

Report On  
Monitoring the CSR Activities of Trust Bank Limited

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School  
Brac University  
September 2020

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**Zahed Faiyaz Hossain**  
16304042

**Supervisor's Full Name & Signature:**

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**Syed Mahfujul Alam**  
Lecturer, BRAC Business School  
BRAC University

## **Letter of Transmittal**

Syed Mahfujul Alam  
Lecturer,  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report

Dear Sir,

It is my pleasure to submit my internship report on “Monitoring the CSR Activities of Trust Bank Limited”, which I was appointed by your direction.

In preparing this report I have endeavored my best to include all the relevant information to make the report comprehensive as well as a workable one

I believe that the report will meet the desires.

Sincerely yours,

---

Zahed Faiyaz Hossain  
16304042  
BRAC Business School  
BRAC University  
Date: September 27, 2020

## **Non-Disclosure Agreement**

This understanding is made and entered into by and between Trust Bank Limited and the undersigned student at BRAC University named Zahed Faiyaz Hossain for the commitment of avoiding the unapproved divulgence of confidential data of the organization.

.....

Trust Bank Limited

.....

Zahed Faiyaz Hossain

## **Acknowledgement**

I would like to start by expressing gratitude towards the Almighty Allah for showering me with the capacity and strength to fulfill my internship report and my internship tenure at Trust Bank Limited.

It is my pleasure to recognize unlimited help and moral support from my respected internship advisor Syed Mahfujul Alam, Lecturer BRAC Business School. It is conceivable for his familiar direction I am able to carry out this report in time. I feel honored to get a chance in general banking sector Trust Bank as an intern.

## **Executive Summary**

In the process of economic growth of a country, banks and other financial institutions play an important role. Trust Bank Limited is a third era bank in Bangladesh and has a solid position in the today's serious market. The bank has a phenomenal administration side that is as yet attempting to make the bank more competitive. This report looks into the CSR Activities being carried out by Trust Bank Limited where all the information provided is based upon my experience as an intern of Trust Bank in its Millennium Corporate Branch in Shadhinata tower.

Trust Bank Limited is a second-generation commercial private bank in Bangladesh which supports social work extensively and is one of the largest private donors in the country. TBL makes handsome contributions in Corporate Social Responsibility (CSR). Their main areas of focus are health, disaster relief, social awareness and recycling. The study entitled as **“Monitoring the CSR Activities of Trust Bank Limited”** looks into the CSR activities carried out by the bank. TBL is not just dedicated to meet the moral qualities as a banking institution, yet in addition has its banking culture and environment ideal. As they put a part of their profits in CSR activities in this manner, they have to grow their social development activities and welfare to a greater extent so that individuals may become acquainted with the facilities of the bank. Likewise, they ought to stress more on their promotional campaigns/exercises to rival the industry competitors. However, the persistent cycle of services and continuous improvements will surely put the bank in the best position within a decade. This will create not only create long term profitability for the bank, but also long-term sustainability of the bank as through enhancement of its reputation throughout the country.

**Keywords:** Trust Bank Limited, Corporate Social Responsibility

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## **List of Acronyms:**

TBL Trust Bank Limited

CSR Corporate Social Responsibility

AWT Army Welfare Trust

SRF Special Reserve Fund

SME Small Medium Enterprise

# **Chapter 1**

## **Overview of Internship**

### **1.1 Student Information**

Name: Zahed Faiyaz Hossain

ID: 16304042

Program: BRAC Business School

Major: Marketing

### **1.2 Internship Information**

#### **1.2.1 Period, Company Name, Department, Address**

Period: August 11, 2020 – November 11, 2020

Company Name: Trust Bank Limited

Department: General Banking

Address: Shadhinata Tower, Bir Shrestho Shaheed Jahangir Gate, 546, Dhaka Cantonment,  
Dhaka 1206

