Internship Report

"An analysis of Corporate Social Responsibility Initiatives Of Grameen Bank"

Supervised By

Dr. Mohammad Shibli Shahriar

Professor & Director MBA Program

Department of Business Administration Faculty of Business & Entrepreneurship

Daffodil International University

Prepared By

Pantho Mistry

ID: 211-11-1265

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Date of Submission: June 24, 2025

Letter of Transmittal

June 24, 2025

Dr. Mohammad Shibli Shahriar

Professor & Director MBA Program
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report on "Corporate Social responsibility of Grameen Bank"

Dear Sir,

My internship report**, " An analysis of Corporate Social Responsibility Initiatives Of Grameen Bank,"** is being submitted with joy. The internship program, which is a prerequisite for completing the BBA program, produced this report. I worked as hard as I could to finish the report. I have attempted to make my report as thorough as possible using the data, information, and associated expertise that I have learned and accumulated while working as an intern at Grameen Bank.

I am appreciative of this internship program and thank you for providing me with this chance. I sincerely hope you will accept my report on my internship.

Yours Sincerely,

Pantho Mistry

ID: 211-11-1265

Major: Marketing

Bachelor of Business Administration

Approval of Internship Report

This is to inform you that the internship report**, " An analysis of Corporate Social Responsibility Initiatives Of Grameen Bank,"** was written by Pantho Mistry, ID number 211-11-1265. I thus approve this internship report. This is to partially meet the requirements for a BBA in marketing major from Daffodil International University's Department of Business Administration.

I wish him every moral success in life.

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Dr. Mohammad Shibli Shahriar

Professor & Director MBA Program

Department of Business Administration Faculty of Business & Entrepreneurship

Daffodil International University

CERTIFICATE OF DECLARATION

The " An analysis of Corporate Social Responsibility Initiatives Of Grameen Bank " internship report has been turned in to partially meet the requirements for a Bachelor of Business Administration (BBA) degree with a marketing concentration. Pantho Mistry, ID:211-11-1265, prepared this report. I am in charge of the Department of Business Administration at Daffodil International University's Faculty of Business and Entrepreneurship. The presentation of the report has been authorized.

Sincerely,

Pantho Mistry

ID:211-11-1265

Department of Business Administration

BBA Program, Major in Marketing

Daffodil International University

ACKNOWLEDGEMENT

First of all. I want to thank Allah Ta'ala for making it possible for me to successfully finish this report.

I would like to take this opportunity to thank my most esteemed advisor supervisor, Dr. Mohammad Shibli Shahriar, who is a professor and the director of the MBA program department at the Faculty of Business and Entrepreneurship. Daffodil International University provided that crucial tenet when preparing the report. I owe him a huge debt of gratitude for his guidance during the internship. Without your guidance and assistance, I found it difficult to complete my paper. Additionally, I would like to express my sincere gratitude to Grameen Bank's Corporate Social Responsibility, who through his extensive professional expertise provides crucial information help, valuable suggestions, and guidance.The preparation of this report required intellectual work.

Finally, I want to offer my sincere gratitude and unwavering greetings to my fellow BBA students, seniors, and other inmates for their insightful counsel, recommendations, encouragement, and support. Many thanks to everyone

EXECUTIVE SUMMARY

One important factor in reducing poverty in our country is Grameen Bank. They often provide landless and asset-poor customers with unsecured financing. By giving low-income people loans without collateral, they encourage people to start profitable businesses like farming, raising animals, grocery stores, and handicrafts. This temporary position serves as an example of how Grameen Bank's development of the delegate in terms of positive learning, capacity, and mindset workers inciting greater ground in financial things and institutions in Bangladesh is based on the planning and progress approach. The governing body of Grameen Bank is composed of the post-a kind, movement brain, and fundamental stage. Planning formative and summative assessments is crucial, and Grameen Bank's methods preparation is exceptional .Agents are given a six-month or four month of hands-on instruction and the chance to watch knowledgeable and experienced staff members from different Grameen Bank departments. By doing this, the student will be able to "esteem the underappreciated ability of the despondent" and learn better ways to deal with circumstances that come up in the Grameen branch. The Grameen Bank functions according to novel, non-traditional principles that are distinct from those of conventional banks. Training is required to orient and adapt bank employees to the contemporary social banking system. To address this demand, the Grameen Bank Training Institute conducts all of its training in accordance with the company's specifications. The training institution amassed a sizable library of its own, which included a wealth of invaluable books in all

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Chapter -1

INTRODUCTION

1.1 Origin of the Report

In today's environment, just going to school isn't enough to give pupils the skills and confidence they need to do well. Students now need more than just academic knowledge; they also need real-world experience. This report helped me learn about the business world in a hands-on way and also gave me a deep insight of how different problems in organizations are faced and solved.The BBA students from Daffodil International University wrote this report as part of their internship program.

1.2 Background of the report

Daffodil International University offers an internship program for BBA students, and this report is part of that program. The curriculum lets students work directly with businesses, which gives them a better understanding of how businesses work in the real world. I was lucky enough to work with Grameen Bank during my internship. The government passed a law that made it an independent business. Grameen Bank is mostly held by the poor people in rural areas who use it. Borrowers own 90% of the bank's shares, and the government owns the other 10%. Mirpur-2, Dhaka 1216, Bangladesh is where the bank's main office is.

The internship lasted four months, from February 1, 2024, to June 13, 2024. This encounter helped me connect what I knew in theory with what I could do in real life. I have done everything I can to share what I learned while working at Grameen Bank. This research is mostly about looking at how Grameen Bank does its corporate social responsibility.

1.3 INTRODUCTION

Dr. Muhammad Yunus was inspired to provide a group of 42 families with a small personal loan of US$27 as startup capital during the 1974 famine in Bangladesh. This allowed them to make things for sale without having to pay the astronomical interest rates that come with predatory lending. Yunus believed that increasing the availability of these loans would strengthen the economy and reduce the widespread rural poverty in Bangladesh.

Dr. Muhammad Yunus, the bank's founder and Nobel Laureate:

Yunus leveraged his experience and research to develop the foundational principles of Grameen Bank. The term "Grameen Bank" translates to "Rural" or "Village" Bank in Bengali. To test his innovative approach, Yunus launched a research project in collaboration with the University of Chittagong and a national commercial bank, providing microcredit as a way to grant the impoverished in rural areas access to banking and credit services. In 1976, the Grameen Bank initiative began as a pilot research project in Jobra village, located in the Chattogram district of Bangladesh. Aimed at reducing poverty and empowering the marginalized poor of Bangladesh through microcredit, this pilot project evolved into a full-fledged bank in 1983.

A distinctive feature of Grameen Bank is that it does not require collateral for its loans. Unlike traditional commercial banks that bring their clients to their urban branches, where the poor may feel intimidated, Grameen Bank takes its services directly to the homes of its clients. This approach has encouraged women and other disadvantaged groups to join the Grameen Bank community. Apart from loan disbursement, all banking transactions take place during meetings organized at village-level centers, managed by center managers. Grameen Bank's extensive presence in remote regions of the country is a testament to the success of this model. The bank has always prioritized women's empowerment and economic inclusion, with 98% of its borrowers being women. Over two-thirds of these women have improved their lives as a result of poverty alleviation programs.

As of October 2024, Grameen Bank operates 40 zonal offices, 40 zonal audit offices, 240 area offices, and 2,568 branch offices, employing 23,690 individuals. The bank is present in 81,678 villages (94% of the villages in the country), serving nearly 45 million people, including family members, through 10.66 million borrower members. Grameen Bank's microcredit model has been recognized globally as a successful strategy for reducing poverty and has been adopted in various countries around the world. In 2006, Grameen Bank was awarded the Nobel Peace Prize for its efforts to promote economic and social development at the grassroots level through microcredit.

