


“Awareness of CSR activities among the employees of HSBC Bangladesh and a comparison with Dutch Bangla Bank Ltd.”

HSBC 



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Date of submission: 27th September 2010

The Lecturer

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Subject: Submission of the internship report.

Dear Sir,

With due respect and honor I am a student of yours, would like to formally submit my internship report on the Awareness of CSR activities among the employees of HSBC Bangladesh and a comparison with Dutch Bangla Bank Ltd. In this report I tried my best to accumulate information from the employees of HSBC within my internship period of three months in HSBC. Here I tried to include all necessary documents such as the company's profile, different fields for their CSR activities and the survey report done on a set of employees.

I therefore hope that you would be kind enough to assess my report and recommend any necessary corrections.

Sincerely Yours

Radiah Noor Ahmed

ID-06304027

Date: March 13, 2011

Table of Contents

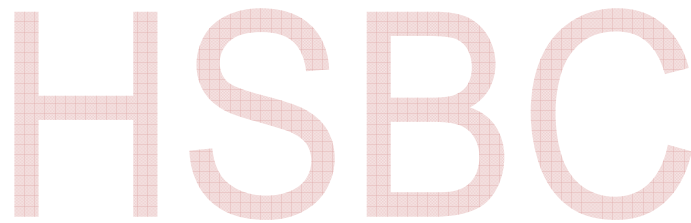
Acknowledgement	3
Executive Summary	4
1.1 Introduction	6
1.2 Objective	7
1.3 Methodology	7
1.4 Limitation	7
Chapter 2. Company Overview	8
2.1 History	8
2.2 HSBC's International Network	9
2.3 Country Classifications	10
2.4 Customer Segments of HSBC Group	13
2.5 HSBC Bangladesh at a Glance	15
Chapter 3. Products and Services offered by HSBC	20
3.1 Accounts	22
3.2 Specialized Products and Services	26
3.3 Personal banking Products	28
3.4 Corporate Banking Services	33
Chapter 4. An Overview of Functional Departments	36
4.1 Management of HSBC Bangladesh	36
4.2 Functional Departments of HSBC	38
4.3 Human Resource Department (HR)	40
4.4 Personal Financial Services (PFS)	41
4.5 Operations	42
4.6 Branch Network	42
4.7 Credit Department	43
4.8 ATM Center	43
4.9 ATB Center	43
4.10 Corporate Banking	44
4.11 Finance Department of HSBC Bangladesh	44
4.12 Foreign Correspondence (FC)	44
4.13 Treasury	45
4.14 Payment and Cash Management (PCM)	45
4.15 Services Department of HSBC	45
4.16 Administration	45
4.17 Information Technology (IT)	46
4.18 HSBC Universal Banking (HUB)	46
4.19 Network Services Center (NSC)	46
4.20 Marketing Department	47
4.21 HSBC's Group Vision, Mission and Values Chapter	48
Chapter 5: Job Description	51
5.1 Specific Responsibility	52
5.2 Critical observations and recommendations	54
Chapter 6: Project Proposal	55
6.1 Objective	55

6.2 Methodology	56
6.3 Limitations of the Study	58
6.4 Comparison between HSBC and Dutch Bangla Bank	59
6.5 Graphical Analysis to know the awareness among the employees	90
6.6 Recommendation	100
6.7 Conclusion	101
References	102
Appendix	103

HSBC

Acknowledgement

I would like to thank my advisor Suman Paul Chowdhury for providing me suggestions and giving me guidelines to prepare my internship report. I tried to design my report according to the format given by my advisor. I would also like to thank my supervisor M Rezaur Rahman and Mahfuzur Rahman Chowdhury of Human Resources Department of HSBC Bangladesh for guiding me during the internship period. Mr Sami A Hafiz of Marketing Department responsible for Corporate Sustainability has helped me a lot to prepare my report accordingly and a warm thanks to everyone who has helped me whenever I needed to prepare my report.

The image shows the letters 'HSBC' in a large, light red, grid-patterned font, serving as a watermark or background element.

Executive Summary

The report starts with the introduction of HSBC its background, products and services, mission and vision. HSBC is one of the largest banking and financial services organizations in the world, headquartered in London. HSBC's international network comprises around 8,000 offices in 87 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. HSBC started its operations in Bangladesh 1996.

After the introduction I have proceed to the part of the report which is about the CSR activities of HSBC and Durch Bangla Bank Ltd. and comparison between the two banks. Next part was the result of a survey done on the employees .As one of the largest international bank in Bangladesh HSBC is committed to their customers as well as to the society, from 1996 HSBC is undertaking various projects and events for corporate sustainability. The new strategy of HSBC Bangladesh emphasizes their current focus on education for underprivileged children and supporting the environment. The CSR activities are not limited to a particular set of works but the activities vary according to the need of the society. Marketing department of HSBC Bangladesh is responsible for the events and programs. They always try to introduce new activities each year to enhance society's well being.

HSBC has always stretched their helping hand whenever the people were in need. They had helped during SIDR and AILA, two of the dangerous hurricane that hit different places of Bangladesh, in two to three phases.

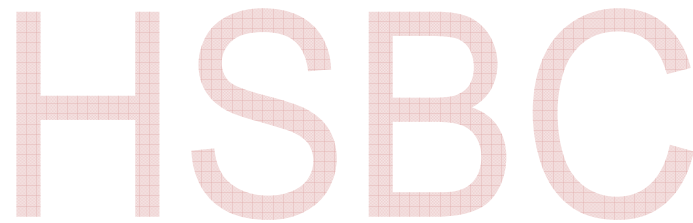
HSBC Young Entrepreneurship Award is a very good opportunity for the students of different universities to show their talent where they had to develop business plans and the three best teams get a chance to fly to Malaysia and participate in the grand Finale.

HSBC is providing help to The School of Hope where disabled children get a chance to study. The employees provide help by giving the children toys and books to read in 2009 the students of School of Hope were taken to visit the zoo.

There are different types of activities HSBC is doing for the society. The Marketing department of HSBC Bangladesh is trying their best to participate in the activities and events and to fulfill their goal to become the number one financial institution of Bangladesh in terms of corporate sustainability.

The report has also been designed to make a comparison between the CSR activities of HSBC and Dutch Bangla Bank Limited. DBBL- a Bangladesh European private joint venture scheduled commercial bank commenced formal operation from June 3, 1996 the same year when HSBC started its operation in Bangladesh. I tried to make a comparison between the main focused area for the CSR activities of HSBC and DBBL.

The report ends with the recommendation and conclusion part where I tried to recommend some ways where HSBC can extend their hand to help the people of the society and also recommended some ways to increase the awareness for the CSR activities among the employees of HSBC.

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1.1 Introduction

The internship report is prepared on the CSR activities of HSBC and its awareness among the employees along with a comparison between the activities of Dutch Bangla Bank and HSBC. HSBC is a global banking and financial service organization headquartered in the United Kingdom. The HSBC group's international network comprises of some 8,000 offices in 87 countries and territories. Around 200,000 shareholders in some 100 countries and territories hold HSBC holding plc. Its head office in Dhaka, a full-service branch in Chittagong and three sub-branches in Gulshan, Mothijheel and Dhanmondi represent In Bangladesh, HSBC group. HSBC is the first bank to receive the ISO9002 accreditation in Bangladesh. HSBC termed as the world's local bank is doing and has done many CSR activities around the world. They have joined with many communities worldwide and worked together for the betterment of society and its stakeholders. They have made people around the world aware about the environment and the different needs of the society. In Bangladesh right from 1996, after they have established an office and launched their first branch, they were involved in different activities for corporate sustainability. At that time few organizations and financial institutions were aware about corporate sustainability. HSBC has played its part during the time of need of the society they have provided aid during flood and most importantly HSBC provided help in two to three phases during AILA and SIDR.

They are also strengthening their help to the education sector as well as doing projects for the environment.

All these activities are controlled and supervised by the marketing department of HSBC Bangladesh. The main focus of my report is to know whether marketing department are communicating effectively about the activities they are doing to all the employees or not as they have the right to know and also strengthen their hand and become a responsible employee of an organization.

1.2 Objective

I have divided the objective of this report in to two parts. One is general and the other is more specific.

1.2.1 General Objective

As the report is a mandatory requirement for a BBA student and a part of the internship program therefore the general objective is to know about HSBC, its history, its product and different branches in Bangladesh, the activities of the different departments of HSBC in Bangladesh. The practical experiences which I have gained during my internship period have broadened my objective to go further and prepare a report on the CSR activities of HSBC Bangladesh.

1.2.2 Specific Objective

More specific objectives of the report are:

- to know whether the employees are aware of the CSR activities that the marketing department is doing.
- to know in what extent the employees are involved in the activities of corporate sustainability done by the bank.
- to know whether the activities are helping the society as a whole
- to make a comparison between the CSR activities of Dutch Bangla Bank and HSBC
- to make recommendations

1.3 Methodology

I have collected the data from both primary source and secondary source. During my internship period I have collected the data by interviewing my supervisor M Rezaur Rahman, Manager Human Resources Department and Sami A Hafiz, Corporate Sustainability and Sponsorships Manager, Marketing and Communication Department. Both of them has helped me a lot in preparing my report and gave me relevant information about my topic. Whenever I went to them they have given me time and talked with me whenever I faced any problem. The employees also helped me to complete the survey successfully. I collected additional datas from secondary sources by visiting the website of HSBC www.hsbc.com.bd., from the brochures, journals of HSBC.

1.4 Limitation

I acknowledge that my report is not a comprehensive representation of all the information regarding HSBC. These discrepancies are primarily due to the fact that It was very difficult to collect information about my report during the internship period as I was not given enough time to do my personal works I was always involved in the works I was assigned by my supervisor in HSBC. Therefore the information I collected is limited and with the limited information I have tried to prepare the report. There was also an issue of confidentiality for which I could not provide much information in my report. Regardless, I have furnished the report to the best of my ability and I am willing to change any part of my report in light of new and credible information.

2. Company Overview

2.1 History

The HSBC Group has a history, which is unique. Many of its principal companies opened for business over a century ago and they have a history rich in variety and achievement.

2.1.1 Foundation and Growth

The inspiration behind the founding of the bank was Thomas Sutherland, a Scot who was then working as the Hong Kong Superintendent of the Peninsular and Oriental Steam Navigation Company. Realizing the considerable demand for local banking facilities both in Hong Kong and along the China coast and he helped to establish the bank in March 1865. Then, as now, the bank's headquarters were at 1 Queen's Road Central in Hong Kong and a branch was opened one month later in Shanghai.

Throughout the late nineteenth and the early twentieth century's, the bank established a network of agencies and branches based mainly in China and South East Asia but also with representation in the Indian sub-continent, Japan, Europe and North America. In many of its branches the bank was the pioneer of modern banking practices. From the outset, trade finance was a strong feature of the bank's business with gold bars, exchange and merchant banking also playing an important part. Additionally, the bank issued notes in many countries throughout the Far East.

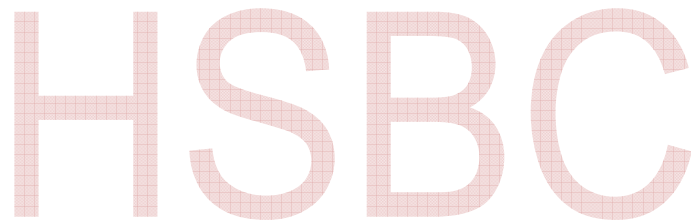
During the Second World War the bank was forced to close many branches and its head office was temporarily moved to London. However, after the war the bank played a key role in the reconstruction of the Hong Kong economy and began to further diversify the geographical spread of the bank.

2.1.2 The Making of the modern HSBC Group

The post-war political and economic changes in the world forced the bank to analyze its strategy for continued growth in the 1950s. The bank diversified both its business and its geographical spread through acquisitions and alliances. This strategy culminated in 1992 with one of the largest bank acquisitions in history when HSBC Holdings acquired the UK's Midland Bank plc (now called HSBC Bank plc). However, it remained committed to its historical markets and played an important part in the reconstruction of Hong Kong where its branch network continued to expand.

2.2 HSBC's International Network

The HSBC Group's international network comprises of some 10,000 offices in 83 countries. A brief list is presented below:

A large, faint watermark of the HSBC logo is centered on the page. The letters 'HSBC' are rendered in a light red color with a fine grid pattern overlaid on them.

Asia-Pacific		<i>Offices</i>	<i>Offices</i>
Australia	42	Malaysia	50
Bangladesh	4	Myanmar (Burma)	1
Brunei Darussalam	12	New Zealand	7
China	14	Pakistan	4
Cook Islands	2	Philippines	7
Hong Kong	433	Singapore	31
India	29	Sri Lanka	6
Indonesia	8	Taiwan	7
Japan	8	Thailand	9
Korea, Republic of	4	Vietnam	2
Macau	7		
<hr/>			
Europe			
Americas			
Argentina	31	Guam	1
Bahamas	6	Mexico	3
Bermuda	1	Panama	4
Brazil	2,004	Peru	47
Canada	122	Saipan	1
Cayman Islands	4	United States of America	452
Chile	3	Venezuela	1
Colombia	2		
<hr/>			
Middle East and Africa			
Angola	2	Oman	5
Bahrain	6	Palestinian Autonomous Area	1
Egypt	6	Qatar	2
Ghana	1	Saudi Arabia	63
Jordan	5	South Africa	4
Kenya	1	Uganda	1
Lebanon	5	United Arab Emirates	15
Mauritius	14	Zambia	1
Mozambique	1	Zimbabwe	4
Namibia	1		

Figure 2.1: HSBC'S International Network

2.3 Country Classifications

To ensure that the key resources (management time, capital, human resources and information technology) are correctly allocated and that the exchange of best practice is accelerated between

entities, the group has classified the countries where it operates into 3 categories: **the large, the major and the international.**

These classifications are a function of sustainable, attributable earnings, the number of retail clients, balance sheet and size of operation. A brief presentation of this classification is shown below:

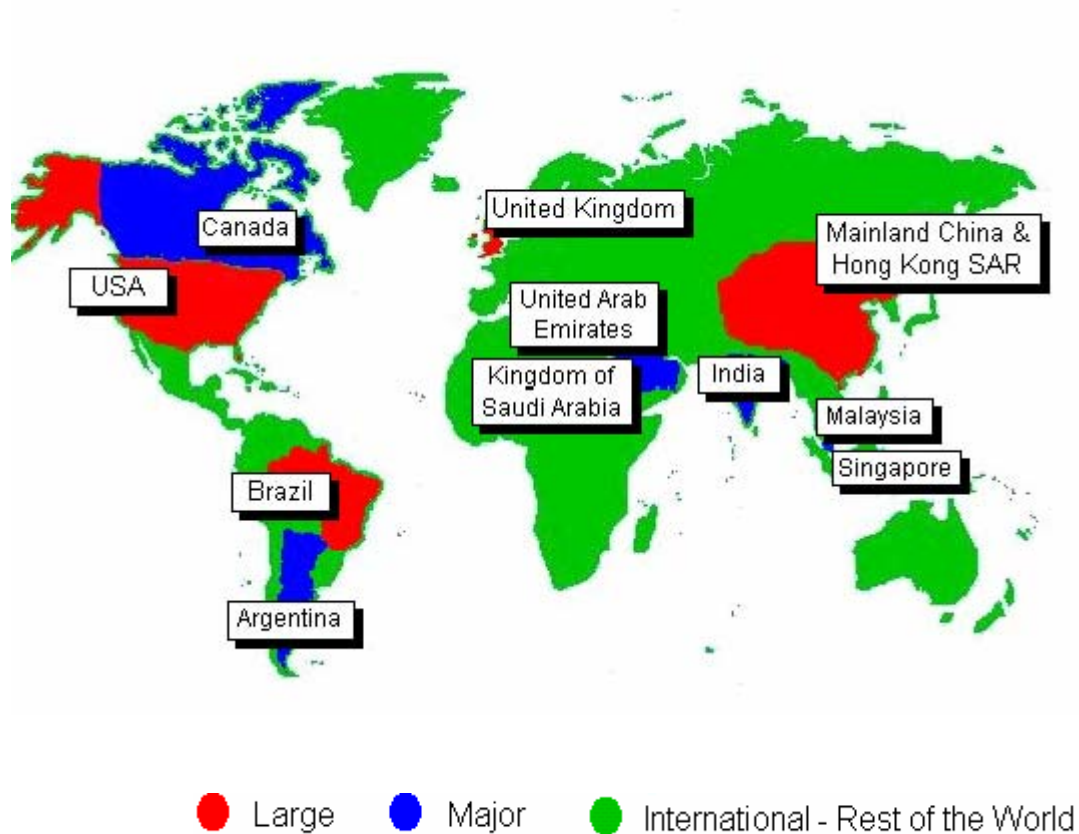


Figure 2.2: Map of HSBC's Country Classifications

Large: United Kingdom, USA and Hong Kong SAR/Mainland China.

■ **Definition**

- ⊠ More than one million personal clients
- ⊠ Sustainable earnings greater than US\$ 200 million

■ **Business Focus**

- ❖ Concentrated group resources on wealth management
- ❖ Be a top 10 player in any market or region served
- ❖ Develop cross selling, loyalty programs and value added products.

Major: Argentina, Canada, Malaysia, India, Kingdom of Saudi Arabia, Singapore and United Arab Emirates.

■ **Definition**

- ❖ Sustainable earnings between US\$ 100 - 200 million

■ **Business Focus**

- ❖ Universal bank's (personal, corporate, and investment banking with domestic business)
- ❖ Platforms for international group business
- ❖ Next generation of large companies
- ❖ Stable self funding entities
- ❖ Onshore HQ

International: The rest of the world.