#### **1.2.2 Internship Company Supervisor's Information**

Name: Najmun Nahar Roona

Position: Assistant Vice President

### **1.2.3 Job description**

Job description comprises of the obligations and duties expected to play out a specific job. I started my internship at Trust Bank Limited under the cards section where I was appointed to work for a week to fill out all forms of debit and credit card requests which were left incomplete due to the initial lockdown days due to the Covid-19 pandemic and then I had to update the information from the forms to the bank's internal server system to keep a record. However, after a week I have been put to the general banking department where I have been assigned till my internship ends. The job scope that I got in my separate association was a lot more extensive. My obligations are to help my manager in everyday activities. There are certain tasks which are fulfilled by my manager each day and my obligations are to help her and complete the allotted errands appropriately. My obligations and duties in the general banking department are given below:

#### **Opening Bank Account**

One of the significant duties is to assist customers with opening savings account. Generally, customers who come to open a bank account are dealt with by me at first. In order to open a savings account, generally two passport size pictures and photocopy of NID of the customer is needed along with one passport size picture and photocopy of NID of the nominee of the account is needed. Other than these, separate documents such as an income document, passport in some cases and etc. are needed to verify a customer. There are different types of savings account in TBL such as Trust Jhinuk, Trust Porua, Trust Shohopathi, Trust Sristi, Trust Senior Account and etc.

## **Issuing Cheque Books**

My responsibility is to receive the cheque book issue slips from the customers and cross match all necessary details such as signature, account number and customer name and to provide the cheque book to the customer by keeping a photocopy of the cheque book issue slip where the customer had to write down that they have received the check book by write their name and putting their signature on the copied issue slip.

## **1.3 Outcome of Internship Program**

### **1.3.1 Intern's Contribution to the Company**

As an intern my job is to give assistance to my supervisor. I am directed to my day to day work under the heading of my manager. Most importantly, I have to communicate face to face with customers who visit the branch office of TBL for various money related purposes. My primary commitment is to find out what sort of assistance are they searching for. Then according to their issues or queries I have to recognize the client request and direct them towards the respective departments in the branch such as account opening, cash withdrawal, savings scheme, card section and etc. As per their requests I have to collect all necessary documents and information and assist the respective department in assisting the customer.

### **1.3.2 Benefits to the Students**

Fundamentally, the internship program is an incredible route for undergraduate students to acquire significant real-world job experience. As an intern of a reputed private bank in Bangladesh I got the chance to get acquainted with the working environment of a bank. Every day I am taking in a portion of my generally good qualities and becoming aware each day on

my shortcomings as an employee at TBL. I nearly get every day assessments from my manager for my work each day which really helps me to perform more productively the next day. Getting criticism and grasping the misstep is offering me an extraordinary learning opportunity that might not happen again, when I will start my career as a working adult. The internship program has permitted me apply real world techniques which I learned in the classroom before. In a more extensive point of view working in TBL is helping me to improve my aptitudes like professionalism, effective communication, working on strict deadlines and etc.

### **1.3.3 Challenges/Problems**

The objective of the internship program is to know the conduct of day to day financial activities of TBL. Yet I need to confront a portion of the challenges during my internship.

1. Firstly, working at full potential is a major issue of concern. As the COVID 19 pandemic is going on, it is not that quite possible to exhibit all of banking arrangements of TBL completely to all the customers coming by to the branch on each day. Which leaves a somewhat gap in the service.

2. Secondly, a portion of the organization's data are not accessible by an intern which is definitely understandable but however if interns were allowed to access user data through arrangements of terms and condition, then they can work more effectively for the organization. Regardless I got the full support of my supervisor just as all my colleagues in the branch to acquire skills, knowledge and etc. which I needed to realize.

