



Internship Report

on

Effectiveness and efficiency role of Standard Bank Limited Scholarship Program

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Date: 14 September, 2015

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Dear Sir,

Internship Report Submission.

I am very pleased to submit the internship report on **“Effectiveness and Efficiency role of Scholarship Donation Program Of Standard Bank Limited to poor and meritorious students as CSR activity”** to you, in order to fulfill the requirement of BBA program in the BRAC University.

I intently believe & hope that this internship would help me in the long run and also enhance my managerial capabilities. I am obliged for your valuable suggestions and humble cooperation.

Now I have placed this report before you for your kind approval. I hope that my report will satisfy and accomplish all your expectation. For any kind of queries always feel free to ask me, I would be available at your convenience.

Thank you.

Sincerely,

Muhit Khan

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Acknowledgement

This report is the concluding part of my BBA program and will help to enhance the capability to study. In the ground of organizational arena, a lot of efforts and study have done to make the report reliable. This would have not been possible without the indisputable support and assistance. First of all, I want to pay my homage to the almighty Allah who made to capable to continue my everyday task both inside and outside the work place during the whole period of my internship. Afterward I want to pay my special thanks to **Md. Tamzidul Islam**, Senior Lecturer, BRAC business school under whom I have completed my internship report.

If I don't point out some of the employee's names of Standard Bank Limited Bangladesh LTD, my acknowledgement will be incomplete & void. Specially they helped me a lot by providing a well corporate experience and teach me how to adjust with it. In this period, I am highly grateful to **Mr. Shafiqul Islam**, Head of MIS, who helped me to complete my internship program in that company under his management. Furthermore I want to pay thanks to **Mr. Tafazzul Islam, MTO** and **Mr. Shabbir Ahmed**, Assistant Officer who gave me full support to acquire some basic knowledge about the organization and some CSR related knowledge to me.

I want to give my specials thanks to **Mr. M. Ahsan Ullah Khan, EVP, Head of HRD**, who helped me by providing valuable information required to complete my report and to work under his supervision.

For successfully completion of my internship, I am really fortunate to get guidance and supervision from my teachers, employees of Standard Bank Limited & others.

Executive Summary

As part of its commitment to create real value in the society that is constantly developing, Standard Bank is determined to be a good corporate organization in every corner of its community, clients, employees and other stakeholders in the places where it works and live. The bank holds itself accountable for the social, environmental and economic impacts of its operations.

CSR is defined by SBL as a combination of ethical and responsible corporate behavior as well as commitment towards generating greater goods in society as a whole by addressing the developing needs of the country. SBL always believe that CSR works as a bridge between the company and its consumers. To interact effectively and responsibly with the society and to contribute to the socio economic condition of Bangladesh SBL has adopted a holistic approach to CR. Through this approach SBL aims to, on the one hand involve itself with the larger section of the society and to address diverse segments of the stakeholder demography, and on the other remain focused in its social investment to generate greater impact to the society.

The study will be based on the combination of secondary and primary data. To know responses from people about the impact primary data will be needed. I will conduct a survey among twenty (20) respondents collected from the area where the scholarship will be given and will collect some relevant information from the internet, company website, information from supervisor and several journals as a source of secondary data.

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Overview of the Banking Industry

Since early British rule, the history of banking in Bangladesh territory shows that the traditional trade-networks developed before the banks invaded rural areas. And the banking services have slowly flourished in Bangladesh territory. Even today, in many places, moneylenders provide credit services. Small shopkeepers and businessman use informal credit at high interest rate, traditional Mahajan's money lending business gradually declined due to expansion of bank and the micro credit programs of NGOs, Cooperative banks and government agencies.

Modern banking system plays a vital role for a nation's economic development. Over the last few years the banking world has been undergoing a lot of changes due to deregulation, technological innovations, globalization etc. These changes in the banking system also brought revolutionary changes in a country's economy. Present world is changing rapidly to face the challenge of competitive free market economy. It is well recognized that there is an urgent need for better, qualified management and better-trained staff in the dynamic global financial market. Bangladesh is no exceptions of this trend. Banking Sector in Bangladesh is facing challenges from different angles though its prospect is bright in the future.

Bangladesh is one of the developing countries in the world. The economy of the country has a lot left to be desired and there are lots of scopes for massive improvement. In an economy like this, banking sector can play a vital role to improve the overall social – economic condition of the country. The banks by playing the role of an intermediary can mobilize the excess fund of surplus sectors to provide necessary finance, to those sectors, which are needed to promote for the sound development of the country.

Commercial banks in Bangladesh economy are to face an increasing competition for their business in coming days, like any other emerging market economies. Their business is no longer remaining easy as they earlier. The real change in the banking business has started to come with the government's decision to allow the business in the private sector in the middle of the Eighty's.

Overview of Standard Bank Limited

Standard Bank Limited (SBL) was incorporated as a Public Limited Company on May 11, 1999 under the Companies Act, 1994 and the Bank achieved satisfactory progress from its commercial operations on June 03, 1999. SBL has introduced several new products on credit and deposit schemes. It also goes for Corporate and Retail Banking etc. The Bank also participated in fund Syndication with other Banks. Through all these myriad activities SBL has created a positive impact in the Market.

Features of SBL:

- Standard Bank builds up strong pillar of capital, promote trade, commerce and industry; discover strategies for achieving systematic growth.
- It is the pioneer in introducing and launching different customer friendly deposit Schemes to tap the savings of the people for channeling the same to the productive sectors of the economy.
- It has created congenial atmosphere so that the client becomes interested to deal with the Standard bank limited.
- For uplifting the standard of living of the limited income group of the population, the Bank has introduced Retail Credit Scheme by providing financial assistance in the form of loan to the consumers for procuring household durables.
- The Bank is committed to maintain continuous research and development to keep pace with modern banking.
- Recently the bank starts internet banking in order to provide prompt and efficient services to the customers.
- The bank has introduced customer relations management system to assess the needs of various customers and resolve any problem on the spot.

Objectives of Standard Bank Limited

- To be a dynamic leader in the financial market in innovating new products as to the needs of the society.
- To earn positive economic value addition (EVA) each year to come.
- To top the list in respect of cost efficiency of all the commercial Banks.
- To become one of the best financial institutions in Bangladesh economy participating in the most significant segments of business market that we serve.

Mission, Vision & Core Values of Standard Bank Limited

Vision of SBL:

To be a modern Bank having the object of building a sound national economy and to contribute significantly to the Public Exchequer.

Mission of SBL:

To be the best private commercial bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, sound management and profitability.

Core Values of SBL:

Our Shareholders: By ensuring fair return on their investment through generating stable profit.

Our customer: To become most caring bank by providing the most courteous and efficient service in every area of our business.

Our employee: By promoting the well being of the members of the staff.

Community: Assuring our socially responsible corporate entity in a tangible manner through close adherence to national policies and objectives.

Management of Standard Bank Ltd:

As a fully licensed professional bank, Standard Bank Limited is being managed by a highly professional and dedicated team with long experience in banking. They constantly focus on understanding and anticipating customer needs. As the banking scenario undergoes changes so the bank and its responsibilities itself changed in the market condition.

