7, Banglalink 3, Robi 2, Citycell 3 and Teletalk 1. The information disclosed was mainly descriptive in nature. Of the total disclosures 12 (75 percent) are descriptive, 3 (18.75 percent) are numerical and only one is financial.

Table 5: CSR Activities of Cellular Phone Companies in Health Care Sector

Companies	No. of activities according to their nature			
	Descriptive	Financial	Numerical	Total
Grameen	04	-	03	07
Banglalink	03	-	-	03
Robi	02	-	-	02
Airtel	-	-	-	-
Citicell	02	01	-	03
Teletalk	01	-	-	01
Total	12	01	03	16

Source: Prepared on the basis of data presented in the BTRC website (www.btrc.gov.bd/) and respective companies' annual reports.

- Others:** The activities which cannot be categorized in four sectors described above are placed in this category. Examples of such activities include blanket distribution, talk show arrangement, sponsoring sports, art exhibition, SMS helping program and hajj camp, to name a few (see appendix for the list of the programs). All the companies except Airtel have more or less a good contribution in what belongs to this category. According to Table 6 as many as 26 activities have been reported as others in the companies' annual reports and websites. Out of them 5 belong to GP, 6 Banglalink, 2 Robi, 7 Citycell and 4 teletalk. The information disclosed was mainly descriptive in nature. Of the total disclosures 22 (84.62 percent) are descriptive, 4 (15.38 percent) are numerical, but no financial information has been provided. It is important to note that most of the activities are short time or one time basis.

Table 6: CSR Activities of Cellular Phone Companies in Others Sector

Companies	No. of activities according to their nature			
	Descriptive	Financial	Numerical	Total
Grameen	05	-	-	05
Banglalink	05	-	01	06
Robi	04	-	-	04
Airtel	-	-	-	-
Citycell	05	-	02	07
Teletalk	03	-	01	04
Total	22	-	04	26

Source: Prepared on the basis of data presented in the BTRC website (www.btrc.gov.bd/) and respective companies' annual reports.

Based on the above information, Table 7 and 8 have been constructed to present a consolidated account of the current scenario of CSR carried out by the cellular phone companies. Analysis of these two tables presents to the following observations:

- In terms of the number of CSR activities maximum contribution has been made by Grameen Phone (40%) followed by Banglalink (20%), Robi (19%), Citycell (14%) and Teletalk (7%). Unfortunately, no information of CSR activities of Airtel shows up in its reports though they have 6 percent market share. One of the reasons may be that it is still infant in the industry.
- Contributions towards CSR related activities seem to match respective market shares in terms of the number subscribers fairly well. However, the contributions of Robi, Citycell and Teletalk are little bit higher compared to their market shares while those of Grameen Phone and Banglalink are slightly lower. This finding substantiates the premise that the large companies have more shareholders who are interested in social issues and social programs. On the other hand, large companies promote CSR reports mostly in order to avoid the political cost which affects the management wealth.
- Of the total 70 activities reported 49 (70 percent) are descriptive information while 2 (2.9 percent) are financial and 19 (27.1 percent) numerical.

- As far as the area of activities is concerned, 37.14 percent of the total activities belong to others category. As a single area health care has got the most priority with 22.86 percent of the total 70 activities having been undertaken in this particular area. On the other hand, 17.14 percent activities have been concentrated in the field of empowerment and poverty alleviation while activities launched in the fields of education and environment have been estimated 11.43 percent for both. The possible reason for others category gaining more attention is that the activities placed in this category are very effective in promoting business. Besides, these activities do not require long term commitment. Also it is not hard to understand why health care has been able to draw highest attention as a single area of activities. Health care is an overwhelmingly sensitive issue. It is easy to promote a mission by using activities in this sector as tools of building up positive image.

Table 7: Consolidated Account of CSR Activities

Companies	No. of programs in different fields						Market Share (%)	Share in CSR (%)
	Educational	Environment	Health care	Empowerment and poverty alleviation	Others	Total		
Grameen	05	03	07	08	05	28	44	40
Banglalink	-	05	03	-	06	14	26	20
Robi	03	-	02	04	04	13	18	19
Airtel	-	-	-	-	-	-	6	-
Citicell	-	-	03	-	07	10	4	14
Teletalk	-	-	01	-	04	05	2	07
Total	08	08	16	12	26	70	100	100
Percentage (%)	11.43	11.43	22.86	17.14	37.14	100		

Source: Prepared on the basis of data presented in the BTRC website (www.btrc.gov.bd/) and respective companies' annual reports.

