

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.

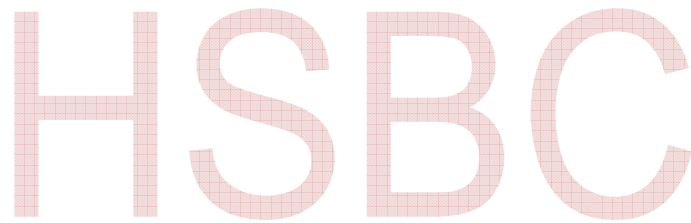
HSBC Young Entrepreneurship Award is a very good opportunity for the students of different universities to show their talent where they had to develop business plans and the three best teams get a chance to fly to Malaysia and participate in the grand Finale.

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.

The image shows the letters 'HSBC' in a large, light red, grid-patterned font, centered on the page. This is a watermark or a decorative element.