In addition to poverty alleviation, Grameen Bank focuses on ensuring that future generations do not fall behind. It offers education loans, new entrepreneurship loans, and scholarships for the children of borrower members. One of the most humanitarian and unique initiatives is the Struggle (Beggar) Members Program, where Grameen Bank provides interest-free loans to help beggars develop financial independence so they no longer have to beg. As of 2024, 21,383 former beggars have become self-sufficient through this program.

By October 2024, Grameen Bank had disbursed a total of USD 39.12 billion (BDT 3.18 trillion) to 10.66 million borrowers, 97% of whom are women. The bank boasts an impressive recovery rate of 96.63%, which is higher than most other banking systems. As of October 2024, the bank's outstanding loans amounted to USD 1.36 billion (BDT 163.19 billion), and its deposit balance stood at USD 1.88 billion (BDT 225.23 billion).

Grameen Bank's remarkable achievements are a direct result of the visionary leadership of its current Board of Directors and Management Team. The bank continues to make significant contributions to the development of Bangladesh.

1.4 Problem Statement of the Study

Grameen Bank's CSR (Corporate Social Responsibility) operations are all about aiding poor people. But a lot of people in rural areas still don't know about these initiatives. Some people don't know how to get to them, and others have trouble acquiring benefits. The bank also has trouble figuring out how much of an impact their CSR work really has. My internship report will look at these problems and offer suggestions for how Grameen Bank can make its CSR programs better so that they can help the community more.

1.5 Objective of the report

The primary objective of this study is to analyse Corporate Social Responsibility activities of Grameen bank. I was able to reach the following goals:

Broad Objective

The primary goal of this study is to finish the report, which is very important for looking at Grameen Bank's corporate social responsibility (CSR) procedures. Setting specific goals is quite important for properly leading the report.

Specific Objectives

The specific objectives of this internship report are:

- To identify the various stages of Grameen Bank's corporate social responsibility initiatives.
- To analyze those initiatives taken by Grameen Bank.

1.6 Methodology

We did qualitative research for this project to find out how Grameen Bank handles corporate social responsibility. We applied data from both primary and secondary sources. There are no numbers in the report; it is only descriptive. It focuses on real-life situations and uses verbal analysis as its main way of understanding.The report's findings are based on two main sources:

- **Primary Source**: The primary information came from a survey of executives and the marketing staff. The analysis and findings section shows the results in the form of tables and graphs.
- **Secondary Source**: We got our secondary data from a number of places, such as the official Grameen Bank website, GB Marketing materials, marketing ideas, academic journals, newspapers, articles, and other sources that were useful.

1.7 Scope of the Report

We put up this report by talking to people from different departments of Grameen Bank. Talking in depth with the Honorable Supervisor really helped me understand the whole situation. I also got to talk to people who could be interested in working for me. I learned a lot about Grameen Bank's corporate social responsibility throughout my internship.

1.8 Limitations

A look into Grameen Bank's corporate social responsibility. Because some information in well-known businesses is private, it caused a number of problems. These limits are:

- Inability to verify information due to limited available sources.
- Potential variations in the analysis based on expert opinions.

Some aspects of the report may be considered confidential by the organization

CHAPTER – 02

OVERVIEW OF INTERNSHIP

2.1 Internship Information

Period: 3th February 2025 to 11th May 2025

Company Name: Grameen Bank

Department: International Program Department

Address: Grameen Bank Bhaban, Mirpur 2, Dhaka 1216.

Company's Supervisor Information:

Name: K.M. Tipu Sultan

Position: Senior Principal of Officer & Unit In- Charge
Department: International Program Department, Grameen Bank.

2.2 Literature Review

Corporate Social Responsibility (CSR) is becoming more popular as corporations realize that they may make money while also helping society. Microfinance institutions like Grameen Bank, which helps poor people and gives power to disenfranchised groups, are a great example of this idea. Muhammad Yunus started Grameen Bank in 1983. It is a good example of how a bank may follow CSR principles. Its main goal is to help impoverished people, especially women, get loans and other financial services.

Grameen Bank has a unique business model that reflects CSR values. Grameen Bank is different from other banks because it focuses on making a difference in people's lives instead of making money. Its mission is clearly to improve the economic situation of the poorest people in society, which is in line with the main goals of CSR. Grameen Bank gives people microloans without requiring them to put up collateral. This lets them participate in businesses that will make them money, which helps the economy grow and improves their lives.

❖ **Community Engagement and Empowerment**

Grameen Bank's social responsibility strategy is based on getting involved in the community. The bank wants its borrowers to join groups so that they may assist each other and work together. This method not only lowers the number of defaults, but it also builds social capital by making relationships amongst people in the community. Members of the group talk about a wide range of concerns, such as health, education, and social difficulties, as well as loan repayments. This encourages a holistic approach to community development.
A big part of Grameen Bank's plan is to help women. More than 90% of the bank's customers are women, which shows how much it cares about gender equality. This approach has big effects on corporate social responsibility since giving women more authority leads to better health for families, more money for households, and better school results for kids. Studies demonstrate that when women

become financially independent, they are more inclined to put money into their families and communities, which leads to big changes in society.

- **Economic Impact and Poverty Alleviation**

Research confirms that Grameen Bank's microcredit approach has helped borrowers' economies a much. The bank gives people access to finance, which lets them start or grow small enterprises. This leads to more money and better living standards. Client economic empowerment fits with CSR goals because it directly fights poverty. Grameen Bank has helped a lot of households get out of poverty, which is good for the economy as a whole.

But microfinance has a complicated effect. Grameen Bank has helped a lot of people get out of poverty, but there are worries about the risk of getting too much debt and if these kinds of financial help would work in the long term. Some researchers say that borrowers who can get loans without enough support networks can have trouble with their money. Because of this, a good CSR plan must include programs that teach people about money and services that help them handle their loans well.

- **Sustainability and Ethical Considerations**

Grameen Bank has taken steps to make sure that its business is both financially stable and socially responsible. Sustainability is an important part of corporate social responsibility. The bank has adopted a social business model that puts reaching social goals ahead of making as much money as possible. This methodology makes sure that any gains are sent back into the community, which makes its social impact bigger.

Grameen Bank's approach to CSR also shows how important it is to be ethical when doing microfinance. People have criticized the institution for its interest rates and debt collection tactics, but it has responded by stressing openness and treating consumers fairly. Grameen Bank supports ethical lending by being responsible with money and putting the health of its borrowers first.

- **Global Influence and CSR Practicess**

Many microfinance projects around the world have been based on Grameen Bank's model, which has spread corporate social responsibility (CSR) concepts to many different areas. Microfinance is becoming more popular around the world as a way to help people develop, which has made people more aware of how to lend money responsibly and the social duties of banks. Grameen's success has inspired other groups to use similar ideas, showing how important it is for businesses to include CSR in their business plans.

In 2006, Muhammad Yunus and Grameen Bank also won the Nobel Peace Prize, which shows how important their work was for social welfare through new ways of providing financial services. This award raised attention to the role of CSR in microfinance around the world and set a standard for how the industry should behave.

- **Challenges and Future Directions**

Grameen Bank has had success, but it will be hard for it to keep its model going. As more people want microfinance, it gets harder and harder to find a balance between making money and being socially responsible. Future research should look into how Grameen Bank and other similar organizations could

come up with new ideas to improve their CSR work while still addressing the financial demands of their customers in an ethical way.
Grameen Bank is a good example of how banks may successfully include corporate social responsibility (CSR) in their work. Grameen Bank has changed the lives of millions of people and set an example for how to do microfinance in a fair way. As the world of microfinance changes, sticking to CSR values will be very important for encouraging sustainable development and giving power to weak communities around the world.

2.3 My Assignment and Contribution to the Organization

On February 3, 2025, I began my internship at the Grameen Bank headquarters in the International Program Department. Five good men came to the classes while I was interning. Because everyone came from a different place, I was able to learn from a lot of different people. The meetings and presentations were aimed to help people learn about what they do and how they do it. I couldn't do anything with the Grameen Bank, but my employer was so wonderful that I was able to fully comprehend what they were doing. I want to talk about the training and development process at Grameen Bank. I also talked about the many kinds of loans that Grameen Bank gives out.