Table 8: Nature of the Disclosure of the CSR Activities

Nature of information	No. of activities in different fields						
	Educational	Environmental	Health care	Empowerment & Poverty Alleviation	Others	Total	Percentage
Descriptive	03	06	12	06	22	49	70
Financial	-	-	01	01	-	02	2.9
Numerical	05	02	03	05	04	19	27.1
Total	08	08	16	12	26	70	100

Source: Prepared on the basis of data presented in the BTRC website (www.btrc.gov.bd/) and respective companies' annual reports.

Impact of Performed CSR Activities on the Society

Based on the fact that the cellular phone companies are found to have voluntarily disclosed their CSR in annual report or websites. It can be said that companies are performing strategic CSR (Porter and Kramer, 2006). However, the intended impact of CSR activities on society depends on the types and quality of the activities. They can be more effective if they are continuous rather than temporary in nature. By continuous activities we mean existence of the activities for long enough to have far reaching and lasting impact. On the other hand, by temporary activities we mean those activities that are performed only one time and that have no long run effect on society. Table 9 shows that only 34% activities are run on continuous basis. Highest 43% activities are of continuous type for both Grameen Phone and Banglalink. In the case of other companies the figure is below 25%. The low rate of continuous program implies that there is still huge potential that can be harnessed by extending CSR programs continuously in order to have greater impact on the society.

Table 9: Continuous vs. Temporary Activities

Companies	Continuous Activities	Temporary Activities	Total Activities	Percentage of Continuous Activity
Grameen Phone	12	16	28	43%
Banglalink	06	08	14	43%
Robi	03	10	13	23%
Airtel	-	-	-	-

Citycell	02	08	10	20%
Teletalk	01	04	05	20%
Total	24	46	70	34%

Source: Prepared on the basis of data presented in the BTRC website (www.btrc.gov.bd/) and respective companies' annual reports.

Impact of Performed CSR Activities on the Company

CSR activities pave the way for gaining image, reputation as well as competitive advantage. A good image inspires confidence of customers and business partners, creates liability in the respective social environment and motivates the employees to work for a company they could be proud of (Hoque, 2008). From the perspective of competitiveness CSR can be divided into two types: divergent and convergent. It has been argued that in industries where the convergent type of CSR is dominant, researchers should not expect above-average returns for socially-responsible firms (Nicola Misani, 2010). From this viewpoint the CSR activities reported have been examined, whether they are divergent or convergent and it has been found that most of them are of divergent type in all sectors but others. Grameen Phone enjoys maximum competitive advantage as it touches all the sectors divergently according to their commitment.

Summary and Conclusion

All the cellular phone companies except Airtel have been found active in CSR activities. The inactive role of Airtel can be attributed to their infancy in the industry. It seems from the analysis that the other five companies have been pursuing CSR in different fundamental societal needs including health, education, environment protection, poverty alleviation etc. As many as 70 programs have been identified as parts of CSR activities (see appendix for the list of the programs). The positive impact of those activities on social welfare is inevitable. According to their statements and commitments, CSR is an integral part of their overall business operations. However, careful scrutiny may give rise to some questions regarding the nature and the level of impact of the companies' CSR related activities. Dominance of the programs of temporary nature suggests that the social impact could have been more pronounced if more programs were of permanent nature. The following steps may be helpful in this point of view:

- The company should introduce a short but regular CSR activities list to perform for example, training program for unskilled & poor

young people, yearly or monthly scholarship program for poor and meritorious students, providing loan for female entrepreneurs, intensive medical treatment and tree plantation in every year.

- The company should maintain a reserve fund with a fixed percentage of profit in every year.
- Government and development NGOs should push the cellular phone companies to contribute their resources to local socio-economic development agendas.

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Annual reports of Teletalk (2009 and 2010)

Annual reports of Citycell (2009 and 2010)

Appendix:

Grameen

Sector	Issues	Activities
Education	1. Scholarship Program	Financial assistance to 100 bright but underprivileged students in 2008. Of these Scholarships 60% are for female.
	2. True Liberation stories.	Sponsor the publication war and free distribution of a set of illustrated books on Liberation war. (Tagra the first book of the series)
	3. Enrichment Program (Book reading)	Donated 20,000 books to the enrichment program Prize giving ceremony of BSK's Book Reading Program in three locations across the country- Dhaka, Chittagong and Khulna.
	4. Know Bangladesh (Deshke Jano)	A bicycle tour initiative across Bangladesh by the youth to learn about the relevant demographics, hardships and lifestyle of rural people in their assigned localities
	5. Education center cum cyclone shelter.	Will build four such centers in the southern belt of the country of which two are already operational.