### **1.3.4 Recommendation**

Despite the fact that I am practically getting all the help which I need during my internship but still there are something to improve for a financial establishment, that all I can say from the viewpoint of an intern. Organizations may give a couple of more exposure to an intern which will fuel up the confidence level of an intern. As I have been working in a financial institution, I can say TBL may connect their interns with various departments of their financial framework which may assist an intern with getting an incredible overview of the entire general banking system. This sort of activities may help any intern in their next phase of profession.

## **Chapter 2**

### **Trust Bank Limited**

#### **2.1 Overview of the Company**

Trust Bank Limited (TBL) was established in 1999 to guarantee effective and economical banking services with ideal incentives to the individuals of Bangladesh. With an effective excursion of 20 years, the Bank has developed as a dominant, sound and stable private bank in Bangladesh. The bank offers a whole range of financial services to its various client fragments, consisting from large to mid-corporates, SME and retail organizations. Trust Bank, is one of a kind in the existence of Bangladesh, which is supported by the Army Welfare Trust (AWT) of Bangladesh Army. In 2007, the bank got enlisted in the stock exchanges and skimmed the shares for general public. AWT hold majority of the shares of the bank of about 60%. Currently the bank is expanding with having around 113 branches and SME centers along with 228 ATM Booths around the country. TBL has over 2000 employees who are working hard to



make their position stronger in the banking sector. Their corporate head office is located just beside Shahid Jahangir Gate in Shadhinata Tower.

Trust Bank Ltd. is ceaselessly updating itself so as to be more competitive and to achieve the leading position of the banking industry in Bangladesh. The bank continuously caters its accuracy in providing service, by improving its ways in providing better customer satisfaction and the best quality service keeping in mind, the client's budgetary and banking needs.

## **2.2 Vision, Mission, Core Values**

### **Vision**

Its vision is to be the best in all terms, through building sustainable long-term relationships with its stakeholders delivering optimal value with the highest level of compliance.

### **Mission**

To financially include the unbanked population of the country into the banking network focusing on low cost and basing the delivery of service on technology, while being accountable to all its stake holders. Dedicated to work with full transparency at all levels of its operations.

### **Core Values**

Core values of TBL are:

- Fair - Treating all stakeholders fairly and with due respect
- Dependable – Delivering service as promised
- Reliable – Carry out the service as best as it can be expected

- Professional – Promoting Professionalism
- Dynamic – Dedicated to accomplish new heights
- Trustworthy – Doing what is right

## 2.3 Brand

### Logo

TBL changed their name from “The Trust Bank Limited” to “Trust Bank Limited” and as well relaunched their logo 2006, keeping in mind its caring attitude towards its stakeholders. The green color used in the logo is nurturing that TBL promotes harmony and its combination with red resembles the country’s flag meaning TBL is dedicated towards serving its country and its people.



Figure 1: TBL old logo



Figure 2: TBL new logo

## 2.4 Organogram of Trust Bank Limited

Trust Bank Limited maintains the following hierarchy:

❖ Top level management:

- Chairman
- Board of Directors
- Executive Committee
- Managing Director

❖ Mid-level Management:

- Senior Executive Vice President (SEVP)
- Executive Vice President (EVP)
- Senior Vice President (SVP)

❖ Junior level Management:

- Senior Assistant Vice President (SAVP)
- Assistant Vice President (AVP)
- First Assistant Vice President (FAVP)
- Senior Principal Officer (SPO)
- Principal Officer (PO)
- Senior Officer (SO)
- Management Trainee Officer (MTO)
- Junior Officer (JO)
- Trainee Assistant Officer (TAO)

## **2.5 Products and Services**

### **➤ Retail Banking**

- Deposit products
- Loan Products
- Cards

### **➤ SME Banking**

- Entrepreneur Loan
- Women Entrepreneur
- Manufacturing Loan
- Engineering Loan
- Contractors/ Suppliers Loan
- Agriculture Loans

