

*CSR Activities of  
Nestlé Bangladesh Limited*



**Nestlé**

Good Food, Good Life

Internship Report On

***"CSR Activities of Nestlé Bangladesh Limited"***

BUS-400

***Submitted to***

Suntu Kumar Ghosh

Assistant Professor BRAC Business School, BRAC University

<b><i>Name</i></b>	<b><i>ID</i></b>
Musharrat Tarannum	10104053

***Submitted by***

***Date of Submission: July 17, 2014.***

# Declaration

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I hereby declare that the Internship report on “CSR Activities of Nestlé Bangladesh Limited” submitted as a partial fulfilment of the requirements for the degree of Bachelor of Business Administration; to BRAC University is my original work. I tried to gather a collection of the information to make my report specific and coherent. This report is not submitted for the award of any other degree, diploma, fellowship or other similar titles or prizes. The whole report is uniquely done by me.

.....  
Musharrat Tarannum  
ID- 10104053  
BRAC Business School  
BRAC University

# Letter of Transmittal

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July 17, 2014.

Mr. Suntu Kumar Ghosh  
Assistant Professor  
BRAC Business School (BBS)  
BRAC University

**Re: Submission of Internship Report**

Dear Sir

Here is the Internship Report on “CSR Activities of Nestlé Bangladesh Limited”. This report was the partial fulfilment of BBA program.

I have tried my best to submit a good report with as much information as I could gather during the short time span allotted for writing the report. I made sincere efforts to study related materials, documents, observe operations performed in Nestlé Bangladesh Limited and examine relevant records for preparation of the report.

Therefore, I hope that you would be kind enough to accept my Internship Report & oblige thereby.

Sincerely yours,

.....  
Musharrat Tarannum  
ID- 10104053  
BRAC Business School  
BRAC University

# Acknowledgement

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At first, I would like to express my gratitude to almighty Allah for enabling me the strength and opportunity to complete this report within the schedule time successfully. I was assigned for three months internship program at Nestlé Bangladesh and prepare this internship report on “CSR Activities of Nestlé Bangladesh Limited”.

This report would not have been possible without the dedication and contributions of a number of individuals as it involved diverse field of knowledge and experience. The list of those great persons, who helped me and guided me to prepare the report is very long and cannot be accommodated within this limited space. Nevertheless, it will be unfair to ignore acknowledging some of them as they contributed so much to my effort of writing a worthy report.

First and foremost, I would like to express my gratitude to **Suntu Kumar Ghosh**, honourable supervisor, BRAC Business School, BRAC University, **Ms. Farah Sharmeen Aolad**, Manager, Corporate Affairs & Communication, Nestlé Bangladesh Limited for agreeing to supervise me during the internship period. Their eagerness to help me every step of the way encourage me to propel myself higher. Secondly, my parents those who have given me support throughout the way both emotionally and financially.

I am also very grateful to Mr. Mirza Hossain, Sr. Manager, Corporate Affairs & Communication & Mr. Naquib Khan, Director of Corporate Affairs & Communication, Nestlé Bangladesh Limited. Both of them have given his endless effort to guide me in the right direction during the internship period and processing of this report.

Apart from that, I am also grateful to all the related parties who supported me in different form to collect the information and carry out this extensive report.

# Executive Summary

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CSR Activities are one of the inevitable part of the organization now a days. Almost all the renowned organization perform CSR activities for the sake of society or as a part of their responsibility.

However, Nestlé Bangladesh limited also performs CSR activities in three different sectors. As they are in Nutrition, Health & Wellness Business, their CSR is also aligned with their operation. Their first & foremost CSR is Nestlé Healthy Kids program, which is making awareness about nutrition among school kids so that they can ensure balanced food value in their regular meal.

Secondly, Water tank-establishing program to ensure pure drinking water for the children & nearby community.

Followed by, establishing girl's toilet to reduce the dropout rate of the girls in rural areas and sourcing rice, spices as a part of Rural Development.

So throughout the report, I have tried to focus upon the CSR activities of NBL and how the projects work & its impact in the society.

Starting from the company overview, I have put light on giving a brief about NBL as a MNC in Bangladesh. Furthermore, I have added the jobs I have performed during my internship period. During my internship, I had some observation so I also included them into my report along with recommendation.

The study also reflects the summary of the project on which I worked. The objective of the project, methodology and limitations is also included in this part. I have also included different parts of my work. Finally, I have analysed the report in my own word.

Analysis on the findings in done to sort out the major aspects of my work. At the same time for easier understanding of the report, supporting topics and terms are explained in the light of textbooks and other supplementary documents. Utmost care has been given to explain all necessary aspects related to the subject matter for easier and quick understanding of the report.

And I shall be grateful to those persons who will read this report and who shall be benefited from this report at present and in future.

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# Introduction

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Nestlé Bangladesh Limited is a leading multinational company operating in 86 countries including Bangladesh. The company is mainly working in the food and nutrition business. However, like every other companies, Nestlé has some CSR (Corporate Social Responsibility) activities in Bangladesh, which they call CSV (Creating Shared Value).

CSR is known as Corporate Social Responsibility. According to Investopedia, "CSR is corporate initiative to assess and take responsibility for the company's effects on the environment and impact on social welfare. The term generally applies to company efforts that go beyond what may be required by regulators or environmental protection groups. Corporate social responsibility may also be referred to as "corporate citizenship" and can involve incurring short-term costs that do not provide an immediate financial benefit to the company, but instead promote positive social and environmental change."

In Bangladesh perspective, CSR is something very philanthropic work. Most of the organizations perform their CSR activities as a charitable work. In most of the cases, banks perform it very randomly which is eye catchy. On the other hand, very few organizations performs it strategically which is aligned with their values & objectives. In an article, (Miah, 2006) said, "These philanthropic activities included donations to different charitable organizations, poor people and religious institutions. Till now, most of the businesses in Bangladesh are family owned and first generation businesses. They are involved in the 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."

Apart from that, there are some issues in Asia, which is particularly connected with CSR. And CSR Asia is telling it as ten emerging issues of CSR. According to CSR Asia, environment & climate change, labor & human rights, transparency & accountability, poverty alleviation, stockholders engagement etc. are some of the core issues of CSR, which need to address by the organization. But in Bangladesh, this concept is hardly followed.

Followed by, tax exemption is another cause for performing CSR at a high rate. "Any company will get exemption of Income Tax at the rate of 10% for actual cost/money expended in Corporate Social Responsibility" (Chowdhury, 2014). So, this is another reason why banks are more prone to do CSR activities. However, Nestlé Bangladesh Limited follows their own way to do CSR activities. Neither

they are doing charitable work nor they are they are rigidly following the top ten issues of CSR. They are performing CSR, which is very aligned with their business itself.

From the above definition, I would like to say that, CSR is not something that company has to perform neither it is mandatory, rather it is something that changes the image value of a company if they perform it. Thus, Nestlé has some CSR activities as well. Hence, my internship topic is on CSR Activities of Nestlé BD Ltd which will address some core questions and throughout the report, I will clarify each and every questions. As I directly worked on this particular area of the organization, hopefully I would be able to give all the related information, which is necessary. Thus, my questions of the report are given below:

- Why Nestlé is operating CSV activities in three different areas and how it is aligned with their Values?
- What they have done so far and what is the upcoming plan regarding CSV? Comparison with two other food companies operating in Bangladesh.
- How it is impacting on the Society? Sample Project details of each CSV activities.

Nestlé is highly concerned and believe in Creating Shared Value through its' activities to its shareholders. They operate CSV in those areas, where it is a win-win situation both from society and organization's perspective. One of the major tasks of the Dept. Corporate Affairs & Communication is, where I have worked, is operating, monitoring and ensuring CSV activities in Bangladesh. My department is wholly responsible for looking after this side of Nestlé Bangladesh Limited. Therefore, my work for internship report will help me to get detail knowledge about CSV, its overall operation in Bangladesh and impact on society.