Empowerment and Poverty Alleviation	1. Partnership with special Olympic Bangladesh.	<ul style="list-style-type: none"> • Nurturing and nourishing the intellectually challenged athletes. • Organized a three months long training program in BKSP for 65 athletes and coaches (August 2007) • Regional talent hunts in all 6 divisions kicked off from Rajshahi (November 2008)
	2. Information Boat project	<ul style="list-style-type: none"> • Meeting the communication needs of rural communication. • Its information boat ‘Tathoy Tori’ initiated to provide livelihood information in the riverine communities of in Dhirai, sunamgonj. (September 2008)
	3. Skill development center	<ul style="list-style-type: none"> • Fight toward a drug free society to support rehabilitation of economically disadvantaged drug addicts. • Skill development center and computerized information center have started to provide services (December 2008)
	4. Village Phone program	<ul style="list-style-type: none"> • 360,939 village phone operators in 72,000 villages.
	5. Community Information Center (CIC)	<ul style="list-style-type: none"> • 506 Community Information Centers in 417 Upazillas.
	6. Rehabilitation of Acid victims	<ul style="list-style-type: none"> • Grameen phone has already provided employment opportunities to 6 acid victims within the company.
	7. Tori foundation	<ul style="list-style-type: none"> • Has donated financial contribution as well as other supporting materials to Touri foundation, which runs the school for gifted children.
	8. Rickshaw donation program	<ul style="list-style-type: none"> • Handed over 100 Rickshaws in Sylhet.

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Health care	1. Safe Motherhood and infant care project	<ul style="list-style-type: none"> • Free primary health care services are being provided by 318 static clinics, 8000 satellite clinics and 6000 community- based health workers across the country. • 320 Smiling Sun clinics located in 61 districts to increase the accessibility of maternal and infant health care services to the economically disadvantaged population. • Under this project 15,976 deliveries had been conducted by skilled professionals. • Introducing mobile mini-hospital in remote areas.
	2. Free eye camp	<ul style="list-style-type: none"> • 12 eye camps have been conducted in different parts of Bangladesh. • Around 18,732 patients received free eye care support and 2206 cataract surgeries being performed so far.
	3. Fight against HIV	<ul style="list-style-type: none"> • Carried out a month-long media campaign in 2007 and 2008. • Sponsored the screening of a Telefilm titled UTSHO to raise awareness on HIV issue.
	4. Cancer Management for the poor	<ul style="list-style-type: none"> • Sponsored a pilot Vaccination program for cervical cancer patients. • Sponsored five wards and an operation theatre and also one third of the beds sponsored by GP will be reserved for more economically disadvantaged patients.

	5. NID Awareness Campaign	<ul style="list-style-type: none"> Both ATL and BTL awareness campaign conducted in March, April and October 2007 and November 2008.
	6. Blood Bank for underprivileged	<ul style="list-style-type: none"> Carried out two month-long blood donating campaign in 2007.
	7. E-Health line	<ul style="list-style-type: none"> Teleconference between a Grameen phone mobile user and licensed physician.
Environment	Green Campaign	<ol style="list-style-type: none"> To reduce carbon emission by 30%-40% by 2015. Reduction target for the year 2010, 11, 12 and 13 are 11%, 13%, 15% and 20% respectively. Grameen phone has now 15 Green base stations and works are going on for deploying solar power system in another 140 sites. Will remove all AC from the base station by 2011.
Others	<ol style="list-style-type: none"> Has launched a Talk Show on development issues of Bangladesh in Cooperation with Channel I. Has extended its hand to help the storm- surge affected people in coastal areas. Has sponsored International Conference on ICT. Distributing winter clothes and blankets among the poor people throughout the country. Promoting sports and sponsoring Bangladesh National Cricket Board (Was the main sponsor of the live telecast of ICC world cup cricket 2003, Partnership with BCB (Bangladesh Cricket Board) to build the National Cricket Academy. Has also sponsored a number of socio-cultural events like poetry festivals, art exhibitions etc. 	

Banglalink

Sector	Activities
Health care	1. Medical support services for the employees health.
	2. Health awareness program.
	3. Emergency drill for employees in 2009.
Environmental	<ol style="list-style-type: none"> 1. To recycle used lead acid batteries safely. 2. Ensure that new support equipments do not contain polychlorinated biphenyls (PCB) and ozone depleting substances(ODS) 3. Sophisticated training to all personnel involved in these processes. 4. Banglalink technical team is regularly trained by the international trainers to make the personnel aware of Biological and radiological hazards and proper usage of the Personal Protective Equipments (PPE). 5. Compliance with IFC policy on environmental assessment.
Others	<ol style="list-style-type: none"> 1. Donating blankets to the orphanages :(8000 blankets to orphans in 44 orphanages in 2009) 2. Special service arrangements for pilgrims at the Hajj Camp-2009. 3. Becoming the official Nominee supporter for Cox's Bazar in New 7 wonders Campaign. 4. Sponsoring Kuakata Sagar Utshab and Country Branding Launching Event. 5. Sponsoring International coastal clean up day in 2008 and 2009. 6. Observing World tourism Day in 2008 with Bangladesh Parjatan Corporation.