### **➤ Islamic Banking**

### **➤ Corporate banking**

### **➤ International Banking**

### **➤ Mobile Banking and other e-services**

## **Chapter 3**

### **Corporate Social Responsibility**

#### **3.1 Background of the report**

In fifties, firms of America were expanding their size and thought of the possibility of Corporate Social Responsibility as the nation was confronting facing genuine social issues, for example, poverty, pollution, racial conflicts and so forth. To limit these issues, CSR measures brought up a change in organizations in America and now it's an aspect of all large businesses around the world. CSR is picking up acknowledgment as a commitment of Businesses universally with the goal that it can bring livable environment furthermore, advancement for the society and its conditions. The idea of CSR can be effectively conveyed to stakeholders (Employees, Consumers, Society and Government). So, Corporate Social Responsibility is offering back to the general public with the goal that it can make economic advancement which will be useful for the organization just as for the advancement as well. CSR is connected with a couple of quantities of key areas of an organization and it is generally criticized. CSR measures cannot be calculated by its worth but it ought to be done in such a manner which can bring together stakeholders and target customers. Various examinations suggest that shoppers currently have more enthusiasm for CSR of an organization which impacts their aim to purchase from that organization or avail its service. However, in Bangladesh, Organizations are as yet slacking in conveying CSR to stakeholders appropriately. This report is in view of the CSR Practices of Trust Bank Limited where one can get a general thought of Trust Bank Limited's Corporate Social Responsibilities, regardless of whether stakeholders know about their CSR exercises or not and how this organization is coming up with new exercises under corporate social responsibility

### **3.1.1 Rationale of the study**

The internship program is exceptionally useful for final year students to associate in class knowledge with first-hand experience. The internship blueprint is made to give a real-life experience to final year students for better theoretical understanding.

The experience as an intern of an organization plays a vital role for students which helps them to connect their in-class learnings with real life circumstances. Therefore, every student needs to work under any organization for their internship program as the last phase of their degree. The experience as an intern undoubtedly helps students to begin their corporate life with some reasonable experience.

This report is an aspect of my internship program. It has been set for three (3) months at "Trust Bank Limited" as an aspect of my BBA program. In our BBA Program all courses are connected to hypothetical things and the internship program has helped me to comprehend and relate the circumstances and conduct in an organization. I persuaded chance to be an intern of Trust bank limited (Millennium Corporate Branch) for 3 month and I have been accumulating first-hand experience of the corporate world.

### **3.1.2 Objectives of the report**

The objective of the report is to meet partial requirements for the completion of Bachelor of Business Administration program of BRAC University, by sharing my understanding on the topic and on the company as an intern.

Specific objectives of the report are given below:

- To share my experience and tasks as an intern
- To give an overview on the CSR activities carried out by Trust Bank Limited

- To identify the future planning of their CSR initiatives
- To make recommendations for future improvements in Trust Bank Limited

### **3.1.3 Scope of the report**

The study is being embraced totally with regards to Trust Bank Limited. The data being talked about in this report is factual in nature. This report holds the very foundational data of the organization itself and the correspondence plan of CSR activities, its mindfulness, and the future CSR plans of Trust Bank Limited.

## 3.2 Methodology

This report has been prepared based on experience accumulated during the time of internship and my own learning. The internship report has been prepared by gathering secondary data which put light and made it easier to prepare the report, in this era of social distancing it has become difficult to focus on primary data collection methods but however, remote methods could have been used to obtain primary data such as phone-based interviews, online surveys and etc. but due to time constraint, I have focused on secondary data for completing my internship report.

Secondary data are that information which have been previously accumulated and are available for further extensive research. The main prime benefit of using secondary data is that it is available in various forms, in various structures from an assortment of sources. The other benefits of using secondary data in contrast with primary data are:

- A lot of time can be saved when using secondary data, as the resources are readily available and can help come to a conclusion, at a much earlier time than depending on primary data.
- There are numerous sources from which relevant information can be gathered and utilized, in contrast to the research being carried out, whereas for collecting primary data we have to start from scratch.
- It is affordable and less time consuming as the required information are easily accessible and in most of the cases there are no costs in attaining the required information.