2.4 Lessons Learned from the Internship Experience

During my time as an intern, I was able to collect statistical analysis on these loans, learn how Grameen Bank works, and develop my communication skills. My job was to learn everything there was to know about the loan process at Grameen Bank. I also saw how Grameen Bank got to the most remote rural areas of Bangladesh and learnt how to talk to people who didn't know how the banking system worked.

- **Communication Skills**: I met a lot of people throughout my internship, including my seniors, supervisor, and team members. This experience taught me how to talk to a lot of different people in a way that works. One of the best parts was going on a field trip to Gazipur, where I got to talk to the people who borrowed money from Grameen Bank.
- **Banking Knowledge**: I learnt how to do real banking tasks. Grameen Bank works differently from other banks, but the basic rules for providing money to borrowers and collecting interest on those loans stay the same. I had firsthand experience with these procedures.
- **Organizational Skills**: My internship also helped me understand how a business works. I learnt a lot about how the bank is set up, how the different departments work together, and how the hierarchy works. This important information was needed to understand how to run such a facility efficiently.

2.5 Interactions with Supervisor and Co-workers

It was even better to work with such kind and helpful coworkers during my internship, especially my senior, direct supervisor, and boss. During my internship, I got to talk to my boss, other team members, and other people. They were all really helpful and kind. My supervisor, in particular. Mr. Mizanur

Rahman was a kind and engaging man. After two months, he moved to a different department, and Mr. Moniruzzaman Sir took over as my new boss. He was also a really polite and kind person. Mr. Tipu Sultan Sir, who taught some of the classes, was also a nice and helpful individual. It was nice to talk to all of them, and I never felt uncomfortable talking about any problems I had. Mr. Moniruzzaman Sir's 30 years of experience gave me useful advice and helped me finish my internship report. By the end of my internship, I had learnt a lot from them, including useful, real-world advise. They also asked me about my intentions for the future, and when I told them, he kindly said he would be there for me if I ever needed help. I really liked dealing with a team that was so dedicated and helpful. My boss always handled problems calmly and softly, and he or she was really kind and patient with me. The other interns were also very nice and helpful. Overall, my internship was quite useful and positive.

2.6 Differences between Expectations and Experience

What I thought would happen and what actually happened were very different. I thought that all of my work would have anything to do with marketing because it's my major. I also thought I would be actively involved in my company's duties. But when I first started my internship, I saw that they first taught us about how they do their jobs, such how they give out loans, the methods involved, and the terms that come with them. in first, I met the chiefs of the departments in meetings and lectures, where they talked about their jobs and helped us comprehend what they did. After that, I began working on initiatives relating to lending. The way they applied for loans was different from how banks usually do it. compared to regular banks, which usually require collateral, they mostly gave loans to people in need without requiring any security. Also, their loan repayment strategy was different from that of regular banks because creditors had to make weekly installments instead of annual payments. Someone requested me to make a presentation that would sum up what I had learnt. I spent a lot of time describing how the Grameen Bank's microcredit scheme works. The internship didn't turn out to be what I thought it would be, but it did teach me how to do my work and gave me a lot of chances to learn. There was more of a focus on learning than on just working.

2.7 How this internship influenced My Career Plan

The internship, which was like a trial run for the business world, has impacted my career plans a lot. Before this, I only had a vague idea of what I wanted to do with my life and didn't really know much about the business world. The internship taught me about the genuine problems and challenges of the industry, which will help me in my future profession. I learnt a lot about the area during my internship, however a lot of individuals make wrong statements about the financial sector without knowing what they're talking about. I was interested in finance experts because of the manner they do their jobs. They are very responsible because they handle other people's money. This let me see that I need to be more responsible if I want to work in this sector, which will help me grow as a person and as a professional. I wish to work in the FMCG industry even though I know more about corporate culture now. My boss taught me a lot about the specifics of banking, and the things I learnt during my internship, as well as how I changed my view about things, would assist me a lot in my career.

CHAPTER-3

COMPANY OVERVIEW

OVERVIEW OF GRAMEEN BANK

3.1 Historical Background

During the 1974 famine in Bangladesh, Dr. Muhammad Yunus was motivated to give 42 households a personal loan of US$27 to help them start businesses making things to sell. The goal of this project was to relieve them from the stress of high-interest rates that predatory lenders charge. Dr. Yunus thought that giving these kinds of loans to more people could help businesses flourish and reduce the high levels of poverty in rural areas of Bangladesh.

Dr. Muhammad Yunus, a Nobel Prize winner and the founder of Grameen Bank, came up with the bank's rules based on a lot of research and experience. In Bengali, "Grameen" means "rural" or "village." Yunus started a study initiative with a national commercial bank and the University of Chittagong to test and put into action his microcredit model, which helps the impoverished in rural areas get financial services. The Grameen Bank project started in 1976 as a pilot action research project in the village of Jobra, which is in the Chattogram district of Bangladesh. The concept became a real bank in 1983 with the goal of decreasing poverty and giving the poorest people more power through microcredit.

Grameen Bank has 40 zone offices, 40 the zonal audit offices, 240 area offices, and 2,568 branches. As of November 2024, it has 23,618 employees. It helps almost 45 million individuals, including family members, in 81,678 villages, which is 94% of all the villages in the country. The bank's microcredit program has helped 10.66 million borrowers, making it a model for other countries to follow in the fight against poverty.

Grameen Bank and Dr. Yunus won the Nobel Peace Prize in 2006 for their work to promote economic and social development through microcredit at the community level. The bank's main goal is not just to help people get out of poverty, but also to make sure that the next generation of borrowers has a better future. It gives scholarships to their kids and loans to help pay for school and start new businesses. The Struggle Members (Beggar) Program is one of its most well-known humanitarian activities. Grameen Bank is giving interest-free loans to help beggars become financially independent through this program. So far, 21,383 people have gone from begging to being able to take care of themselves.

Grameen Bank had given out a total of US$39,300.93 million (BDT 3,204,416.24 million) to its 10.66 million borrowers by November 2024. 97% of these borrowers were women. The bank has a great loan recovery rate of 96.39%, which is better than most banks. Outstanding loans totalled US$1,353.93 million (BDT 162,457.75 million), while deposits totalled US$1,873.83 million (BDT 224,840.75 million).

The Board of Directors and Management Team of Grameen Bank are responsible for its success since they are always working to improve its performance indicators. The bank has done a lot to help Bangladesh grow, and it is still a great example of how microfinance can change lives.

3.2 Overview of the Grameen Bank

Some Notable Features of the Bank are as Follows:

- **Headquarters:** Mirpur 2, Dhaka, Bangladesh
- **Branch:** 2,568 branches
- **Key People:** Abdul Hannan Chowdhury (Chairman)

  Nur Mohammad (Managing Director)
- **Products:** Microfinance Banking services Consumer

Banking Investment Banking

- **Revenue:** ৳301.05 billion (2022)
- **Operating income:** 8.514 billion
- **Net income:** 2360.49 million
- **Total assets:** 301.05 billion
- **Number of employees:** 23,618 employees

3.3 Goals of Grameen Bank

- To enhance the quality of life for underprivileged and marginalized individuals in society, with a particular focus on empowering women.
- To extend financial support to those who are excluded from accessing loans through conventional banking systems.
- To provide organizational guidance to individuals seeking to manage their credit and finances more effectively.
- To free people from the constraints of high-interest lending practices.
- To help individuals save money and utilize it as additional capital for their ventures.
- To contribute to economic growth by reducing poverty and unemployment rates.

3.4 The mission of Grameen Bank

Grameen Bank's mission is to give poor people all the financial help they need while also pushing them to see their own potential and stop accepting things as they are.