■ **Definition**

- ❖ Earnings below US\$ 100 million

■ **Business Focus**

- ❖ Platforms for international group business
- ❖ Limited domestic presence
- ❖ "Nursery" for developing management
- ❖ Tomorrow's major businesses
- ❖ Supported by offshore HQ

2.4 Customer Segments of HSBC Group

<p>Personal Financial Services</p>	<p>HSBC provides a full range of personal financial services, including current and savings account, mortgages, insurance, credit cards, loans, pensions and investments. In 2000, residential mortgages across the Group – excluding Household – grew by 15%, while non-mortgage personal lending increased by over 20%. Credit cards in issue grew by 20% worldwide. Sales of repayment protection insurance and deposit growth reached record levels. Current account balances in the UK exceeded £ 10 billion for the first time at year-end 2000. The number of customers registered for e-banking services – via the internet and telephone – more than trebled in 2000. The internet generated sales of over 2.3 million products and 87 million transactions.</p>
<p>Consumer Finance</p>	<p>Through Household International, Inc., HSBC is now a major provider of consumer finance and a top 10 issuer of credit cards in the USA. Household provides consumer loans, credit cards, vehicle finance, mortgage financing and credit insurance to middle America. During 2004, Household achieved good organic loan growth, which it supplemented with portfolio acquisitions. The strongest growth was in the real estate portfolio and the mortgage services business, and also in branch-based consumer lending. Synergy benefits with HSBC included store cards and point-of-sale financing.</p>
<p>Commercial Banking</p>	<p>The provision of services to small and medium-sized enterprises around the world is core strength of HSBC. During 2000, HSBC increased its leading position in the UK business start-up market to 21% and attracted record levels of business current and deposit account balances. Business internet banking was offered in 20 countries and territories, and the number of registered users more than doubled to 600,000. Money transmission revenues, trade finance fees, wealth, savings and insurance products all showing growth during 2000.</p>
<p>Corporate, Investment</p>	<p>This customer group comprises four main business lines – Corporate and Institutional Banking, Global Investment</p>

<p>Banking and Markets</p>	<p>Banking, Global Markets and Global Transaction Banking – which focus on long-term relationships with major international corporations and institutions. Record results were achieved in 2000. The Global Markets business excelled, particularly in international debt issuance, risk management and structured products, and foreign exchange. Global Investment Banking was entrusted with a number of landmark deals in capital restructuring, corporate reorganization and strategic advice.</p>
<p>Private Banking</p>	<p>This customer group provides world-class financial services to high net worth individuals and their families. In 2000, Private Banking posted improved financial results in all regions, led by Asia, which had a record year. New business initiatives and a general improvement in investment markets led to increased client activity across a range of products. An increase in discretionary mandates, together with a strong demand for client-tailored structured products, contributed to higher fee revenues and dealing income. Funds under management grew by 18%, reflecting both net inflows of client assets and improving market conditions.</p>

Figure 2.4: Customer Segments of HSBC

2.5 HSBC Bangladesh at a glance

HSBC AT A GLANCE	
Name of the Organization	The Hong Kong Shanghai Banking Corporation BD. Ltd.
Year of Establishment	1996
Nature of the Organization	Multinational Company with subsidiary group in BD.
Capital	Paid up capital: BDT. 4380 million Deposit – BDT. 4,980 million Advance – BDT. 3,255 million
Shareholders	HSBC group shareholders
Head Office	Anchor Tower, 108 Bir Uttam C R Dutta Road, Dhaka- 1205, Bangladesh.
Number of Offices	13
Number of ATM's	33
Number of employees	922
Technology	Offers Phone Banking Services and full online banking from branch to branch.
Service Coverage & Customers	Serves individual and corporate customers within Dhaka, Chittagong and Sylhet.

Figure 2.5: HSBC in Bangladesh

2.6 HSBC in Bangladesh

HSBC obtained license from BANGLADESH BANK on 1 April, 1996 to conduct banking business in the country and commenced formal banking operations on 3 December, 1996 through opening a branch at Dhaka. In Bangladesh, the HSBC Group is represented by Hong Kong Bank, which has its head office in Hong Kong and a holding company, HSBC holding plc, which is

incorporated in England .On 14 December 2000, total capital and reserve of HSBC in Bangladesh were BDT 535.7 million, which comprised capital BDT. 441.6 million and supplementary capital BDT. 94.2 million.

Realizing the huge potential and growth in personal banking sector in Bangladesh, HSBC extended its operation to the personal banking sector. Within a very short span of time it was able to build up a huge client base, extending its operation further. HSBC opened two branches at Chittagong, nine branch offices at Dhaka (Main Branch, Gulshan, Gulshan Select, Mothijheel, Dhanmondi, Banani, Uttara, Chakbazar and Mirpur) and newly opened in Sylhet an offshore banking unit on November 1998. The number of employees is 922 as of 30 June 2010.

HSBC Bangladesh is under strict supervision of HSBC Asia Pacific Group, Hong Kong. The Chief Executive Officer of HSBC Bangladesh manages the whole banking operation of HSBC in Bangladesh. Under the CEO there are head of departments who manage specific banking functions e.g. Personal banking, corporate banking, human resources department etc.

Currently HSBC Bangladesh is providing a wide range of services both two individual and corporate level customers. In the year 2000, the bank launched a wide array of personal banking products designed for all kinds of (middle and higher-middle income) individual customers. Some such products were Personal loans, car loans, etc. Recently the bank launched three of its personal banking products – Tax loan, Personal secured loan & Automated Tele Banking (ATB) service. These products are designed to meet the diverse customer needs more efficiently.

HSBC in Bangladesh also specializes in self-service banking through providing 24-hour ATM services. It has introduced Day & Night banking by installing Easy-pay machines in Banani, Uttara and Dhanmondi to better satisfy the needs of both customers and non-customers. In total HSBC currently has 27 ATM's and 6 Easy-pay machines located at various geographical areas of Dhaka & Chittagong.

2.6.1 Key business areas


- ❖ Personal Financial Services
- ❖ Commercial banking
- ❖ Corporate and institutional banking
- ❖ Global Markets


2.6.2 HSBC's operations in Bangladesh

In Bangladesh, the HSBC Group's history dates back to 1996 when The Hongkong and Shanghai Banking Corporation (HSBC) Ltd opened its first branch. Today, the HSBC Group offers a comprehensive range of financial services in Bangladesh including commercial banking, consumer banking, payments and cash management, trade services, treasury, and custody and clearing.

- ❖ **Personal Banking:** With 12 branches and 1 sub-branch, 33 ATMs and 8 Customer Service Centres in Dhaka, Chittagong and Sylhet and Business Development offices in 7 Export Processing Zones. HSBC offers a full range of personal banking and related financial services including current and savings accounts, personal loans, time deposits, travellers cheques and inward and outward remittances.
- ❖ **Commercial banking:** Commercial banking is a traditional strength of the HSBC Group. In Bangladesh, HSBC is a popular choice for customers because of the Group's international reach and a wide range of financial services and products. HSBC has an offshore banking unit (OBU) licence and can therefore also provide foreign currency financing to qualifying customers. In addition, there are 7 business development centres in the country's major 7 EPZ areas including Dhaka, Chittagong, Adamjee, Mongla, Comilla, Karnaphuli and Ishwardi.

- ❖ **Corporate and institutional banking:** Corporate and institutional banking provides dedicated relationship management services to HSBC's clients in major corporate and financial institutions. The Bank's focus is on fostering long-term relationship based on its international connections and extensive knowledge of Asia and Asian business.
- ❖ **HSBCnet:** HSBCnet, a proprietary computer-based software package, provides customer with an instant link into the HSBC Group's international computer network, allowing them to perform transactions and obtain a diverse range of up-to-date information 24 hours a day, 365 days a year.
- ❖ **Trade & Supply Chains:** Trade finance and related services are a long-standing core business of HSBC based on the depth and spread of its corporate customer base, highly automated trade processing systems and extensive geographic reach.
- ❖ **Payments and cash management:** HSBC is one of the leading providers of payments and related services to financial institutions, corporate and personal customers in Bangladesh. Underpinned by the Group's extensive network of offices and capabilities, payments and cash management assists companies in efficient cash management through the provision of payments, collections, liquidity and account services.
- ❖ **Custody and clearing:** HSBC is a leader in custody and clearing in the Asia Pacific region and the Middle East. The network uses advanced securities clearing system, which was developed in-house and provides round-the-clock online real-time access to clients' securities portfolios.
- ❖ **Investment banking and markets:** This division brings together the advisory, financing, asset management, equity securities, private banking, trustee, private equity, and treasury and capital market activities of the HSBC Group

 **Treasury and capital markets:** HSBC's treasury and capital markets business ranks among the largest in the world and serves the requirements of supranational, central banks, international and local corporations, institutional investors, and financial institutions as well as other market participants.

 **Amanah:** HSBC Amanah is the global Islamic financial services division of the HSBC Group, responsible for the development of Islamic financial products for distribution to customers of the HSBC Group. It was established in 1998 and is now based in Dubai, UAE with regional offices in the UK, USA, Saudi Arabia, Malaysia, Indonesia, Bangladesh, Singapore and Brunei. HSBC Bangladesh currently offers Amanah Current Account and Amanah Import Finance.

HSBC

3. Products and Services offered by HSBC

HSBC Bangladesh carries out all traditional functions, which a commercial Bank performs such as Mobilization of deposit, disbursement of loan, investment of funds, financing export & import business, trade & commerce & so on. Besides it also offers some specialized services to its customers. HSBC Bangladesh has highly skilled and qualified professional staffs that are capable of handling all the banking needs. Products & services offered by HSBC can be categorized according to the customers they serve. Thus two major groups can be identified. They are – individual customers or consumers & corporate customers or organizations. An in-depth analysis of HSBC’s product and services in Bangladesh is presented in this section. First of all, the liability products of the bank are discussed. Then, the various products and services of personal banking division will be presented. The summary of all the products and services of HSBC Bangladesh is displayed in the following page with the help of a diagram.



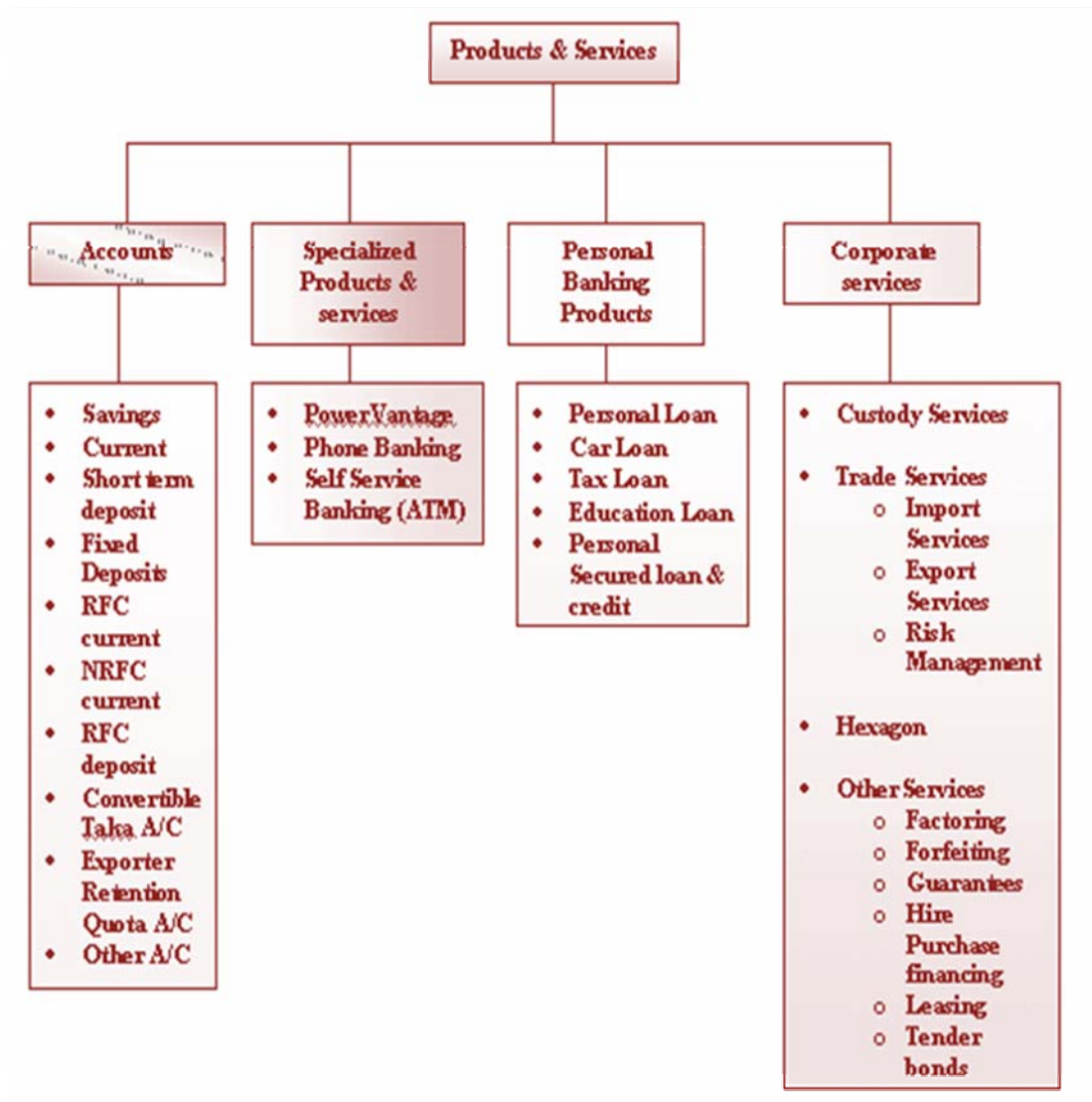


Figure 3.1: Product and Services offered by HSBC

3.1 Accounts

3.1.1 Savings Accounts

Maximize wealth with daily interest-

- ❖ Unlike other banks there is no ledger fee and any interest accrued is not lost
- ❖ Customers can issue any number of cheque or withdraw any amount
- ❖ Interest is calculated on daily credit balance (not on average credit balance) and paid half yearly
- ❖ Only condition to earn interest is maintaining a minimum balance of BDT 25,000/-
- ❖ Relationship fee is BDT 300/- per quarter if average relationship falls below BDT 25,000/- for three months.
- ❖ Free ATM card and phone banking service
- ❖ Can be opened only by Bangladesh and dual citizens in single or joint names.
- ❖ No restrictions on number of Transactions
- ❖ No yearly ledger fee

3.1.2 Current Account

This is also a depository account basically designed for various customers. This is a non- interest bearing accounts and the features of this account are as follows:

- ❖ Opening balance TK 25,000
- ❖ Average balance that should be maintained: TK 25,000
- ❖ No restrictions on number of transactions
- ❖ No yearly ledger fee
- ❖ Non interest bearing
- ❖ Free ATM card and phone banking service

- ❖ Documentation: various kinds of documents are needed for the companies such as memorandum of association, board resolution, etc. however the requirements for individuals are same as the savings account.
- ❖ Can be opened only by:
 - Individuals (joint or single)
 - Proprietorship companies
 - Partnership companies
 - Limited Companies
 - Liaison offices
 - NGO's

3.1.3 Time Deposit

- ❖ Minimum amount to open a TMD is BDT 1,00,000/- (Individual and Joint both)
- ❖ Interest is paid at maturity
- ❖ Cumulative Time Deposits (Principal + Interest) is also available
- ❖ Automatic roll over at prevailing rate
- ❖ Time deposit is offered in Time Period (Minimum 1 month and Maximum 12 months)
- ❖ Standing instruction can be given (like credit interest to other accounts)
- ❖ **Personal Secured Loan** – a loan facility up to 90% of the value of the LCY and 80% of FCY time deposit for a maximum period of 5 years
- ❖ **Personal Secured Credit** – an overdraft facility up to 90% of the value LCY and 80% of the time deposit.

3.1.3.1 Short Term Deposit (STD)

These accounts are opened mostly by the organizations. Organizations normally maintain current accounts in the banks. They need to transact bulk amount regularly that's why, current account fits with their requirements. As current accounts do not provide any interests and as the organizations cannot have savings account, they are deprived of earning any interest even though

having huge deposit in their accounts. 'Short-term deposit' accounts enable them to earn interests from their accounts. These kinds of accounts share some properties of both current and savings accounts. The account provides interests, which are like the savings accounts, and the holder can withdraw any amount any time from his account that is a property of the current account. Individuals especially, businessmen also maintain such accounts.

3.1.3.2 Fixed Deposit

It is also known as term deposits. These deposits are made in the bank for a fixed period of time. This period of time should be specified in advance. The bank needs not to maintain cash reserves against these deposits & therefore, it offers interest rates that are higher than the savings accounts.

3.1.3.3 Monthly Interest Bearing Time Deposit

The simple, safe, and flexible way to enjoy guaranteed monthly return-

- ❖ Minimum opening amount is BDT 5,00,000/- (Individual and Joint both)
- ❖ Tenure: 1-2 years
- ❖ Interest is paid at a monthly basis and is transferred to another nominated account
- ❖ Automatic roll over for the 2nd year at prevailing rate.

3.1.4 Residents Foreign Currency Current Accounts

BD nationals residing abroad open this account. Foreign nationals residing abroad or in Bangladesh, Foreign firms registered abroad, Bangladeshis working in multinationals at Bangladesh and receiving salary in FC can also open such account. The account is non-interest bearing and there are various kinds of restrictions for withdrawals and deposits. The account can be maintained in Euro (EUR), Pound Sterling (GBP) and US Dollar (USD).

3.1.5 Non-Resident Foreign Currency Accounts

These are time deposit interest bearing accounts. All non-resident Bangladeshi nationals can open them, persons having dual citizenship, shipping staffs, etc. they can be maintained in EUR, GBP & USD currencies. These accounts are strictly monitored by the central bank and restrictions exist for these accounts.

3.1.6 Resident Foreign Currency Deposit Accounts

Balances in these accounts are freely transferable abroad without any restriction from Bangladesh bank. Resident Bangladeshis returning from abroad can open this account within one month of his/her return.

3.1.7 Convertible Taka Account

Diplomatic missions, UN organizations, non-profit international companies, foreign contractors & consultants, expatriate resident employees of UN missions can open these accounts. These accounts are maintained in Tk. and is non-interest bearing.

3.2 Specialized Products and Services

3.2.1 ATM Card

- ✘ Can be linked with Savings or Current Account or both
- ✘ 24 Hours a day from any one of the 27 HSBC ATM outlets – DAK, DMO, DGU, DHA and CHG onsite & 5 offsite.
- ✘ Maximum limit BDT 50,000/- per day per card. For PVA ATM card the maximum limit is BDT 70,000/- per day.

- ✘ You can withdraw or deposit money, inquire about your balance, check last 5 transactions, transfer funds between your accounts and make payments to other accounts with HSBC
- ✘ Minimum BDT 500/- can be withdrawn.

3.2.1.1 Easy Pay

It is a unique service from HSBC. Easy Pay machines offer customers and non-customers an easy, convenient and quick way to make deposits, payments and instructions. With Easy Pay machines, customers can do the following:

- ✘ Deposit cash or cheque to your own or any other HSBC account;
- ✘ Pay bills by cash/cheque to any of the following company accounts:
 - DESCO
 - DESA
 - ALICO
 - AKTEL
 - BTTB
 - CITYCELL
 - WASA
- ✘ Pay either HSBC cheques or non-HSBC cheques to a company account;
- ✘ Make your HSBC Credit Card bill payments either by cash or cheque;
- ✘ Submit the following application forms or instructions through Easy Pay machines;
 - Demand Drafts
 - Telegraphic Transfers
 - Cashier Orders
 - Address change instructions
 - Cheque book requests
 - Any other instructions related to your account

Specialized Products and Services

3.2.2 Power Vantage

Power Vantage Account (PVA) is a unique customer proposition that is designed to meet your financial needs with a range of exclusive services.

For total financial control-

- ❖ Average deposit balance should be BDT 10,00,000/-
- ❖ Annual fee BDT 500/-
- ❖ Penalty charge BDT 500/- half yearly, if the average deposit balance falls below BDT 10,00,000/-
- ❖ Free personal accident insurance coverage for BDT 1,00,000/-
- ❖ Free endorsement of foreign currency against travel quota
- ❖ Special Power Vantage ATM card with enhanced cash withdrawal facility of BDT 70,000/- per day
- ❖ An all-in-one composite statement of all your accounts under the Power Vantage package
- ❖ Special loan rates for the Personal Installment Loan
- ❖ Lower processing fee for Car Loan

3.3 Personal banking Products

3.3.1 Personal Installment Loan (PIL)

- ❖ Any purpose loan – no cash security
- ❖ Minimum monthly income BDT 25,000/-, 2 years service in a well reputed, stable company, minimum age 25 and maximum 56

- ❖ Valid income proof documents must be furnished, unsecured loan, & no personal guarantee required
- ❖ Minimum loan amount is BDT 50,000/- and maximum loan amount is BDT 20,00,000/- or 4 times of salary
- ❖ Interest rate will be 18% per annum
- ❖ Maximum loan tenure is 36 months. If loan amount is BDT 4,00,000/- or above then maximum tenure is 48 months
- ❖ Auto Pay customers will get discounted interest rate: 15.5% and loan amount: 6 times of salary or 2 million whichever is lower
- ❖ CEPS customers will get discounted interest rate: 15.5% and loan amount: 10 times of salary or 2 million whichever is lower
- ❖ Personal loans will be granted at discounted rates to employees of blue chip companies against assignment of terminal benefits as per agreement with employer. Loan tenure will be up to 5 years.
- ❖ For salaried individuals additional income including rent will be considered, provided these are substantiated with requisite documentation or evidence.
- ❖ For businessmen the TIN certificate and CIB (Credit Information Bureau) report will remain a mandatory document for income verification.