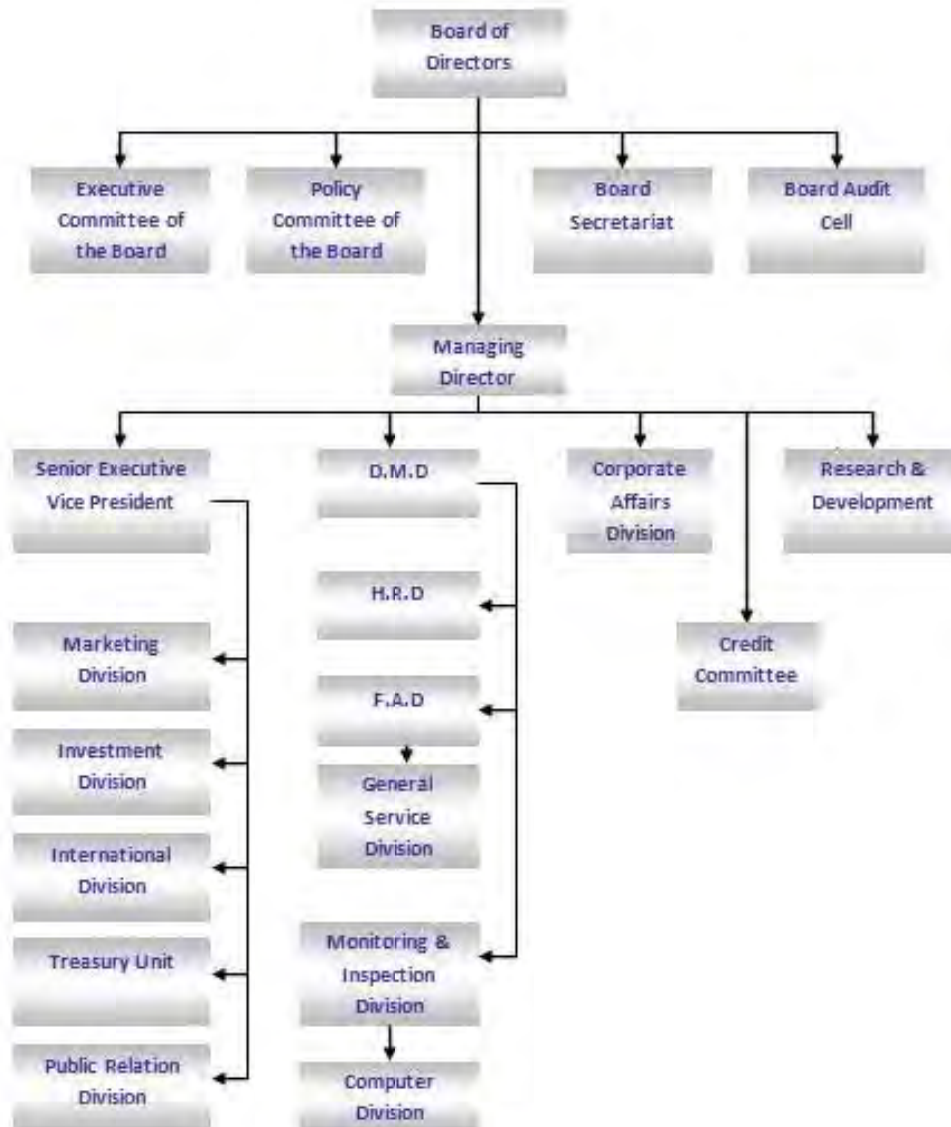
In the bank, board of directors has the sole authority too take decision about thee affairs of the business. Now there are 18 directors in the management of the bank. All the directors have the good academic background and have huge experience in business. The board of directors holds meetings on a regular basis. There are different committees in the bank for the efficient management of the bank. All these committees meet on a regular basis for discussing various issues and proposals submitted for decisions. The committees are:

- ⇒ **Board of Directors**
- ⇒ **Executive Committee of the Board**
- ⇒ **Policy Committee of the Board**
- ⇒ **Credit Committee**

Board of Directors:

Mr. Kazi Akram Uddin Ahmed	Chairman
Mr. Kamal Mostafa Chowdhury	Vice-Chairman
Mr. Ashok Kumar Saha	Director
Mr. Ferozur Rahman	Director
Mr. Md. Monzurul Alam	Director
Mr. S. A. M. Hossain	Director
Mr. Mohammed Abdul Aziz	Director
Al-Haj Mohammed Shamsul Alam	Director
Mr. Gulzar Ahmed	Director
Mr. Md. Zahedul Hoque	Director
Al-Haj Md. Yousuf Chowdhury	Director
Mr. Md. Fayekuzzaman, MD, ICB	Director
Mr. S. S. Nizamuddin Ahmed	Independent Director
Mr. Najmul Huq Chaudhury	Independent Director
Mr. Md. Nazmus Salehin, MD	Ex-Officio Director

Organogram of Standard Bank Limited:



The Major Products & Service of SBL:

Products:

Opening of different types of accounts, Issuing checkbook and delivering deposit receipt book are SBL's some product. There are several kinds of accounts are held:

Savings Account:

When a person will open this A/C, the important things are necessary.

1. Introduction of Depositor / A/C's holder
2. Photocopy of passport/ Chairman Certificate/ Attested of First Class Officer/Voter ID Card.
3. Two copies of photographs.
4. KYC {Know Your Customer} form & TP (Transaction Profile)

SBL Regular Deposit Programme (SRDP)

* If any monthly installment remains unpaid for 5 (five) consecutive months, the account will be closed automatically and the account will be settled as detailed below:-

Relationship/ Tenure	Applied Interest
Less than 1(one) year	No interest
More than 1 year but less 3 years	Savings Rate
More than 3 years but less 5 years	Matured value of 3 years and rest as per prevailing interest rate on savings rate
More than 5 years but less 10 years	Matured value of 5 years and rest as per prevailing interest rate on savings rate.

If failed to pay monthly installment on due dates he/she will pay penalty of Tk. 20/-(Twenty) next subsequent installment.

Monthly Installment, Tenure and Maturity Value will be as per following Schedule:-

Installment / Years	300	500	1000	2000	2500	5000	10000
3 Years	13,000	21,700	43,400	86,800	1,08,600	2,17,200	4,34,400
5 Years	24,700	41,400	82,800	1,65,600	2,07,000	4,14,000	8,28,000
7 Years	39,900	65,600	1,31,200	2,62,400	3,28,000	6,56,000	13,12,000
10 Years	69,100	1,15,100	2,30,200	4,60,400	5,75,500	11,51,000	23,02,000

Consumer Credit Scheme:

Lending rate has been shown in the following table where fixed rate (Bangladesh bank instructed rate) and mid-rate are given. Bank may re-fix ± 1.50 over the mid rate considering the risk involvement. These rates are effective from January 01, 2010.

SL	Particulars	Fixed Rate	Mid Rate
01	Consumer Credit Scheme (Staff)	12.00%	—
02	Consumer Credit Scheme (Commercial)	—	14.00%

1.00% additional interest rate will be charged for default in payment/ adjustment. All other charges, commissions and fees shall remain unchanged.

Current Individual Account:

1. Requirement same as savings Account
2. Proprietorship /Firm Account
3. Common Individual of S/A
4. Trade License with validity
5. Seal of the Firm.

Partnership Account:

1. Common Individual of S/A
2. Trade License with validity (more than two owners)
3. Partnership Deed with Registered
4. TK.1000 stamp
5. Partnership letter (Bank will gives)
6. Firm's Seal

Private (LTD)

1. Common Individual of S/A
2. Trade license
3. Memorandum or articles of association
4. Certificate in Corporation
5. Regulation of full board with signature
6. List of Directors
7. Organizations seal
8. Certificate of commencement
9. STD (Short term Deposits)
10. Requirement same as individual A/C

11. STD (Public & Private)
12. Requirement same as Public and private A/C

Club/ Society

1. By Laws
2. Regulation
3. Common Individual
4. Seal of club/society
5. Registration number

Trustee

1. Common as club/society
2. Trustee Deed

NGO

1. Common as club/society
2. Registration of NGO Bureau

Local Remittance:

Transmission/transfer of money from one place to another, Local remittance represents remittance that takes place within the territory of a country.

Banks have a wide network of Branches all over the country and offer various types of remittance facilities to the public/customer/client etc.

Virtually there are main works of remittance department that are as under: —

1. Transfer of funds through Demand Draft (DD), Telegraphic Transfer (TT), and Money Transfer (MT)
2. Issuance of Pay Order (PO), pay slips (PS), Security Deposit (SD), Bearing Certificate Deposit (BCD) etc.
3. Local Bills for Collection (LBC), Outward Bills Collection (OBC)
4. Collections of cheques, Drafts and presenting them to clearing house
5. Maintenance of FDR

Foreign Remittance:

These activities are:

1. Activities related to L/C opening
2. Receiving documents from Exporters Bank
3. Perform all activities for retirement of document for collecting the importing Goods.

The main functions of the Exports are:

1. Getting the L/C Documents from Foreign importers Bank
2. Gives this L/C to Exporter
3. Advising the L/C
4. Opening the Bank-to-Bank L/C

5. Collection and distribution of the payment of Bank to Bank
6. When after shipment of goods the exporter submits all documents as per as L/C, This department scrutinizes those documents and sent to Importer Bank.