3.5 The vision of Grameen Bank

Grameen Bank's main goal is to get rid of all poverty and neglect in the country. Dr. Yunus says that "Grameen" is a program that aims to put poverty and despair in a museum, where children may go to see how bad things used to be and wonder how they could have lasted so long.

3.6 Grameen Bank Portfolio

Grameen Bank is a microfinance institution that was founded in Bangladesh in 1976 by the winner of the Nobel Prize Muhammad Yunus. It focusses in giving small, unsecured loans to people who are poor. The primary objective of the bank is to help low-income people, especially women, improve their lives and the economy. Here is an overview of Grameen Bank's portfolio:

1. **Loan Products**

Grameen Bank gives out different kinds of microloans to fulfil the needs of all of its clients. The primary types of loans are:

• **Loans that help you make money:** Small loans that help you establish or grow a micro-business, including farming, raising animals, or making crafts.

• **Housing Loans:** Loans to build or fix up dwellings, which makes living circumstances better.

• **Education Loans:** Money that helps debtors' kids pay for college or other higher education.

• **Seasonal Loans:** These are short-term loans used for farming or other seasonal purposes.

2. **Savings Products**

Grameen Bank encourages people to save money in addition to giving them loans. People who borrow money are told to save money on a regular basis to make their finances stronger. Some of the most important products are:

Mandatory Savings: A part of each loan payment goes into savings to help you feel financially secure in the long term.

Voluntary Savings: More ways for borrowers and their families to save money, giving them more options.Social Goals and Sustainability

3. Portfolio finance

Grameen Bank's portfolio finance is a key part of maintaining its microfinance business. It helps keep its lending programs going while also helping to eliminate poverty. This is a quick glimpse into how Grameen Bank's portfolio finance works::

Grameen Bank's loan portfolio is at the heart of its financial operations, characterized by:

- **Microloans:** are modest loans that are mainly given to persons in rural areas who don't have a lot of money. More than 90% of people who borrow money are women.
- **Sector Focus:** The majority of the loans go to small companies, agriculture, livestock, and small-scale trading.
- **Interest Rates:** Interest rates should be competitive and continue a long time so that borrowers can afford them and still cover the costs of conducting business.
- **Repayment Structure:** Borrowers can make weekly payments over reasonable amounts of time to make sure they can afford it and maintain their cash flow steady.

4. Asset Quality

High Repayment Rates: Grameen Bank has a long history of getting back more than 90% of its loans, which means that its portfolio is quite strong.

Risk Management: Group loan agreements lower the chance of default because each member of the group is responsible for the others.

5. Savings Portfolio

Grameen Bank's savings account and lending account work together to make the bank stable:

- **Mandatory Savings:** People who borrow money must set away some of their income as a safety net.
- **Voluntary Savings:** Flexible savings accounts that help people get ready for the future financially.

6. Financial Metrics

- Here are some major performance indicators for Grameen Bank's financial portfolio:
- **Loan Portfolio Size:** size is the total amount of loans that are still owing in all sectors.

- **Portfolio-at-Risk (PAR):** There are low levels of PAR since the company is skilled at managing risk and is very committed to paying back loans.
- R**eturn on Assets (ROA):** This tells you how well a business is doing and how much money it is making.
- **Operational Self-Sufficiency (OSS):** Grameen Bank can keep going without needing a lot of money from the government.

7. Social Impact Measurement

Grameen Bank underlines how important it is to do well both socially and financially:

- The key goals that affect how money is spread out in a portfolio are to lower poverty and give people more economic power.
- Investments in education and housing loans, as well as helping borrowers improve their abilities, show that it has a social return on investment (SROI).

Chapter 4

Key Learnings and Experiences In Corporate Social Responsibility of Grameen Bank

4.1 About CSR of Grameen Bank

Grameen Bank's Corporate Social Responsibility (CSR) programs are a big part of its goal to help the underprivileged and encourage long-term social and economic prosperity. The bank was created by Professor Muhammad Yunus in 1976. Its idea of microfinance altered the way the financial system worked by delivering small, unsecured loans to those who couldn't access them from normal banks, notably rural women.

Grameen Bank is different since its CSR activities are not distinct from its main business. They are a big component of what makes up the bank. The bank displays what CSR actually means by dealing with big problems including poverty, gender inequality, lack of education, and bad health care. This means that the bank's economic goals are in accord with its strong commitment to making society better.

Grameen Bank does more than simply microfinance. It also tries to enhance health, education, and hygiene, and it encourages people to be more responsible with the environment. By offering borrowers the tools they need to adopt values that will help them grow as individuals and as a group over time, it helps people become more self-sufficient and encourages community development.

Grameen Bank's open and accepting approach has improved the lives of millions of people, and it has become a model for socially responsible business operations around the world. The bank keeps telling businesses all around the world to make CSR a part of their core strategies by demonstrating them how financial services can help them thrive in the long term.

4.2 Our Responsibility to Our Society

Grameen Bank is very important for the economy and society to do well, especially in poor areas. The main goal of this microfinance group is to help women and other people who are less fortunate by giving them small loans without requiring them to put up collateral. People can use these loans to start small businesses, make their lives better, and become financially free.

We all have a duty to help our community grow and stay healthy as members of society. This includes backing programs that give the poor more power, encourage fairness, and help progress that lasts. Grameen Bank and other groups like it teach us that we all have a part to play in assisting people who are less fortunate and giving them chances.

Grameen Bank does more than only offer financial services. It funds projects in health care, education, and social transformation to make communities better. The bank's long-term plan contains effects that persist, such as encouraging people to be cleaner and helping them find occupations that are good for the environment. Its new approach has become a sign of hope for reducing poverty and making the world a better place.

4.3 Our Corporate Citizenship Strategy

Grameen Bank, established by Nobel Laureate Muhammad Yunus in Bangladesh, is renowned for its innovative microfinance model designed to help lift the poor, especially women, through small loans. The bank’s corporate social responsibility (CSR) and corporate citizenship initiatives are deeply connected to its core mission of reducing poverty and promoting social progress. The following are the key elements of Grameen Bank’s CSR and corporate citizenship approach:

1. **Microcredit for Poverty Alleviation**

   Grameen Bank's main business is the microcredit model. This is a big CSR program that supports poor individuals, mostly women, by offering them small loans to help them start or grow their small companies. This provides people more power and helps communities thrive socially and economically, which leads to reduced poverty and more economic independence.

2. **Empowerment of Women**

   Giving women influence is a key part of Grameen Bank's plan. The bank puts women first when it comes to loans, which helps them become more independent and powerful in society. Grameen Bank helps break down traditional barriers by giving women access to money. This lets women have a bigger say in family and community decisions.

3. **Social Impact and Community Building**

   Grameen Bank passes above just offering loans; it is determined to enhance society for the long haul. The bank encourages various initiatives in sectors such as education, health care, and sanitation, particularly in rural regions. This comprehensive approach ensures that microfinance customers receive complete support, improving their quality of life while confronting broader socioeconomic issues that affect the impoverished.

4. **Sustainability and Inclusion**

One of the main parts of Grameen Bank's corporate social responsibility (CSR) strategy is its focus on sustainability. The bank wants its customers to use renewable energy and sustainable farming methods, among other things. Grameen Bank also promotes financial inclusion by making sure that people who don't have access to important financial services, like low-income business owners and rural farmers, can get them.

5. **Grameen Social Enterprises**

Grameen Bank has started several social businesses with other groups to solve problems in society while also making sure that the businesses are financially stable. Grameen the company Foods, which gives low-income communities access to cheap, healthy food, and Grameen Shakti, which gives rural areas access to solar energy, are two examples.

6. **Financial Education and Literacy**

The Grameen Bank of Bangladesh also puts a lot of emphasis on teaching people about money as part of its CSR work. The bank teaches borrowers how to better manage their money and make smart choices. This educational assistance is very important for making sure that businesses started by its customers were profitable and will endure for a long time.