3.3.2 Travel Loan

Travel Loan is offered within the existing Personal Installment loan structure. The purpose of launching this product is to attract and aid customers with their travel related services.

- ❖ Loan amount is minimum loan amount is BDT 50,000/- and maximum loan amount is BDT 5,00,000/-
- ❖ Interest rate: 15%
- ❖ Tenure: Maximum loan tenure is 36 months. If loan amount is BDT 4,00,000/- or above then maximum tenure is 48 months.
- ❖ Loan processing fee: 1% of the loan amount or BDT 1,000/- whichever is higher + stamps BDT 170/-

3.3.3 Car Loan

- ❖ Eligibility- minimum monthly income BDT 20,000/-, 2 years service in a well reputed, stable company, minimum age 25 and Maximum 56
- ❖ Valid income proof documents must be furnished
- ❖ No personal guarantee is required
- ❖ Minimum loan amount is BDT 50,000/-, maximum is 4,00,000/-
- ❖ For both reconditioned car and new car loan amount will be maximum 70% of the car value
- ❖ Interest rate will be 14.5% per annum
- ❖ Maximum loan tenure is 60 months
- ❖ Loan processing fee is 1% of the loan amount or BDT 1,000/- whichever is higher + stamps BDT 170/-
- ❖ Car will be registered in Bank's name (no joint registration)
- ❖ Comprehensive insurance in discounted rate from selected insurance company in Bank's name is mandatory and automatically debited from customers account every year.
- ❖ CEPS salaried customers will get 0.5% discount in loan processing fee, i.e. 14%

3.3.4 Home Loan

It's easier than ever to own a dream home-

- ❖ Eligibility- minimum monthly income BDT 40,000/-, 2 years service in a well reputed, stable company, minimum age 25. The loan must end before borrower's age reaching 57 years or retirement date, whichever is earlier.
- ❖ This loan is provided for completed flats / apartments – less than 20 years of age
- ❖ No personal guarantee is required
- ❖ Minimum loan amount is BDT 7,50,000/- and maximum loan amount is 100,00,000/-
- ❖ Maximum loan tenure is 15 years, loan must be repaid prior to 57 years of age
- ❖ A maximum loan amount of 70% of the total value of the apartment costing up to BDT 50,00,000/- and 60% of the total value for the apartments over BDT 50,00,000/-. The total loan value is inclusive of the registration cost.

- ❖ Interest rate is 14% per annum
- ❖ Loan processing fee is 1.5% of the loan amount or BDT 20,000/- whichever is higher + stamp charge
- ❖ Security: Registered mortgage and original title deed
- ❖ Insurance: Fire, earthquake, flood, cyclone

3.3.5 Personal Secured Loan

Personal Secured Loan is a simple standby loan against the Time Deposit and NRB Bonds and the loan is repayable in equal monthly installment.

- ❖ Standby loan against TMD and NRB bonds (WEDB/USDB)
- ❖ WEDB (Wage Earners Development Bond) or USDB (US Dollar Bond) issued from HSBC and other multinational banks are considered.
- ❖ Interest rate 12.5% for loan amount below BDT 5,00,000/- and 12% for loan amount of BDT 5,00,000/- and above
- ❖ Interest rate against LCY TMD is 13%
- ❖ Minimum loan amount BDT 90,000/-
- ❖ Maximum loan amount 90% of LCY TMD amount or WEDB and 80% of FCY TMD or USDB
- ❖ Processing fee against certificate issued from HSBC is BDT 1,000/- + stamps BDT 170/-

3.3.6 Personal Secured Credit

Credit facility against the investments-

Personal Secured Credit is a credit facility against Time Deposits and NRB Bonds that enables customers to have the flexibility to meet short-term commitments without unlocking their long-term investments.

- ❖ Customers can borrow up to 90% of their LCY TMD's and WEDB value
- ❖ WEDB and USDBs issued from HSBC and other multinational banks are considered

- ❖ Minimum loan amount is BDT 90,000/-
- ❖ Maximum loan amount 90% of LCY TMD amount or WEDB and 80% of FCY TMD or USDBs.

3.3.7 Credit Card

Increase the spending power-

Product Name: HSBC – Prime Co-branded Master Card Gold Card

Card Type: Local Master Card Gold Card

Card Limit: Staff Card: BDT 15,000/- to 1, 00,000/-

Master Card Gold Normal: BDT 50,000/- to 1, 00,000/-

Master Card VIP: BDT 1, 00,000/- to 2, 00,000/-

Eligibility:

- ❖ Primary Eligibility: Minimum BDT 25,000/- gross income from regular sources.
Bangladeshi Citizen 21-65 years of age and has account with HSBC
- ❖ For Supplementary card the person has to be at least 18 years of age
- ❖ **Card Life:** By default 2 years for all cards new and renewed
- ❖ **Billing Cycle:** 7th day of the month
- ❖ Repayment Period: 26th day of every month. Maximum 50 days interest free period
- ❖ Minimum Payment Calculation
- ❖ 8% of the current balance shown on the statement or BDT 500/- which ever is higher. If current balance is less than BDT 500/-, then full payment
- ❖ For over limit account: 8% of the credit limit plus exceeded amount.

3.4 Corporate Banking Services

HSBC constantly strive to develop new products to meet the changing needs of a dynamic and growing business. In the spirit of encouraging the business to flourish, Business Banking offers a range of flexible solutions, exclusively packaged to meet the needs of growing business. HSBC's Business Banking services are designed to help operate efficiently and profitably. Using local expertise and the unrivalled global resources of the HSBC Group, they offer a comprehensive financial solution that aims to meet the business needs, both locally and globally. HSBC offers wide range of cash financing, working capital, short, and medium-term loans, and guarantee facilities to its corporate customers. Its offshore banking Unit (OBU) provides US dollar denominated working capital as well as short term finance for capital imports to eligible businesses. HSBC is a worldwide leader in banking and financial services whose success is based on its relationships with its clients. Whether locally or around the world, HSBC offers a comprehensive range of services that can be tailored to the company's needs. Some major services provided by HSBC corporate division are Custody services, Global payment & cash management, Trade services, & Hexagon.

3.4.1 Global Payments & Cash Management (PCM)

HSBC's Global Payments and Cash Management services are designed to help its clients to operate efficiently, profitably and with comprehensive support. The aim is to provide a service that takes full account of the customers' local needs as well as regional and international requirements using our expertise and global resources of the HSBC Group. PCM provides the following services to its clients:

✦ **Accounts & transaction management services:** Structuring of bank accounts to optimize the management and flow of funds within or across national borders.

Cash & Liquidity management services: Cash is a company's most volatile asset and HSBC provides the best service to manage its client's cash efficiently.

3.4.2 Trade and supply Chain

As a key global facilitator of international trade, HSBC is capable of providing expert advice and security of a globally connected distribution network in Asia-Pacific, Middle East, Africa, Europe and America. With almost 140 years of international trade experience and the ability to combine global reach and local knowledge, they are thus ideally placed to position a business in the international arena. their network spans over 10,000 offices in 86 countries and territories and is supported by advanced technology and award - winning expertise. Being the leading trade bank of Bangladesh, they leverage on their vast global network and wide range of trade products and services to fulfill their business needs. Thier product assortment ranges from traditional trade financing methods to innovative structured solutions. They are also the only bank in Bangladesh having presence in 5 of the Export Processing Zones (EPZ) in Dhaka, Chittagong, Comilla, Mongla and Adamjee. Some of the products include export services where there is pre-shipment finance, post-shipment finance, import services where there is documentary credits, import finance, shipping gurantee.

4. An Overview of Functional Departments

4.1 Management of HSBC Bangladesh

HSBC Bangladesh had to overcome a lot of hurdles to reach the position it now holds. At present, Mr. Sanjay Prakash is the CEO; Mr. Mahabubur Rahman is the Chief of Corporate Banking; Mr. Aulad Hossain is COO, Mr. Shafkat Hossain is the Chief of Personal Banking i.e Personal Financial Services (PFS) Head, and Mr. Aditya Narayan Singh Deo is the Head of Human Resources Department at HSBC Bangladesh.

These five men at the top carried out their management roles comprehensively and systematically. They equally contributed to HSBC's superior leadership, by carrying out their unique roles. They worked well together, respecting each other's abilities, & arguing openly, & without any resentment when they disagreed.

To maintain a close touch with the organization each man works in separate area of HSBC's complex. Their offices are indistinguishable from all other cubicles where HSBC's junior executives & secretaries work in. There are no office walls in HSBC and all the staff starting from the CEO to the lower operating level employees shares the same premises under one roof. There are no specialized cabins for top management and executives and also no executive dining rooms. This has created a management team that is unified, cohesive, & energetic.

Each and every employee of HSBC takes pride of being an employee at HSBC and his or her pride comes from the freedom of direct communication with the top management. The management of HSBC is supportive in the sense that the top management deliberately supports the suggestions, values, ideas, innovation, and hard work of the employees and officers. Again high amount of employee participation is encouraged in the management process. There are also systems for awards, incentives, and status for innovative ideas and hard works. Again the management style can also be termed as collegial as high amounts of teamwork and participation exists between the top and bottom parts of HSBC.

HSBC follows a 4 layers management philosophy in Bangladesh. These are Managers, Executives, Officers, and Assistant Officers. The CEO is the top most authority of all the levels.

Managers are the departmental heads who are responsible for the activities of their departments. They are the heads of the department who formulate strategies for that department. e.g. Head of Human Resources Department. Executives have the authority next to managers. They are basically responsible for certain activities & organizational functions, e.g. Admin Executive. These two layers represent the management level of HSBC Bangladesh.

Officers are the next persons to stand in the hierarchy list. They are the typical mid-level employees of HSBC organizational hierarchy. These officers are responsible for managing the operational activities and operating level employees. The operating level employees of HSBC who are ranked as Assistant Officer fill the last layer of this hierarchy. They perform the day-to-day operational activities of HSBC. An organizational hierarchy chart is shown below:

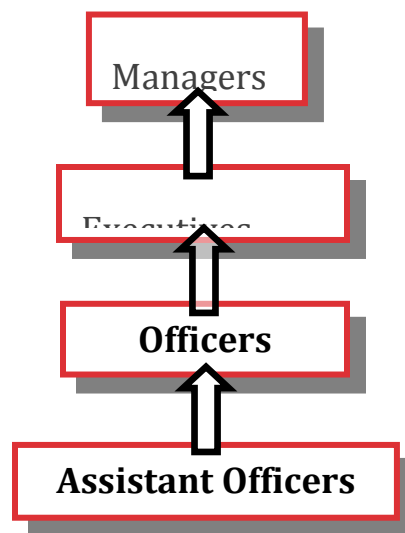


Figure 4.1: Organizational Hierarchy

4.2 Functional Departments of HSBC

HSBC activities are performed through functional departmentalization. So, the departments are separated according to the functions they perform (HR, Marketing, Personal Banking, etc.). There are 6 major functional departments at HSBC: Human Resources Department, Financial Control, Personal Banking, Corporate Banking and Marketing. Within these major departments there are some other subsidiary departments that allow smooth operation of their own major departmental function. A graphical presentation of all the departments (Major & minor) is shown below. Brief functional descriptions of these departments are-

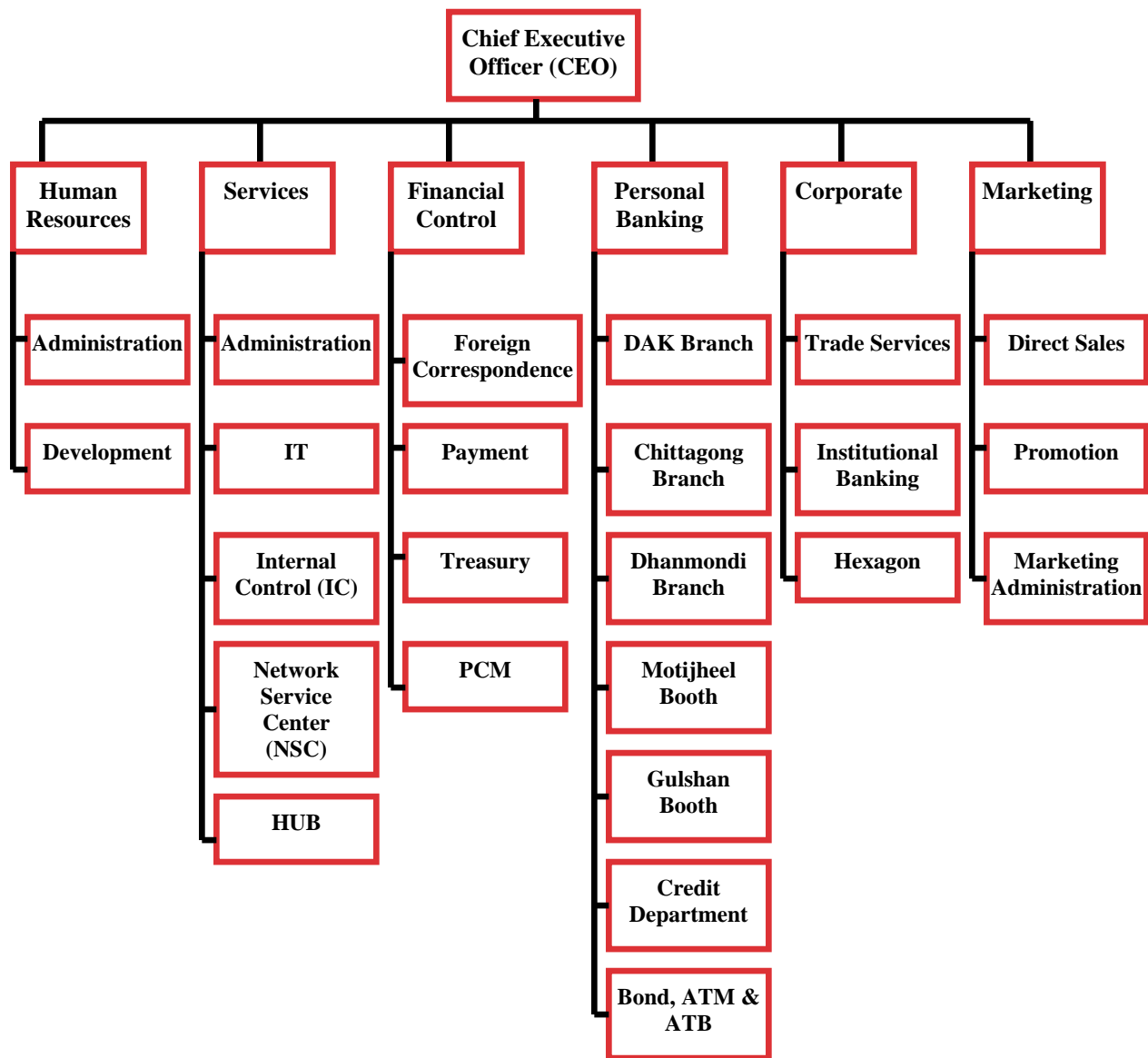


Figure 4.2: Functional Departments of HSBC

4.3 Human Resource Department (HR)

The Head of Human Resources currently heads this department. The major functions of this department are strategic planning and policy formulation for Compensation, Recruitment, Promotion, Training, and Developments, Personnel Services, and Security. The HR department is very much concerned with the discipline that is set up by the HSBC group. HSBC group has got strict rules and regulations for each and every aspect of banking, even for non-banking purposes; i.e. the Dress Code. All these major personnel functions are integrated in the best possible way at HSBC, which results in its higher productivity. The Human resource officer monitors the employee staffing and administration activities. The Training officer supervises training, development, & rotation activities. The structure of the HR department is shown below:

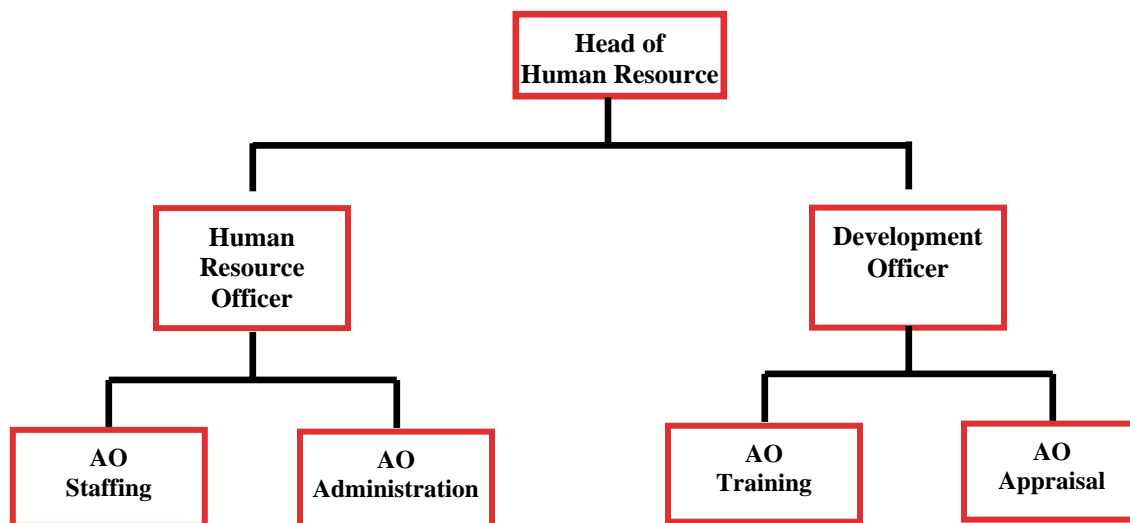


Figure 4.3: Structure of Human Resource Department

4.4 Personal Financial Services (PFS)

PFS is the most flourishing department of HSBC Bangladesh. This department basically deals with the management of products and services offered to the individual consumers. HSBC PFS has grown tremendously and is still growing with its innovative products and service offerings. The departments under PFS are shown in the following diagram:

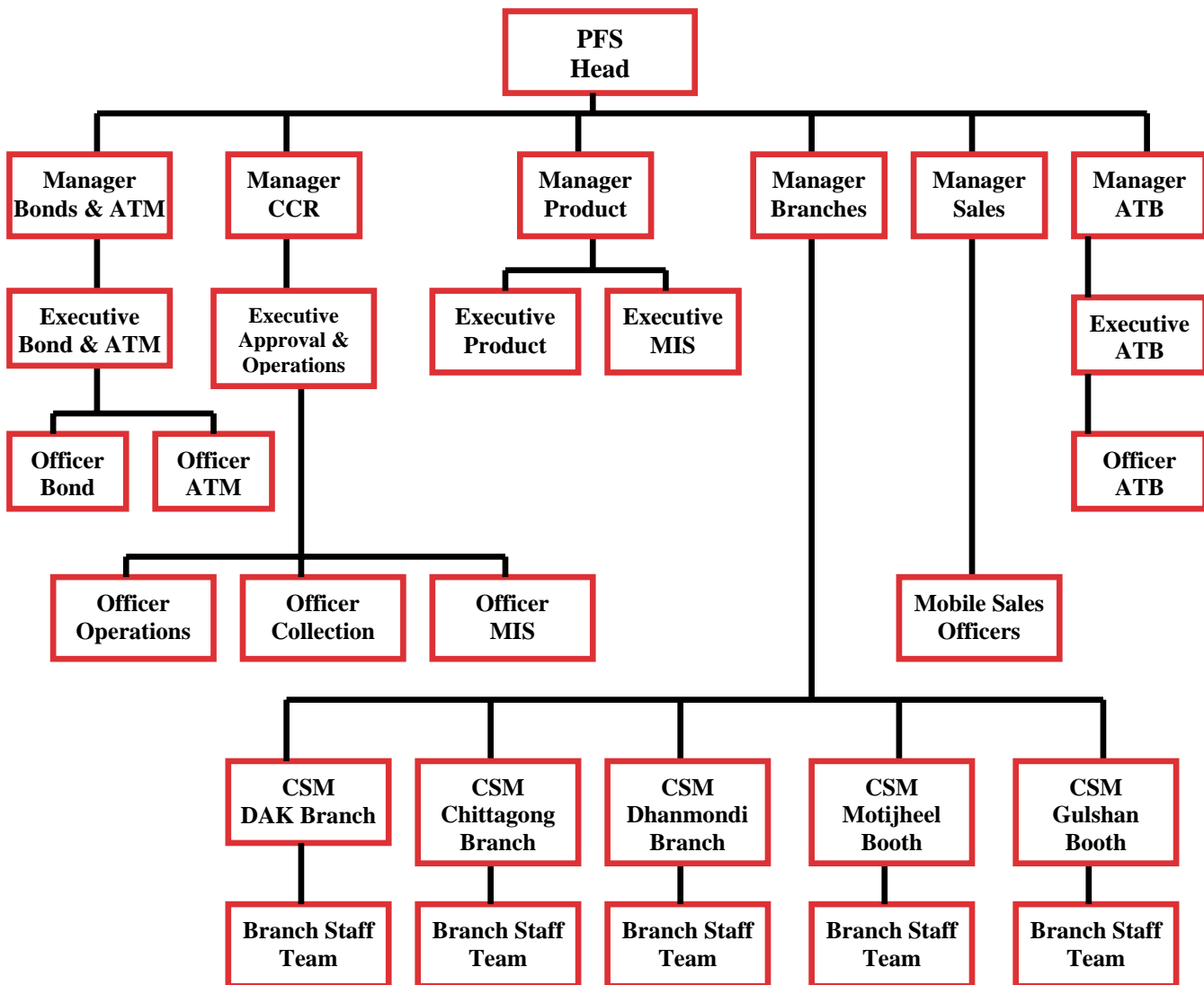


Figure 4.4: Structure of Personal Financial Services Department

4.5 Operations

- ❖ Manages daily operation
- ❖ Plans and directs sales and marketing
- ❖ Plans for service development
- ❖ Top-level authority for customers' dealings and transaction
- ❖ Provides required service to the customers directly
- ❖ Maintains documentation and report flow vary rapidly
- ❖ Helps in planning at field level
- ❖ Assists PFS Head in decision-making process and researches
- ❖ Assists PFS Head day-to-day work
- ❖ Keeps track and inform PFS Head in present condition of the competition in the market

4.6 Branch Network

The branches of HSBC situated at different locations in Dhaka and Chittagong. Only the Dhaka office (head office) & Chittagong branch deals with both corporate and personal banking. Other branches only deal with the personal banking activities. Their functions are to provide various financial services to the consumers. These include customer services, sale of various PFS products, opening new accounts, providing cash, remittance, and other teller services, etc. The branches are quite decentralized for better delivery of services to customer and have their own premises and facilities. Branch managers head these branches. Each branch is staffed with its

own team of employees. A great deal of teamwork is seen within these branches. ATM's are situated with each branch premises.

4.7 Credit Department

The personal banking credit department deals with the consumer credit schemes such as the Personal loan, Car loan, Travel Loan, Personal Secured loan, etc. which are tailored to meet the demand of individual customers. The manager of PFS credit who approves and administers all the activities of this department. He is staffed with five approval officers, four operations officers, and two MIS officers. The approval officers mainly reject or approve the credit requests. After being checked by the approval officer, the credit requests go to the operations for further processing of the application and disbursement. This department is a member of ALCO (Asset Liability Management Committee), which coordinates in preparation of lending analysis and data on concentration of risk and identifies possible lending risks. This department is also responsible for monitoring all necessary documents and securities related to loans.

4.8 ATM Center

The ATM center ensures smooth operation of the ATM machines that are located at Dhaka and Chittagong. The ATM center is responsible for regular replenishment of the off-site ATM's and servicing of all the ATMs. Currently a total 33 ATMs are in operation. The ATM center also deals with issuance, termination, and servicing of the ATM cards. On a whole, the ATM center is the department that is solely responsible for all the activities related to ATM and is the facilitating department that enables customers 24 hours banking support.

4.9 ATB Center

ATB refers to Automated Tele Banking. This department deals with the back office serving the HSBC phone banking services provided to customers. This department is basically responsible for the activation of ATB, ATB pin generation, and ATB security management, ATB blocking and troubleshooting of all ATB problems.

4.10 Corporate Banking

This division of HSBC provides financial services to organizational (corporate) clients. HSBC is a worldwide leader in banking and financial services whose success is based on its relationships with its corporate clients. Whether it is locally or around the world, HSBC offers a comprehensive range of services that can be tailored to the individual needs of the company. The Head of this department is the Chief of Corporate Banking. He is also the Vice-CEO of HSBC Bangladesh. The chief of Corporate Banking manages the activities of corporate banking of HSBC Bangladesh. Two offices of HSBC Bangladesh offer corporate banking services to corporate clients. These are the Dhaka Head Office and Chittagong office. Corporate Banking of HSBC Bangladesh includes Corporate Institutional Banking (CIB), Trade Service (HTV), and Hexagon. These sub-divisions are discussed briefly in the following sections.

4.11 Finance Department of HSBC Bangladesh

This is considered as the most powerful department of HSBC. It keeps tracks of each and every transaction made within HSBC Bangladesh. Manager of FCD who ensures that all the transactions are made according to rules and regulation of HSBC GROUP heads it. Violation of such rules can bring serious consequences for the lawbreaker. FCD is responsible for the preparation of the Annual Operating Plan (AOP), monitoring treasury risk limits, profit exposure, and maintaining strong liquidity. FCD is the key member of the Asset Liabilities Management Committee (ALCO), which deals with how efficiently the bank's assets and liabilities are managed. FCD also deals with money market matters. FCD acts as a custodian of all vouchers. FCD as the name implies does all the banks monitoring of the banks internal compliance and all local regulatory requirements.

4.12 Foreign Correspondence (FC)

FC keeps records of all the accounts of HSBC. All the vouchers, notes, advices and transaction reports of the branches are sent to FC for record keeping purposes. FC also prepares the financial statements for the banks and decided upon banks assets and liabilities. It also deals with the returns that are submitted to the Central Bank on regular interval.

4.13 Treasury

This department works under FCD. Their main job is to take decisions regarding purchase and sell of foreign currency. The purpose of treasury's operations is to utilize the funds effectively and arrange funds at a lowest possible rate of interest, through maintaining effective relationship with other banks and following the Government rules and foreign exchange regulations

4.14 Payment and Cash Management (PCM)

PCM deals with the inter-bank payment. PCM strategies are designed to ensure efficiency, profitably, and comprehensive support.

4.15 Services Department of HSBC

This is an integral and vital part of the bank. The services department ensures smooth operation and functioning within and between all the departments of HSBC. It also provides continuous support to the core banking activities of HSBC. The Manager of Services heads this department who formulates and manages various critical issues of the services function of HSBC. He is followed by a group of executives who are the heads of various subsidiary divisions that operate within the services department. The services department is considered as the backbone of all other departments. The various subsidiary divisions within this department are Administration, IT, Internal Control (IC), Network Services Center (NSC), and HUB. A structure of the services department is presented below followed by a briefing of the subsidiary divisions:

4.16 Administration

Like any other organizations, the Admin department of HSBC makes sure that the organizations moves on with all its departments and staffs operating according to all the rules and regulations of the company. It also prevents any bottlenecks within the work process and ensures smooth functioning. The admin department has two divisions – General Administration and Business Support Services.

The general admin division is pretty much similar to the admin departments of other companies that ensure discipline and regulatory concerns. The business support services provide supports to the departments during employee leaves and sudden terminations so that the department can function without problems.

4.17 Information Technology (IT)

This department gives the software and hardware supports to different departments of the bank. As HSBC is engaged in online banking, the role of IT is very crucial for the bank. This department is the most active department of HSBC where employees always stand by to solve any problems in the system. The managers and executives of IT division work continuously to develop the total IT system of HSBC so that it can be operated with ease, accuracy, and speed.

4.18 HSBC Universal Banking (HUB)

The HSBC banking system is called HUB. HSBC does the online banking and it is HUB, which sets up the parameter for that. This HUB is linked with the HSBC group via satellite and each and every transaction made by HSBC within Bangladesh is being recorded at the HSBC Asia-pacific headquarters at Hong Kong via HUB. Thus the HUB is the most powerful and important equipment of HSBC Bangladesh that monitors and tracks any fraud and faults made with HSBC Bangladesh.

4.19 Network Services Center (NSC)

This department can be described as the ‘Power House’ of HSBC Bangladesh. NSC does the back office job for the bank. The main four jobs that are performed by NSC are Clearing, Scanning of signature cards, issuing checkbooks, and sending & receiving Remittances. NSC looks after the clearing process of HSBC and makes necessary contact with the central bank for maintaining account flows. All the customer signatures are scanned in this department and are entered into the system. NSC also issues checkbooks for new and old accounts based on requisition from various branches. ‘Remittance’ is a banking term, which means ‘Transfer of funds through banks’. When a bank remits on behalf of its customers, it is termed as outward

remittance. On the other hand, when the bank receives the remittance on behalf of the bank, it is inward remittance. The following methods that NSC uses to remit money for customers: Telegraphic Transfer (TT), Demand Draft (DD), & Cashier's Order.

4.20 Marketing Department

The sixth major department of HSBC is the marketing department. The marketing department of HSBC play a vital role in fostering the continuous growth HSBC in Bangladesh. A manager is assigned to this department who looks after the overall marketing operation of HSBC in Bangladesh. This department is basically concerned about marketing the company's products, services, and building a strong corporate image. The marketing department of HSBC has three subdivisions: *Direct Sales, Promotion, & Marketing Administration*.

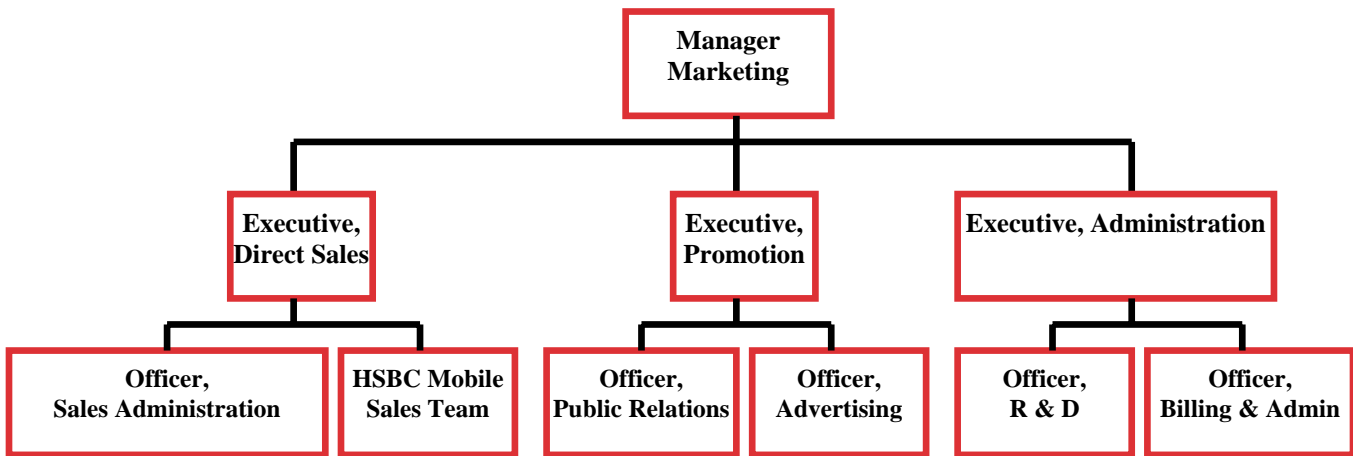


Figure 4.9: Marketing Department

4.21 HSBC's Group Vision, Mission and Values

HSBC'S Vision Statement

“WE AIM TO SATISFY THE ORGANIZATION’S CUSTOMERS WITH HIGH QUALITY SERVICE THAT REFLECTS THE ORGANIZATION’S GLOBAL IMAGE AS THE PREMIER INTERNATIONAL BANK”

Converts vision into speck performance objective:

HSBC has a vision to become the world’s leading financial service company by establishing their short term and long term objectives.

HSBC'S Mission

- ❖ We aim to become one of the leading Banks in Bangladesh by our prudence Flair and quality of operations.
- ❖ We intend to meet the needs of our clients and enhance our profitability by creating corporate culture.
- ❖ We aim to ensure our competitive advantages by upgrading banking technology and information system.
- ❖ We provided high quality financial services to strengthen the well-being and success of individual, industries and business communities.
- ❖ We believe in strong capitalization.
- ❖ We maintain high standard of corporate and business ethics.
- ❖ We extend highest quality of services, which attracts the customers to choose us first.
- ❖ We create wealth for the shareholders.
- ❖ We maintain congenial atmosphere for which people are proud and eager to work with HSBC Bank.
- ❖ We believe in disciplined growth strategy.
- ❖ We encourage various term investments to investors to buy our stock.

- ✘ We intend to play a more important role in the economic development of Bangladesh and its financial relations with the rest of the world by interlinking both domestic and international operations.

HSBC Group Values

- ✘ Long term, ethical client service
- ✘ High productivity through teamwork
- ✘ Confident and ambitious sense of excellence
- ✘ International character, conservative orientation
- ✘ Capable of creativity and strong marketing

HSBC'S Business Principles and Values

The HSBC Group is committed to five Business Principles:

- ✘ Outstanding customer service
- ✘ Effective and efficient operations
- ✘ Strong capital liquidity
- ✘ Conservative lending policy
- ✘ Strict expense discipline

HSBC also operates according to certain key business values:

The highest personal standards of integrity at all levels

- ✘ Commitment to truth and fair dealing
- ✘ Hand-on management at all levels
- ✘ Openly esteemed commitment to quality and competence

- ✘ A minimum of bureaucracy
- ✘ Fast decisions and implementation
- ✘ Putting the Group's interests ahead of the individual's
- ✘ The appropriate delegation of authority with accountability
- ✘ Fair and objective employer
- ✘ A merit approach to recruitment/selection/promotion
- ✘ A commitment to complying with the spirit and letter of all laws and regulations
- ✘ The promotion of good environmental practice and sustainable
- ✘ Development and commitment to the welfare and development of each local community.

Chapter 5: Job Description

I started my internship on 1st of May 2010 in HSBC's Human Resources Department. I was under the supervision of M Rezaur Rahman, Manager Human Resources during my internship period. He was very kind enough to introduce me to the Human Resources Department and explained the different jobs and responsibilities of an intern in the department. He also introduced me to other departments specially Marketing Department as my major was in Marketing and I got a chance to know the works that are done in that Department and it also helped me to prepare my report related with the Marketing Department.

The Human Resources Department deals with employees from joining till resigning, from taking salary every month therefore every employee of HSBC Bangladesh has to keep contacts with the employees of Human Resources Department at some time or other. The basic functions of Human Resources Department are:

- ❖ Recruiting potential employees
- ❖ Giving trainings after joining
- ❖ Providing a good compensation package
- ❖ Evaluating the employees performance and providing feedback
- ❖ Fulfill the requirements before an employee resigns
- ❖ Providing different documents of an employee whenever needed e.g Salary certificate, Visa Letter, etc
- ❖ Always keeping the system of the department in alliance with the international system for Human Resources Department of HSBC.

5.1 Specific Responsibility

- ❖ **Screening Curriculum Vitae of candidates:** screening the cvs of candidates to be called for an interview for the position of a permanent employee as well as for interns. The cvs are chosen according to some criteria that are followed by HSBC Bangladesh.
- ❖ **Calling the candidates for interview:** after screening is done the candidates are called for an interview by me.
- ❖ **Preparing offer letters for the interns:** An offer letter is given to an intern before an intern joins any department of HSBC. The offer letter has to be prepared according to the name and address of an intern which is then signed by the Head of Human Resources Department.
- ❖ **Profiling interns information:** approximately 20 interns joins every month in different department of HSBC and a record of the interns is maintained where the interns information is provided.
- ❖ **Preparing interns salary file:** HSBC Bangladesh hires quite a lot of interns every month and the interns are paid on a monthly basis therefore a salary file has to be maintained. The salary file has many parts joining part contains the interns who has recently joined, continuing part contains the interns who will continue in the following month and completing part contains the interns who completes their internship in the present month. There are also parts in the file for those who had discontinued and for those who had extended their internship period.
- ❖ **Profiling information of employees newly joined:** newly joined employees has to submit various documents before joining and the documents were organized in a systematic way and also written down on a particular sheet and checked thoroughly as the documents are very important.

- ❖ **Writing different types of vouchers:** voucher writing is very common in a bank. Payment of contract renew payment of leave fare allowance is written in vouchers which is then approved by the Head of the HR department and then send to the NSC . These vouchers were written in a specific format. Two types of vouchers were prepared debit voucher and credit voucher. Money is credited from the banks account and debited to the employees account.

- ❖ **Keeping records of loans given to employees:** whenever employees applied for loans first Head of HR has to approve it then it is send to the Credit Department for disbursement. There are different policies for which loan can be taken by an employee. There are four types of loan for an employee home, commercial, sundry and medical. According to the salary an employee has to take loan. After an employee fulfills the policy then it was approved by the Head of HR. After it was approved I used to keep records of the details in an excel file. The details include employees ID number, name, date of application, amount taken.

- ❖ **Writing different types of letter:** I had to write many letters which includes Visa letter which was addressed to the counselor of different embassies. Visa letter is used when an employee wishes to travel outside the country it may be official or non-official visit it declares that the employee who wishes to travel is a permanent employee of HSBC Bangladesh and the bank has no objection to the trip. It was then signed by the Head of HR, Another letter which was written most were reference letter it is a part of the recruitment process whenever an employee joins HSBC he/she has to provide three names of referees who were given letters from HSBC to know the character of the person newly joined it is almost like a character certificate and the referees had to write back.

- ❖ **Involved in a special project:** I was given a special project by the Head of HR Aditya Narayan Singh Deo. The Project was about the job responsibilities of interns in every department of HSBC Bangladesh. I was given a deadline of two days to complete the project which I completed successfully. I had to talk with each and every intern of HSBC and according to their job responsibilities I made a chart whether the work the intern is doing is of a permanent employee or temporary employee. HSBC recruits almost 20 interns every month which was far more than any other organization in Bangladesh. After I completed the

project it was found out that interns mostly does the work of a permanent employee to reduce the work load pressure of the employee. The report was then given to CEO Sanjay Prakash who took a decision to reduce the number of interns and hire new recruits to make a worklife balance for the employees and the intern's job responsibilities were changed and interns would only be hired for projects not to do the work of an employee.