However, along with benefits secondary data gives us, there are some drawbacks of it. Such as:

- In spite of the fact that the data is promptly accessible, validity assessment before using the data must be performed to comprehend the credibility of it.
- The data available may be out dated, having no relation with the current scenario. This will hamper organizations whose markets are rapidly changing.
- Secondary data are not exclusive to and will end up in a common conclusion for individuals and groups using this data for conducting a specific research.

For completing this report, I have used secondary data from Trust Bank Limited' official website, where they disclose their annual reports, company information and etc. On the other hand, I have collected the Bangladesh Bank's guidelines on CSR from its official website and lastly, I have obtained sample reports similar to my topic "CSR" from various educational/learning websites to help create a blueprint on how to proceed with my report.

### **3.3 Literature Review**

#### **3.3.1 What is Corporate Social Responsibility?**

Corporate social responsibility (CSR) is a sort of guideline created by an organization itself, aiming to be socially responsible. There are no "right" way organizations can demonstrate CSR; numerous corporate CSR activities endeavor to emphatically add to people in general, the economy or nature. Social responsibility incorporates the duty of individuals, societies and business organizations. CSR contributes for an organization long run profits through empowering them to be more efficient and gain more positive attention from its stakeholders.

CSR is basically an approach to which portrays how an organization is benefitting and how they are apportioning a portion of their profits to support the society. There are four obligations in CSR that makes an establishment or framework for organizations which assists with outlining in some detail on how to meet their social responsibilities named Carroll's pyramid of CSR. The four dimensions of the pyramid are explained below:

- I. Economic responsibility: At the most fundamental level, organizations need to make profit. Without prevailing, no business has any CSR towards the society. If an organization has any enthusiasm for supporting society over the long run, it must meet its core duties towards its investors, partners and all other stakeholders.
- II. Legal responsibility: Organizations must conform to laws and guidelines set by governments this is the sole legal responsibility of an organization.
- III. Ethical responsibilities: This is dependent upon the top administration of an organization who make ethical decisions which will affect the business, buyers, workers, and nature. As a whole ethical responsibility implies that organizations grasp initiatives, norms, and practices that haven't really been recorded, yet are anticipated.
- IV. Philanthropic responsibility: The philanthropic responsibility of an organization incorporates various voluntary exercises and practices of an organization. It is certainly not a strict obligation; however, these days organizations are relied upon by society to consider such exercises. Organizations creating charitable activities give the public the feeling that the organization is directed towards giving something back to the people. To do as such, organizations embrace various activities, for example, donations, scholarships, grants, rewarding for humanitarian efforts, and etc.



Figure 3: Carroll's Pyramid of CSR

### 3.3.2 CSR in Banking Institutions in Bangladesh

In Bangladesh currently we have 60 Banking Institutions, which are continuously contributing to the economy of the nation. CSR is a very new concept in Bangladesh and yet it does not have a clear definition to stakeholders. Bangladesh Bank, in 2018 published a study that said Banking and Non-Banking Financial Institutions combinedly contributed 279.97 crore in corporate social responsibility where 277.50 crore alone was contributed by Banking Institutions. Here, major portions of 38.86% was spent in education and 30.28% in disaster management. For the most part, Bangladesh Bank has made it compulsory for Banks to put due importance to CSR and made institutional steps of checking such activities at irregular intervals. Different financial institutions have taken in hand, various CSR programs for delivering their social responsibilities and have received positive changes from the general public. Getting a handle on CSR begins with decision from the top administrative level of an organization then gathering action ventures and execution targets picked through consultative

methods with the internal and external partners concerned. The CSR ventures taken by some driving financial institutions fuse eye camp, support to flood effected areas, empowering women in rural areas and etc.