Foreign Exchange

- 1) Deals with inward foreign Remittance.
- 2) Dealing of Traveler Checks.
- 3) Transfer money and currency through Western Union.
- 4) Transfer fund through draft, Telegraphic Transfer, Mail Transfer etc.
- 5) Foreign Bills collection.
- 6) Foreign Bills purchase and discount.

WESTERN UNION

Standard Bank is the pioneer to launch Western Union in Bangladesh and now it is one of the most popular way to transfer money. It is used for foreign dealings.

1. ID (To Receive Money through Western Union).
2. Passport (within the validity period)
3. Driving License
4. Ration Card
5. Voters ID
6. Pan Card
7. Refugee Card
8. Student ID (Nationalized University and college)
9. Bank Account
10. Credit Card
11. Army Card
12. Post office loyalty card, Govt., employee ID card, local (W/C) ID card. All ID are valid only if they have a photograph and the ID verifies the person's signature

ADVANCE

Advance in the form of loans, overdraft (i.e. cash credit-CC, Secured overdraft-SOD) and discounts are sanctioned to the customers. If the amount of advance crosses the limit of authority of Branch in charge then it has to take approval from the Head Office Credit Division.

Advance facilities provided by the Bank are:

- General loan.
- Employee House Building Loan (EHBL), House Building Loan (i-IBL)
- Secured Overdrafts-SOD
- Cash Credit-CC
- LIM, Overdraft

- Consumer Credit Scheme-CCS
- Loan against work order, Govt. bond and checks and shares
- Loan against foreign bill of document etc.

Services Of SBL:

Exchange House

SBL Exchange Houses at various locations (USA, UK, etc) is enabling Non Resident Bangladeshis to send their remittances at home in a quickest and safest way.

Islamic Banking

Standard Bank has introduced Islamic banking to meet the growing needs of the customers for Shariah-based banking. It offers a wide range of financial services that covers the entire spectrum of banking operations. Islamic Banking Client can also access Net Banking through this site.

Visa Credit Card

Credit Cards facilitate your lifestyle in all facets like shopping, dining, accommodation, traveling, hospitalization, purchasing furniture & equipment for a interest free time, gift cards and so on that would be determined in needs of time.

ATM Service

Standard Bank Limited has modern banking facility. Withdraw cash 24 hours a day. 7 days a week. You can get a mini-statement of your account whatever required. For the safety reason our ATM

SME Banking

From the perspective of SME banking, there is no doubt that the world is getting flatter every day. Standard Bank launched SME banking to deliver the highest standard of service to its clientele.

Corporate Banking

Bangladesh economy is changing every day. Changes are more and more visible and sometimes it seems they are happening overnight. To face the challenges and business opportunities Standard Bank delivers cash Management and Lending Solutions match for specific business and requests.

Corporate Social Responsibility

Corporate Social Responsibility (CSR) as the commitment of business to contribute to sustainable economic development, working with employees, their families, local community and society at large to improve their quality of life. Thus environment concerns are part of a company's CSR. CSR is a fundamental concept like liberty or equality that is always being redefined to serve changing needs and times.

To be considered effective, Corporate Social Responsibility must be an integrated part of day to day business, engaging all stakeholders and including strategies to support individual managers to make socially responsible decisions, conform to ethical behavior and obey the law.

Every business has three major goals: sustaining profit, sustaining the brand and retaining the staff. And a business has to strive for earning profit as it is essential for its survival and growth as an enterprise. The survival of any business will be a day-dream without profit. But the profit has other dimensions, too. Socially responsible business practices reduce a company's financial profit but could potentially enhance its value. Sustainable Corporate Social Responsibility (CSR) initiatives are embedded in the viable business strategy of organization. The role of CSR, especially from the viewpoint of company, is important in bridging the economic divide that exists in the country. The business themselves alone cannot largely carry out the CSR initiatives. They need to create their own patrons for this. The more there is a linkage between business and the patron organization, the more likely is that CSR initiatives will be sustainable for a longer period. The contemporary CSR agenda is founded in recognition that businesses are part of the society, and they have the potential to make positive contribution to social goals and aspirations.

Despite the fact that CSR does not have a universal definition, it does certainly reflect the recognition by business that they have a responsibility to the society, to third parties, and the national environment, and it encompasses the social, political and economic development. CSR is most effective when it drives off core competencies of a company's values and resources, and is not an add-on. It is meant to set the course of for the business to be in the business of doing social good. It goes beyond the 'old philanthropy' of the past, individual charity and one-off activity or donating money to some "good" causes at the end of a financial year. It is meant to incorporate environmental, social and welfare-based themes into business plans and products. With increased globalization, local businesses are being more integrated with the global economy than ever before. Hence the pressure is mounting on local businesses to converge on international standards of socially responsible business. As a member global economy, Bangladesh is also aware of the need to take positive initiative to establish an image of environmentally and socially responsible business. In the process, some of the banks and financial institutions have set up foundations for the purpose of spending their funds as part of CSR initiatives, in areas of priority social needs. The foundation need people having a forward looking approach to addressing the social issues of wider

concern. The benefits here should not be considered in terms of immediate rate of return on funds so deployed, but these should rather be viewed in the context of meeting an objective.

CSR of Standard Bank Limited

SBL actively embraces its role as a corporate citizen. It regards Corporate Social Responsibility (CSR) not a charity, but an investment in society and in its own future. SBL's goal as a responsibility corporate citizen is to build social capital. The Bank leverages its core competencies in five areas of activity: through social investments it aims to create opportunities; with its involvements in art & music it fosters creativity; via its educational grant program it enables talent; through its commitment to sustainability it ensures long term viability and the Bank's employees regularly participate in activities that provide social support.

There are several sectors where Standard Bank Limited does csr activities. All these sectors have emerged due to responsibilities of the management body of the bank towards general people and several socio economic sectors.



SBL donates crest and cheque to war wounded Freedom Fighter

Chairman of Standard Bank Limited, Mr. Kazi Akramuddin Ahamed is handing over cheque of Standard Bank Ltd. to 20 war wounded Freedom Fighters (physically disabled during Liberation War).



SBL donates a cheque at deceased Army Family of BDR Mutiny.
Hon'ble Prime Minister, Jananetri Sheikh Hasina is handing over cheque of Standard Bank Ltd. to the deceased Army Family of BDR Mutiny.



SBL donates a cheque for Flood Victim people
Hon'ble Chairman of Standard Bank Limited, Mr. Kazi Akramuddin Ahamed is seen handing over cheque of Standard Bank Ltd. to the Hon'ble Prime Minister, Jananetri Sheikh Hasina for Flood Victims.



SBL serves the people setting up a temporary eye treatment project

Chairman of Standard Bank Limited, Mr. Kazi Akramuddin Ahamed seen amongst other honorable persons presents to visit the eye treatment project.



SBL donates cheque & crest to meritorious student

Hon'ble Minister for Education Mr. Nurul Islam Nahid is seen handing over cheque & crest to Meritorious Students donated by Standard Bank Ltd.



SBL has donated computers to School Students at Savar

Hon'ble Chairman of Standard Bank Limited, Mr. Kazi Akramuddin Ahamed is seen donating computers to School Students at Savar.

Report Part

To complete the scholarship donation program Standard bank Limited maintains several phases. Among the steps some of the steps are done by the direction of Bangladesh Bank Limited and some are completed by their own management.

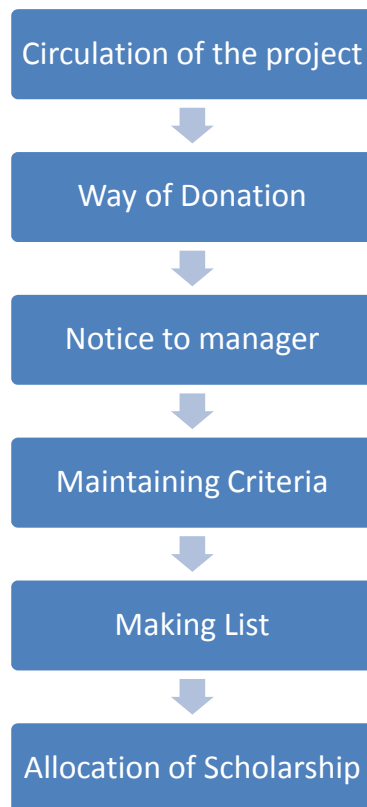


Fig: Phases of the project

Circulation of the Project

Each of the commercial banks of the country has to spend a certain fund for their CSR activity. Among their CSR activity BB makes a declaration to spend 30% of their total CSR amount on educational sector. Being a reputed bank of the country Standard Bank Limited also donates every year scholarship to meritorious students of the country in according to the order of Bangladesh Bank. The process starts while Bangladesh bank initiates a press release to all the banks to achieve their CSR target by donating to educational sector by donating scholarship.