5.2 Critical observations and recommendations

- ❖ There are very less scope to utilize the academic knowledge in the job.
- ❖ Work load for the employees of HSBC is very intense; employees had to work almost 10 to 12 hours every day because of the workload pressure for which work-life balance hampers. Therefore HSBC has to increase manpower in order to decrease the pressure of the employees
- ❖ Interns had to work a lot, interns are given so many work at the same time that sometimes it is not possible for an intern to learn things properly.
- ❖ The working hour should be more flexible.
- ❖ The job needs few days of training to perform well during the internship period.

Chapter 6: Project Proposal

Summary

The project has been prepared on “Awareness of CSR activities done by HSBC Bangladesh among the employees.” The topic for the internship report has been given by my advisor Suman Paul Chowdhury . For this project a survey has been done on 30 employees of different departments of HSBC Bangladesh. A questionnaire has been prepared to know how much an employee knows about the CSR activities done by HSBC Bangladesh and how much they are interested in doing the activities willingly. I have taken help from the

“Awareness of CSR activities among the employees of HSBC Bangladesh and a comparison with Dutch Bangla Bank Ltd.””

6.1 Objective

The objectives behind preparing this report on “Awareness of CSR activities among the employees of HSBC Bangladesh and a comparison with Dutch Bangla Bank Ltd.” are the followings:

- ✘ To find out how much an employee knows about the CSR activities done by the Marketing Department.
- ✘ To find out whether the way of communication is effective
- ✘ To identify the employees satisfaction level towards the working environment
- ✘ To find out whether the employees are responsible towards the organization

- ❖ To suggest ways of increasing the awareness among the employees
- ❖ To make a comparison between the CSR activities of HSBC and DBBL.

6.2 Methodology

Methodology refers to the process by which report's data are collected, data interpreted, and recommendations are made. In other word it is a process by which total report are planned, organized, designed and illustrated. Though, it is an internship report, so its methodology based on different factors. The attributes of the report which helped to develop the findings are the most important part of the report.

6.2.1 Population and Samples

❖ **Sample Unit**

The survey has been conducted among the employees of different department and branches of HSBC Bangladesh.

❖ **Sample Size**

The survey has been conducted over 30 employees by taking response from them according to the survey questionnaire.

6.2.2 Research Type

In this report, *exploratory research* will be conducted among the sample size in order to fulfill the objectives of the report

6.2.3 Reliability

The data that I have used in my research is taken from various sources. In this regard, HSBC Bangladesh website played an important role.

6.2.4 Sources of data Collection

Primary data

Both primary and secondary sources of data have been incorporated in this report. A questionnaire has been provided for obtaining the data. Primary data has been collected by interviewing employees and managers of HSBC. Primary sources include—

- ❖ Interviewing employees of HSBC
- ❖ Conversation with the employees of different branch
- ❖ Appointment with the top officials of the Bank
- ❖ Survey through questionnaire

Secondary data

Different types of secondary data have also been included in this report. Sources of secondary information can be defined as follows:

(A) Internal Sources

- ❖ Prior research report
- ❖ Annual report
- ❖ HSBC's brochures
- ❖ Group Business Principal manual

(B) External Sources

- ❖ Internet browsing.
- ❖ Newspapers
- ❖ Brochures
- ❖ Prior Reports, etc

As the survey is limited by the size of the sample, there exists the chance of occurring random sampling error. Also the sample size is very small therefore geographical or regional differences could not be made. Due to time constraint it was really difficult to include more employees. As the research is done on random small technique, it's just a sketch of scenario of the total situation.

6.3 Limitations of the Study

- ❖ Large-scale research was not possible due to constraints and restrictions posed by the bank.
- ❖ Employees at times didn't show interest in answering the questionnaire due to work pressure.
- ❖ Due to graphical constraints I was unable to show all the information of the survey and for which the result of the survey might be different.
- ❖ The information about the activities of Dutch Bangla Bank was very difficult to get.

6.4 Comparison between HSBC and Dutch Bangla Bank

6.4.1 The CSR activities of HSBC

As a leading international and emerging markets bank, sustainability for HSBC means managing their business across the world for the long term benefits. HSBC Group aims to run a sustainable business for the long term. This is about achieving sustainable profits for the shareholders, building long-lasting relationships with customers, valuing the highly committed employees, respecting environmental limits and investing in communities. They believe that it is their duty to their customers, investors and employees to foster an ethical, responsible and sustainable corporate philosophy. HSBC's goal is to be one of the world's leading brand in corporate Sustainability.

HSBC Bangladesh is doing a lot of activities to fulfill the goal of HSBC Group. HSBC Bangladesh Corporate Sustainability (CS) initiatives focus on the following two areas:

- Education for underprivileged children
- Support for the environment
- Others

Along with these two activities a lot of other activities are done for the betterment of the society.

The activities of HSBC from 2008 to 2010 are stated below:

2008

Education

The Young Entrepreneurs Awards 2008 (YEA)

The Young Entrepreneurs Awards 2008 (YEA), a business plan writing competition, was launched by HSBC at a ceremony on 08 January 2008. The competition aims to provide students with access to the regional business plan writing competition so that Bangladesh continues to produce talented young entrepreneurs that could compete and win on the global stage. for the

third consecutive year in Bangladesh. Local winners (Gold, Silver and Bronze) of this competition will be awarded a visit to Hong Kong for a week long entrepreneurial tour, with the Gold team having the opportunity to compete with other Gold teams from Brunei, Hong Kong, Malaysia, Philippines and Thailand.

Workshop on Presentation Skills

A workshop on "Presentation Skills" for the winners of the third round of HSBC Young Entrepreneur Awards 2008 competition was held. The workshop provided the students with an overview of what is required of the presentations as well as providing them with an opportunity to assess their own presentation skills via video

Prize distribution ceremony for the winners of the Young Entrepreneur Awards (YEA) 2008

HSBC Bangladesh held a prize distribution ceremony for the winners of the Young Entrepreneur Awards (YEA) 2008 at Sonargaon Hotel following a presentation by the seven qualified teams. 330 entries had been submitted and the three winning teams won a trip to Hong Kong. The first prize (gold) winner won the opportunity to compete with other country winners for the regional grand prize.

School of Hope

HSBC took the children of School of Hope to the first international children's film festival, a first of its kind in Bangladesh. HSBC arranged an outing for the children of School of Hope at Wonderland Park in Gulshan. 100 children from the School of Hope were treated to rides, lunch and fun-filled activities on the day

Library for children's education

HSBC provided funds to Play Park at Bhatia for setting up a library for children's education.

Disabled Welfare Society

HSBC provided funds to Disabled Welfare Society for the purchase of Braille writing instruments for the society.

Rajarbag Police Lines Higher Secondary School

HSBC provided funds to facilitate studies and to ensure bright future for the meritorious students of Rajarbag Police Lines Higher Secondary School.

SEID Trust

HSBC provided funds to SEID Trust for the salary for 2008, of one physical therapist to the unprivileged children of SEID Trust with intellectual and multiple disabilities

Green Disabled Foundation (G.D.F)

HSBC provided funds to Green Disabled Foundation (G.D.F) for the operating expenditure of the school along with a recommendation that the school bring some new initiatives in future.

Book distribution

HSBC provided funds to the Book Group for the printing of 2500 copies of books, with 2000 copies provided to the organization and 500 copies for HSBC which we would distribute among the children of School of Hope and others.

Reaching the unreached

HSBC Group, through Future First provided funds to a project of Aparajeyo Bangladesh, titled "Reaching the unreached: Mitigate hazards of child labour in factories using non-formal education".

Scholars Special School

HSBC provided financial assistance of BDT100000 to the Scholars Special School for Disabled Children. The fund contributes towards the salaries of the teachers.

BERDO

HSBC provided scholarships for 50 visually impaired students. This is a continuation of HSBC's support of BERDO activities from previous years.

Environment

HSBC Climate Partnership

The "HSBC Climate Partnership" - awareness and capacity building presentation was held at Chittagong Branches on 26 October & Chittagong Network Services Centre on 06 August 2008. The presentation was conducted by HSBC staff member, Mirza S.A Habib, the Climate Champion from Bangladesh. In the presentation, he shared the experiences he gathered in Malaysia (18 - 31 May 2008) from his participation in various capacity building programmes.

World Environment Day 2008

June 08: To mark World Environment Day, HSBC Bangladesh carried out a large scale tree planting (more than 1,000 trees) programme at the Osmani Udayan, which is one of the largest parks in Dhaka City. Through this tree planting programme, HSBC aims to increase its green footprint in the city it operates in.

Department heads and HSBC branches received a potted Bashak Tree which will be taken care of throughout the year. It was also arranged for a green branded car to roam around the city on 05 June 2008. Select branches and customer service centres were decorated on a green theme and customer-facing staff wore green t-shirts to mark this day.

HSBC launched "Go Green" campaign to mark World Environment Day. Under this campaign, customers would get a special discount on the CNG conversion loan and a Certificate. HSBC would also plant a tree on behalf of the customer for every CNG conversion loan taken.

HSBC Environment Champions

The final round of the HSBC Environment Champions was held at a local city hotel. HSBC Environment Champions was organised to raise awareness about the environment among the students of Bangladesh. Surobhi Saha Roy from Mohammadpur Preparatory School was the first prize winner. She presented her idea of bio-textile technology to prevent soil erosion.

The second and third prize winners were Sohel Rana from Rani Bilashmoni Boys High School,

Gazipur and Zahidur Rahman from Uttara High School respectively. Sohel Rana presented his idea of proper waste management and Zahidur Rahman presented the effect and solution of "Jhum" cultivation at the Chittagong Hill Tracts.

HSBC took the 10 winning students who took part in the final round of the "HSBC Environment Champions" on an environmental field trip to Lauachara National Forest Preserve in Srimongal, Sylhet. The students were shown around parts of the national forest reserve; they learned about the ecosystem there. In addition, they visited the local indigenous villages and saw firsthand the living conditions and livelihoods of the local people.

Others

SIDR initiative

Following the handover of 110 houses in Pirojpur and 10 Houses in Barguna in the Second Phase, HSBC Distributed rickshaws, sewing machines, live stocks, tree plants, seeds, fishing nets and boats to 120 families who received the houses.

Dhaka's 400 years

HSBC initiated several programmes to commemorate Dhaka's 400 years of existence as a capital city. The programmes included the following:

Drama Show: HSBC sponsored a special drama show titled "Bahanno Bazaar Tepanno Goli".

Photo Exhibition: The photo exhibition was held at Drik Gallery and displayed works of three famous photographers of Bangladesh- Babu Ahmed, Munem Wasef and Taimur.

400 years of Dhaka Map: HSBC launched a Dhaka city map containing major landmarks and historical places of Dhaka city.

Seminar: A seminar was arranged in recognition to Dhaka's 400 years celebration where eminent historians of Bangladesh shared their views on the celebration.

HSBC-Kali O Kolom Tarun Kobi O Lekhakar Purashkar

HSBC and monthly literature magazine 'Kali O Kolom' inaugurated an award programme for the talented young writers and poets of Bangladesh.

The programme titled 'HSBC Kali O Kolom Young Poet and Writers Award' offers a cash prize of BDT100,000 each for the winning submissions of original literary works.

Shoto Borsher Bangla Gaan

A prestigious event to celebrate the rich heritage of Bangla songs "Shoto Borsher Bangla Gaan" was held on the 29th of February 2008, at China Bangladesh Friendship Convention Centre. This is the third and last installment of this program. Famous artists from Bangladesh and India performed in this event.

Bengali New Year 1415

HSBC staff celebrated Pohela Boishakh on the first working day of Bengali New Year 1415. Staff wore traditional Bengali Dress and were also entertained with traditional Bengali food for lunch. HSBC staff also donated BDT 20K to provide lunch to over 200 street children through the NGO, Aparajeo Bangla on 23 April 2008. The children were accompanied by 13 HSBC staff from various departments.

Basha Protijog

The HSBC Prothom Alo Basha Protijog final round was held in Viquaroonnessa Noon High School & College on 11 April 2008. The 400 regional winners, along with HSBC staff joined this event. Eminent celebrities including Dr Anisuzzaman, Abdullah Abu Sayeed, Dr Muhammad Zafar Iqbal, Anisul Hoque, Close Up1 (A local Talent Hunt Program) Winner Salma, Rezwana Choudhury Bonna and others were present throughout the day to join in the festivities.

Centre for Disables Concern (CDC)

HSBC and Centre for Disables Concern (CDC) organised sports and cultural olympiad for the disabled and disadvantaged in Chittagong.

Shapla Doel Sangsad

HSBC provided funds to Shapla Doel Sangsad for organising an Eye Camp in the Chadpur area, to treat 50 visually impaired patients as well as funds for the women entrepreneur project.

Sir Salimullah Muslim Orphanage

HSBC staff visited Sir Salimullah Muslim Orphanage where they shared a lunch with the children. HSBC had organised lunch for over 360 orphan children of the orphanage on that day with the funds saved from non-printing of Bengali New Year's cards. HSBC treated more than 350 orphans of Sir Salimullah Muslim Orphanage with iftaar and dinner. 12 staff from the Bank joined the children of the orphanage.

Aparajeyo Bangladesh

Staff from across various departments of HSBC Bangladesh had lunch with over 200 street children at a shelter of Aparajeyo Bangladesh. The funds that were used for providing the lunch came from donations given by staff during the Bengali New Year when earthen banks had been placed at our branches in non-customer facing areas.

Liver Foundation of Bangladesh

HSBC provided funds to Liver Foundation of Bangladesh for the third phase of free Hepatitis B vaccination to the poor. This is a continuation from 2006.

Sneho Education and Health Development Foundation

HSBC provided funds of BDT100000 to Sneho Education and Health Development Foundation for its nutrition project in Savar serving 100 children.

HSBC Donated Computers

HSBC donated computers to the students of Gulshan Literacy Programme and Disabled Welfare Society.

2009

Education

School of Hope

Visit to the Zoo: HSBC staff joined the children of School of Hope for a daylong trip to the Dhaka Zoo. For many of the children, this was their first visit to the zoo. The exciting zoo trip was followed by lunch for the children at School of Hope.

Painting School of Hope: As an annual programme, about 40 staff from HSBC teamed up to paint the School of Hope in December 2009. The children and teachers from School of Hope were thrilled to see the new look of their school and appreciated HSBC's effort in painting their beloved school anew.

Toy & Book Drive for School of Hope: HSBC held both a toy and a book drive where the staffs donated toys & a great number of books for children of School of Hope. 650 new and used toys were collected for the toy drive programme and distributed among the children. The books ranged from children story books to text books. The books were collected for the library of School of Hope.

Education Fund for SEID Trust

HSBC provided an education fund for the children of SEID trust. The fund was provided for the salary of one physical therapist for 2009. SEID trust looks after the special needs children of Bangladesh.

Talent Hunt Programme for Special Children

Centres for Disabled Concern arranged a talent hunt program for the children with special needs which included a grand rally, drawing competition, cultural program and other events. This was sponsored by HSBC and attended by over 200 students from all over Chittagong.

Liver foundation of Bangladesh

HSBC provided free Hepatitis B vaccinations to the orphan children of "Sarkari Shishu Poribar" through the foundation. HSBC staff also attended a seminar organized by the foundation where its work was recognized by the foundation.

Tauri Foundation

Playing with Colors: Tauri Foundation's School for Gifted Children provides education and

therapy to children with special needs. HSBC staff visited the school where they interacted with the students and handed over the yearly salary for the Art teachers of the school. Tauri Foundation also arranged a two day painting exhibition of the challenged students with a view to encourage them and create social awareness about the ability of these children. HSBC sponsored this painting exhibition to highlight the skills of these autistic children.

Vaccination for the Orphans: HSBC provided free Hepatitis B vaccinations to the orphan children of “Sarkari Shishu Poribar” through the foundation. HSBC staff also attended a seminar organized by the foundation where its work was recognized by the foundation.

CDC

Centres for Disables Concern arranged a talent hunt program for the children with special needs of greater Chittagong which included a grand rally, drawing competition, cultural program and other events. This was sponsored by HSBC and attended by over 200 students

HSBC Holds Workshops for the Young Entrepreneurs

The Hongkong and Shanghai Banking Corporation (HSBC) Ltd in Bangladesh held a workshop for the 34 winning teams of the first round of the regional Young Entrepreneur Awards (YEA) 2008-2009 at a local hotel. The workshop was formally opened by the Chief Executive Officer of HSBC Bangladesh Mr Sanjay Prakash.

YEA encourages innovation and creativity amongst students and allows them to test their potential. In order to help the students learn about business disciplines, YEA also includes a series of training programs and this workshop was part of that initiative.

Following the announcement of 30 first round winning teams of YEA, HSBC arranged a workshop on presentation skills. During the workshop, participants were trained on delivering effective business presentation.

HSBC Young Entrepreneur Awards Regional Finale: Bangladesh wins Jade Award

The Gold team from Bangladesh. Vila La Vida, won the Jade Award in the HSBC Young

Entrepreneur Awards 2008-09 Regional Grand Finale in Hong Kong. Their business case was about solving the imminent water crisis of megacity Dhaka by harvesting rainwater, and providing clean, drinkable water for everyday use in domestic and commercial structures.

HSBC Young Entrepreneur Awards 2008-09

Bangladesh Grand Finale Seven teams were selected of the final round of HSBC Young Entrepreneur awards 2008-09 in Bangladesh. Three teams were selected as the Gold, Silver and Bronze award winners.

Gold Team: Viva La Vida (IBA) Khandker Aumio Shahriar Abdullah Mohammed Naheyen Hye Ridwan Mohammad Karim

Silver Team: CMPI (IBA) Hisham Haider Dewan Rashed Al Ahmad Tarique

Bronze Team: Spartans Bangladesh (Dhaka University, Dept. of Finance) A.K.M. Tanvir Hossain Avijith Barua Shohel Rana

HSBC Prothom Alo Language Competition Celebrates 5 Years

HSBC Prothom Alo language competition celebrated its 5th year in 2009. This year, the event was held in 8 districts with over 5500 students from 150 different schools of the region participating in the day-long programs. Sixty winners from the eight regional competitions took part in the national finals.

Environment

HSBC Bangladesh Carbon Footprint Management

HSBC in Bangladesh initiated a carbon footprint management study at the Bank's Dhanmondi branch. The footprint study is being managed by Waste Concern Consultants Ltd. Carbon footprint which includes the emissions from your home, car, air travel and everything we use

which affects the climate. Since 2002 the Bank has developed and implemented a number of initiatives to reduce its consumption of energy, water and waste. It is also committed to going carbon neutral in order to reduce greenhouse gas emissions to tackle climate change.

HSBC Tops The 2009 Carbon Disclosure Project

HSBC has been rated number one in the financial sector and third overall in the 2009 Carbon Disclosure Project (CDP). The CDP promotes awareness of business implications of climate change by encouraging the world's leading companies to disclose information about their greenhouse gas emissions.

- Taking effective action to manage risks and capitalize on new opportunities arising from climate change;
- Implementing carbon reduction activities that deliver demonstrable results; and
- Forward planning around expected regulation

HSBC in Bangladesh Celebrates World Environment Day 2009

HSBC supported the United Nations' World Environment Day (WED) on 5 June 2009 by launching a global "Be Part of the Solution" campaign. HSBC employees around the globe were encouraged to do their part by acting on climate change.