### **3.3.3 Guidelines of Bangladesh Bank on CSR practices**

Prior to 2008, there were no precise rules on CSR for organizations so they used to do CSR primarily through charity. In 2008, Bangladesh bank made a move to make a rule where the organizations were advised to make sustainability report each year and to place their CSR activities in that report. Hence, the monitoring has been improved in light of the fact that Bangladesh Bank's office of Green banking and CSR regulate this to direct organizations towards CSR. Some significant rules are given below:

- There ought to be a devoted CSR unit and if there is no existing practice of CSR then a CSR unit ought to be set up in each banking institution to work under the supervision of Bangladesh Bank's CSR and Management Department.
- The CSR unit will propose an allotment of budget for the CSR spending which will be endorsed by senior administration of the organization yearly, who will grant a budget with respect to the yearly net profit of the organization.
- CSR duties which portrays honor should be continuing, for example, grant programs, and there should be a scale set for the occurrence of some CSR duties such as, for example, green financing, agribusiness, and so forth.
- Top priority should be given to the education sector with not less than 30% from the total allotment.

- After education sector, the health sector will be given the second most priority where a minimum of 20% from the total budget should be allocated which should be used to develop the conditions of health care services and to contribute for the betterment of the underprivileged populations health.
- The second priority sector is Health where it has been told that 20% fund should be given to this sector to develop conditions of healthcare facilities and for assistance of unprivileged population's health.
- The rest of the budget ought to be spent on crisis situations such as disaster relief, helping in emergency services, promoting sustainable environmental practices and lifestyles, promoting aesthetic events, sports, and recreational events.
- As a whole, other than health and education sector all other sectors cannot be allotted more than 15% of the total CSR budget.

### **3.3.4 Corporate Social Responsibility of Trust Bank Limited**

Since the initiation of the business, TBL is focused on building trust in the banking industry by emphasizing on honesty and straightforwardness, improving commitment with clients. Trust Bank Limited began its CSR practices in 2009 thinking of benefitting all its stakeholders such as clients, investors, society, government, and so on with due respect to natural and moral contemplations in all parts of its tasks. TBL has added to the prosperity of society through various CSR practices like advancing medical services, improving the quality of education, women empowerment, and supporting during natural disasters. Over the years, TBL has taken its duty towards the society to an organized and coordinated way to accomplish a sustainable development of its business by broadening its CSR practices alongside focusing on its core

business goals. TBL is utilizing its capabilities and skills not exclusively to benefit from financial effect but to have a social effect as well.

In the frame work of CSR, the bank has set up a noteworthy special fund named 'Trust Bank Limited Special Reserve Fund (TBL SRF)'. TBL SRF was affirmed by the Finance Ministry and the National Board of Revenue. A sum not surpassing 5% of the Bank's operating income is permitted to transfer to this Special Reserve Fund. The board of directors of TBL has approved CSR guidelines and have assigned a dedicated CSR desk in order to monitor all CSR activities. Tk. 120.00 million was added to the Special Reserve Fund in 2019 for carrying out all CSR activities.

### **3.3.5 Key CSR Activities of Trust Bank Limited**

The key CSR activities of TBL are:

- I. Contribution to health sector: TBL is committed to the health sector of the nation. In order to contribute for the advancement of medical services, TBL in 2019 gave Tk. 150.00 million to the Combined Military Hospitals (CMH) and Military Dental Centers located in various districts of the country, for upgradation of their medical facilities by providing them with the latest medical equipment and instruments. CMHs are very famous for their quality medical services in the country. Also, during this time of pandemic CMH's are providing one of the best medical support for Covid-19 patients, where the VIP, VVIP's of the country who are affected by the virus are relying on CMH's for the best treatment.
- II. Contribution to the education sector: TBL established a specialized training institute partnered with Bangladesh Technical Education Board (BTEB) which has been set up to build quality technically skilled man power in order to serve homegrown, as well as

foreign demands for technically skilled labor. The institute conveys distinctive professional training, to both retired and on service armed force members and also to the unemployed youth in the country in order to assist them to earn for a better life. TBL has also established 'Shena Shohayok School', for impaired and mentally challenged children and also provides grants in the form of allowance to poverty-stricken students with exemplary results.