Robi

Sector	Issue	Activities
<p>Education</p>	<p>1. English in School</p>	<ul style="list-style-type: none"> Initiated an English language-learning program at secondary school across the country.
	<p>2. Non formal and Continuing Education Program</p>	<ul style="list-style-type: none"> Financial aid and 10000copies of informative children books will be published for informal schools run by BRAC.
	<p>3. Scholarships</p>	<ul style="list-style-type: none"> Scholarships to three Bangladeshi students every year for Bachelor courses.
<p>Empowerment</p>	<p>1. Chittagong Skill Development Center (CSDC)</p>	<ul style="list-style-type: none"> Offer technical training and business management education through its members.
	<p>2. Stand beside the Visually Impaired People.</p>	<ul style="list-style-type: none"> Distribute Braille papers to the blind students.
	<p>3. Under Privileged Women Empowering Program</p>	<ul style="list-style-type: none"> Distribute sewing machines to helpless women to make them self-dependent.
	<p>4. Extending Hand for Under Privileged children of Bangladesh</p>	<ul style="list-style-type: none"> Handed over a cheque and providing support to the distress group of the society in our country.
<p>Health care</p>	<p>1. Health camp for underprivileged Women</p>	<ul style="list-style-type: none"> Free Medical treatment, free medicine along with basic health and hygiene tips.
	<p>2. Fund for the treatment</p>	<ul style="list-style-type: none"> Raising fund for the treatment of Ms. Soma Akter who was suffering from the terminal illness of Thalasia.

Corporate Social Responsibility (CSR) Practice of Cellular Phone Companies in Bangladesh

Sector	Issue	Activities
Others	<ol style="list-style-type: none"> 1. Aktel had taken initiative of executing various activities in Bishwa Estema.(free medical checkup, free pure drinking water} 2. Distributing Blankets, sweaters, Tshirt and caps among the cold affected people of Northern region. 3. Organized a unique contest for the children titled “Konthe O Tulite Bangladesh” 4. Had taken initiative of organizing debate competition for school and university. 	

Citycell

Sector	Issue	Activities
Health care	<ol style="list-style-type: none"> 1.Tele-Video Health service for all. 	<ul style="list-style-type: none"> ▪ Providing health services through data transfer where patients will no longer need to travel a long distance to Doctors’ premises. ▪ Other services like provide prescriptions on line, pathological test views, case history transfer, medical file maintenance and so on can also be done nationwide.
	<ol style="list-style-type: none"> 2.Observe World breast feeding week 	<ul style="list-style-type: none"> ▪ Emphasized the importance of breast-feeding for physical and mental growth of a child through their valuable speech.
	<ol style="list-style-type: none"> 3.Stands beside underprivileged children 	<ul style="list-style-type: none"> ▪ Donated Tk. 490,000 to Dhaka Shishu Hospital for maintenance of 14 non-paying beds in the malnutrition ward for the most impoverished patients of this hospital.
Others	<ol style="list-style-type: none"> 1. Sponsored the 4th AGM of the Pharmaceutical Executive Club Limited on November 21, 2008. 2. Joined hands with Khulna Metropolitan Police (KMP) in the rally against drugs. 3. Donated 5 golf carts to Kurmitola Golf Club(KGC) 4. Signed an agreement with Bangladesh Football Federation (BFF) with the objective of bringing back the 	

	<p>passion for football in the country.</p> <ol style="list-style-type: none"> 5. Has extended its hand to help the SIDR victims. (Relief operation to assist the victims at Rampal, one of the worst affected areas of Bagerhat district.) 6. Has extended its support to Election Commission to facilitate the voter registration activities across the country.(donated 50 laptops, 50 finger scanners, 50 webcams, 50 voter Registration software License fee) 7. Employees of Citycell contributed a day’s salary to the chief Advisor’s Relief Fund, which was further topped up by one and a half times by the company for various flood relief programs.
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Teletalk

Sector	Activities
Health care	<ol style="list-style-type: none"> 1. Teletalk has directly participated in voluntary blood donating program. ORCA (Old Rajshahi Cadet Association) had organized a blood donation program which was sponsored by Teletalk.
Others	<ol style="list-style-type: none"> 1. Donating blankets to the distressed people in Rangpur district: (Distributed 500 blankets through Anjuman Mofidul Islam) 2. Extending help for the treatment of Bushra, a girl of 3 years old who was suffering from Blood Cancer and needing bone marrow transplantation. 3. The “666-helpline for Children” was established with a view to create a specialized fund for Children’s treatment and financial assistance. 4. Had taken initiative of organizing a Children’s art competition and then published a special “Billboard Calender” based on selected picture competitions.