Over 70 staff of HSBC Bangladesh, lead by HSBC Chief Executive Officer, Mr Sanjay Prakash, went to the nearby park "Pantha Kunga". There, the staff helped clean up the park of debris, waste and other materials and deposited the items to the nearby waste facility. In addition, staff also planted about 600 fruit, flower and herbal trees in the park to provide a greener look and future.

Earth Hour

HSBC Bangladesh along with 20 countries/territories across Asia-Pacific joined millions of businesses and homes worldwide in switching off building lights for Earth Hour.

HSBC Climate Champion

HSBC Climate Partnership brings together HSBC, The Climate Group, Earth watch Institute, Smithsonian Tropical Research Institute and WWF. Key objectives of the Partnership is to

mobilize HSBC employees to fight climate change. To achieve this, HSBC works with Earth watch Institute, a top international environmental charity, to develop employee training programmers around the world.

A colleague from HSBC Bangladesh Joined the Climate Champion program in India this year. Under this programme she helped the environment scientists working there understand and research various issues on climate change.

HSBC in Bangladesh has sent a total of 28 staff since 2003 in these international environmental programmes.

Others

Supporting the visually impaired

HSBC in Bangladesh joined hands with Blind Education and Rehabilitation Development Organization (BERDO) to provide scholarships to a number of visually impaired students.

HSBC Group Provides GBP35,000 To ACTIONAID Bangladesh

The HSBC Group has provided funding of GBP35,000 (approximately BDT34 lacs) to Actionaid Bangladesh for one of its local programs. This amount was saved by not printing of greeting cards worldwide. HSBC's funding in Bangladesh would be used to provide shelter for girls without home at night and drop in support during the day for girls who find their livings on the street but return to a family or other home at night.

HSBC-Kali O Kolom Tarun Kobi O Lekhakar Purashkar

HSBC and acclaimed monthly Bengali literary magazine Kali O Kolom jointly took an initiative to honor and encourage young writers and poets of the country with "HSBC-Kali O Kolom Tarun Kobi O Lekhakar Purashkar" in 2008. Due to the tremendous response from all over the country the award has been launched for the second time in October 2009 with a total award money of BDT 3 lakh taka.

Painting Exhibition by Shahabuddin

HSBC in Bangladesh, sponsored a solo painting exhibition by artist Shahabuddin Ahmed, one of the prominent artists of Bangladesh, at Bengal Gallery of Fine Arts, Dhaka. At the exhibition, Shahabuddin shared some of his solo works that bear testimony to a robust life-affirming worldview and his relentless, incessant quest for new artistic forms.

2010

Education

The HSBC Prothom Alo Language Competition (6th Bhasha Protijogita 2010)

The HSBC Prothom Alo Language Competition initially started as a quiz contest commemorating the advent of 21 February 2004, with Prothom Alo, the country's leading Bangla daily. With overwhelming responses from the participants, nationwide 'HSBC Prothom Alo Language Competition' was launched in 2005. The idea was to create a platform which would emphasize the various nuances of the Bangla language as well as create a ground for students and teachers to share their views and open a dialogue.

Over the past six years, over 50,000 students from over 900 different schools and colleges across Bangladesh have taken part in this annual programme.

This year, 'HSBC Prothom Alo Bhasha Protijog 2010' was held at Bogura, Borguna, Chittagong, Dhaka, Dinajpur, Khulna, Netrokona and Sylhet.

The HSBC Young Entrepreneur Awards 2009-2010

In YEA 2009-2010 competition, over 375 teams from all over the country submitted their business ideas. Thirty teams were selected for the second round who then went through a business skills workshop and had to submit a full-fledged business plan on their idea. Following their submissions, 7 teams were chosen to progress to the Bangladesh Grand finale, from which 3 teams were selected as winners of the Gold, Silver and Bronze awards. These 3 teams then travelled to Malaysia for the regional grand final where the gold winning team competed against the other country's gold winning teams. The Bangladesh team became Runner's Up in this year's competition and won the Diamond Award.

Environment

Launching of HSBC- The Daily Star Climate Award-2010

The "HSBC - The Daily Star Climate Awards" is being introduced to recognise and promote individuals and institutions that are proactively running environment friendly business operations, doing research for climate change in Bangladesh, initiating climate change adaptation projects and reducing the impact of climate change. It is open to majority owned Bangladeshi companies and Bangladeshi individuals under four major categories. Details can be found at www.hsbc.com.bd and www.thedailystar.net. Waste Concern is the knowledge partner of this initiative.

Footprint Management

HSBC has been awarded "U Green Awards 2009" in the banking and financial institution category organised by the U Magazine, recognising the Bank's outstanding environmental performance and contributions to the local community.

Corporate Social Responsibility Award

Capital Weekly's first Corporate Social Responsibility Award in recognition of the bank's outstanding efforts in integrating sustainability into business.

Others

HSBC Kali O Kolom Young Poets and Writers Award 2009

The 2008 competition generated a huge following and due to the overwhelming requests from patrons and laureates, the 2009 awards was expanded to recognise young poets and writers in three categories – poetry, prose (novels and stories) and prose (non-fiction, research and play). The winners of the "HSBC Kali O Kolom Young Poets and Writers Award 2009" were Ahmed Munir for poetry, Ahmad Mostafa Kamal for fiction and Azizul Parvez for research.

International Women's Day Celebration

HSBC Bangladesh commemorated the International Women's Day (IWD) by donating 38 sewing machines to disadvantaged women. The ceremony was held at the Banani branch of HSBC Bangladesh. The Chief Executive Officer of HSBC Bangladesh, Mr Sanjay Prakash, handed over the sewing machines to these women. He hoped that through the usage of these machines, they

would be able to contribute to the financial wellbeing of their families.

The sewing machines were funded solely through HSBC employee donations. Advocate Salma Ali, Chief Executive Officer of Bangladesh National Women Lawyers Association also spoke in the occasion.

Winter Clothing Drive

With the advent of the winter season which claimed more than 36 lives last year, HSBC, Bangladesh embarked on a winter clothes collection drive where staff generously donated their warm clothes for the needy. HSBC staff donated over 900 pieces of winter wear including jackets, sweaters, heavy blankets and so forth. In addition, the Bank also provided 1300 warm blankets. A similar distribution was held from the HSBC offices in Sylhet and Chittagong.

HIV/AIDS/STD awareness training at HSBC Sylhet & HSBC Chittagong

HSBC's global policy on HIV/AIDS/STD has resulted in a HSBC Bangladesh partnership with HASAB, one of the leading NGOs aimed in creating awareness on this issue. HASAB recently organised two training workshops in HSBC Sylhet and HSBC Chittagong where over 60 staff went through an interactive session to broaden their awareness on the issue of AIDS.

HSBC runner up in prestigious Financial Times Sustainable Banking Awards

HSBC has scooped the runner up prize in the Sustainable Bank of the Year category in recognition of its leadership in merging social, environmental and business objectives. Now in their fifth year, the award recognises banks and other financial institutions that have shown leadership and innovation in integrating social, environmental and corporate governance considerations into their operations. The 2010 awards drew 156 entries from 110 institutions in 44 countries.

Outstanding Partnership Award 2009/10

HSBC has been awarded the Outstanding Partnership Award 2009/10 under the Caring Company Scheme from the Hong Kong Council of Social Service for the "HKCSS-HSBC Social Enterprise Business Centre" which provides support to social enterprises.

Yahoo! Emotive Brand Awards 2009-10

HSBC became the first financial institution to win the Yahoo! Emotive Brand Awards 2009-10 in the Brand with Corporate Conscience & Social Responsibility category which was voted by two million internet users of Yahoo!



6.3.2 Background

Dutch-Bangla Bank Ltd, the first Bangladeshi-European joint venture bank in the country, started its journey in June 1996. Beginning with a capital of Tk 134 crore (Tk 1348.60 million) and 615 employees, the bank has expanded its services all over the country. From the beginning, the focus of the bank has been financing high-growth manufacturing industries in Bangladesh. The rationale being that the manufacturing sector exports Bangladeshi products worldwide. Thereby financing and concentrating on this sector allows Bangladesh to achieve the desired growth. DBBL's other focus is Corporate Social Responsibility (CSR). Even though CSR is now done by almost all companies nowadays, DBBL is the pioneer in this sector and termed the

contribution simply as 'social responsibility'. Due to its investment in this sector, DBBL has become one of the largest donors and the largest bank donor in Bangladesh. The bank has won numerous international awards because of its unique approach as a socially conscious bank.

Mission:

Dutch-Bangla Bank engineers enterprise and creativity in business and industry with a commitment to social responsibility. "Profits alone" do not hold a central focus in the Bank's operation; because **"man does not live by bread and butter alone"**.

Vision:

Dutch-Bangla Bank dreams of better Bangladesh, where arts and letters, sports and athletics, music and entertainment, science and education, health and hygiene, clean and pollution free environment and above all a society based on morality and ethics make all our lives worth living. DBBL's essence and ethos rest on a cosmos of creativity and the marvel-magic of a charmed life that abounds with spirit of life and adventures that contributes towards human development.



6.3.3 The CSR activities of DBBL

DBBL has taken their responsibilities to a greater height and launched Dutch-Bangla Bank Foundation (DBBF) on 3rd June 2001 to perform humanitarian works like rehabilitation of the destitute and neglected portion of the society especially grassroots level poor in right track. Dutch-Bangla Bank Limited has been playing a pioneering role in implementing various social and philanthropic programs to help disadvantaged people of the country. Education, health care, human resources development, conservation of nature, creation of social awareness, rehabilitation of distressed people and such other programs to redress human sufferings are some of the important areas where the Bank carries out its social activities.

The CSR activities of the Bank can broadly be categorized into the following areas:

- Health Care
- Education
- Disaster
- Donation

Health

DBBL distributes Treatment Cards to HIV/AIDS Positive Patients

As a part of Corporate Social Responsibility, Dutch-Bangla Bank Limited has been extending medical facilities and other support to HIV positive patients since 2004. DBBL distributed Treatment cards on 2007 to 50 HIV positive patients. Organized a program in 2006 for providing medical assistance to HIV positive patients.

DBBL Stands by Disabled and Underprivileged Children

Dutch-Bangla Bank Limited has extended financial assistance amounting to Tk. 18.5 lac to 17 NGOs engaged in rehabilitation of the disabled children of Bangladesh.

Smile Brighter Program for cleft-lip patients

Under the DBBL “Smile-Brighter” program, Dutch-Bangla Bank has organized plastic surgery operation campaign at bank’s own cost for the poor cleft-lipped boys and girls to bring back the endearing smile on their faces. More than 4,679 numbers of poor cleft-lipped boys & girls have so far been successfully operated upon across the country under the "Smile Brighter" banner.

This is an ongoing program since 2003.

Cataract operation for underprivileged blind people

Dutch-Bangla Bank Foundation started the program of operating 12,000 underprivileged blind people by providing sophisticated cataract surgery (Intra OcularLens) throughout the country in phases since 2008. Up to the year 2009, about 1,750 cataract operations have been completed successfully in different regions of the country.

Medi-Care Services for the rural people

DBBL has established Rural Medi-Care Service Center at its rural branches of Shimrail, Dania, Gazipur Chowrasta, Board Bazar, Savar Bazar, Baburhat, Patherhat and Hathazari Branch to render free medical services to the rural and destitute people of the adjoining areas especially for the women and children.

Women reproductive health program

Vesico Vaginal Fistula (V.V.F.) operation to improve women reproductive health, under this program DBBF decided for operation of 500 women suffering from Vesico Vaginal Fistula (V.V.F.) which will cost Tk. 50,00,000.00 (faka fifty lac) only.

Support to ACID & Dowry Victims

To create social awareness, DBBF is supporting the acid and dowry victim women of different parts of Bangladesh by one time donation for their rehabilitation and to maintain small scale business like poultry rearing, goat farming, fish farming etc.

Education

Scholarship and Fellowship Program for the meritorious and needy students

SL #	Level of Study	Duration of scholarship	Amount of scholarship per month (Taka)	One time grant annually for purchasing books / reading materials (Taka)	Total grant per year for each awardees (Taka)
1	H.S.C. level	2 years	1,000.00	2,500.00	14,500.00
2	Graduation level	2-5 years	2,000.00	5,000.00	29,000.00

SL#	Level of study	Amount of fellowship per month (Taka)	Total grant per year for each awardees (Taka)
1	M.Phil. Level	5,000.00	60,000.00
2	Doctoral Level	5,000.00	60,000.00
3	Post-Doctoral Level	5,000.00	60,000.00

DBBL awards about 1250 scholarships every year to needy and meritorious students studying at H.S.C., Bachelor and Masters Level. The scholarships are available for the entire academic period and the bank spends about Tk. 4.00 crore every year for awarding these scholarships. : Fellowship is given to those researchers having Masters degree and studying at different public universities in M. Phil / Ph.D/ Post Doctoral Level. Every year 50 fellowships are given in this level to the researchers for their full academic period (as required by the university curriculum). According to the existing criterion of fellowship for the researchers of M. Phil / Ph.D/ Post Doctoral Level is Tk.5, 000.00 per month.

International Mathematical Olympiad

Dutch-Bangla Bank - Prothom Alo and Bangladesh Mathematical Olympiad (BMO) committee jointly organized the International Mathematical Olympiad. Bangladeshi students are now participating in the international mathematical Olympiad since 2005.

Blind Education and Rehabilitation Organization (BERDO)

Dutch-Bangla Bank Limited has sanctioned **Tk. 2, 00,000.00** (taka two lac) for the welfare of blind student in favor of Blind Education and Rehabilitation Organization (BERDO).

Dutch-Bangla Bank donates Tk. 9.73 crore to Dhaka University

Dutch-Bangla Bank limited handed over the Letter of Commitment for donating Tk. 9.73 crore to Dhaka University for constructing "Dutch-Bangla Bank Centre for Advanced Research in Arts & Social Sciences".

DBBL donates books for Bangabandhu Sheikh Mujib Medical University

Dutch-Bangla Bank Limited (DBBL) donated Tk. 15.00 lac for purchasing academic reference books for Bangabandhu Sheikh Mujib Medical University (BSMMU).

DBBL has donated a Pick-up Van to Bangladesh Agricultural University

Dutch-Bangla Bank Limited has donated a Toyota Hi-Lux Pick-up Van to the Department of Crop Botany of Bangladesh Agricultural University (BAU).

DBBL has donated books for Dhaka University Central Library

Dutch-Bangla Bank Limited (DBBL) donated Tk. 15.00 lac for purchasing academic reference books for Dhaka University Central Library.

Disaster

DBBL donated 1 Crore for SIDR

Dutch-Bangla Bank Limited (DBBL) donated Tk. 1.00 (one) crore to mitigate the sufferings of the cyclone affected people of the coastal area. Along with the money the staffs of DBBL visited the SIDR affected areas and gave food, necessary items and clothing to the victims. They have also built some houses for the victims in different areas.

DBBL has donated Tk. 25 lakh for the victims of devastating landslides in Chittagong

DBBL donated 25 lakhs Tk for victims due to devastating landslides following torrential rains lashed down in Chittagong city and its adjacent areas .

DBBL donates 130 bundles of GCI sheets to Noakhali district

Dutch-Bangla Bank Limited (DBBL) donated 130 bundles of GCI sheets worth Tk. 5.60 lac for rehabilitating the homeless people affected by river-erosion of Ramgoti Upazila under Noakhali District on August 14, 2005.

DBBL donates 700 bundles of high grade GCI sheets to Gaibandha and Rangpur districts

Dutch-Bangla Bank Limited donated 700 bundles of high grade GCI sheets worth of Tk. 29.00 lac for rehabilitating the standard people of the four Upazilas of Gaibandha and Rangpur districts.

DBBL has distributed blankets among the cold-affected people

DBBL distributed blankets among the cold-affected people of Angarpota and Dohogram – the enclaves of Bangladesh. Notably, 4,000 blankets were distributed to cover each of the 4,000 families of the villages waiting for blankets.

Donations

Diabetic Hospital: DBBL donates Tk.1,00,00.00 per month to bear operational expenses of Narayangonj Diabetic Hospital since October, 2001

Rural Health Care: DBBL has established Rural Health Center at its rural branches to render free medical services to the rural and destitute people of the adjoining areas.

On the other hand, the need base donations and subscriptions are extended to those areas, where it is needed most. Some of the activities in this category are:

1. Tk.40, 000,000.00 (Taka forty million) to Dhaka Ahsania Mission to set up a Ahsania Mission Cancer Hospital.
2. Tk.10, 000,000.00 (Taka ten million) to Bangladesh Cancer Society to set up a modern cancer hospital.

3 Tk.12, 000,000.00 (Taka twelve million) to Shishu Sasthya Foundation to construct two floors of proposed 15 storied building of the Foundation.

4. Tk.9, 000,000.00 (Taka Nine million) to Kidney Foundation to setup two operation theatres and a kidney transplantation ICU with a view to provide low cost services to poor kidney patients.

5. TK.1, 500,000.00(Taka one million five hundred thousand) to Rotary Club of Metropolitan, Dhaka to help the disadvantaged children with hearing impairment.

6. Tk.500, 000.00 (Taka Five hundred thousand) to Md. Atiqur Rahman Hridoy, a meritorious student of BUET who has been suffering from Blood Cancer.

7. Tk.100, 000.00 (Taka one hundred thousand) to Md. Mokhlesur Rahman, a meritorious student of Economics Department of Dhaka University who has been suffering from Hepatitis-B.

8. Tk.350, 000.00 (Taka Three hundred Fifty Thousand) to Bangladesh Neonatal Forum for improving neonatal health as well as reducing neonatal Mortality rate in Bangladesh.

9. Tk.350, 000.00 (Taka Three hundred Fifty Thousand) donated for sinking 25 shallow tube wells in 25 spots of Angorpota Dahagram enclaves.

10. Tk.300, 000.00 (Taka Three hundred thousand) to Saleh Child Development Disability Management Centre to provide support to the mentally retarded and disabled children.

11. Tk.300, 000.00 (Taka Three hundred thousand) to Bangladesh Thalassaemia Hospital to setup modern equipments for reducing sufferings of poor Thalassaemic patients.

12. Tk.200, 000.00 (Taka Two hundred thousand) to Health Promotion Limited for setting up private Chamber for Community Maternity Practitioner (CMP) Students.