Way of Donation

The amount of scholarship which is decided to pay among the students can be distributed by two ways.

Direct way

In the direct way of donation SBL asks all the headmaster of the respected institution to make a list of all the students who are eligible for getting the scholarship. After making the list headmasters' handover the list to the branch managers and they send it to the main branch to managing director of SBL for final approval. When final approval is done the particular amount of money is allocated to the headmasters for the disbursement to the students. This way of donation is called the direct way.

Indirect way

Indirect way complies of giving certain amount money to the schools where the school committee will distribute the money among the deserving students. The bank will not maintain any criteria and any kind of formalities in completing this activity.

Among 2 of the ways the direct way is most reliable is done by banks most of the time.

Notice to managers

After the press release by Bangladesh Bank the branch managers gets a notice from the main office to contact with the schools regarding the SB Scholarship Program. It is the duty of the managers to communicate the whole process of donation with the school headmasters. They contact with the school management about the whole process and tells them to run the campaign with coordination of the students and staffs. They deliver a form to the school which helps to find out the eligible students of receiving the scholarship.

Maintaining Criteria

After the notice the next step is to maintain several criteria's to find out the eligible students. Branch managers provide a form to the headmasters where the criteria are given about selecting students. All the details about the scholarship are given in the form. Eligibility criteria is as follows

Name of examination	Minimum Grade without 4 th subject
PSC	GPA 5
JSC	GPA 5
SSC or Equivalent	GPA 5

The students who want to get the SB scholarship must have to maintain the above given result that is to get GPA 5 in PSC, JSC and SSC without the 4th subject.

Amount of Scholarship

Nam of Examination	Scholarship Amount
PSC	BDT-5000/ Only
JSC	BDT-7000/Only
SSC or Equivalent	BDT-10000/Only

Students of PSC JSC and SSC who will fulfill the criteria will get such amount of money as scholarship. PSC passed students will get 5000 tk, JSC passed students will get 7000 tk and SSC passed students will get 10000 tk.

Selection Criteria

1. Students who have been continuing studies after passing PSC,JSC,SSC examination in the Govt. recognized school/collage/institution will be entitled for the scholarship
2. Preference will be given to poor and meritorious students
3. 50% of the scholarship will be given to girls if students are available.
4. The condition of minimum Grade GPA-5 may be relaxed in case of physically handicapped students.
5. No scholarship will be given to the students who enjoy scholarships from other sources.
6. 10% candidate can be selected from among the students having at least CGPA 4.0.

The amount of tk can vary according to some situations. Such as if the number of eligible students increase, if girls are more in number than boys. However based on local need and importance sometimes less amount can be given to cover more students.

Making List

After finding out the eligible students the headmaster of the school has to make list of them. The list will include their result, educational background, educational certificates and many other things. In the list the main sector of preference will be poor and meritorious students who need money for their further study. When the list will be prepared with important needed documents it will then be sent to the branch managers for approval of the managing director from the head office. The selection committee will justify all the forms with all the necessary information and make a final list of the eligible students. The committee will then make a Top Sheet for the approval of the MD.

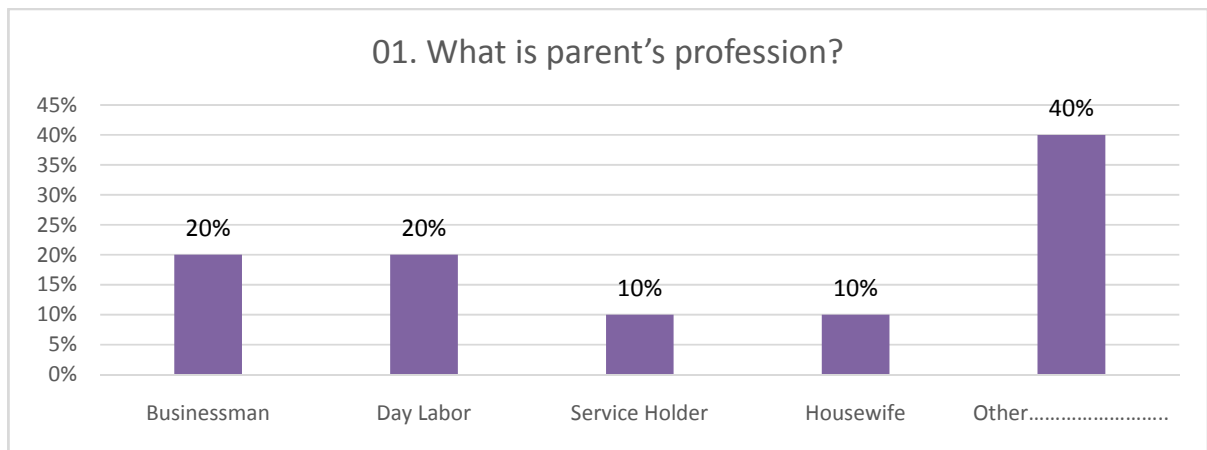
Allocation of Scholarship

Being finally approved the list of students will be then prepared for the distribution of scholarship. Managers will contact with the headmasters to arrange a giving ceremony at their respective schools. The ceremony can also be held in any other neutral venue selected and supported by the both parties. On a given day or shift the branch managers with some officials of the bank and headmaster along with the school governing committee will hand over the scholarship amount among the deserving students.

Analysis of Data

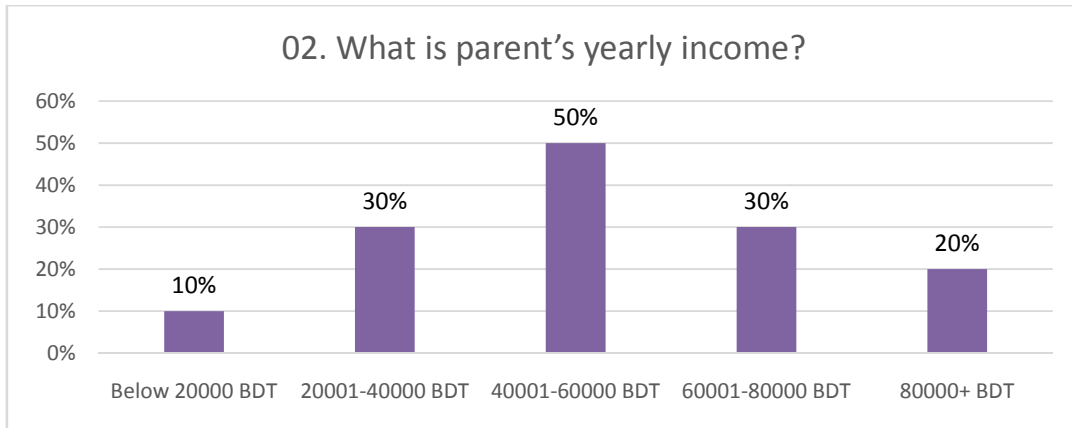
To find out some statistical data and know exactly how people react on the process Standard Bank is running I have done a data collection program in the particular area where the bank gives scholarship to the students as a mode of CSR activity. I have made a series of questionnaire from which I have tried to bring out the responses of the respondents. Here my respondents were mainly the guardians and parents of the students who were selected for the scholarship program.