### ***Origin of the Report***

For a student of BBA, it is a requirement after the examination of BBA to attach with corporate world and prepare a report, which is a part of the program. To fulfill this requirement I worked as an intern in Nestlé Bangladesh Limited for three months. This not only fulfills the requirement of the program but also facilitates the dissemination of knowledge in the practical work field of Bangladesh. Besides, it helped me a lot to compare theoretical knowledge with practical experience. The proposed topic is "**CSR Activities of Nestlé Bangladesh Limited.**" My organizational supervisor Ms. Farah Sharmeen Aolad (Manager, Corporate Affairs & Communication, NBL) assigned me the topic of the term paper & my institution supervisor at BRAC University Mr. Suntu Kumar Ghosh, duly approved it.

## ***Objective***

The objective of this report is associated with the internship purpose. The internship objective is to acquire practical facts and experiencing the corporate working environment. To this concern, this report is contemplating the knowledge and experience accumulated from internship program. With the set rules and suggestion by the BRAC University and with the generous assistances of the organization and the internship supervisor, this report mainly comprise of an organization part and a project part.

The prime objective if organization part is:

- To demonstrate a brief summary of Nestlé Bangladesh Limited

The major objectives of project part are:

- Provide pros & cons about the CSR activities of NBL and compare it with the competitors.
- Provide recommendation the remedial majors for the improvement of CSR performing by NBL.

## ***Scope of the Report***

The scope of this report is partial to the overall description of the company. The scope of the study is limited to organizational setup, functions, and performances Since NBL is still in its growth stage in Bangladesh; it has still to go a long way to achieve its destination. The report will mainly focus on the CSR activities of NBL in Bangladesh.

## ***Methodology***

To prepare the report information was the most important thing. And to get that information I followed some methods. For example, I tried to collect information while working which means I tried to observe while working. Besides, I tried to find more information through NBL internal website and by reading their documents on CSR. Moreover, I tried to gather more information by talking to the employees with whom I have worked. I collected those data by primary source and secondary source.

## ***Primary Source:***

- The main source of primary information was talking with my supervisor Farah Sharmeen Aolad & Sr. Manager Mr. Mirza Hossain and other employees.
- Internal File study.

### ***Secondary Source:***

- My secondary source of collecting information was the website of NBL as well as other websites.
- Different publication.

### ***Limitation***

It was a different kind of experience to work with such a MNC like Nestlé Bangladesh Limited. Preparing report is an essential part of internship but to get information for preparing the report there were some limitations. Like:

- I was an intern in the department of Corporate Affairs & Communication. So the scope of collecting information was narrow because I did not get chance to collect information from other departments.
- As an intern, I performed several tasks as a part of learning. But I had to prepare the report based on a single particular tasks which does not give full fledge of flexibility to write more on other tasks.
- The time limit to prepare the report was short as I had to work from 10 am till 7 pm. Therefore, I had to put effort on Friday & Saturday only.
- As I had to perform different other works simultaneously, so sometimes it was bit distorting to concentrate fully on report.
- NBL has strong rules and regulation of sharing information. So because of that I did not get access to all of their information.

### ***Significance of the report***

Other than modifying the CSR areas, it will also be useful to employees, competitors, interns and industry as a whole. Employees can find out the process of the system and how well they are dealing with it. Interns can easily understand what the process of working is and how to perform CSR strategically or not strategically. Competitors can also benefit from the outcomes of this study by getting an indication of where to focus its resources. Finally, this will help the whole organization to find out the problems of this process or areas, also they will get some solution, which will help them to deal with the problems.



**Products of Nestlé Bangladesh:**

Globally the product line of Nestlé is very large but in Bangladesh currently there are only 12 products. Nestlé believes all foods and beverages can be enjoyable and play an important role in balanced and healthy diet & lifestyle; as a result, no matter how short the product line is, it ensures the same quality in compare to the other countries.

<b>Category</b>	<b>Brands</b>
Nutrition	Formula (Lactogen Recover, Prelactogen, All 110, NAN, Lactogen, BABY n ME, Cereal
Culinary	Maggi, Shad-e-Magic, Maggi Noodles, Maggi Soup, Magic Cube
Dairy	Nido Fortified
Breakfast Cereal	Kokocranch, Corn Flakes
Beverage	Nescafe Classic, Nescafe 3 in 1, Coffee Mate, Nestea (Only available for Vending Machine)
Confectionery	Munch rollz

**Table 1: Nestlé Brands in Different Category**

# Corporate Affairs & Communication

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Corporate Affairs & Communication, one of the core functions of Nestlé Bangladesh Limited. Apparently it seems to be a very small department as the number of people is few, but the importance & necessity is worth mentionable. The overall Nestlé is divided into four major segments. These are Nutrition, Supply Chain, Marketing & HR. Among them Marketing is divided into different sub departments like Corporate Affairs & Communication, Regulatory Affairs, Nestlé Professional etc. So I belong to the department of Corporate Affairs & Communication.

This department mainly deals with the outside work of the organization. A major task of this department is CSR activities which runs throughout the year and so as my internship report is on CSR activities. Secondly, any types of Media & Communication no matter whether it is a press release, giving advertisement, tackling negative news of media etc., CA is responsible for to monitor all these things. Internal Communication, External Queries, Crises Management, Security of physical & informational elements of Nestlé, dealing with the different agents, foreign delegates, foreign country operations, communication with different Ministry etc. are the works of this department. Apart from these things, it is department which works closely with Managing Director. As the works are very sensitive of this department, every time we need to follow up with the Country Director. Anything which is new but important to know for the Nestlé Global, Corporate affairs is the only medium for processing information and circulate it through internal website.

So, overall, it is a small but crucial department for Nestlé Bangladesh. CSV is the only project basis long term task that has to perform throughout the year. Other tasks are highly important but those are short term like from 2-3 days to one week at best and based on situation, programs, events, or by the requirements from MD or anything urgent.

# Creating Shared Value (CSV)

Nestlé always focused on long term, sustainable and profitable growth and helped communities around its operation to improve their quality of life in a similar manner. That is why; Nestlé says it Creating Shared Value rather than Corporate Social Responsibility. In the process of delivering shared value the company first put emphasis on the compliance, where they remain compliant to the local and international law then it focus on its sustainability as a business organization and finally contribute for Creating Shared Value.

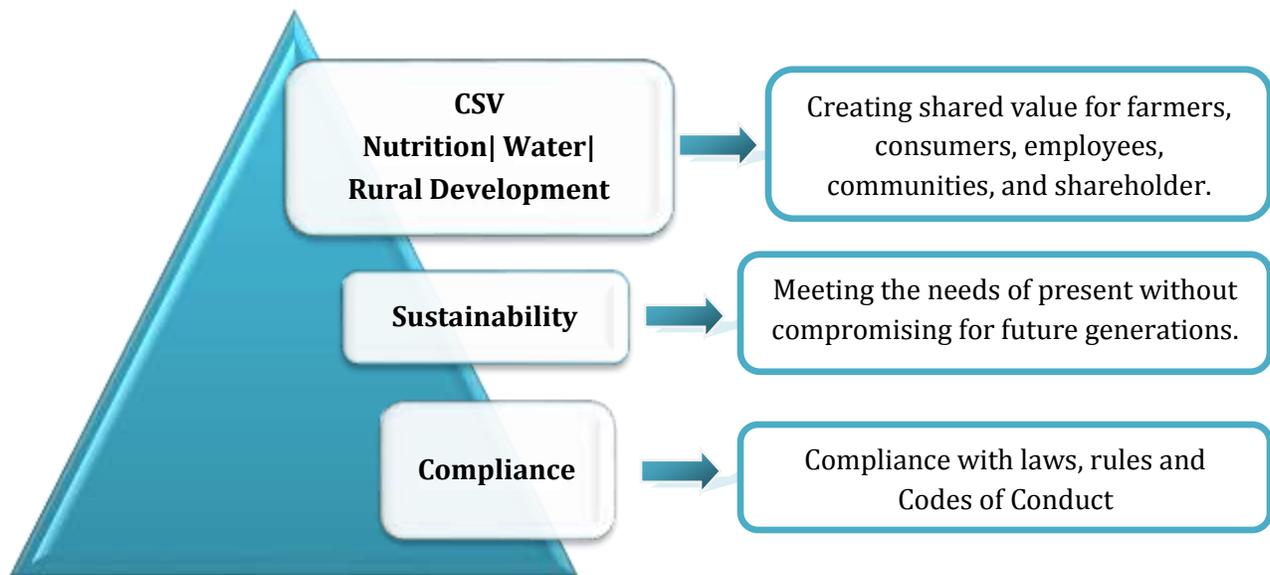


Figure 1: CSV Structure of Nestlé

### **Three areas of CSV:**

If we look to the company as a whole, Nestlé has three areas where they are working extensively as a part of CSV. These three areas are **Nutrition, Water and Rural Development**. Now the questions come why Nestlé works in these three areas worldwide?