13. Tk.180, 000.00 (Taka One hundred Eighty Thousand) to Nirapad Sarak Chai for helping 12 families, victims of road accidents
14. Tk. 150,000.00 (Taka One hundred Fifty Thousand) only to APON for organising a training program on Therapeutic Community.
15. Tk.100, 000.00 (Taka One hundred thousand) only to Society for the Welfare of the Intellectually Disabled, Bangladesh for training and rehabilitation of the mentally retarded and disabled children.
16. Tk.100, 000.00 (Taka One hundred thousand) to SIED TRUST, Bangladesh for rehabilitation of underprivileged intellectually disabled children.
17. Tk.100, 000.00 (Taka One hundred thousand) to Street Children Partner Bangladesh to develop the condition of street children.
18. Tk.100, 000.00 (Taka One hundred thousand) to EKMATTRA for making a short length feature film named "Je Shohor Chorabali.
19. Taka 1,250,000.00 was given to the department of Crop Botany of Bangladesh Agricultural University to purchase a pick up van for collection, conservation and utilization of rare and endangered plant species of Bangladesh.
20. Taka 5,000,000.00 was given to Hematology & Oncology Research Fund of BSMMU for setting up Genetic Laboratory.
21. Taka 1,500,000.00 was given to Dhaka National Medical College for procuring Video Endoscope Machine

22. Taka 200,000.00 was given to Chittagong Eye Informary & Training Complex for procuring two beds.
23. Taka 125,000.00 was given to Sir Salimullah Medical College & Hospital for establishing Lactation Management Corner.
24. Taka 1,500,000.00 was given to Dhaka University Library for purchasing books.
25. Taka 1,000,000.00 was given to BSMMU Library for procuring books
26. Taka 1,500,000.00 was given to 15 selected organizations working with disabled children for ensuring infrastructure facilities, rehabilitation, education and training for disabled persons of the country.
27. DBBL has donated G.C.I. sheets among the victims of river erosion and tornado affected people of Bogra, B. Baria, Netrokona, Mymensingh, Gaibandha, Rangpur and Ramgoti at a cost of Tk. 10 million.
28. DBBL has distributed blankets among the cold affected people of the country. So far the bank has distributed 1,50,000 pieces of blankets at a cost of Tk. 37.50 million.
29. Taka 350,000.00 was given to Engender Health, Bangladesh for treatment of fistula patients.
30. Taka 83,800.00 was given to a disable student for joining MPH course in UMEA University,Sweden.
29. An amount of Taka 93,600,000.00 was donated to Ibrahim Cardiac Hospital for setting up a Cath Lab, two Operation Theatres with facilities for Liver & Kidney Transplantation and Heart Surgery.

DBBL has donated two modern ambulances to Anjuman Mufidul Islam

Dutch-Bangla Bank Limited (DBBL) has donated two modern ambulances imported from Japan to Anjuman Mufidul Islam.

DBBL has donated Tk. 3.00 crore to Bangladesh Olympic Association

Dutch-Bangla Bank Limited has donated Tk. 3.00 crore to Bangladesh Olympic Association for constructing the six storied 'Olympic Building' at National Stadium Complex, Dhaka.



6.3.4 Comparison between HSBC and DBBL

HSBC and DBBL the two multinational banks in Bangladesh are contributing for the welfare of the society and the environment. HSBC has divided their CSR activities mainly in two parts Education and Environment and DBBL has divided their activities in four parts Health, Education, Disaster and Donation.

Comparison in the Education Sector:

Both the banks are contributing in the Education sector of Bangladesh HSBC is helping the underprivileged children of our country whereas DBBL is helping the needy students of Bangladesh. HSBC is providing help to many schools like Touri Foundation the school is for gifted children, School of Hope, the school for disabled students, HSBC has joined with SEID Trust and has donated money for the salary of the therapist of the school and every year HSBC donates money, books, toys, clothes and the necessary staffs needed for those schools to run properly. HSBC's Young Entrepreneurship Award has gained popularity in the last few years among the University students where students get a chance to expose their innovative ideas not only to the people of Bangladesh but also to the world if they win the award. DBBL on the other hand is helping the needy and meritorious students to get ahead with their education by providing them scholarship and fellowship and giving a particular amount to the students every month. DBBL is also sponsoring the International Mathematical Olympiad along with Prothom Alo they are also giving funds to many Universities DBBL donated 9.73crores to Dhaka University for constructing "Dutch-Bangla Bank Centre for Advanced Research in Arts & Social Sciences".

Comparison in the Environment Sector

HSBC Bangladesh initiated a carbon footprint management study. The project includes making the people of Bangladesh aware about the emission of polluted gas from home, car, air travel that pollutes the environment and its affect. CDP (Carbon disclosure Project) also promotes awareness among the companies to reduce the emission. HSBC group arranges Climate Championship Program where HSBC Bangladesh sends employees every year to different forests and places to work with environment scientists to understand the climate change. Providing support during the natural disasters also falls in the environment segment of HSBC. During SIDR HSBC has taken a three-pronged approach for the people, who were affected by SIDR. HSBC has donated money, food, clothing and also built houses for the victims. There are no particular segments in DBBL for the environment but they have a segment for the natural disasters that occurs in Bangladesh as every year the country faces one or more natural disasters like flood, cyclone and landslides. DBBL has always extended their hand whenever there has been a natural disaster by donating a large amount to the government's fund and also to the victims directly.

Comparison in other activities

HSBC is involved with the cultural part of our society and has arranged many seminars and programs as a part of the cultural activities. HSBC has arranged painting exhibition by Shahabuddin to let everyone know about the work of the famous artist, arranges awarding program like HSBC-Kali O Kolom Tarun Kobi O Lekhakar Purashkar. In the other activities donations are also included HSBC has donated BDT 34 lakh tk to ACTIONAID. On womens day HSBC donated 38 sewing machines to disadvantaged women. Provided funds to many other organizations like Shapla Doel Porishod, Aparjeyo Bangladesh. The funds are given mostly to Organization that deals with disadvantaged people of our society. On the other hand DBBL has a segment in Donation where every year DBBL donates a significant amount of money mainly to hospitals to treat the needy and for buying proper equipments to different Organization who are in charge of the needy and underprivileged people of our society. The donating amount of money is much higher than HSBC.



6.3.5 Recommendation

From the above comparison it can be seen that both banks are involved in activities and work for our society's welfare. Both banks are involved in activities to support the deprived and the disadvantaged people of our society. Both the banks extended their helping hands whenever there has been a natural disaster. According to my observation DBBL is doing more for the society than HSBC. But both organization do not have a long term plan for any project. Being a big multinational bank HSBC should extend their hand more to the Bangladeshi people as it is an emerging country and their mission over here should not only be to make profit but also to serve the people of Bangladesh. HSBC Bangladesh can take support from the HSBC Group to do more

for the society and environment. By staying focused in the areas where they are already involved HSBC Bangladesh can do a lot more. They can be:

Education

Bearing all costs for the special schools: HSBC donates many things to many schools for the special children but in this sector what HSBC can do is they can take all the responsibilities of the children by not only providing the students books and toys but also to bear all the expenses of that school for 1 year or more. It can be done only for one or two of these schools. This can also be done for the orphanages that are present in our country.

Build Schools and Health Centers in rural areas: HSBC can build schools for children in the rural areas where the children are deprived of education and can also build Health Centers by appointing some doctors who can treat the people of those areas.

Donate computers to schools: HSBC can donate computers to schools of rural areas where students can get a chance to learn computers and get competitive with the students of urban areas.

Arrange seminars against child labour: HSBC can arrange seminars and make people aware about child labor. Children are working not only in houses but also in many organizations therefore by making people aware about child labor and the punishment for using a child would be very useful as children are supposed to go to school and study and not work for earning.

Environment

Make people aware about cleanliness through media: HSBC can make the people of Bangladesh aware about the cleanliness of the surrounding environment through the electronic media as well as print media by Television, radio, newspaper and billboards and provide effective message so that people can lead a healthy life.

Help Government to develop the tourism areas: Bangladesh is a country where there are many natural resources Bangladesh has the longest sea beach in the world there are many beautiful

places where tourists would love to visit during holidays but there are not much facilities around those places so HSBC along with the Government can provide the facilities to attract tourists in Bangladesh. As HSBC is a renowned bank the foreigners would be able to rely on them and come to Bangladesh for a visit.

Health

Donations to different Hospitals: HSBC can donate to different hospitals for treating the needy people. They can also donate modern equipments to hospitals that are in need of it especially in the rural areas.

Build Health Centers: Build health Centers in the rural areas where the expenses along with the medical equipments will be provided by HSBC. Two to three doctors would be appointed by HSBC who would take care of the patients and provide them with medicines.

Others

Increase the amount of Donations: HSBC is donating money and other useful stuffs to many organizations but the amount is very small. HSBC can increase the amount they are donating to organizations that are doing something good for the society e.g to those organizations who provides food and shelter to the street children.

Donations to the cultural sector: HSBC is already doing some activities in the cultural segment but they can donate money to clubs and organizations where students cannot practice because of money.

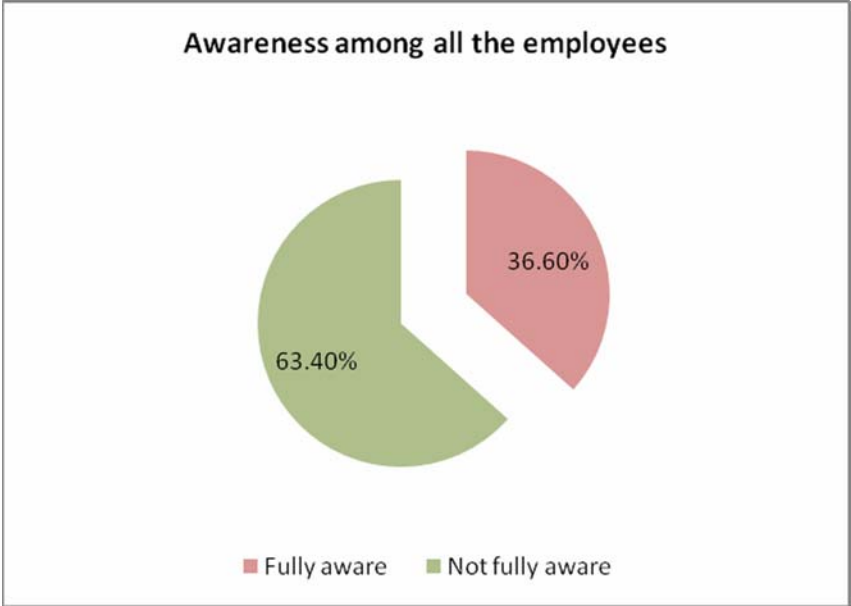
Arrange exhibitions for the needy students: HSBC can arrange exhibitions of the paintings of needy artists as there are some artists who are very good at art but cannot show their talent because of money

6.4 Graphical Analysis to know the awareness among the employees

Awareness among all the employees

In HSBC Bangladesh there are 922 employees among which I have got a chance to do a survey on only 30 employees from different branches. I have made a survey on 19 male employees and 11 female employees. Most of the employees of HSBC are male therefore the survey result would not give an equal view of male and female employee.

Awareness among all the employees	Fully aware	36.60%
	Not fully aware	63.40%

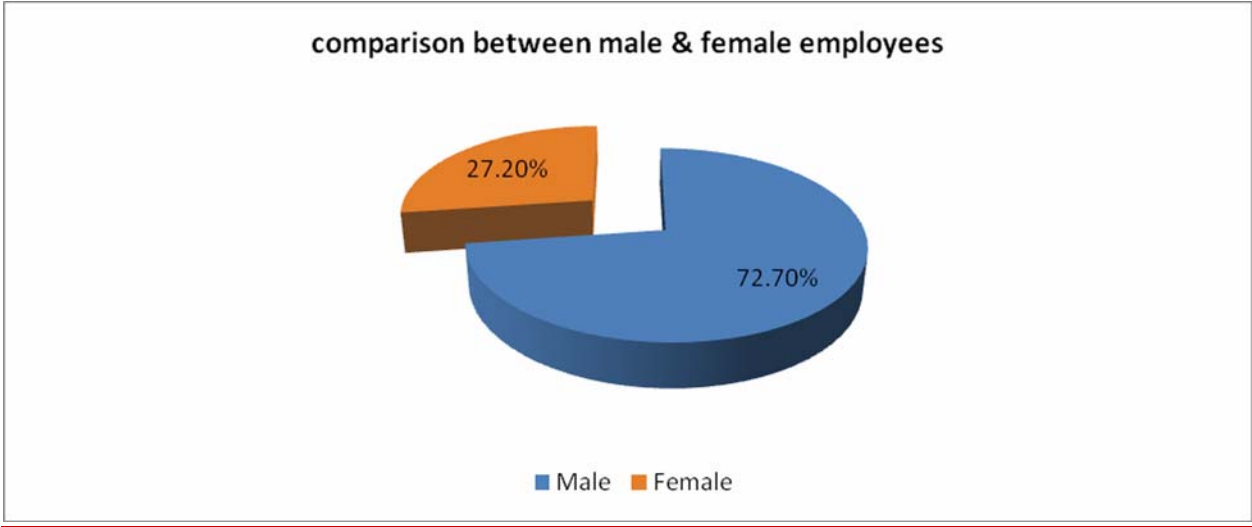


Among the 30 employees I have surveyed, 36.60% fully knows about the specific CSR activities that are or has been taken place in HSBC Bangladesh. Everyone knows that HSBC is taking much initiative for the society but not specifically, 63.40% of the employees do not know what exactly HSBC is doing for the society. The most popular activities are the drives for school of hope

Comparison between male and female employees

The survey was done on 19 male employees and 11 female employees among them it has been seen that out of 11 female employees only 3 employees are fully aware about the CSR activities and out of 19 male employees 8 is fully aware and after comparison it can be seen that 27.2% of the female employees are aware whereas 72.7% of the male employees are aware. The result has been found out after much calculation from the whole survey. The further results are given below.

Comparison between male and female employees	Male	72.70%
	Female	27.20%

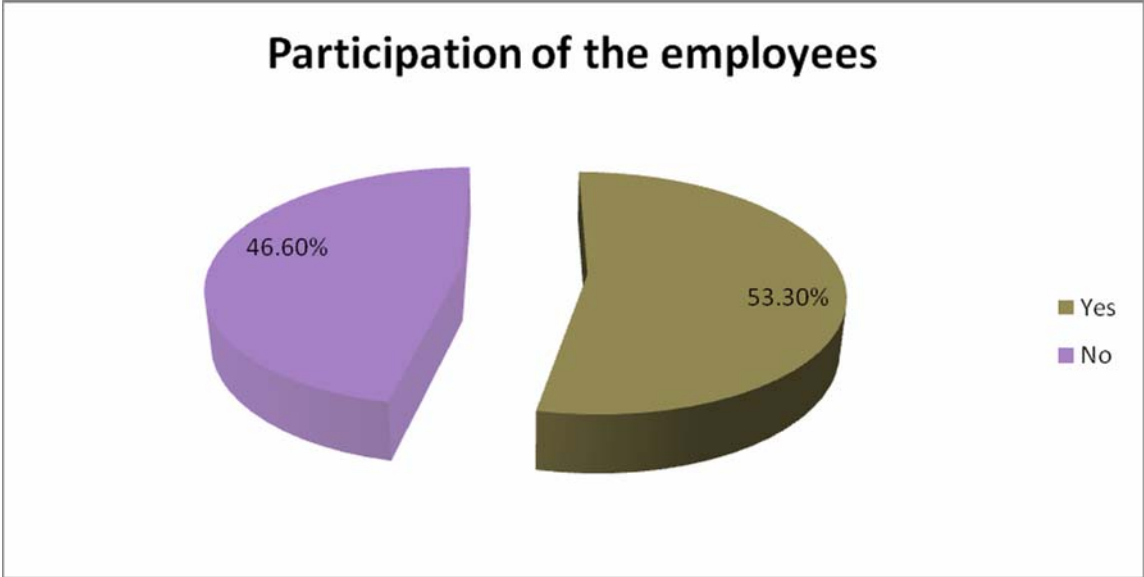


It can be said from the comparison that male employees know more about the activities than the female employees. This can be due to several reasons which I tried to find out after conducting the survey finding out the results. I have discussed about the reasons in the recommendation part.

Participation of the employees

Through the survey it has been found out that almost half of the employees have participated in one of the activities and half of the employee has not. Mostly employees of the head office who are close to or work with the Marketing Department have participated. Most of the people of different branches of the bank have not participated in any activities done so far. 53.3% employees mostly of the Head Office have participated and 46.60% of the employees have not.

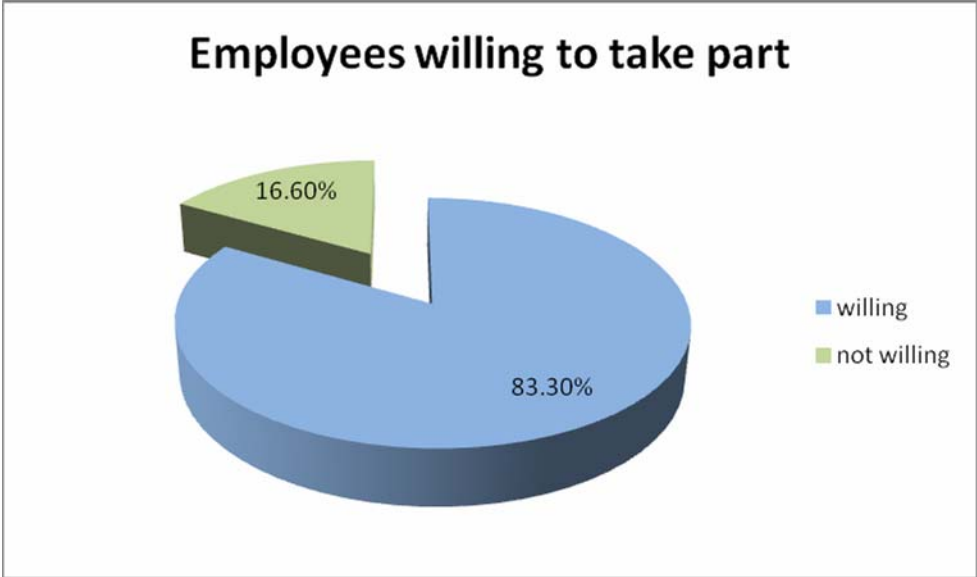
Participation of the employees	Yes	53.30%
	No	46.60%



Employees willing to take part

From the survey it has been found out that most employees are willing to take part in the activities that are taking place. Almost 80% but due to several reasons they are unable to take part in the activities. One of the main reasons is work load pressure.

Employees willing to take part	willing	83.30%
	not willing	16.60%

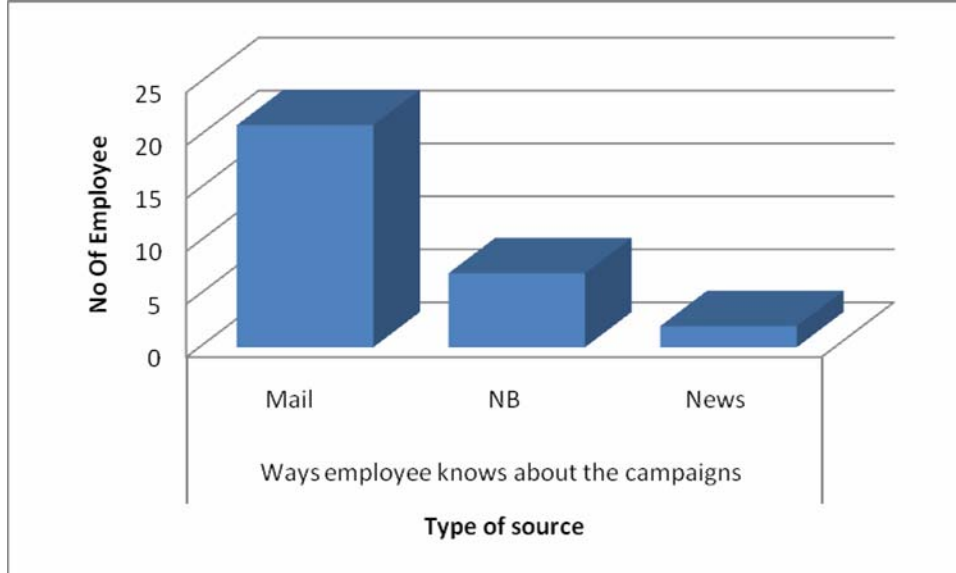


When asked that in which activity mainly they want to participate there were variations in this particular answer some wanted to take part for doing something for the children of The School of Hope, some wanted to take part in the Climate Champion Program. Some wanted to take new initiative for the Young Entrepreneurship Award and take the platform for young students to a new height. Almost all employees are interested to do something for the society as well as for the organization.