01. What is parent's profession?



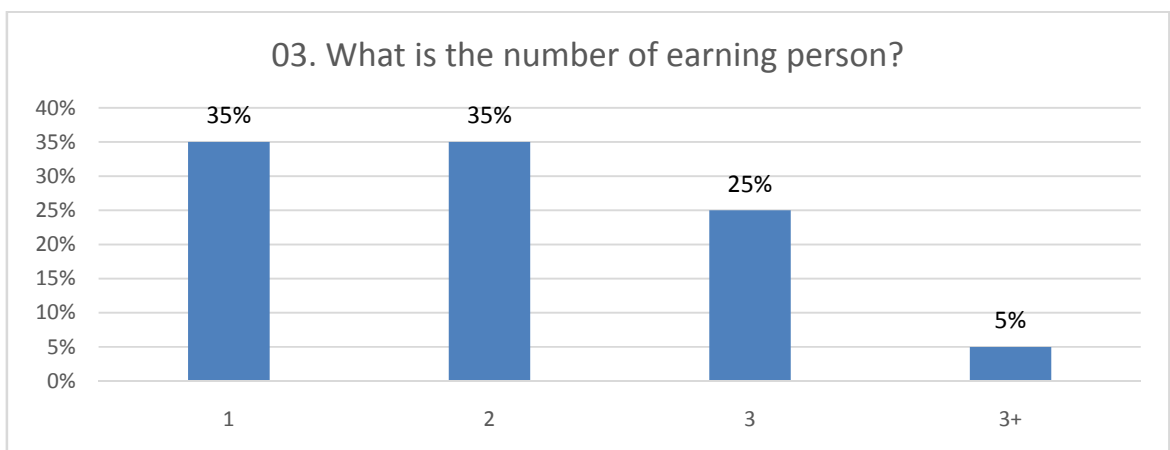
From the above graph we can figure it out that among 4 options which I gave to the respondents most of them belong to the other category. 40% persons out of 20 are from others. Others consist of farmer, rickshaw puller, labor etc. So that means the level of people who are getting the money from bank needy people.

02. What is parent's yearly income?



Most of the parents income range is between 20001-40000 and 60001-80000. That means the majority of the people which is 6 fall between this 2 category. Yearly 20001-40000 income of a person, who has 2-3 children, is facing really hardship to maintain his family and children. But from the graph it is seen the people who have less yearly income than that are getting the same amount. But they should get a little bit more money from the bank according to their income level.

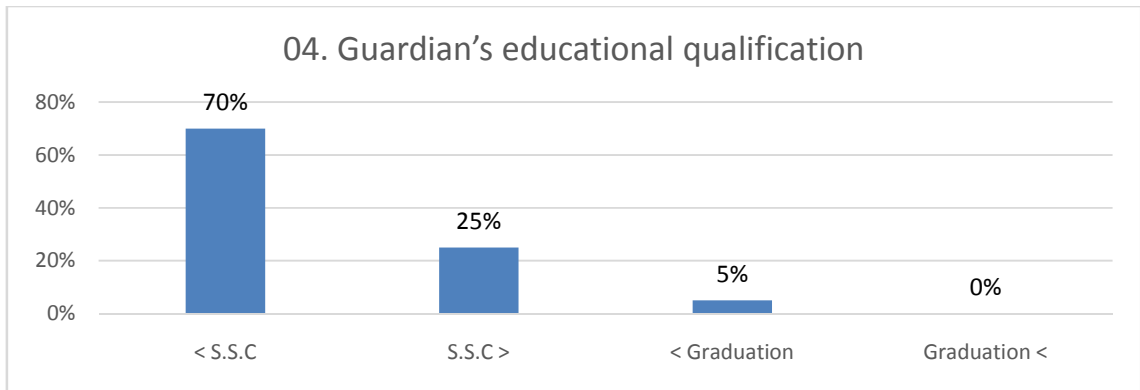
03. What is the number of earning person?



It is seen in the graph that most of the families have at least 1 or 2 earning members in their family. That means their earning members are the parents. If the number are more than 2 than it is their elder or

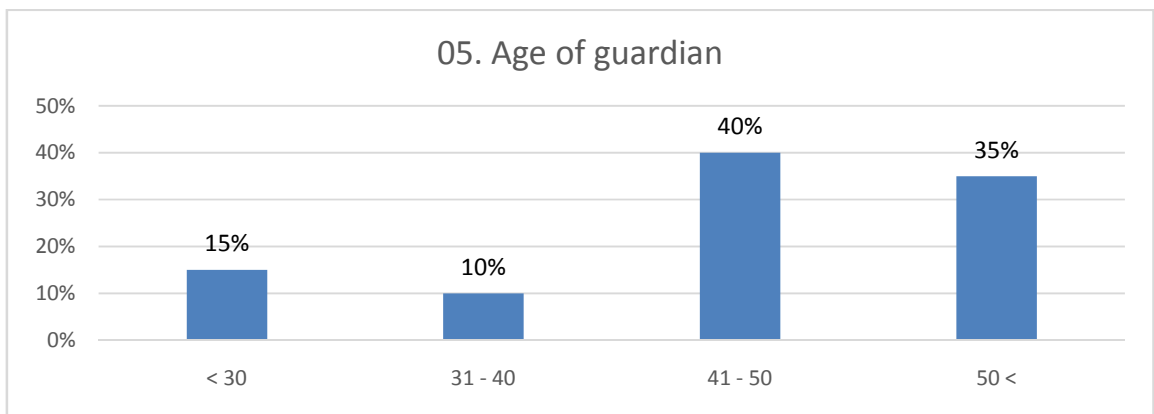
younger brothers and sisters. More earning members indicate another thing that is they have more family members and their earning doesn't fulfill their family need.

04. Guardian's educational qualification



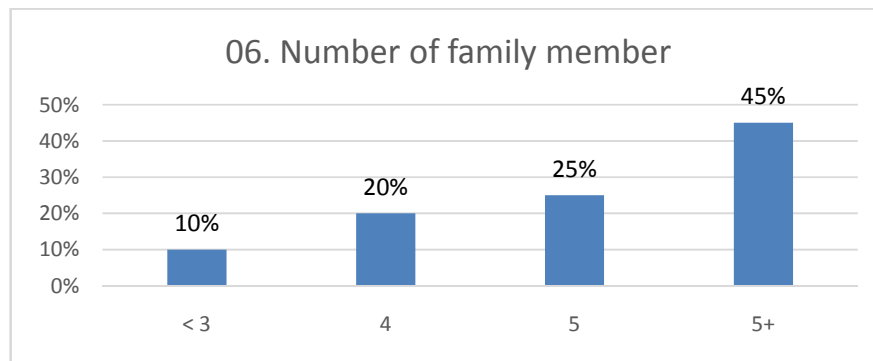
14 respondents among 22 respond that their education level is below SSC. That means they have not yet crossed the normal education level. Education is really a important factor in this research because education of the parents denotes their income level at some extent.

05. Age of guardian



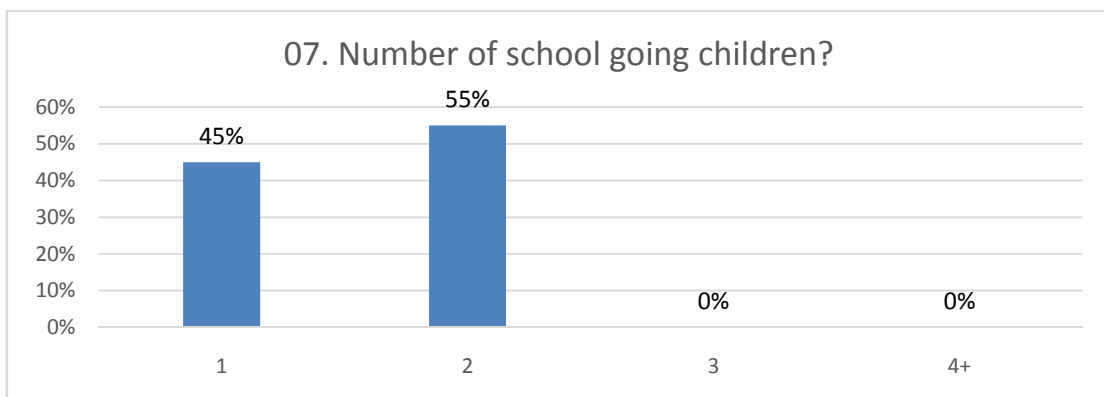
At a certain age people can work anymore .So as a result of that their income decrease.8 of the guardian's age is between 41-50.At this age people more or less become dependent on others. So if their children who are getting the scholarship from SBL is very much beneficiary for them.