### **Why Nestlé is working in three areas as a part of CSV?**

- **Nutrition:**

Nestlé started as a nutrition company in 1866. Right after the establishment, it saved many infant lives by providing infant cereal. It is not only for infant but also there are products for elderly citizen and infirm. Nestlé announced to become the world's leading nutrition, health and wellness company, and since then its target is to reach as many people as possible through nutrition. Thus, Nutrition remains a medium for CSV to aware people about the importance of nutrition, food value and other nutrition aspects.

- **Water:**

The second area of focus, water, is a major business threat that needs to deal with in order to maintain and expand the business itself. Nestlé started work in water in the 1930's, when they built the first water purification facilities for their factories. The reason for what they are more focused on water is that the agricultural raw materials that needs to produce the products depend on a reliable and expanding water supply, and water is under serious threat in many part of the world. Nestlé has promoted a change in global water policy because this is not just a Nestlé problem. It is a problem for the world's food supply. So as long as we the people are not concern for the proper and efficient use of water from their stand respectively, the scarcity will create a threat for human kind. That is why; Nestlé is working and has given emphasis for water as a part of CSV.

- **Rural Development:**

Nestlé is focused on rural development because, in order to supply raw materials for factories, it often needs to develop reliable sources of quality raw materials. Their rural development work in emerging markets started in the 1920's, when they began building milk factories in Brazil, and needed to develop a supply of milk that would be adequate for production needs. Therefore, Nestlé is investing in developing dairy farmers, and have provided free training, micro-loans, and technical assistance to millions of dairy, coffee, cocoa, and vegetable farmers in developing countries. Today it works directly with about 700,000 farmers, making one of the world's largest private agricultural extension services. It will continue to expand assistance to farmers and farming communities, for if they do not, Nestlé will not have access to sustainable sources of quality raw materials to support the factories. In Bangladesh, Rural development is just about to begin. It has not started yet, but it is in the planning phase.

### ***How these areas of CSV are aligned with Nestlé Values?***

Nestlé's principal has 10 basic standards. Among them, their CSV operations are also included. Thus, CSV remain one of the prime concerns for Nestlé. Because, whenever we think about the betterment of civilization, the term 'nutrition' reminds us the necessity of getting minimum nutrition in each day's meal.

Secondly, water, is another important factor. The scarcity of pure drinking water and efficient use of it also has immense impact in several parts of the world. In Bangladesh, many village areas do not have pure drinking water as well. Thus, Nestlé's 10 principals also added Water as a crucial factor. Last but not the least, the raw materials that are used for production, it should also come from reliable source so that suppliers can also get the surety for their produced product. Thus, if farmers/suppliers can get a better standard of living, company can also operate their business knowing that they have loyal supplier base.

CSV creates win-win situation for both the parties. At a time, company is doing their business; on the other hand, it is creating value for the stakeholders. Creating value in a way that gives a society better standard of living and this continues as a cycle process.

So in brief, CSV aligned with Nestlé because:

- **Nutrition:** Food and nutrition are the basis of health and of its business – it is the reason why the Company exists. Therefore, first and foremost reason to operate CSV in Nutrition, it is in the DNA of Nestlé.
- **Water:** The ongoing quality and availability of water is critical to life, the production of food and to the company's operations depends on the water supply, so as Nestlé is concerned for efficient use of water.
- **Rural development:** The overall wellbeing of the farmers, rural communities, workers, small entrepreneurs and suppliers are intrinsic to the company's ability to continue to do business in the future. Thus, if rural development is there, then company can run smoothly with the secure supply of raw materials.

Thus, Nestlé always say that, they work in a process that benefits all the related parties starting from the organization itself to farmers, communities, employees and shareholders. So, yes, working on Nutrition, Water and Rural Development as a part of CSV is a win-win situation for both the society and organization as well.



**Picture 1: Nestlé 10 Business Principals Picture where it has clearly mentioned that how much CSV gets importance.**

***CSV of Nestlé Bangladesh Limited:***

Nestlé Bangladesh Limited has started its' CSV operation just like other operating countries around the world addressing same three issues as it is also a problem in Bangladesh as well. The process or strategy is bit different which has been taken based on the culture and system of Bangladesh, but core three issues or the main theme of CSV is remain indifferent.

***The three areas of CSV in Bangladesh and comparison of Past-Present-Future :***

Nutrition	Water	Rural Development
<ul style="list-style-type: none"> <li>Nestlé Healthy Kids (NHK) Program in Rural Schools</li> <li>Knowledge Sharing Program</li> </ul>	<ul style="list-style-type: none"> <li>Construct Water Tank in rural Schools to provide clean drinking water</li> <li>Water education</li> </ul>	<ul style="list-style-type: none"> <li>Responsible sourcing of Spices, Rice and local transformation</li> <li>Construct separate Girls toilet in the rural schools to reduce drop-out of girls</li> </ul>

- **Nutrition**

**Nestlé Healthy Kids (NHK) and Knowledge Sharing Program:**

With aims to address nutritional concerns and sustain the country's present trend of gradually decreasing nutritional deficiencies, Nestlé Bangladesh implemented the global NHK model in Bangladesh, an interactive, modern and easy-to-understand program.

The program was launched in April 2010 in the Sreepur Factory area in the Gazipur district. Today they have implemented the program across Gazipur, reaching over eighteen thousand school children. The program consists of six modules and is of six week duration. Local Nestlé Healthy Kids Program provides school students in rural communities' guidance on living a healthy lifestyle. The program educates school students on good food habits, nutritional deficiencies, food related disorders, food hygiene, and techniques to safeguard the nutritional value of food during preparation.

The program is carefully designed for children between the ages of 13 to 17 years - an age group that can act as catalyst to take their nutritional learning to their family members at home, as a deeper understanding of the elements of nutrition and good health amongst families will contribute to a positive nutritional status and quality of life for rural communities. On that note, in a conversation with Mr. Mirza Hossain, Sr. Manager of Corporate Affairs said, "Nutrition is very important for each individual for living a healthy and balanced life. This program helps student to know about good food habits, nutritional deficiencies, food related disorders, hygiene of foods and different safeguard techniques of nutritional value of food preparation."

Since its inception in 2010, the program has been conducted by Prof. Dr. Nazrul Islam Khan, Dhaka University, INFS.

By giving emphasis on NHK program, Mr. Naquib Khan, Director of Corporate Affairs said, "If we want to achieve the target of Millennium Development Goal 4- Reduce child mortality rate and Millennium Development 5- Improve Maternal Health by 2015, then it would be worthy to work on NHK program as a part of Nutrition. Sometimes the government cannot work alone and private sector needs to come forward to address various social issues."