The ways an employee knows about the projects

When a new project starts marketing Department lets the employees of concerned department know about the project through mails. Marketing department works with various departments for the projects. They also post it the notice boards of various departments so that if anyone is interested they can also join.

Ways employee knows about the campaigns	Mail	21
	NB	7
	News	2

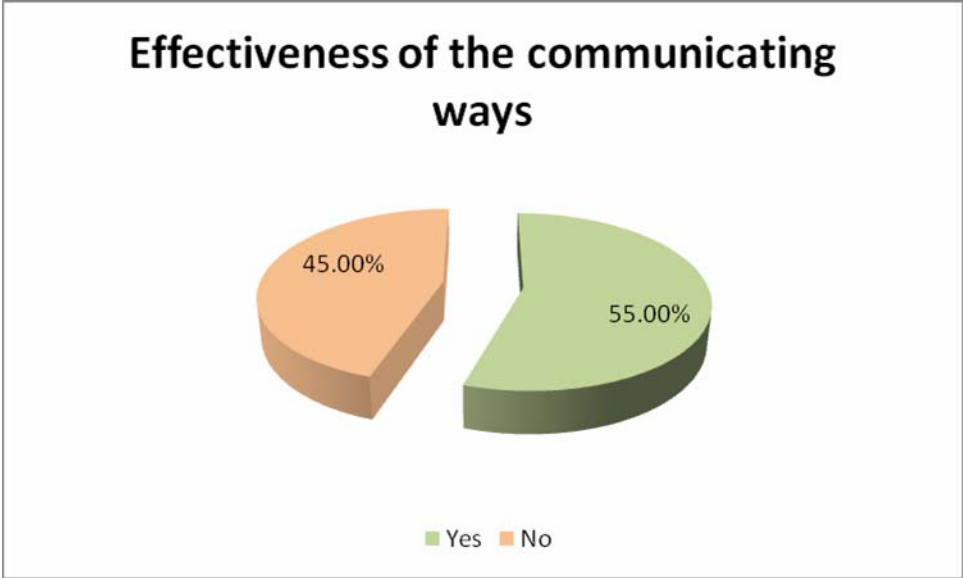


By the survey it has been found out that most of the employees know through mail about a particular project but not all of them are given mails. For some projects mail are given to all employees mostly for the children of The School of Hope. Employees are requested to give their children’s old school books, toys and clothes. They have a box in Marketing Department as well as a box near the CEO’s room where the employees contribute whatever they can for the children.

Effectiveness of the communicating ways

While asking the questions of how much effective is the communicating ways 55.0% of the employees said that the ways of communicating is effective where as 45% of the employees said that it is not effective. By research it has been found out that the employees who have participated and the employees who are somehow related with Marketing Department said that ways of communicating with the employees are effective. Mostly the employees of different branches said that the ways of communicating is not effective.

Effectiveness of the communicating ways	Yes	55.00%
	No	45.00%

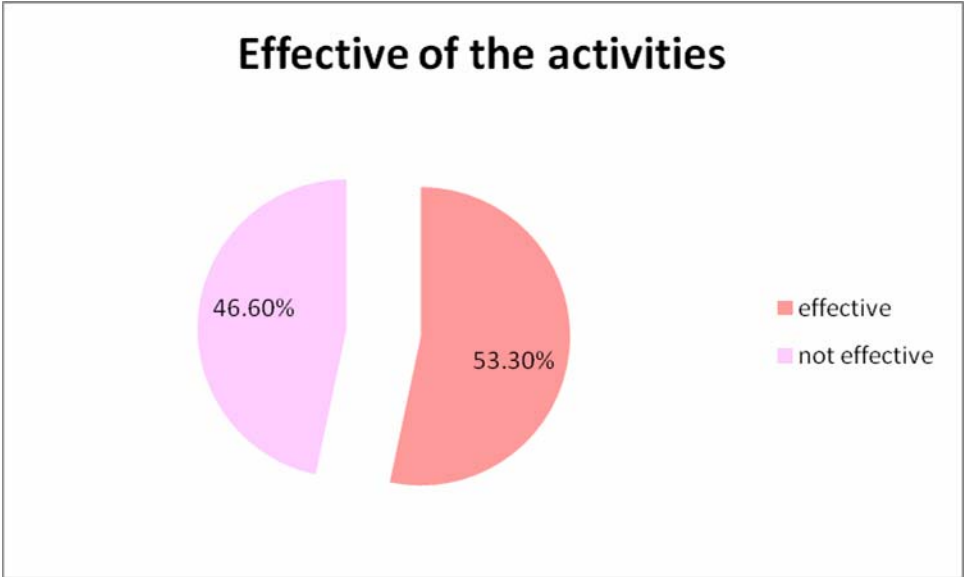


The employees who said no said that an effective way to communicate with the employees is by letting all the employees know about all the activities through mail not just sending mail to the concerned department. Some also want a concerned person who is responsible for the activities to go to different branches and make the employees aware by arranging seminars.

Effectiveness of the activities

HSBC is focusing their CSR activities in two parts one is Education and another one is Environment. According to the survey results 53.30% of the employees think that the activities that are done by HSBC are helpful for the society and 46.6% of the employees think that the activities are not that much effective.

Effectiveness of the activities	effective	53.30%
	not effective	46.60%

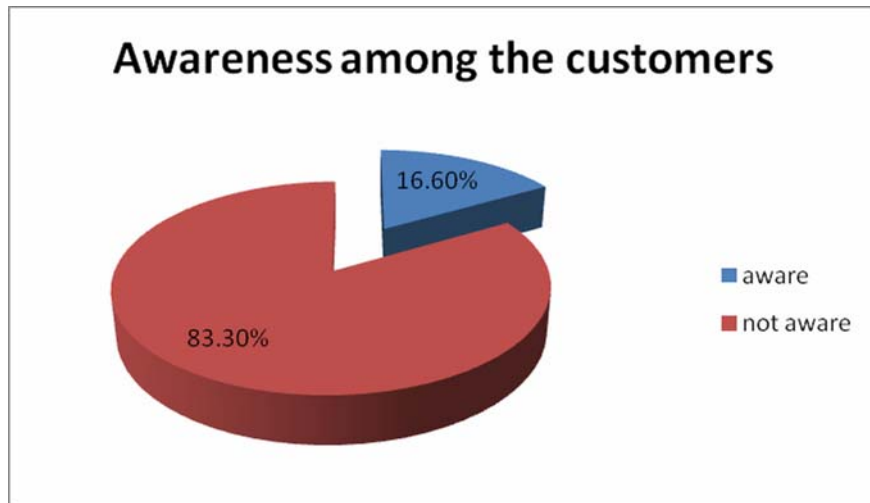


When I asked the reason behind not being effective than the employees answers were very different. Some think that the activities are limited and the impacts of the activities are not much for the society. Some said that it is not effective to

Awareness among the customers

More than 80% of the employees think that the customers are not aware about HSBC’s CSR activities. The employees who are not in direct contact with the customers said that the customers are aware but the employees who are in direct contact with the employees said that they are not aware.

awareness among the customers	aware	16.60%
	not aware	83.30%

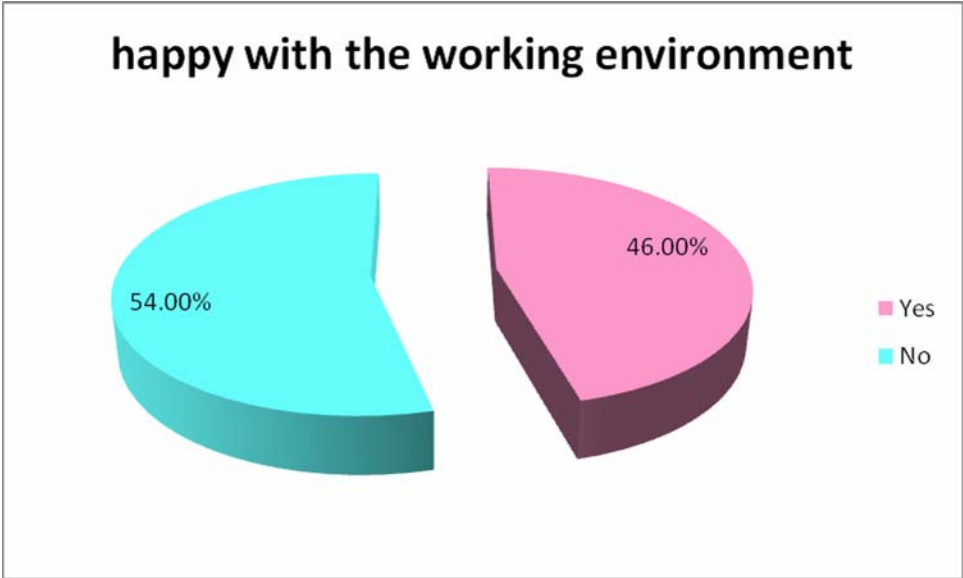


According to the survey some employee said that in order to increase awareness among the customers HSBC can arrange seminars with valued customers to let them know that they are doing something for the society as well. Some said that HSBC can use the electronic as well as the print media to focus their activities more to the customers in this way customer's base can also be increased. Customers are biased for those organizations that are helping to improve the social condition as well as the environment. Some said that HSBC can directly involve customers to do something for the society as well. They can make the customers' aware that it is not only the duty of an organization but also its customers to do something for the well fare of the society.

Happy with the working environment

Providing a good working environment is also a part of the CSR activities of any organization. According to the survey 54% of the employees are happy with working environment and 46% is not. HSBC has always given priority to its employee therefore providing a good working environment and managing the employees well makes all the employees to get themselves involve in CSR activities.

happy with the working environment	Yes	46.00%
	No	54.00%

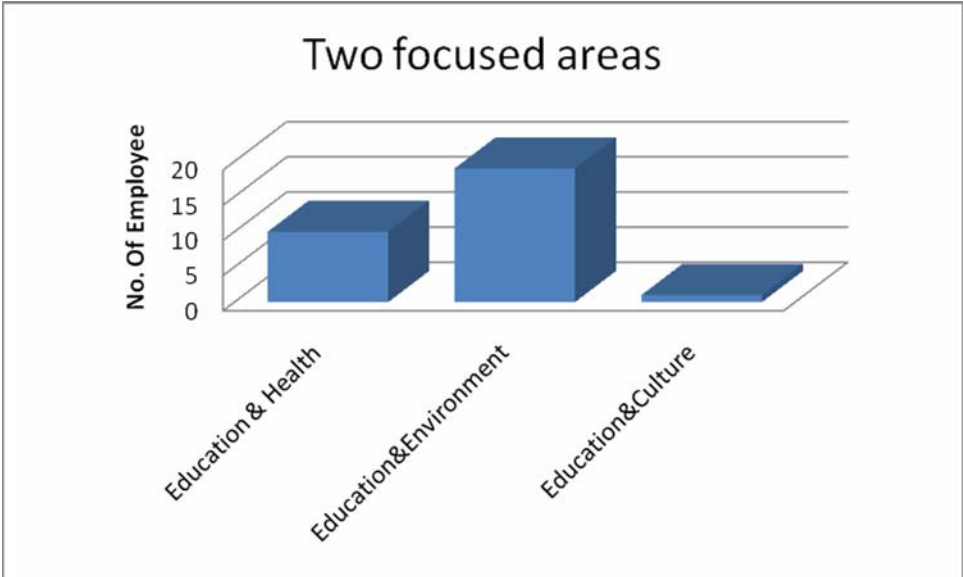


The reason behind this is the work pressure according to most employees and also the place where they work makes them demotivated and unhappy.

General questions to know the awareness among the employees

Some general questions were asked in the survey to see how much an employee knows about the activities. The questions were related to the CSR activities that are done by HSBC. It was asked in the survey that in which of the two areas HSBC focuses its CSR activities and the answer is shown in the graph below

Education & Health	10
Education&Environment	19
Education&Culture	1

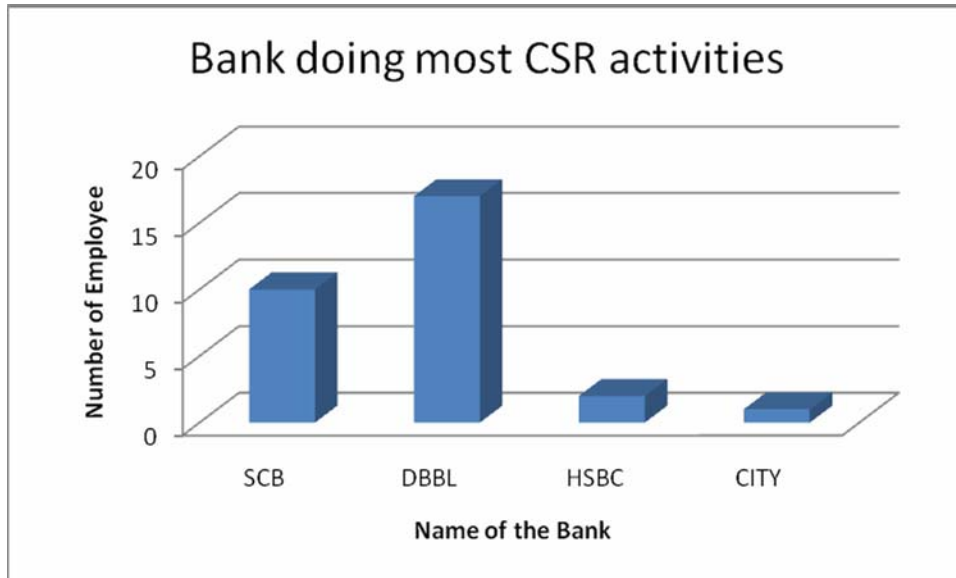


According to the answer 10 employees said that HSBC focuses on Health and environment areas

19 employees said that HSBC focuses on Education and Environment which is the correct answer and only one employee said that HSBC focuses on Education and Culture.

Another question was asked about which bank is doing the most CSR activities among the multinational banks that operates in our country. The graph for the answer is given below

Banks doing most CSR activities	SCB	10
	DBBL	17
	HSBC	2
	CITY	1



17 employees answered that DBBL is doing a lot of CSR activities and 10 employees said Standard Chartered Bank only 2 said HSBC which means that HSBC is not doing enough for the society then DBBL and SCB. There were other questions as well to know how much an employee is aware which approximately 45% of the employees could answer correctly.

6.6 Recommendation

After finding out the results of the survey a conclusion can be drawn that the employees of HSBC to some extent get them involved in the activities only if they are communicated properly along with the

survey I have also taken interviews of many employees and what I found out is that the employees who are related directly with the marketing Department knows about the activities more. The employees who are in the branches know less. Almost all employees want to participate in the activities and be a responsible employee as well as a responsible citizen of Bangladesh. The followings can be done to increase awareness:

Make the female employees a part of CSR activities: It has been seen that women knows less than the men in this sector what HSBC can do is encourage women participation by arranging seminars only for women to let them know that CSR activities is also a part of the work they are doing. How it will be beneficial for the society and to their life as well. Making them aware that by just extending their hand towards the needy or the environment will make them a proud member of the family. HSBC can also give special time for women to work for their society during their working hours.

All employees should participate: The employees of particular department get to work in different projects and not all employees participate therefore all employees should get a chance to participate in the projects as almost all employees are willing to participate.

Effective way of communication: The communicating way with the employees is not effective according to most employees therefore a proper communicating can be arranging meetings with the head of each department and to tell the employees through their department head is the most effective way. Another effective way can be

Know the reason behind the unhappy employees: working environment is also a part of CSR activities so HSBC needs to find out why almost half of the employees are not happy with the working environment. Mostly because of the work pressure therefore by increasing manpower can be one of the way by which an employee can be happy. Another thing HSBC can do is make the place spacious by providing a common room with papers and magazines so that an employee can relax at times and also add some recreational items.

6.7 Conclusion

I am very fortunate to work in HSBC the renowned multinational bank. I have worked as an intern in the Human Resources Department and got a practical knowledge about the job environment, the processes done in Human Resources Department and other Department as

well. It has even been more pleasant to me to make the report on the “Awareness of CSR activities among the employees and a comparison with Dutch Bangla Bank Ltd.”The research report has increased my practical knowledge about the CSR activities of an Organization and its effect on the employees.

HSBC is a multinational Bank operating in almost 100 countries around the world. Being a responsible organization HSBC is doing many activities compared to other local and private banks of Bangladesh but being a multinational they can do a lot more by taking support from HSBC Group. As HSBC is operating in an emerging country then profit should not be the only concern of HSBC they should also think about the welfare of the society as well and do something for the people of the country. HSBC can extend their hand to many other activities and also support the government of Bangladesh to make some changes in the society and to the people as well. According to the survey done on 30 employees to know how much they are aware about the CSR activities done by the HSBC Bangladesh the result shows that almost all employees knows that HSBC Bangladesh is involved in many activities but they are not fully aware about the specific actions. The employees of Head Office are only fully aware about the activities and the employees who works in branches are not aware about the activities at all. Therefore HSBC should find out ways to let all the employees know as well as the customers to know about what they are doing for Bangladesh and also get every employee to involve in the activities and let them be a part of being a responsible employee as well as a responsible citizen of Bangladesh.

References

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- vi. HSBC Brief History Book
- vii. Philip Kotler, Marketing Management, 11th Edition, Prentice-Hall. Inc.
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- x. www.dbbi.com.bd

Appendix

Survey Form

Dear Respondent: I am a BBA student of BRAC University doing a survey for the partial fulfillment of Internship course that involves the CSR activities of HSBC Bangladesh. It will

take only few minutes of your time. Your response would be of great help in accomplishing the study. However, this information is only for academic purpose and will not be disclosed elsewhere. I heartily thank you for your cooperation.

1. M F

2. Department and tenure of job

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3. Do you know about the CSR activities of HSBC Bangladesh? yes no

4. Have you ever participated in any of the activities done so far? yes no

5. You get to know about the upcoming CSR projects through

Mail Notice Board Newspaper

6. Are the ways of communication effective? yes no

If No, then what do you think would be an effective way of communicating?

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7. Are you willing to take part in any of the activities? yes no

If yes, then in which project and why?

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8. The two main CSR activities of HSBC are:

Education and Helping the poor

Education and Environment

Environment and Culture

9. Do you think the CSR activities of HSBC Bangladesh are effective for the society? yes no
If No, Why?

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.....
.....

10. Do you think that the CSR activities of HSBC Bangladesh are increasing the customer base?
yes no

11. Are the customers aware of the CSR activities that are done by HSBC? yes no

12. Is HSBC Bangladesh doing enough for the society? yes no

13. After SIDR HSBC provided aid through a
Three-Pronged approach
Four-Pronged approach
Two-Pronged approach

14. YEA was initiated in 2007. yes no

15. HSBC Bangladesh initiated a carbon footprint management study at the bank's
..... Branch

16. Do you think a proper working environment is also a part of the CSR activities? yes no

17. Are you happy with the working environment of HSBC Bangladesh? yes no

18. Among the international Banks in Bangladesh stated below which bank is doing more
activities for the society

Standard Chartered Bank Dutch Bangla Bank HSBC City Bank NA

19. What else can HSBC Bangladesh do apart from the CSR activities done so far?

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