06. Number of family member



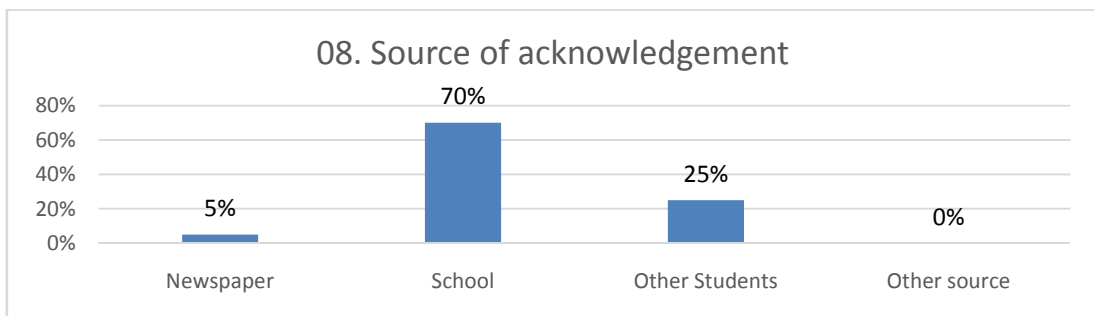
Most of the people lives below poverty line in the villages. When their family member is more than 5 it is a huge number. Where they can't afford themselves, 5 persons is a gigantic task. From our survey we found that 9 families have more than 5 members.

07. Number of school going children?



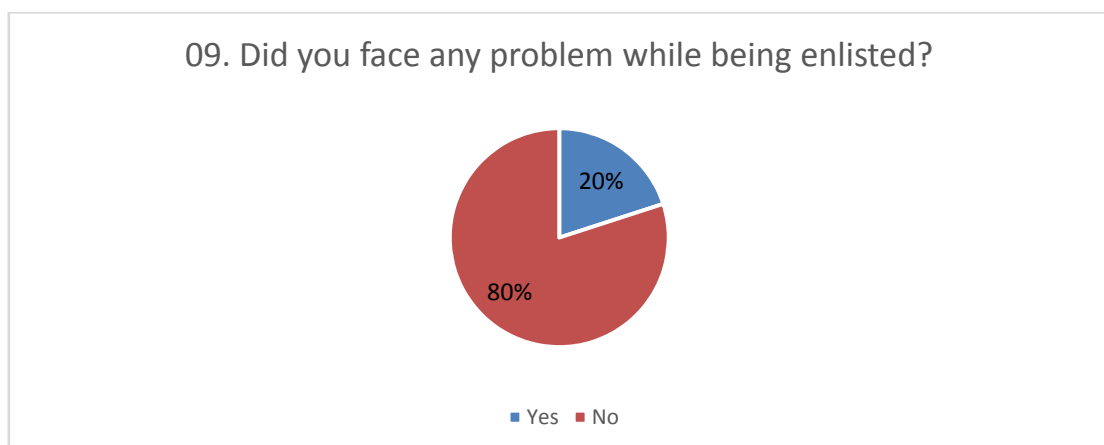
11 families have 2 school going children. So that means that they have to manage the cost of schooling of 2 children. So if the bank helps them with a portion of cost of one of them it becomes very helpful from them

08. Source of acknowledgement



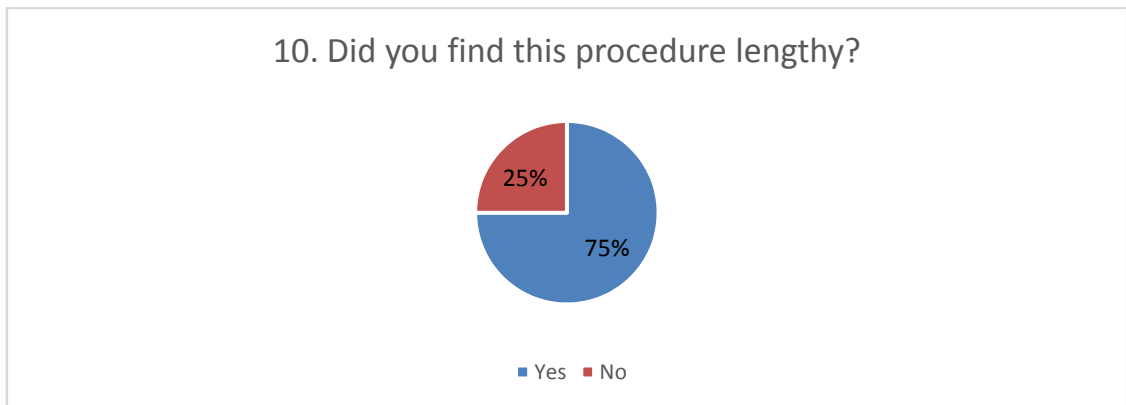
70% of people or parents came to know about the declaration of scholarship from their respective school. A few numbers of people know it by reading newspaper. So it is obvious that school plays a great role by making all the students and guardians aware about the program.

09. Did you face any problem while being enlisted?



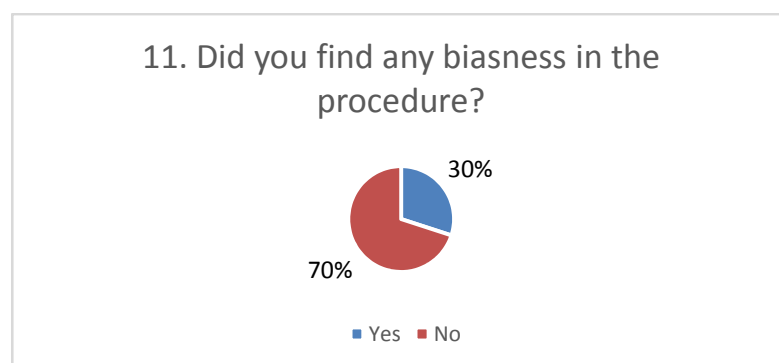
The procedure of the bank was made very easy by their officials so that the rural and illiterate people can easily list them . The headmaster was also instructed to help them during the process. As a result of that 16 people said that they didn't face any problem being enlisted. The other may find some difficulties while making the list.

10. Did you find this procedure lengthy?



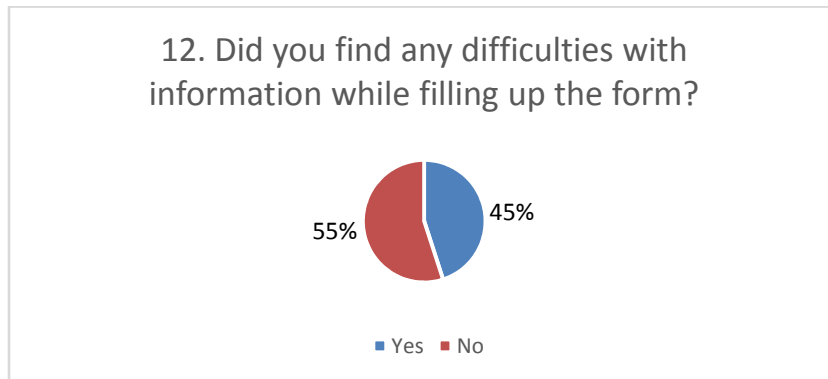
25% of people said that they find the process lengthy while 75% said no. It may happen because some respondents may think that it could have been easier if there were some fewer steps.

11. Did you find any biasness in the procedure?



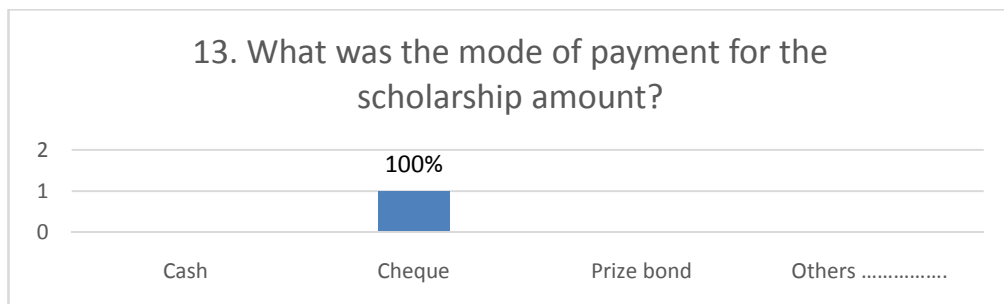
All the 30% of people who said that they find biasness in the process faced difficulties while being enlisted in the procedure. They were not satisfied with the process length and system. But the other 70% said that it was a neutral job done by the bank.