### Nestlé Healthy Kids program MoU

#### Present Scenario (Till 2013):

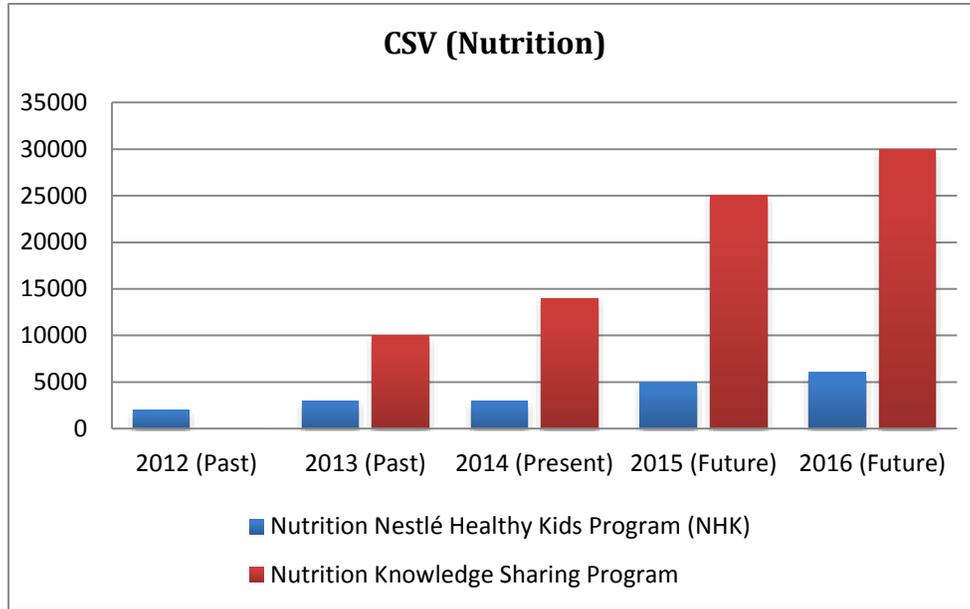
- In Bangladesh till 2013: **8,000** Kids enrolled in NHK training
- A pilot **Knowledge sharing program** among the peers and community- Shared nutrition knowledge among **10,000** kids in 2013 through this pilot initiative.

#### Commitment 2014:

<b>Nutrition</b>	<ul style="list-style-type: none"> <li>• 3,000 kids to be enrolled;</li> <li>• 15,000 to be shared knowledge (within Gazipur Dist.)</li> </ul>
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#### Comparison:

CSV (Nutrition)		2012 (Past)	2013 (Past)	2014 (Present)	2015 (Future)	2016 (Future)
<b>Nutrition</b>	Nestlé Healthy Kids Program (NHK)	2000	3000	3000	5000	6000
	Knowledge Sharing Program	0	10000	15000	25000	30000



**Chart 1:**

**Comparison of Nutrition CSV from 2012 up to 2016.**

The above mentioned graph describe that, NBL so far reached to the 5000 school students through NHK programs, and their expected shared knowledge is around 10000 people. By 2016, they want to reach more 14000 students estimating that the shared knowledge would be around 70000 people in the community.

- **Water**

**Water Tank and Water Education:**

In line with Nestlé Worldwide initiative of Creating Shared Value - to support the community in the rural area, Nestlé Bangladesh has constructed several water tanks of the highest hygiene and quality to supply clean drinking water. These units are built by drilling and constructing water tanks that store clean drinking water allowing the school children regular access to drinking water. Facilities are tiled and have taps for easy maintenance and access.

The water facilities are built in schools at Gazipur District. Since the inception of the project in 2006, over forty three thousands of students in those areas are directly being benefitted from these facilities. Setting up these water projects is a continuous process.

With every NBL Clean Drinking Water project that is implemented in schools, ‘water education’ becomes a part of the school curriculum and water education programs are to teach students about the importance of clean water, the need for conservation and the link between clean water, hygiene,

health and wellness. Mr. Naquib Khan said, “Pure drinking water is in a threatening position. If company does not consider it seriously, company itself will be in a threatening position. So for the betterment of human civilization, we all should be careful for effective use of water and preserve it to get a good future.”



#### **NBL’s water approach to School Children:**

People take water for granted, treating it as an endless resource. NBL treat children as ‘water ambassadors’ and use water education programs to create awareness amongst students. These programs discuss the importance of clean, hygienic water, the need to check the depletion of water resources, and methods of water conservation. Children carry these messages to home, extending program's reach.

#### **NBL’s water approach to Farmers:**

Agriculture requires a heavy use of water. NBL is increasing awareness regarding the depletion of water and advice farmers on the optimal use of water in agriculture and dairy.

#### **NBL’s water approach to Employees:**

On World Water Day, a campaign on water conservation and preservation takes place at both the factory and office premises to instill a greater awareness of the need for water conservation.

#### **Present Scenario (Till 2013):**

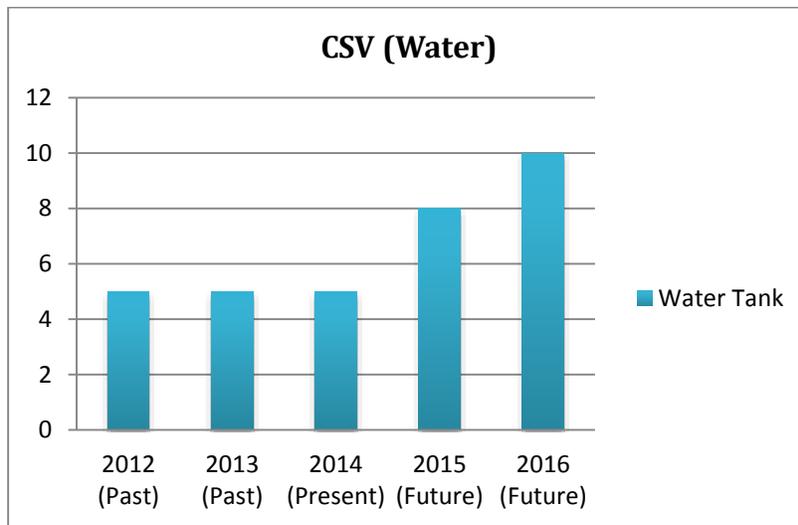
- Constructed 38 water tanks to provide clean drinking water to rural school children
- Around 3,500 students are provided with water training

**Commitment 2014:**

<b>Water</b>	<ul style="list-style-type: none"> <li>• 5 Water tanks to be constructed &amp; maintain the old ones;</li> <li>• Provide water education to 500 school children;</li> </ul>
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**Comparison:**

CSV (Water)	2012 (Past)	2013 (Past)	2014 (Present)	2015 (Future)	2016 (Future)
<b>Water Tank</b>	5	5	5	8	10



**Chart 2: Comparison of Water Tank Project.**

From 2006 to 2013 they have constructed 38 water tanks, but here I have given the data from 2012 up to 2016 which is in planning process. Thus, by 2016, hopefully Gazipur districts will get access to more 23 water tanks and clean water.

- ***Rural Development***

**Sanitation facilities**

Nestlé believes that education and empowerment of students can enhance the quality of life in communities. But in Bangladesh, majority of the girl students in the rural area discontinue education as soon as they turn 10 or 12. After observing the behavioral pattern of these students

and their families, it has been identified that apart from the early marriage issue, absence of a separate or any sanitation resulted into high drop-outs from schools.

To facilitate these students in continuing their education, promote a healthier and cleaner environment and support them, Nestlé Bangladesh has set up 21 sanitation facilities in village schools in the Gazipur district till 2013. These facilities currently benefit almost 11,000 girl students and will benefit future generations in Bangladesh as well. On that note, Mr. Mirza Hossain said, “When girls reach at the age of 11-13, they should have the rights to use separate sanitation. Our study shows that due to lack of enough sanitation facilities in the rural areas, girl’s students escape from school or simply do not want to come school. To reduce that rate, NBL is supporting to construct Girl’s toilet to the primary school.”

**Collecting Raw Materials**

Apart from sanitation facilities, NBL has taken initiative to collect the raw materials from farmers directly rather than importing it. Primarily they want to collect rice and spices from Dinajpur District. For that reason, they have already done the initial works for the process. At first they will train the farmers about modern methodology of cultivation, use of seed and fertilizer etc, and then will buy raw materials from the farmers. Thus, it will help the rural people to have a better standard of living as they will be trained up and at the same time, company will be able to reduce the importing cost of raw materials. That is why; Mr. Naquib Khan, Director of Corporate Affairs said, “It is our responsibility to develop rural economy and create a win-win situation for farmers and organizations as well.”