7. **Transparent Governance and Accountability**

Grameen Bank is more than just a bank; it is also an accountable and moral part of the community. The bank is responsible to its clients, stakeholders, and the general public. It puts a lot of emphasis on open and honest governance. We do everything we can to make sure that the

assets are used in a way that really helps society and that the people who need micro financing the most get the most out of it.

Grameen Bank's corporate social responsibility (CSR) strategy is based on the idea that making financial services easy to get will help fight poverty. The bank, on the other hand, pushes a business model that is socially responsible and moral. This model puts microcredit, women's empowerment, training, community development, and sustainability ahead of loans. This all-encompassing strategy has changed millions of lives, making Grameen Bank a strong example of how CSR can really change the banking industry.

4.4 Our CSR contribution in last 5 years

Grameen Bank has been working hard on corporate social responsibility (CSR) projects for the past five years. These projects have mostly been about microfinance, empowering women, making the world more resilient to climate change, and making sure everyone has access to digital financial services.

Grameen has worked diligently to give women more power because most of its borrowers are women. Through programs like the Women's Economic Empowerment (WEE) initiative, Grameen has helped thousands of women create their own enterprises, especially in Uganda, the Philippines, and Timor Leste. These initiatives have taught women how to handle their money, given them skills, and given them access to digital technologies that have helped them navigate through issues like violence against women and strict social norms.

4.5 Grameen Foundation

The Borgen Project

Alongside its commitment to empowering women, Grameen has prioritised the advancement of financial inclusion via digital services. Through the training of digital financial service agents in Ghana, Grameen has enabled thousands of individuals to access financial resources and enhance their financial literacy.

Additionally, the organisation has played a crucial role in incorporating technology into agriculture, assisting smallholder farmers in nations such as India and the Philippines to access markets, enhance crop yields, and strengthen their resilience to climate change.

- **Empowering Women:** Grameen's commitment to empowering women, who constitute a large portion of its borrowers, has been an important component of its CSR approach. The Women's Economic Empowerment (WEE) program has impacted thousands of women entrepreneurs around the world, especially in places like Uganda, the Philippines, and Timor Leste. Grameen has helped women in these nations deal with problems like gender-based violence and stringent peer pressure by giving them training, money, and access to digital services.

- **Digital Financial Inclusion:** Grameen has also done a lot to help people learn about money and get access to digital finance. In 2022 alone, it reached over 87 digital financial service agents in Ghana, giving thousands of clients tools to help them manage their money and raise awareness about gender-based violence. Grameen has also worked to bring technology into farming, which has helped smallholder farmers in India and the Philippines access to markets and boost their output.

- **Climate Resilience and Agriculture:** Grameen's climate-smart agricultural programs have helped thousands of small farmers grow a wider range of crops and use more environmentally friendly farming methods. These farmers are better able to handle problems caused by climate change thanks to digital platforms, which helps them make more money and be more resilient.

In the last five years, Grameen Bank has worked on a number of important CSR projects that not only promote financial inclusion but also fight gender inequality, give women more influence, and make sure smallholder farmers can keep farming in the future. These programs have been very helpful in lowering poverty and boosting economic growth in many areas that don't get enough help.

4.6 Special program as a corporate social responsibility of Grameen bank

Those programs are:

a) Disaster Management
b) Scholarship program
c) Workshop
d) Welfare program
e) Insurance
f) Struggle member
g) 18 sixteen decision

h) 12 indicators

a) Disaster management policies and practices

- Natural and man-made disasters are among the risks in the microfinance sector.
- Grameen Bank has a robust and effective disaster policy in place.
- Grameen Bank has established a disaster management fund called the rehabilitation fund.
- The bank transferred its entire revenue profit from 1983 to 2005 to meet the tax exemption requirements set by the Ministry of Finance.

➢ **Natural Disaster Management Phases**

There are 03 Phases of Disaster Management

- Phase 01- Primary Steps (Pre-disaster action)
- Phase 02- Secondary Steps (During disaster action)
- Phase 03- Next to Disaster Steps (Rehabilitation)

➢ **Primary Steps: (Pre-disaster Action)**

1) Campaign & rehearsal in the center.

2) Center Chief's workshop for Awareness development.

3) Extra savings campaign for disaster.

4) Food & Shelter for livestock.

5) Communicate local administration and leader.

➢ **Secondary Steps (During disaster action)**

- To help the endangered member to find safe shelter, food & treatment.
- Declare Partially or Total Endangered Center and Endangered center meeting will be held for strengthening mental stamina, not for repayment.
- Help to find livestock shelter and safety.
- Provide emergency assistance like as food, treatment & money.
- Provide interest free emergency fund which will repay in good time.
- Provide doctors assistance & medicine.

- Provide livestock medicine and Vaccine.

- **Next to Disaster Steps (Rehabilitation)**
  - Freeze the loan for a certain period.
  - To help measuring lost or partially lost amount of the borrower's capital.
  - To help measuring lost or partially lost amount of the borrower's household and livestock, etc.
  - Workshop for psychological motivation.

- **Risk Management policies and practices**
  - Rehabilitation fund created 218 core BDT and Built 672 cyclone shelter at coastal area.
  - 50.2 crore BDT disbursed for disaster rehabilitation and 7.14 crore BDT disbursed as a grant.
  - 43.07 crore BDT financial support as a interest free loan which are refundable at auspicious day.

b) Scholarship (Home & Oversees)

Scholarship Program

- Scholarships are given 50% to girls, remaining to all.
- Scholarship for Primary, Non-secondary, Secondary, Higher Secondary and for Cultural activities.
- Over 27,000 children received scholarship each year.
- From inception: 3,09,441 students have received 7.69 MUS$

International Scholarship

- Ewha Women University (S. Korea)
- Khazanah Asia, (Malaysia) 36 (Each year 5 student.)
- Glass glow Caledonian University (UK) 06 (Each year 2 student.)
- Asian University for Women (Bangladesh) 5 (Each year 26 student.)
- Al- Bukhari University, Malaysia: proposed 05 each year from 2021

Nursing Education

- Each year 40 girls from Grameen borrower's family enroll at GCCN.
- Total Student: B.Sc (Nurse): 198, Dip In Nurse: 548

c) **Workshop**

- **Quarterly Workshop for Centre Chief**

here is a workshop program at the branch office level. All centre chiefs are welcome to come to the session that lasts all day. The bank pays for lunch and transport. The Life Stock Office, the Family Planning Office, and the Public Health Office will hold a secession.

- **Mini Workshop at Centre**

  There is a workshop program at the centre level. Everyone who works at the centre and several of the center's major neighbours are invited to a day-long session. The centre pays for lunch and transportation. A branch manager and some experts will have a secession.

- **Workshop for employees**

There is a workshop program at the centre level. Everyone who works at the centre and some of the chief of the neighbouring centre are invited to a day-long workshop. The centre pays for lunch and transportation.

d) **Staff Welfare**

- Medical Grant: 1092 nos. (1.71 C taka).
- Medical Loan: 1506 Nos. (6.52C taka).
- Grameen Kalyan: 524 Nos (8.39 c taka).
- Hospitalization help by Bank: 525 Nos.
- Dead body Management by Bank cost: 467 Nos (1.19 C taka).
- Covid-19 Special Insurance coverage: 54675 nos.
- Musk Distribution: 3,00,000 Nos.
- Covid-19, Relief distribution to Beggar member: 37691 nos.

e) **Types of Insurance**

- Loan Insurance program started in Grameen Bank in 26/10/2002.
- All our credit products of different types are covered with loan insurance. (3% premium on loan amount).
- Various kinds of staff loans are also covered under this insurance policy. (3% premium on loan amount).
- Life insurance coverage has been initiated for the family of a deceased borrower. (2000 tk).