12. Did you find any difficulties with information while filling up the form?



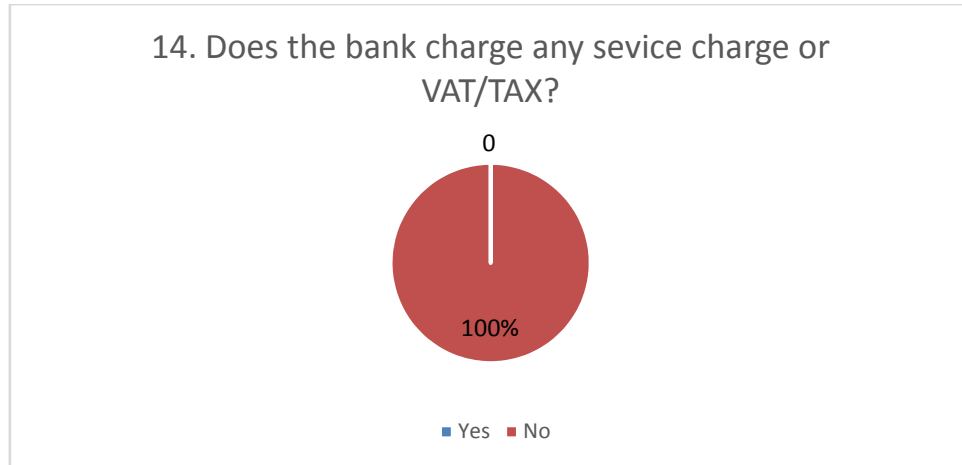
45% of people find difficulties while filling up the student information form provided by the bank. It happened because they didn't get proper assistance by the bank officials or school teacher in the process. The rest of the respondents who found assistance were very satisfied.

13. What was the mode of payment for the scholarship amount?



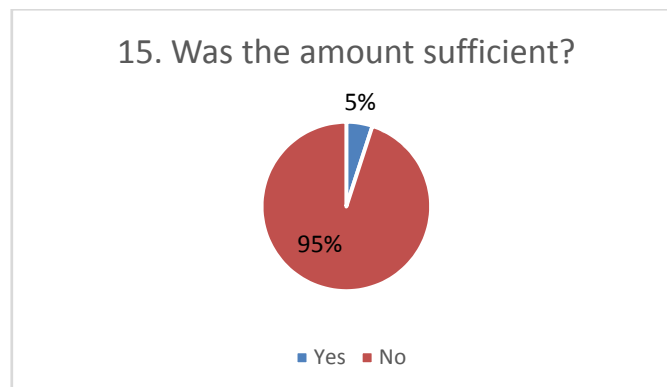
It was a easy and obvious answer to give by the parents .All of them got money by cheque. None got any cash money or any prize bond

14. Does the bank charge any service charge or VAT/TAX?



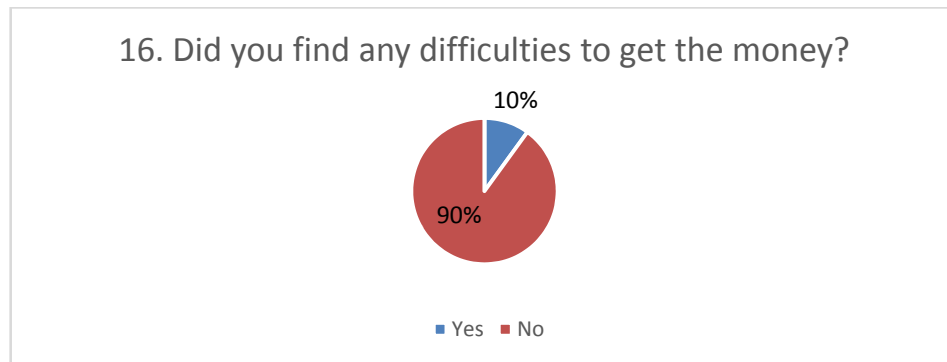
Sometimes bank charge vat or tax for providing any service or voluntary service to its customers. Hence here the bank is doing a csr activity so it didn't charge any money for that. So in this question all the answer is no.

15. Was the amount sufficient?



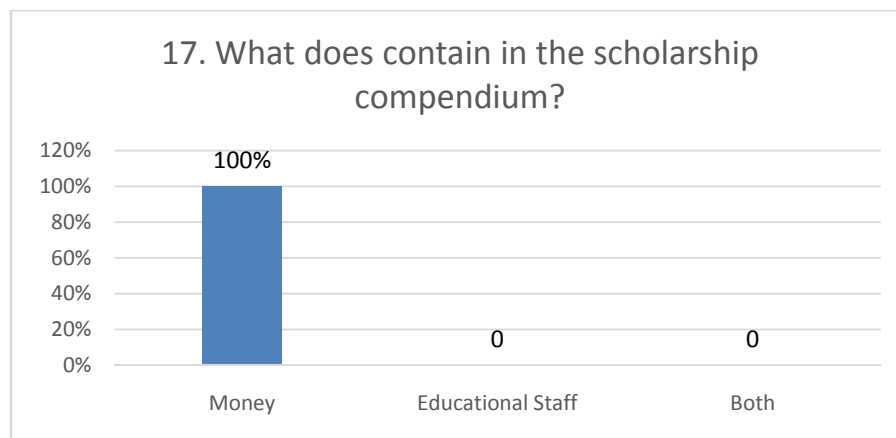
Among 20 respondents only 1 of them said that the amount is sufficient. Where the bank is only providing a little amount for the educational purpose of the students which is not adequate to his need .So the amount of money was really insufficient.

16. Did you find any difficulties to get the money?



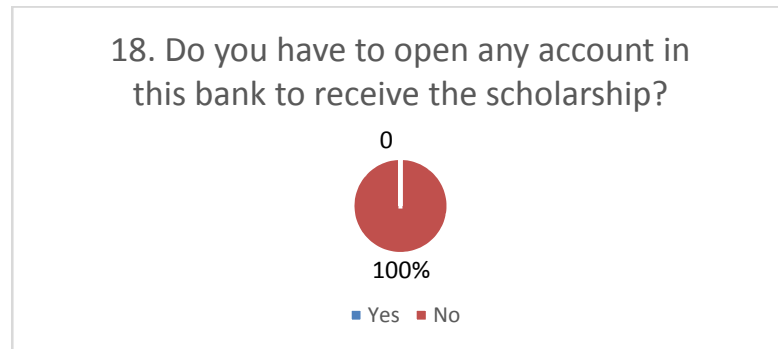
After the list of students the money has been allocated among the students. The distribution process must have to go by some steps which is essential for the proper distribution of money. So 90% of people have said that they didn't face any difficulties in collecting the money.

17. What does contain in the scholarship compendium?



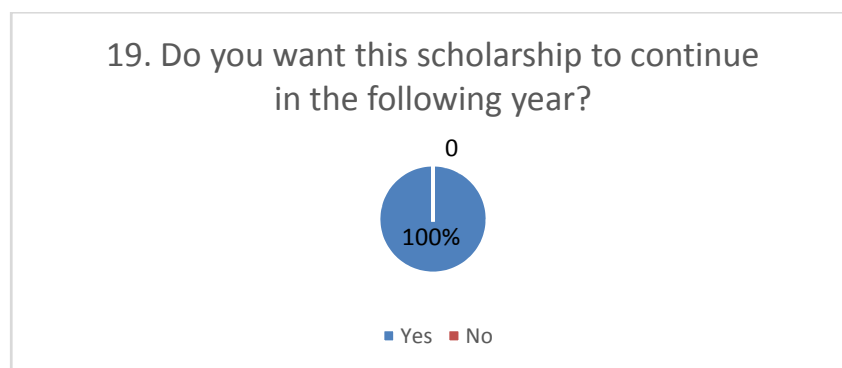
The scholarship contains only money. It doesn't contain any kind of educational stuff and both money and stuffs. So all the respondents have given their response on money.