- III. Contribution as disaster relief: In 2019 TBL donated 50,000 blankets worth of Tk 17.95 million to the Prime Minister's Relief Fund, to soothe the trouble of winter-stricken individuals in the country and additionally contribute Tk. 10.00 million to the Prime Minister's Relief Fund for supporting the families of the Churihatta fire tragedy at Old Dhaka's Chawkbazar which killed 70 people and devastated hundreds of families.
- IV. Contribution to the environment: TBL has established a new green bankig financial item named 'Trust Shufola' which can contribute to the decrease of carbon discharges in the atmosphere alongside financial including the rural parts of the country. TBL is financing green projects, such as LEED guaranteed industry (Certified Green Industry and Green Building/Green Featured Building), Recycling and Recyclable Product (PET Bottle reusing plant), Ensuring Work Environment and Security of Factories Workers, Effluent Treatment Plant (ETP), Zigzag or identical Technology in Brick Field, Renewable Energy (Bio-Gas Plant, Solar Home System and Solar Irrigation Pumping System) and so on.
- V. Contributions to overcome the pandemic: All the employees of TBL donated their salary of one day to the Prime Minister's Relief and Welfare Fund in order to speed up the initiatives taken by the government to tackle the coronavirus. On the other hand, the mobile banking service of TBL "t-cash" and the internet banking "I-cash" has gained great positive response for its fast and uninterrupted services during the pandemic.

VI. Other contributions: Various other contributions of TBL are.

- a) Sporting events: TBL in collaboration with Bangladesh Athletic Federation (BAF) organizes “The Trust Bank Limited Summer Athletics” competition each year where the most recent one was held in 2019 which has been the 15<sup>th</sup> competition in a row. Last year, near about 5000 men and women athletes participated in the event coming from all over the country and from various institutions such as Bangladesh Krira Shikkha Protishthan (BKSP) including athletes from the three forces. The competition includes 22 events for men athletes and 14 events for women athletes. BAF considered the event last year as a trial or selection of the athletes for the South Asian games. On, the other hand, since 2008 TBL hosts Taekwondo (marshal art) competition at national level and aims to promote more people in learning taekwondo. TBL contributes Tk 100,000 each year to the Taekwondo federation to help them run their running costs.
- b) Social welfare: TBL provides financial assistance to the widows of the martyred freedom fighters of the “Bidhoba Pollis” in Sherpur district since 2010 in recognition to incomparable sacrifices of the freedom fighters and has promised to financially support the widows till their death., and in the year 2019 alone, TBL paid around Tk 2 million for their monthly allowance. On the other hand, TBL has been paying allowance of amount Tk 3000 monthly since 2009, till 2019 for 10 years to one of the top contenders of “Khude Gaan Raj” he came from a needy family.



### **3.3.6 CSR Activities of Trust Bank Limited with regard to Carroll's pyramid of CSR**

The activities of TBL with regard to Carroll's pyramid of CSR are explained below:

- I. Economic responsibility: TBL is directed towards financially including the unbanked population of the nation both for the purpose of the bank's profitability and to break the mindset of depending on informal financial sources to the formal use of maintaining bank accounts, as well as engaged in creating more values for its shareholders through its handsome amounts of return on investment and are dedicated to meet up to their expectations. TBL has various special retail products Such as "Trust Porua" for school going children to introduce them to the formal banking system from an early age as these young population grows up to contribute to the economy. Then, there is "Trust Sristi" which encourages the female segment of the population to participate in the banking activities as women nowadays are actively contributing for the growth of the economy. TBL also has various loan products for the rural population with loans for farmers such as 4 cow integrated farm loan, rural farming (fisheries, poultry, livestock) loan, irrigation loan and etc.
  