Loan Insurance Savings Management

- Grameen Bank charges a 7% interest on the balance of this savings.
- The bank uses this interest to create a central account for loan insurance.
- In the event of the borrower's death, or the death of her husband or both, Grameen Bank immediately announces that the total loan amount, along with interest, is written off.
- The family of the deceased is provided with a certificate stating the loan amount that has been covered by the insurance.
- If the female borrower remains alive but her husband passes away, the loan, along with interest, is paid off, and she can apply for and receive a new loan.

- **Life Insurance**

Grameen bank provides a life insurance benefit of 2000 taka to the family of each deceased member.

- **Members are not required to pay any premium for this life insurance**

Members come under this insurance coverage by being a shareholder of the bank.

This program was initiated for the burial of the deceased person and for the goodwill of the Bank

- **New insurance products**

Microenterprise loans, which include innovative products like cattle loans, special seasonal loans, and credit products for celebrations, are also covered by insurance. We are dedicated to ensuring that all our future credit products will be covered by insurance as well.

f) Struggle (beggar) member program

1. Introduce "apne" not "tome".
2. Center meeting presence is not compulsory, if presence then sit at the same level of the member.
3. No rules and regulation required.
4. Auto insurance.
5. After death 1000 tk is life insurance.
6. Fee pass book but cost of revenue stamp their won.
7. Small house loan 2500 tk.

8. Loan: 1st year—1000, 2nd year 2000------5000 tk.
9. Kinds (blanket, Sal, Bed sheet, Mosquito net, Umbrella – paid by 2 tk each week.
10. Can deposit savings. (85,96,435 tk)

4.7 Social awareness and social audit program

Social awareness, motivational & development program. For socio economic development Grameen borrowers are following 16 Decisions.

18 Decisions

1. We will adhere to the four principles of Grameen Bank in all aspects of life to ensure the prosperity of our organization through the members of the Center: Discipline, Unity, Courage, and Hard Work.
2. We will enhance our quality of life by bringing prosperity to our families.
3. We will ensure safe accommodation and prioritize building improved and durable homes as soon as possible.
4. We will grow vegetables year-round to meet our nutritional needs and increase our income by selling them.
5. During planting season, we will plant as many seedlings as possible to protect the environment and create our own resources.
6. We will plan for smaller families, aiming for a maximum of two children, and if possible, one child will be the priority. We will ensure all types of vacations for our children.
7. We will ensure the education of all children in the center and provide them with opportunities for technical and higher education.
8. We will maintain a clean and tidy environment and ensure healthcare for all family members.
9. We will use sanitary latrines and wash our hands with soap.
10. We will drink tube-well water and use clean water for all household activities.
11. We will avoid dowries in the marriages of our sons and daughters and oppose child marriage. We will adhere to marriage restrictions.
12. We will treat everyone with respect and live harmoniously in both family and society.
13. We will create new entrepreneurs to help our children become self-reliant.
14. We will always support one another. If anyone in the center faces danger, we will work together to rescue them.
15. We will be cautious with transactions, ensuring we do not engage without a passbook and always keep the passbook in our possession.
16. We will regularly attend center meetings and make consistent loan repayments.
17. We will focus on savings and commit to saving regularly at the bank.
18. We will uphold discipline within our center and work together on all social initiatives.

12 Indicators (Social impact)

1. Each borrower member owns at least one house with a tin roof that they built on their own property and is worth at least BDT 80,000 (Eighty Thousand). This is to make sure their family may live in dignity.
2. Family members can sleep on adequate furnishings, like mattresses or stools.
3. Family members drink clean water and use it for everything they do at home.
4. All of the family's kids who are six years old or older and are healthy both physically and mentally are either going to school or have already finished elementary school.
5. Members pay in weekly installments of BDT 500 (Five Hundred) or at least BDT 2000 (Two Thousand) or more per month.
6. Family members utilise clean toilets.
7. Family members have enough clothes to wear every day, including warm items for winter like shawls, sweaters, blankets, and mosquito nets to keep pests away.
8. The family has ways to make extra money, like growing vegetables in the backyard or planting trees, to assist pay off their bills.
9. Members must keep at least BDT 10,000 (Ten Thousand) in their savings accounts on average every year.
10. The family doesn't run out of food and can afford to eat healthy meals.
11. Family members know about public health and can pay for medical care.
12. Family members can take part in religious and social events.

Chapter-5

Analysis and Findings

5.1 Analysis and findings

Grameen Bank's CSR programs are closely linked to its business activities. They focus on reducing poverty and promoting financial inclusion in communities that don't have enough of these things. The bank's unique microfinance technique is a real-life example of CSR in action because it makes loans to people who don't have any assets to back them up. Giving women power, who make up most of its borrowers, has resulted to huge improvements in society, such increased household incomes, improved access to education, and better health care.

But other folks don't like the model. People are worried about how long the effects will last, especially for borrowers who can get stuck in cycles of debt. People have also said that its interest rates are too high for impoverished borrowers, even though they are lower than those of other lenders. The bank's focus on microfinance might also make it tougher for it to address the needs of the broader community, such as planning for the long term and creating infrastructure.

SWOT analysis of Grameen bank:

- **Strengths:**

1. The person who made the service has worked with clients before and feels a connection to them. Muhammad Yunus was born and raised in Jobra village, so he knew all about the problems the community was having. Because of this, he was able to offer specialised loans to poor people that would help them balance their income and payback schedules.
2. The best thing about Grameen Bank is that it can help poor people with their money while also making sure that it stays open by using the economies of scale impact. The bank can also help people who are less fortunate by giving them specialised services. Also, clients feel like they belong because they are called members. Grameen Bank also focusses on areas with a lot of potential that haven't been explored yet.
3. Grameen Banks do more than just give people loans. They also help their borrowers grow their small enterprises, learn how to live a healthy life, and get more customers. This helps the bank get loyal customers.

- **Weakness:**

    1. Low-Pressure: The group-lending method has caused a lot of tension at home for poor families because everyone in the group has to pay back the loan or they won't get another one. Families have often fought because one member couldn't pay back the debt. Also, a lot of families try to pay off their debts by borrowing money from the "paikars" in their region because their friends tell them to.

2. Lenders would charge them twice as much, or 10% a week. Sometimes, this goes against Grameen Bank's main purpose, which is to help poor people quit borrowing money from local lenders.
3. . Real Loan Recipients: Sometimes loans don't go to individuals who really need them because many borrowers pretend to be poor to get money, which they then lend to other people who need it at high interest rates.
4. Violence against women has gone up since Grameen Bank largely lends to women in their homes. The idea is to give women the power to run the house and get the social status they deserve. Recent figures show that violence against women who borrow money has gone up in many homes. This is likely because husbands and in-laws don't want women to have more power.

- **Opportunities:**

1. Customers may be interested in other service industries, such as health care, education, and insurance. Grameen Bank should focus on expanding into these areas so that the loans it gives out can be used to pay for these kinds of services. This fits with their goals of making a full socioeconomic change and keeping the business going by looking for economies of scale.
2. Grameen Bank might be able to get into the consulting business to help clients make more money, given that their target market is people who can read and write. Grameen Bank's target market is those who are poor but have money and can't handle it well enough to keep their long-term growth going.By offering a consultancy service, Grameen Bank may help its clients get their finances in order and get more money back. This is because the clients will be able to pay back the money they owe.

- **Threats:**

1. Because of government rules that say banks must offer financial inclusion, commercial banks will start to compete with Grameen Bank. Commercial banks have not done well in the past when it comes to serving rural customers, but the government's move has put them a real threat to Grameen Bank.

2. Competitor interest rates: Before banks switched from BPLR to BASE RATE, they could charge their rural consumers much higher interest rates. But this is not the case anymore. This means that Grameen Bank might be in trouble.
3. SKS Microfinance is one kind of MFI. Grameen Bank has not entered the Indian market yet because MFIs like SKS Microfinance already have a large share of the rural market there.

5.2 Important of CSR

In recent decades, corporate social responsibility, or CSR, has emerged as a key strategy for companies looking to succeed in a cutthroat marketplace. In a market that is changing and where consumer preferences are getting more complicated and unpredictable, a CSR strategy may be the only way to stay in business.