**Present Scenario (Till 2013):**

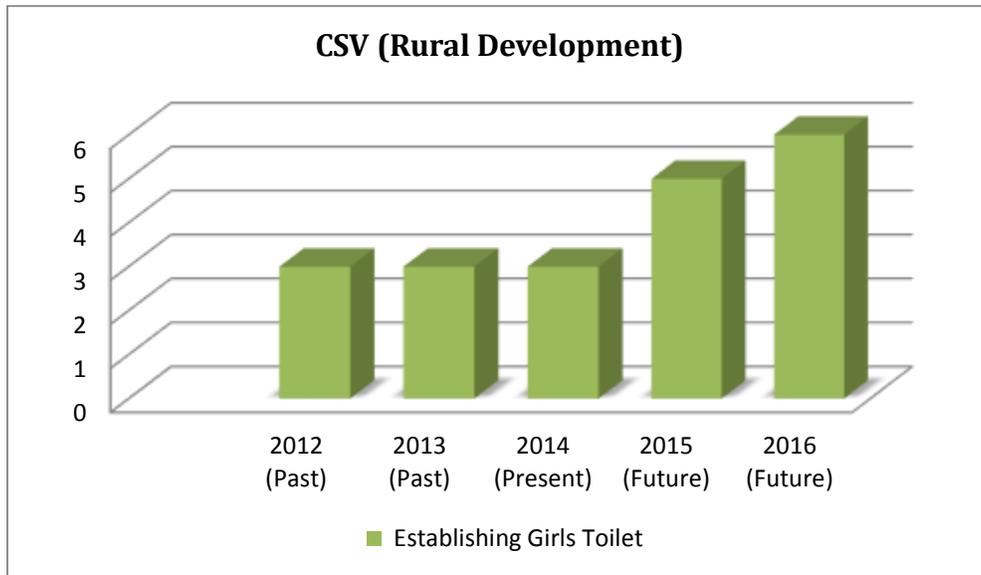
- Responsible local sourcing of Rice & Spices. We are exploring right partners of suppliers/farmers/NGOs to work with
- Construct separate girls’ toilet in the rural schools to reduce drop outs of girl students.  
Constructed 21 girls toilets

**Commitment 2014:**

<b>Rural Development</b>	<ul style="list-style-type: none"> <li>• Establishing 3 more girl’s toilets</li> <li>• Piloting the initiative of training the farmers about right utilization of fertilizer &amp; seeds;</li> <li>• Working with rice and spice producers</li> </ul>
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**Comparison:**

CSV (Rural Development)	2012 (Past)	2013 (Past)	2014 (Present)	2015 (Future)	2016 (Future)
Establishing Girls Toilet	3	3	3	5	6



**Chart 3: Comparison of sanitation facilities as a part of rural development**

From the above mentioned graph, we can see that, although NBL already established 21 girl's toilet in the rural school, out of them 6 has been built by 2012 & 2013. By 2016, they have a plan to build 14 more toilets to reduce the drop out girls in Gazipur District.

# Project Details & Social Impact

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Each and every CSV programs are designed separately as it differs from one to another. In the analysis part of my report, I have given detail of each programs starting from planning to implementation to show how the whole process works. To some extent I tried to give the social impact as much as I can. Side by side, there is community opinion which shows the transparency and validity of the project. After that, there are recommendations which organization can implement for their betterment.

- ***Project Details- Nutrition- Nestlé Healthy Kids (NHK) Program:***

1. **Purchase Request:** According to the instruction of Nestlé South Asia Region (SAR), at first NBL has to raise a ticket mentioning that they want to start NHK program in a school. If SAR gives proper clearance, only then NBL takes preparation to initiate NHK program in a particular school.
2. **Selection of School:** There might be series of schools for the project. At a time, all of the schools cannot be covered. So based on available resources and other supporting activities, NBL select a school and start further process.
3. **Purchase Requisition:** After selecting a particular school, NBL asked the school authority to give a requisition. It is just for having a record that school authorities has consent for the NHK program.
4. **Participant list:** Then, school authorities gives a participant list to NBL that how many students are going to attend from which classes.
5. **Training Schedule:** Nutritionist Professor Nazrul Islam prepare the training schedule of behalf of NBL after getting the participants list.
6. **Purchase Order:** Formally or officially, now NBL start works for the NHK program which is known as purchase order. Purchase requisition and purchase order is just the official approach to start and have validity of work.
7. **MoU:** After releasing purchase order, a Memorandum of Understanding (MoU) has been signed between the Principal of the school and Managing Director of NBL mentioning all the process and conditions which is required for official purpose or per company policy.
8. **Printing:** After that NBL go for poster printing, nutrition book printing to conduct the training session. Sometimes, they also print the course completion certificates based on number of participants. Sometimes, certificates are printed after the completion of course.

9. **Training:** Training usually starts on the month of March. The whole training period consists of 6 months which includes 6 modules of learning. Thus, usually the training program ends up on August. It is because the evaluation report of training program has to be submitted by October to the Headquarters in Vevey, Switzerland.
10. **Evaluation Report:** Through some mock test and quiz competition, NBL representative prepares the evaluation report of each participant. There is certain percentage of marks that needs to get to pass the training process. As it is a continuous process of six months, usually the results come positive.
11. **Certificate:** After the course completion, students receive a certificate to encourage them so that they become interested about the nutrition value of food.
12. **Project Modification:** Based on the evaluation report, NBL makes necessary changes for the forthcoming year planning. This is how the whole NHK project is working from last four years.

***Social Impact of NHK Program:***

Previously I have given some data and charts that how many students are enrolled in the NHK program. It ensures one thing that the number of student are aware about nutritional aspects and they helps other to be aware about nutrition. If that fact is true then so far 5000 students receives the training and they were able to aware 10000 more people. This is how knowledge sharing happens.

• ***Project Details- Clean Drinking Water Project Activities:***

Nestlé Bangladesh Limited does not start any projects randomly without proper justification. Thus, each of the programs has different phase of implementation. Here is the outline for Water project:

1. **Investigation & Assessment:** When a primary school's Principal or Sr. Teacher place the requisition in the office of NBL to establish or sponsor a Water Tank, NBL's assigned team first made a survey to assess the eligibility for setting up drinking water facility.
2. **Purchase Request & Order:** Just like the NHK program, it is the same request and order system. School authority gives a purchase request and NBL gives the purchase order to start the work.
3. **Community Engagement:** Through this phase, school authority, *panchayat*, opinion leader from the community try to get 5-10% fund voluntarily if they want to contribute for the project.
4. **Testing:** All the time, water has been tested in the NBL's Sreepur Factory to examine whether it is drinkable or not. quarterly

5. **Construction:** At this phase, nominated contractor along with help of factory engineers starts to construct the tank and submersible deep bore well.
6. **\*Water Education:** When the construction is running, simultaneously water education program is also held in that particular school students starting from class 4 and onwards. This program helps them to learn how to use water efficiently, how to keep the water clean and different preservation methods of water etc.
7. **The Inauguration:** By this time, the construction has been completed and the facility is handed over to the school authority and village community. This whole process takes almost two months to finish it properly.

#### **\*Water Education Program:**

Previously I have mentioned that water education programs are organized by NBL. Here I have given below a brief outline that what is the program all about:

- **Poster Sharing:** In total 16 posters are shared usually through an interactive session with the students and teachers as well regarding water conservation, saving, preserving, necessity etc.
- **Demonstrations:** A water harvesting model, solar disinfectant methods, drip tap demo and different tips are discussed in the part.
- **Drawing Competition:** As it is a water education program, student takes part for the competition based on the theme "water".
- **Winner Selection:** Finally the winners got the recognition based on their drawing, use of color, clarity of thoughts, right slogans etc. Crest and confectionaries has been given usually to the winner, each winner from each class.