- II. Philanthropic responsibility: There is no doubt, TBL believes in giving back to the society with its contributions to the education and health sector of the country, its charitable contributions and its contributions for the advancement of culture and sports in the country putting stress on ensuring that the underprivileged population of the country are directed towards a more secure tomorrow. On the other hand, TBL encourages a green environment in the branch premises as it has all of its branch premises surrounded with various indoor plants and also has successfully reduced the

use of paper in its operations by reducing paper in the account opening form, from a seven-page form to a two-page form.

- III. Legal responsibility: Banks legal responsibility lies in the consent with local and international rules, regulations and standards. TBL discloses its yearly financial reports for its stakeholders and strictly abides by the CSR guidelines set by Bangladesh Bank by maintaining a separate CSR desk. However, the most important areas which require compliance in this part of the pyramid is complying with anti-money laundering and anti-corruption rules and guidelines. TBL rigorously maintains an anti-money laundering division which has its own separate guidelines along with the central banks guidelines, such as anti-terrorist financing policies, know your customer, anti-corruption policies and etc. On the other hand, TBL uses a unified core banking software which has been embraced to guarantee operations through abiding by a framework and to have internal control.
- IV. Ethical responsibility: In order to ensure the highest level of transparency and accountability TBL has a separate “Ethical committee” chaired the MD of the bank working to influence excellence in behavior by maintaining honesty and consistency with societal norms, standards and customs. The customers are treated fairly and with due respect, with my practical experience as an intern of the bank, I have not seen any employee misbehaving with any customer.

### **3.3.7 Findings**

By and large looking into the CSR of Trust Bank Limited Bank Limited connotes that its commitment towards social welfare is gaining speed each day, and this is helping in creating a more dignified branch value and is helping to gain greater trust from the stakeholders. But,

TBL's interest in various sectors of CSR is limited as it majorly focuses on education, health and disaster management keeping sectors like waste management, clean water campaigns, old age homes, anti-child marriage campaigns, promoting birth control products etc. are left out of focus.

As an intern, I tried my best to present all the information I could gather in this short span of time. Six weeks as an intern is not sufficient to get insights of an organization and specially in banks where employees are always busying in serving customers.

### **3.3.8 Recommendations**

- CSR activities should be given enough importance not for just the profitability of the bank but for the greater good of its stakeholders.
- CSR activities for social welfare should be given more importance.
- Partiality towards specific employees in terms of better job posting, promotion and etc. should be discouraged for maintaining transparent ethical standards.
- Environmental concerns should be stressed upon through promoting the use of advanced technology for the bank's operations.
- The account opening section of the general banking division must have the most employees, as this section provides a wide array of services to large numbers of customers each day.
- Interns should be given proper guidelines and training before they engage in a banks activity as each task in this sector is very sophisticated and needs to be dealt with enough knowledge.

- Banks should introduce performance-based bonuses in order to encourage employees to provide the best possible service.
- Banks should work against sexual harassment of the female employees by customers or co-workers to ensure the best possible work environment.

### **3.3.9 Conclusion**

Industrialization has led to massive changes in the society and environment where CSR is playing a vital role as businesses are seen as socially lawful with regard to their actions taken in hand for CSR. The concept is emerging as, greater investment in CSR will lead to greater profitability for the business. All business should come forward to work for CSR for creating a positive brand image for themselves and also to work for the betterment of the society.

As an intern I have noticed that, the bank abides by all the rules and regulations of the central bank strictly and also encourages customers to abide by the rules regardless the customers are priority customers or VIP's. Here, at TBL privacy concerns of customers are attended with due respect and the customer data are secured safely in the server rooms.

Trust Bank holds a competitive position in today's market and is one of the most potential banks in the sector. Even though the main target group of this bank are all defense personnel and their families, they are committed towards providing the best service to general customers as well.

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