CSR is when a company goes above and beyond what is required by law because they think it will benefit them in the long run. Second, corporate social responsibility (CSR) and sustainable development go hand in hand because businesses have to think about how their actions affect the environment, society, and the economy as a whole. Third, businesses can't choose whether or not to do corporate social responsibility (CSR); it's an important part of how they do business.

In some countries, the rules that the government makes about social and environmental issues are stricter. There are also often rules and laws that apply to more than one country .
The European Union is an example of this because all of its member states have to follow its laws and rules. People in these countries also want to make sure that the things they buy don't come from companies or processes that have harmed or even put the environment at risk.They also think about the company's past of providing benefits like safe working conditions and fair pay.These are the most well-known, which is obviously good for businesses that have good CSR programs.

When it comes to getting investors, businesses that follow ethical standards have a big edge. Recent studies show that investors are more likely to choose companies with strong CSR programs. They think that a company's involvement in CSR shows how well it will do in the future and that its CSR efforts will help both the company and the community as a whole. It makes the organisation look better to both its members and people outside of it.

5.3 Important functions of the organization

Grameen Bank does a lot of different things for corporate social responsibility (CSR) in Bangladesh. The bank does a lot of different things for corporate social responsibility (CSR), but their main goal is to free poor people, especially women, from the harsh economic conditions they have to deal with every day. Here are some of these activities:

Functions	Descriptions
Grameen Danone	Grameen and Danone worked together to make a yoghurt that is high in important nutrients to help fight malnutrition in children in Bangladesh. The yoghurt is made with solar and biogas energy and is packaged in materials that are good for the environment. The first plant started making things in late 2006. The 10-year plan calls for the opening of more than 50 plants, the creation of hundreds of distribution jobs, and the use of packaging that breaks down naturally.
Grameen Veoliawater ltd	Bangladesh is lucky to have a lot of fresh water from nature. In the 1970s and 1980s, people dug almost 8 million wells. But because of the state of the land, almost all of the groundwater has been found to have arsenic in it, often at levels that are very dangerous to health. More than 30 million people in Bangladesh have had long-term arsenic poisoning, and some have even died from it. Grameen Bank and its sister organisations help the people who have been affected by arsenic by running different programs that raise awareness about it. Grameen and Veolia Water have also decided to work together to come up with custom solutions to get drinking water to the poorest communities in Bangladesh.
Grameen intel	Information technology (IT) reaches 80% of the world's people today. Our goal is to bring IT to people with low incomes so that their lives can get better. Grameen Intel's main goal is to find ways to help the poor in rural areas by figuring out what they need and using IT to find the best solutions. We will give a local business or person a full package that includes hardware and software so they can provide access, information, and training. This will allow them to offer IT services, which will have a positive effect on the community.

Grameen BASF	Grameen and BASF worked together because there are parts of Bangladesh where malaria is very common (58,000 new cases in 2007). The product is a mosquito net that families can sleep under to keep them safe from malaria. There have already been one million nets made. The goal of the joint venture was to make cheap products that would protect poor people from deadly diseases. Grameen BASF has also started making micronutrient sachets that can be sprinkled on food to give the poor the nutrients they need but don't get enough of in their diets.
Grameen GC eye care hospital	The Prevention of Cataract Blindness Project was initiated by Grameen Bank in 2001. It has since expanded to become Bogra's Grameen GC Eye Care Clinic, a social enterprise. A second Eye Care Clinic opened its doors in Barisal, in southern Bangladesh, in April 2009. Professor Muhammad Yunus and The Green Kids opened the first Grameen Eye Clinic in Bangladesh on May 12, 2008. The clinic was set up as a social business and plans to do up to 10,000 cataract surgeries and 50,000 eye exams every year.

5.4 Fund allocation of CSR

This is a summary of the balance sheet for the years 2008 to 2013, as of December 31. The amounts are in millions of Taka. The part of the balance sheet that is highlighted shows how much money Grameen Bank has set aside for CSR. Rough estimates show that the cost of CSR went up every year by the same amount as the year before. Also, between 35 and 45 percent of the total amount in the "Deposits and Other Funds" category was set aside for CSR.

Property and assets	**2009**	**2010**	**2011**	**2012**	**2013**
Cash in hand	1119488	895’544	2231’411	1823203	2142260
Balance with other banks	1,295,311,555	1,310,692,097	1,707,326,718	65,722,224,684	78,867,820,345
investment	37,750,731,642	47,757,186,757	52,612,456,675	56,665,887,342	267,000,000
Loans and advance	56,359,028,995	68,417977,932	77,639,276,539	83,132,069,058	87,707,167,495
Fixed assets	1,222,283,438	1,379,656,418	1,385,864,651	1,376,616,524	1,408,734,663
Investment	111,558,215	108,540,014	104,236,476	103,979,126	101,389,589

property					
Other assets	6,265,224,923	6,422,009,079	6,89,404,848	8,348,559,788	10,582,321,620
Total	103,005,258,2	125,396,957,72	140,441,283,79	158,952,272,83	178,936,575,972
Capital and liabilities					
Share capital					
Authorized	3,500,000,000	3,50,000,000	3,50,000,000	3,50,000,000	3,50,000,000
Paid up	523,949,300	547,689,200	571,163,300	597,99,0000	734,049,100
General and other	6,219,533,668	6,815,290,863	7,302,082,417	8,542,175,828	9,666,233,588
Revolving funds	–	–	–	–	–
Borrowings from banks and foreign intuitions	1,669,160,600	1,589,027,602	1,526,969,669	1,464,911,737	1,402,853,805
Other liabilities	7,306,123,738	7,238,222,597	8,816,718,694	11,836,423,111	12,776,050,436
Deposit and other funds	**87,286,490,709**	**109,206,727,71**	**122,**225,348,99	136,510,770,80	**1**54,363,389,103
Profit and loss account	–	–	–	–	–
Total	103,005,258,22	125,396,957,97	140,441,283,07	158,952,272,98	178,936,575,97
Contingent liabilities	–	–	–	–	–

5.5 Problems of CSR of Grameen Bank

Graduation of beneficiaries

Some experts have spoken bad things about the microcredit program at Grameen Bank. Even though the bank has helped its clientele get out of poverty, it still gives out loans. It's hard to tell if the poor people's poverty will ever go away for good. Grameen Bank wouldn't have 8,300,000 borrowers if the Recipient Graduation system and practice hadn't been set up from the start and been well controlled.

Rate of interests and spread

In simple terms, a spread is the difference between the interest rate that borrowers pay the bank for money and the interest rate that the bank pays them. Microcredit programs work in a very safe environment and depend on a big imbalance, unlike formal local lending institutions that work in a much more competitive environment.

The rate of interests

In Bangladesh, microcredit programs and institutions usually charge very high interest rates. There is no way to deny this fact. The bank, on the other hand, often asks borrowers for a high interest rate that is needed for the money, even though they don't always have to pay any interest on the loan.

5.6 Beneficiaries of CSR of Grameen Bank

The business benefits

1. Acquire new clients.
2. Boost customer loyalty.
3. Strengthen and improve relationships with customers, suppliers, and networks.
4. Attract, keep, and sustain a satisfied workforce, becoming the employer of choice.
5. Set yourself apart from competitors.
6. Enhance your business's reputation and standing.
7. Offer access to investment and funding opportunities

- **Society and stakeholders' benefit**

Grameen Bank (GB) is one of the largest non-governmental organisations (NGOs) that works to improve the financial situations of poor people, especially women. The main goals of this study are to find out what problems GB members are having and to look at how the employment status of female GB borrowers has changed in twenty selected Jaforgonj centres under the Debidwar branch in the Comilla district. We randomly chose 100 of the 663 GB borrowers to give us information (15% of the total). The average change in employment status scores for respondents was 13.94, with a range of 4 to 24. Most of the women (62%) were rated as medium, while only 25% and 13% were rated as low and high, respectively. A t-test on changes in employment status across three factors—annual family income, housing, health and sanitation, and farming and household material changes—produced very significant results. Age and behaviour that wasn't local were not important when it came to changing jobs, but education, annual income, access to credit, communication with GB employees and staff, and attitudes towards GB's microcredit program were all important among the 11 variables that were chosen. Changes in career status were not strongly linked to family size, farm size, participation in organisations, or community attitudes. The main problems that recipients had were not enough credit, delays in getting credit, and problems with passivity and fanaticism, which got a score of 199 out of six.