#### **Monitoring/ Follow up:**

Maintenance and repair is the utmost priority for NBL. It is important to keep track of the condition of the water from the source. Flushing and chlorination is examined in every quarter and help can be sought from factory Quality Assurance department. Schools authorities are also instructed to keep their assets as clean and preserve as possible. Sometimes, if NBL do not find the authority cordial to protect their assets or deliberately do something wrong, after giving some warning, NBL stops the monitoring as a part of punishment. But this situation rarely happen, as no one wants to bear huge cost of testing and repairing all alone.

**Social Impact of Water Project:**

Number of Primary schools	38
Water Tanks	38
Numbers of Boys benefitted	22512
Numbers of Girls benefitted	19367
Nearby Villagers benefitted	It is uncountable as the tank is open for all/nearby villagers

• **Project Details- Rural Development- Sanitation and Collecting Raw Materials:**

- 1. Selection of School, Purchase Request and Purchase Order:** These three processes are just same as NHK and Water Tanks projects. If I write it again, it will be a repetition of words. NBL follows same process for sanitation project as well.
- 2. Construction & Completion:** Just like the water tank projects, girl's toilets are constructed and completed within two months and inauguration takes place accordingly
- 3. Monitoring & Repair:** School authorities are being instructed that if any problems they face, they should inform the NBL authority. While receiving problematic calls from schools, NBL's try to fix it as soon as possible.

**Social Impact of Rural Development- Sanitation Project:**

Total Girl's toilets	21
Total No. of Girl's toilets user	11054

The number of girl students in different schools has increased than before after the establishment of toilets. There is no specific data or statistics about it but both NBL and school authority claims that it has a positive impact for the presence of girl students.

In terms of collecting raw material, NBL just started this project to collect rice and spice from the farmers after giving proper training. So it is still in the planning phase. It does not have any impact on society so far.

**Community Opinion:**

Out of 38 Schools, I have randomly picked 6 schools and talked with the Head Masters about the condition of Water Tank and Girls Toilet. And I have received mix reaction which they have given in Bangla. I have described it in English here. Their opinions are given below:

- **Barmi High School:** The Head Master of Barmi High School, Md. Anwar Hossain said that "Definitely the water tank and girls toilet made our life easier. We are grateful to NBL that they

have established it. Our water tank not only helps the students but also the nearby community. And everyone is happy. Girl students do not have any problem nor do they escape from the school now that they have done before. When I asked about the maintenance, he said that NBL whenever he felt any problem, he inform NBL, and authority helps to sort out that problem as soon as possible also they check it regularly.

- **Pirujilla High School:** The Head Master of Pirujilla High School, Abu Ahammod said that, “We have some problems regarding water tank motor and wash. I have already informed the NBL authority. They have said that they will repair it as soon as possible. And Girls toilet does not have any problem so far. Girl students are comfortable now.
- **Kapasias High School:** The Head Mistress of Kapasias High School, Sushila Begum said that, both the Water tank and Girls Toilet is in good condition. They do not have any problem. Service is excellent.
- **Monipur High School:** The Head Master of Monipur High School, Shailesh Chandra Vrmon said that, it would be great if NBL wash the water tank once very soon. Overall service was very good, but a wash could be even more helpful. Girl’s toilet is giving good service as well.
- **Mawna High School:** The principal said, it is very helpful for us as we can access pure water not going so far. Currently we don’t have any problem regarding Water Tank. And about the Girl’s toilet basin has broken. We have already informed NBL; hopefully they will give support as earliest as possible.
- **Bhovanipur High School:** The principal said, they have not faced any problem after the establishing of Water tank and Girls Toilet. Everything is going well. NBL is regularly monitoring. The problem we had, already sorted out. Yet, he also admit that sometimes some illiterate people try to make misuse of the drinking water like by taking shower or some for some other activities. But the school authority tries to take care on that issue as much as they can. Besides, students are encouraged for maintaining their school norms to ensure best use of drinking water.

In Pirujila High school, I have talked with a student of class 6 named saiful. I asked him different questions while gossiping. Among them I randomly asked “*pani bolte ki bujho*” (What you understand by the name of ‘water’? Although I thought that little kid will be confused but keeping me surprise he was able to give a nice answer. He said in Bangla, “*Kalke Hashte Hole, Ajker Theke Pani Shonrokkhon Koro*” which means “Save water today, to smile tomorrow”. Then I asked in Bangla, How did you know it? He replied, “*Nestlé theke pani shikkha kormoshuchi te shikhaise amaderke*” which means, “Nestlé has taught us in the water education program”.

In brief:

<b>Name of the schools</b>	<b>Water Tanks Condition</b>	<b>Girl's Sanitation Facilities</b>
Pirujilla High School	Need Monitoring	Good
Bhovanipur High School	Good	Good
Mawna High School	Good	Need Monitoring
Kapasias High School	Good	Good
Monipur High School	Need Monitoring	Good
Barmi High School	Good	Good

## Job Responsibility

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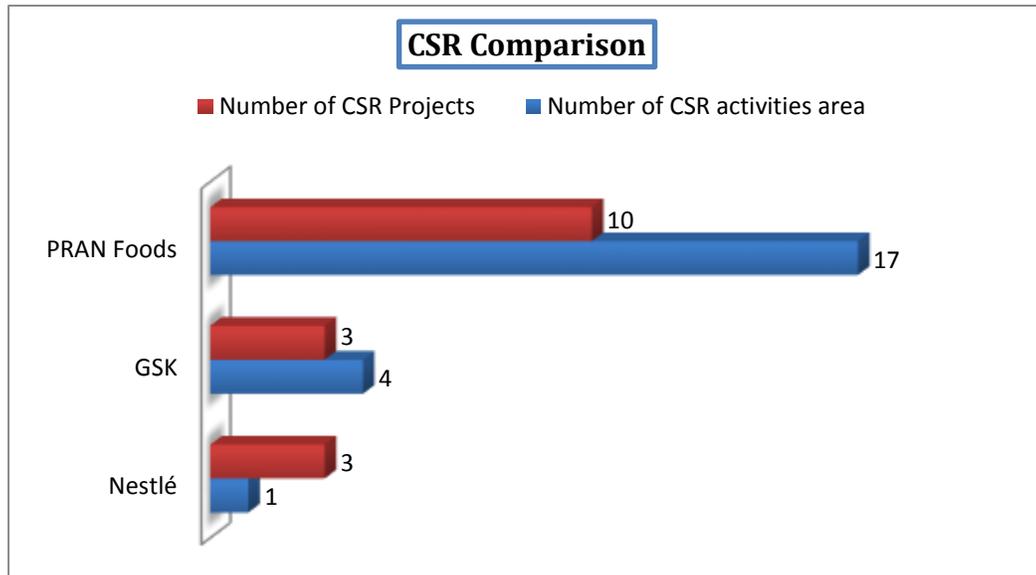
In the CSV program, my job responsibility was bit limited. Because all the project and work processes are well ahead planned and assigned to the specific person. However, being an intern, I have closely observed all the processes, but particularly Nestlé Healthy Kids Program & Water Tank establishment. Initially my responsibility was reading different documents and understanding their CSV commitment & way of doing it. I was gone through from different documents related with CSV that why and how the process is going on. On the next phase, company asked me to go through from different company websites to get some idea about other company's CSV. Followed by, My responsibility was more on the evaluation part i.e. evaluating and validating the project works. For example, I have contacted in different school where water education and tank has been provided already. Sometimes I have found some difficulties over there, whereas most of the cases the operation is going on smoothly. I have collected opinions from the school representatives & also took some community opinion which I have shared above.