18. Do you have to open any account in this bank to receive the scholarship?



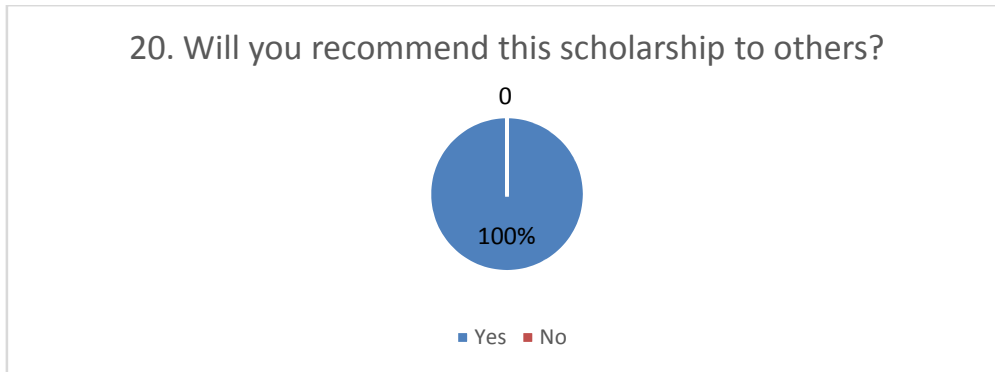
For getting any service from the bank people have to open a bank account .But here the bank is giving a scholarship to the students but for this they didn't have to open any account in the bank. The scholarship will be given directly to person.

19. Do you want this scholarship to continue in the following year?



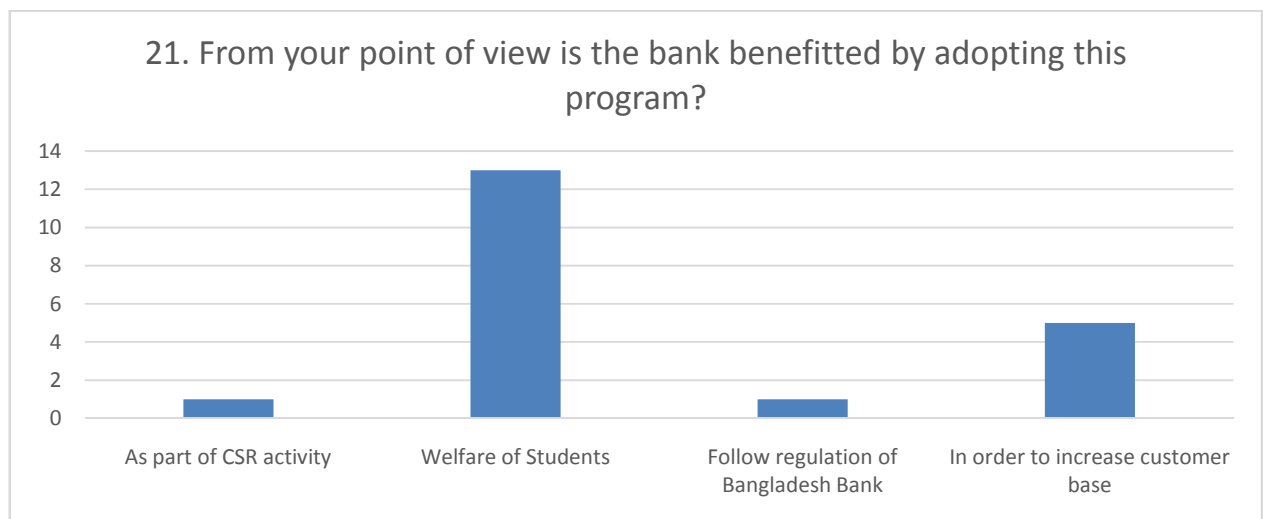
As this scholarship is helping all the students at least a little bit all of their parents want it to continue for the following years.

20. Will you recommend this scholarship to others?



All the respondents said that they will recommend this scholarship process to others. Because they are being benefited through process and they want others to be so.

21. From your point of view is the bank benefitted by adopting this program?



Most of the respondents think that bank is adopting this program for the betterment of the poor students who are being deprived of proper education due to lack of financial support.

Limitations

Though I tried to do my level best while conducting this paper there were some limitations which I faced while doing so.

- Time constraint is a big factor could be a big issue, as I have to do this report along with my regular office work.
- Most of the people do not possess any clear idea about CSR.
- Data availability could be another big issue here because company might not want to disclose all the confidential information regarding their managerial strategies and plans.
- The sample population will be limited in terms of proportion and composition.
- Data collection is restricted within a particular area only, which may fail to represent the total scenario.

Findings

I conducted the sample collection part in a certain area. The area and the areas school were selected for the scholarship program. I have some findings based on the questionnaire part.

The students which the bank selected for donating scholarship deserved. Most of their results were very good and all of them were from poor family. It can be easily obtained from the responses that most of the families yearly income was between 40000-60000 ranges. Some of the families were also having more than 5 children's, which seems quite difficult for them to run their children's education. But on the other hand the amount which the bank was giving can only be used for a short period of time. That means the amount was much sufficient for them. Some parents said that if the bank would have raised the amount a satisfactory level then it would have been easier for their children's future education.

On the other hand some people found this process lengthy. They were suggesting that if there were some fewer steps than it would have been easier for them. The applicants for the program who didn't get complained about its biasness while selection. During the selection process the bank mainly concentrated on the result of the students. But the guardians want that the bank also should look at their income level and family members. Because it plays a vital role in their child's future education.

Recommendation

After working on all the factors and questions I have come with some suggestions which the bank can implement on its process.

- Bank has to spread this activity into a more diverse area. At present they are only concentrating on particular area students. As a result of that many deserving meritorious are being deprived of this scholarship.
- Bank can also increase the amount of scholarship. The amount that the bank gives is very little to their need. There are some families who can't afford a single penny for their child's education. The increased amount can be a helping hand to them.
- Without selecting a particular area the bank can select schools of various areas. So that the campaign will get a huge coverage. When a student will come to know about this program he will try to get himself for the listed to get the amount.
- Instead of giving only cash money the bank can also give some educational equipment to the students. It can be a additional package with the money or can be a part of the scholarship. Additional item can be pen pencil books and copies etc.
- Another thing is that some people were sensing a bit of biasness in the procedure. To avoid this thing the bank can appoint only bank's employee to find out the deserving ones.

Appendix

Effectiveness and efficiency role of SBL Scholarship Program

Questionnaire for the beneficiary

Part-A

01. What is parent's profession?

- A) Businessman
- B) Day Labor
- C) Service Holder
- D) Housewife
- E) Other.....

02. What is parent's yearly income?

- A) Below 20000 BDT
- B) 20001-40000 BDT
- C) 40001-60000 BDT
- D) 60001-80000 BDT
- E) 80000+ BDT

03. What is the number of earning person?

- A) 1
- B) 2
- C) 3
- D) 3+

04. Guardian's educational qualification

- A) < S.S.C.
- B) S.S.C >
- C) < Graduation

D) Graduation >

05. Age of guardian

A) <30

B) 31-40

C) 41-50

D) 50>

06. Number of family member?

A) <3

B) 4

C) 5

D) 5+

07. Number of school going children?

A) 1

B) 2

C) 3

D) 4+

Part B

08. Source of acknowledgement

- A) Newspaper
- B) School
- C) Other Students
- D) Other source

09. Did you face any problem while being enlisted?

- A) Yes
- B) No

10. Did you find this process lengthy?

- A) Yes
- B) No

11. Did you find any biasness in the procedure?

- A) Yes
- B) No

12. Did you find any problem with information while filling up the form?

- A) Yes
- B) No

13. What was the mode of payment for the scholarship amount?

- A) Cash
- B) Cheque
- C) Prize bond
- D) Others.....

14. Dose bank charge any service charge or VAT/TAX?

- A) Yes
- B) No

15. Was the amount sufficient?

- A) Yes
- B) No

16. Did you find any difficulties to get the money?

- A) Yes
- B) No

17. What does contain in the scholarship compendium?

- A) Money (Taka)
- B) Educational Staff
- C) Both

18. Do you have to open any account in this bank to receive the scholarship?

- A) Yes
- B) No

19. Do you want this scholarship to continue in the following year?

- A) Yes
- B) No

20. Will you recommend this scholarship to others?

- A) Yes
- B) No

21. From your point of view is the bank benefitted by adopting this program?

- A) As part of CSR activity
- B) Welfare of Students
- C) Follow regulation of Bangladesh Bank
- D) In order to increase customer base

22. Which suggestion can be used to improve the procedure?

Answer.

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