Danone and Grameen teamed up to fight poverty by using a new community-based model to feed Bangladesh's poor. Their original goal was to open a yoghurt factory near Bogra, Bangladesh, where the target market would directly benefit from the locally owned production facility. They also made a good brand by giving the yoghurt the name "Shokti," which means "strength" in Bengali. Each cup gave kids 30% of the nutrients they need every day at a price that even the poorest could afford. Third, both partners put money into the business, and they paid for it equally. Instead of a typical corporate donation to a nonprofit, profits were put back into the business and market prices were set to make sure the business could keep going.

- **Principles of Performing CSR**

Companies often have activities spread out over many areas, but that's not the best way to get the most out of CSR, and it's not where they should stay. A lot of businesses start with pet projects, donations to charities, and surface-level publicity because they are easy to pick and do. The most important question is how to switch to CSR strategies that focus on creating real value for both the business and society. The examples that follow give three tips for getting closer to this goal.

1. **Concentrate your CSR efforts**

The board doesn't have a lot of time or money, so the best chances will come in areas where the company is very involved and can have the biggest social impact. In these areas, the company can learn more about the local situation and find the best places to work together for everyone's benefit.

2. **Build a deep understanding of the benefits**

Even after selecting your chosen areas of opportunity, identifying the potential for shared value creation is not always straightforward. The key is finding a balance between the different sides and being open enough to understand issues from both a business and a societal perspective.

3. **Find the right partners**

These will be the areas that benefit from your core business operations and skills, in addition to getting something of value in return. Even though it can be hard to start a partnership, both sides are more likely to see the big benefits when they know they can both gain from it. Relationships, especially long-term ones, are more likely to work out and last if both people are honest about their strengths.

When using these rules to pick the right CSR opportunities, other questions come up: What are the few important parts of our business where we interact with society and have an effect, and where we can change the relationship in a way that creates big opportunities for both sides? What are the most important long-term needs that we and society can meet this way? What do we do to help make the most of the possible opportunities, and what tools or skills do we need?

5.7 Measures to overcome the problem

Leaders have thought of corporate social responsibility (CSR) as merely another cause of stress or a transitory fad over and over again. But as consumers, employees, suppliers, and society as a whole place more and more value on CSR, some company leaders have started to see it as a chance to make their businesses much stronger while also helping society. They see CSR as an important part of their overall plans that helps them come up with creative solutions to important business problems.

The biggest problem for leaders is figuring out how to make a plan that will really meet these high goals, and thus far, not many have been able to do it. Some creative companies have been able to get over this problem, and one method to do this is through strategic collaborations that benefit both business and society at the same time. Smart partnering focusses on the most significant areas where business and society can work together to make a difference. It does this by coming up with smart solutions that harness the strengths of both partners to solve problems that are essential to both.

5.8 Ways to overcome the problem

There is no one definition of CSR that everyone agrees on, which makes it hard to know what a CSR action is. We may start to come up with a working definition of CSR by looking at its two main goals: helping both business and society, and the different ways it can help in different situations.
Many businesses do CSR work that is more like pet projects that reflect the personal interests of the company's top leaders. Even while these actions are often shown off and talked about a lot, they usually don't help either business or society very much. At the heart of these initiatives are things that can help both parties, but they don't always work out that way and occasionally give one side more benefits than the other. For instance, when businesses give to charity, the money largely helps society (though it may also help the business's reputation, but this isn't always clear). In the same way, CSR initiatives are mostly about improving a company's image, which doesn't really help society. Some people say that this kind of CSR is just advertising at best, and it could be bad if it shows that the company's statements and deeds don't match up.
None of these ideas take into account the tremendous chances for creating shared benefit that have come about through effective collaborations. In these kinds of projects, the company's focus changes from avoiding risk or boosting its reputation to solving big strategic problems or challenges that will help it create more value. For society, the goal changes from keeping basic standards or getting money to making businesses better, increasing the quality of life as a whole, and raising living standards. The important thing is for each side to use the other side's resources and skills to come up with new ways to solve important economic and social problems.

Conclusions

Grameen Bank is a wonderful example because it assists the poorest people in Bangladesh and runs its own company. Grameen Bank has helped the underprivileged in three main ways. Muhammad Yunus, the man who started it, is today a famous person in the field of microcredit. He has brought money, help, and attention to both Grameen and poverty. But some customers have issues with the bank.

People who don't like Grameen believe that even though their interest rates are lower than those of predatory lenders, they are still high enough to keep poor people in debt. Some consumers also don't believe the bank's payback rates, especially since its financial records aren't up to date or verified by anybody else. Lastly, Grameen doesn't do enough to fight poverty on a larger scale, even while it helps poor people become financially independent. The bank may not be able to establish a "museum of poverty," but it has clearly helped many individuals live better lives.

Recommendation

Grameen Bank's credit distribution means giving loans to the very poor in their communities through the main parts of the Grameen credit delivery system. The Grameen Bank loan delivery system might have these features:

There is a select spotlight on the least fortunate of poor people. Elatedness can be guaranteed by:

1. Clearly outlining the criteria for choosing target customers and putting in place practical ways to keep an eye on those who don't meet them.
2. Women have been getting more and more credit distribution priority.
3. The delivery system is meant to meet the different economic development demands of the disadvantaged.

- **Borrowers can be coordinated into little homogeneous gatherings**

  Such qualities promote group strength as well as collaborative participation. Organizing the essential groups of five individuals and bringing them together into centers has been the foundation of the Grameen Bank's system.

- **Unique advance contingency which are especially reasonable for poor people. These include:**

i, Very small loans are provided without any collateral.
ii. Credits are repayable in weekly installments spread over a year.
iii. Eligibility for a subsequent loan depends on the repayment of the initial loan.
iv. Individual, self-chosen, quick-income generating activities that utilize the skills borrowers already possess.
v. Close monitoring of credit by both the group and the bank staff.
vi. The pressure of loan discipline and collective borrower responsibility, or peer pressure.
vii. Special safeguards through mandatory and voluntary savings to minimize the risks faced by the poor.
viii. Transparency in all bank transactions, most of which occur during group meetings.

- **Concurrent endeavor of a social improvement plan can address fundamental necessities of the customers.**

I. Help the new groups learn more about social and political issues.

II. Pay more attention to women from those with the least money, whose instincts for survival have a much bigger effect on how the family grows.

III. Help people get involved in projects that make things like housing, sanitation, drinking water, education, family planning, and so on better for everyone.

- **Plan and improvement of association and the executive's frameworks able to do conveying program assets to designated customers.**

The system has developed gradually through a structured process of trials, errors, and continuous adjustments. A key requirement to implement the system is the extensive training needed to develop a highly motivated staff, ensuring that leadership and operational authority are gradually decentralized, with administrative functions delegated to the zonal levels and beyond.

- **Extension of advance portfolio to meet different improvement needs of poor people.**

As the credit program gets going and borrowers learn about how to utilise credit wisely, new loan programs are added to address the growing social and economic needs of clients. These programs do more than merely help with housing:

i.Credit for constructing sanitary latrines
ii. Credit for setting up tube wells that provide drinking water and irrigation for kitchen gardens
iii. Credit for seasonal activities to purchase agricultural inputs
iv. Loans for renting equipment/tools, such as mobile phones purchased by Grameen Bank members
v. Financial projects undertaken by the entire group of a trained borro

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