# Comparative Analysis of CSR among three Companies

Nestlé Bangladesh Ltd.	PRAN Foods Ltd.	GSK Bangladesh
<ul style="list-style-type: none"> <li>• <b>Nutrition</b> <ul style="list-style-type: none"> <li>- Nestlé Healthy Kids Program</li> <li>- Knowledge Sharing</li> </ul> </li> <li>• <b>Water</b> <ul style="list-style-type: none"> <li>- Water Tank</li> <li>- Water Education</li> </ul> </li> <li>• <b>Rural Development</b> <ul style="list-style-type: none"> <li>- Girls Toilet</li> <li>- Training to the farmers</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Promises to the environment--</b> <ul style="list-style-type: none"> <li>- Community forestation</li> <li>- Effluent Treatment Plant (ETP)</li> <li>- Heat Recovery Boiler</li> </ul> </li> <li>• <b>Promises to the community</b> <ul style="list-style-type: none"> <li>- Dairy Development</li> <li>- Education Development</li> </ul> </li> <li>• <b>Other Social Support:</b> <ul style="list-style-type: none"> <li>- Helping Mosque, Temple &amp; Churches.</li> <li>- Working together with Red Crescent.</li> <li>- Collecting and donating blood.</li> <li>- Working for the disabled.</li> <li>- Working with 'Save The Children'.</li> <li>- Helping the community in natural calamities.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Majher Chor: Village Transformation Project-</b> replace houses, build cyclone shelter, build a new ghat, replace lost live stocks, clean all the water supplies raise the embankment and implement extensive reforestation.</li> <li>• <b>GSK and Save the Children- a new PHASE--</b> The two pronged objectives of the PHASE project in Bangladesh was the improved use and behaviour of health, hygiene and nutrition services amongst the enrolled school children of the impact area- Nasirnagar, Brahmanbaria</li> <li>• <b>The Free Primary School --</b> In an effort to reach out to these children GSK Bangladesh is sponsoring a free primary school run by an NGO called Sathee Kalyan Samity, in Rupnagar, Mirpur.</li> </ul>

## Comparison among projects:

	Nestlé BD Ltd.	GSK Bangladesh	PRAN Foods Ltd.
<b>Number of CSR Activities Area</b>	1	4	17
<b>Number of CSR Projects</b>	3	3	10

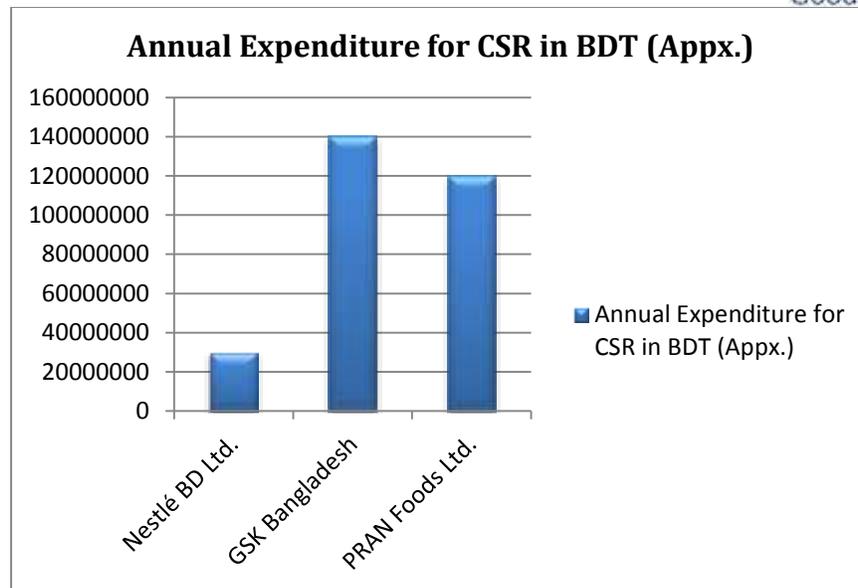


**Chart 4: Three company's comparison based on number of projects and operating areas.**

From the above mentioned graph we can say that, there is a positive relation between number of projects and operating areas because if the company has the capability to work in different places they usually operates CSR on those places. If we look for PRAN Foods, their 17 factories located in 17 areas, thus their number of project are many. Same to GSK, they have 3 projects in 4 different areas. As NBL has only one factory in Gazipur, they operate three projects only in that district.

**Annual Expenditure for CSV of three companies:**

	<b>Nestlé</b>	<b>GSK</b>	<b>PRAN Foods Ltd.</b>
Annual Expenditure for CSR in BDT (Appx.)	3,00,00,000	14,00,00,000	12,00,00,000



**Chart 5: Comparison of annual expenditure in CSR**

From the above mentioned graph, I can say that, as a local company, PRAN Foods Ltd is far way ahead than NBL. Due to its full fledged support from locality, manpower and extensive business market, they have competed well comparing with the MNC like NBL & GSK. Although GSK is in top among three companies in terms expenditure of CSR but PRAN has competed simultaneously being a local company.

## Recommendations on Comparative Analysis

From the above mentioned graphs and competitor's analysis, I can draw some recommendations which are given below:

1. NBL needs improvement in terms of number of CSR projects
2. NBL has way to go in the CSR activities as they are far away from PRAN Foods Ltd. & GSK Bangladesh.
3. NBL's operations are limited in one area and so as the CSR is also limited in one particular area which needs to be modified.
4. In terms of Investment in CSR, again, NBL is way behind than other competitors. This has an ultimate impact on the sales of the NBL's products as people are not aware of their contributions.

# Overall Findings & Recommendations

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From the above analysis of NBL and its three different projects, I can summarize that, Nestlé Bangladesh Limited started its operation in 1994. It has started its first CSV, water project in 2006. Later on they have introduced NHK programs & Sanitation facilities from 2010. And from 2013 onwards, they have made initial preparations for collecting raw materials as a part of rural development. The success of their CSV depends on several other aspects, but still it is worthy to mention that due to their dedication and continuous effort for CSV, they have received Standard Chartered-Financial Express Corporate Social Responsibility (CSR) Award in the year of 2010-2011.

Although NBL is going good but after the project analysis of Nutrition, Water and Rural Development, I have some findings, observations & recommendations which are discussed below:

- **Location:** Nestlé operates its CSV only in Gazipur area, as the factory is over there. They can seek help from the factory lab or from the factory engineers, that's why they only perform their activities on that area only. Thus, I would like to say that only one area operation does not contribute at its best. Because in that case, only one area start developing and others are not. So they should introduce their activities in nearby districts as well one by one. If they continue to perform it according to their factory wise or factory location, then it would be very limited operation and overall contribution will be very less. As a renowned MNC worldwide, it is not expected that Nestlé will perform less compare to other MNC's in Bangladesh. So as fast they will expand their market, they can reach to more people through their CSV as well which ultimately build the brand equity and image.
- **Limited Resource:** NBL perform their activities as per the instruction of Nestlé Delhi. So for that reason they have limited budget, access of information and control, instruction & supervision. Thus, whatever decision India & Sri Lanka takes along with Bangladesh, most of the cases, Bangladesh needs to follow that. If NBL wants to do something extra, they need to maintain the upper decision which is a disadvantage for Bangladesh.
- **Global Alignment:** Although they are operating CSV in three areas, which is critical and needed for Bangladesh, but after all it is a global strategy which they apply in the 86 operational countries. Thus, they usually do not modify their CSV unless it is not needed at all. For example, in Africa they work for HIV AIDS diseases, which is massive on that zone. But that is not applicable for other countries. So they have modified it only for Africa as per the requirement

and need. So, following global alignment is also a shortcoming as sometimes the necessity might be less.

- **NHK- extra load for student:** Nestlé Healthy Kids Program is a very good initiative. But it has some drawbacks as well. For example, NHK is not a course curriculum from the Education Board. Rather it is totally separate initiative from Nestlé which students need to learn after their regular class activities. So sometimes it becomes an extra burden for them. And the teachers need to give extra time for that as well. So the ultimate effectiveness of NHK Program depends on how much teachers are capable to provide nutrition education and how much students are able to grab the knowledge and implement it in their day to day life.
- **Limited Water Education:** Water educations cover many things around the students which is a great source of learning. But this education is not for the in general village people. Whenever they provide the water education, they can gather the village people to be a part of water education so that, village people also have some knowledge and be a good citizen by ensuring ultimate effective use of water. NBL can do it as a part of their promotion as well.
- **Not strongly positioned Rural Development:** NBL has started their rural development CSR not much way before. It is not strongly positioned till now whereas they are operating in a full form in Bangladesh from 1994. So this has to be in a good position by this time but as they became late, it will take time to develop. Although it is late but proverb says better late than never. We hope to get some good outcome from rural development by 2016.
- **Areas of CSV can be modified:** From my point of view, too much focused activities on Nutrition or Nutrition as part CSV is not that much necessary as NBL consider it in terms of Bangladesh. To me, right now there are lots of severe social problems in Bangladesh to address off. Among them poverty, unemployment, drug addiction, inequality in education etc. are some of them which should get priority. For example, the population below the poverty line is still around 31.5%. These people do not get a meal properly in a day. So in that case, CSR or CSV like nutrition, how much value it carries is a doubtful one. Side by side, poverty is highly connected with unemployment rate and the dropout ratio of the school children. Teach for Bangladesh website shows, half of the students who enter class 1 drop out before they complete class 5. On the other hand, about 80% who remain till class 5, are drop out before they finish class 10. There are some factors behind it like wealth, income, social status, geographic location etc. but the irony is still there are many parents, who are not able to ensure the primary education of their children. So for them, having knowledge of nutrition unnecessary. Because priority simply does not make them to do that.

- **Am I concerned about nutrition?:** this is a simple observation from my personal point of view that how much I am concerned about the food nutrition. Being a part of Nestlé how much I am maintaining regular food habits from nutritional perspective. If I answer honestly, the answer will be 'not at all'. NHK is a program to make students educate about the nutrition factor of different foods, its necessity, impact on diseases etc. But how long a student will carry out those knowledge. After finishing the classes or module of nutrition, may be one or at best two years they will remember it. With the passage of time, how many students will remember it? Even if some of them will remember it, questions come how long they would be able to maintain it throughout their life. Here, again come different factors like income, wealth as it will influence the purchasing power of nutritious food. So, again, working for Nutrition as a part of CSV is an appreciate one but the effectiveness or ultimate objective behind this NHK program, how much it is sustainable in the long run, is a questionable one.
- **Lack of regular monitoring:** In the analysis part, I have made a little survey over phone in 6 primary schools or Gazipur. The results are already mentioned above. From that result I can say the monitoring or follow up result is better than average. But still there are some lacking which needs to be addressed. To maintain their CSV commitment properly, NBL should engage more people for regular monitoring and assessment to ensure highest and error free service from their end.
- **Should maintain statistics of improvement:** While my working on CSV operation, I faced difficulties as there was no significant files or books or data which can give some statistics of improvement. Construction of water tanks, girl's toilets has physical evidence but if someone wants to know about the core information or the actual number of people who have benefitted, there is no exact data as evidence. So, the research and development wing of NBL can conduct a research to know about the number of actual beneficiaries.
- **Lack of opportunity to take independent decision:** Independent decision making ability gives the opportunity to make best decision in a particular situation. But if there is interruption from other countries a decision cannot be successful all the time. Because product market is always vulnerable. Demand or any product is not stiff always. So sometimes, it is required to take prompt decision. Same thing is applicable for CSV as well. For each and every problem or for urgent situation, if NBL needs to wait for outsider's opinion, or if the process is lengthy, outcome will not be fruitful always. So in terms of CSV, NBL should have the power to modify it from the ground of Bangladesh that is applicable and appropriate most.

# Learning & Contributions

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To recapitulate my internship experience, learning & contribution, I would like to say, Learning solely depends on a person that whether we will learn from a small thing or waiting for a bigger one. Whatever it is, learning is in every phase of our each and every work. However, the CSR experience that I have learnt it is worthy to mention that, I was lucky to have a cooperative department and its people who helped me to enhance my knowledge through my regular activities.

About the learning part, my initial task is to understand their CSR operations, implementation, alignment with their core values etc. NBL has three dimensions on CSR activities. These activities are completely aligned with their global CSR approach and it gives them a win-win situation. I tried to give some comparisons with two other companies. To some extent it was a challenge to get the other company information. But, overcoming that, I was able to enlighten that NBL needs strategy modification in terms of CSR. Why they need it, I have given also in the findings and recommendations part. They can change the conventional approach of CSR and they should be dynamic to address different other critical social aspects to sort out through CSR. Their existing CSR activities are good enough but again, they can modify it based on country, its people and problem etc. in order to get long term outcome.

Apart from the CSR activities, the Learning opportunity from this department was truly a remarkable one. My department deals with the external side of NBL. For example, apart from CSV, I had to deal with mass media. Any new product launching, or any news that needs press release, I need to cooperate with my manager to select the right medium of communication and appropriate message to deliver through mass media.

The following task was dealing with government affairs. Meet with the high profile person from different ministry, newspapers and television media, set up meeting with them accordingly, choosing a convenient time & place according to everyone's availability, I had to fix those appointment as well. Besides, I need to make profile for whoever is coming or the MD is going to visit. As MD does not know each of them very closely, I had to make profiles of Ministers, media spokesperson etc. so that MD gets an overview for each of them before meeting with them. I have learnt those as well. The next part of learning was preparing internal and external communication guideline. How to communicate within office and outside the office, all the guidelines are prepared by this department.

Another different learning was to deal with negative news about Nestlé. Any of the crises has been dealt through this department. For example, few days back there was news about the Nestlé products in an online newspaper which described that NBL is supplying product without approval of BSTI (Bangladesh Standard and Testing Institute) which is completely wrong news. There are many third parties or different businessmen who brought those products from outside particularly from India, Thailand, China etc. Although they sell those products for their own benefit, but as the product line is from Nestlé, it has negative impact on the society. On those cases Corporate Affairs needs to deal with those problems and has to solve that within shortest possible time. I was responsible to go through all the details from the newspaper and as soon as possible I need to translate Bangla news in English for Managing Director.

The latest task that I was assigned by my on-site supervisor is preparing guideline and rules for the new Head office project of Nestlé Bangladesh. There are several issues like change management, blue collars guideline, employee guideline, facilities & limitations etc., changing rules and regulations, visitors rules & regulations etc. So overall, there are different works and learning opportunity in this department.

I have just completed another responsibility which is making internal newsletter. Although previously it is done by the HR department but just one month back the task has been shifted to Corporate Affairs and thus the whole responsibility has been assigned to me starting from content development, designing, organizing, collecting department information, maintaining liaison with the newsletter committee, taking interviews & comments etc. This task remains a pressures one as it is a medium for internal communication and the whole responsibility was given to me. Although I have prepared it but time to time I have crosschecked it with my on-site supervisor for further modification and instructions.

From my point of view, I came to know different corporate cultures, corporate etiquettes, a complete multinational work environment, how it works, maintaining punctuality, rules & regulations, different best practices in a workplace, taking responsibilities, crises management, work alignment with organization's policy, learning from internal & external meetings etc. So to me working with Nestlé, was a great learning opportunity by the grace of Almighty. Overall, Corporate Affairs and Communication which mainly protects the image value of the organization and helps to enhance brand equity time to time or whenever required.

## Conclusion

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To conclude, I would like to say that, although there are some drawbacks from CSV side, but again, being nutrition and comparatively new company in Bangladesh, NBL has improved a lot than ever before. Yet, they have many things to do in future which I have already mentioned. But as they are committed to the society and its people, hopefully with the passage of seconds, they will modify their strategy as well. Thus, their action and implementation will help them to be the world's most trustworthy company in terms of nutrition, health and wellness.

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# Appendix

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1. NBL- Nestlé Bangladesh Limited
2. GSK- GlaxoSmithKline
3. CSR- Corporate Social Responsibility
4. CSV- Creating Shared Value
5. MoU- Memorandum of Understanding