



**Daffodil**  
*International*  
**University**

**Internship Report**  
**on**  
**“Corporate Social Responsibility Practices**  
**of Southeast Bank Ltd., Board Bazar**  
**Branch, gazipur.”**

**Submission Date: 06/10/2020**





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*International*  
**University**

## **Internship Report**

**On**

**“Corporate Social Responsibility Practices of Southeast  
Bank Ltd., Board Bazar Branch, gazipur.”**

**Submitted To**

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Department of Business Administration  
Faculty of Business & Entrepreneurship  
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**Submission Date: 06/10/2020**

## **Acknowledgement**

First of all I would like to express my sincere gratitude to Almighty God for preparing this internship report. It was a great pleasure to produce an internship report on “Corporate Social Responsibility Practices of Southeast Bank Ltd., Board Bazar Branch, gazipur.” I would like to thank and convey the Honorable Supervisor, Dr. Md. Abdur Rauf, Associate Professor, Faculty of Business and Entrepreneurship, Daffodil International University for the opportunity to prepare this report. I would like to express my gratitude to him for his support and guidance.

I also want to thank the people who have always supported me.

# Letter of Transmittal

Date: 06/10/2020

To:

Dr. Md. Abdur Rouf

Associate Professor,

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

**Subject: Submission of Internship Report on “Corporate Social Responsibility Practices of Southeast Bank Ltd., Board Bazar Branch, gazipur.”**

Dear Sir,

I am submitting my internship report here which is a part of BBA program. It is a matter of great achievement that I have done this under your active supervision. The report is on “Corporate Social Responsibility Practices of Southeast Bank Ltd., Board Bazar Branch, gazipur.” Being an intern has given me the opportunity to learn about the closure of SEBL. So, this reporting and analysis is entirely based on my own skills and my own position. From the original policy it was my two month internship at SEBL. This report has struck me as both scholarly and realistic. Two months of my indirect career at SEBL have passed. These two months of my career at SEBL have been a rewarding experience and valuable for me.

I would be extremely grateful if you would be kind enough to provide my internship report and provide your costly assessment of this report. If you find it, it will be my great pleasure

Thank you

Md.Rafiqul islam

ID: 171-11-437

Program: BBA (finance)

Faculty of Business & Entrepreneurship

Daffodil International University

# Certificate of Supervisor

This is to affirm that MD. Rafiqul Islam, ID: 171-11-437, BBA Program, Daffodil International University has disposed his internship report on “Corporate Social Responsibility Practices of Southeast Bank Ltd., Board Bazar Branch, gazipur.” under my supervision successfully. The data and findings presented in this report seem to be authentic. Thus, it has been accepted for presentation in the defense.

I wish him all success in life.

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(Dr. Md. Abdur Rouf)

Associate Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

## **Abstract (summary)**

This paper examine how the Southeast Bank Ltd. Exercises of Corporate Social Responsibility (CSR) in Bangladesh. Keeping pace with the global movement, CSR is seen as a new source of competition for Bangladesh's banking sector. Banks in Bangladesh practice not only improving community relations but also as a source of significant commercial benefits. Southeast Bank Ltd. Practices CSR under the rules and regulations of Bangladesh Bank. The study is based on the 2018 Annual Report of the South-East Bank Limited. In this study, southeast bank spent BDT 208.53 million in the year 2018 in the area of education, health, community, development, environment, art and culture, sports etc. The maximum amount of money expenses in schools, colleges and universities in the education sector.

**Keywords-** *Corporate Social Responsibility, grants.*

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# Chapter – 1

## Introduction

### **1.1 INTRODUCTION**

Taking care of a community and operating without stakeholder expectations will not be as competitive as those who do in the twenty-first century. Demands for accountability and transparency have intensified from both the public and private sectors. In the old days, management was looking for survival and profit. Nowadays management expresses concern about managing financial and non-financial outcomes while maintaining awareness and transparency about risks. As a result, corporate social responsibility (CSR) has become important as corporate financial performance. There are 45 banks here, most of the bank which is practice CSR as their main public interest method. Southeast Bank is now one of the following private commercial banks in Bangladesh. Who have spent a lot of money in CSR activities over the last few years. Trying to find out how Southeast Bank Limited is in this case of CSR practice.

## **1.2 LITERATURES REVIEW**

Liberal works have a long history since ancient times. These charities were linked to the support of various poor people, charities and religious organizations (Alimullah, 2006). CSR practices in Bangladesh by various organizations are mainly focused on poverty alleviation, healthcare, education, charities, cultural enrichment, youth development, women empowerment, sports and music sponsorship etc.

Researchers conducted a survey of 10 commercial banks and found that 100 banks reported their CSR activities but of 0% of banks participated in the CSR region as defined by the Financial Law. CSR reporting is slowly increasing in other regions such as Asia, Europe, Latin America and North America.

The World Bank (2020) has declared CSRK as the responsibility of the business to work together with workers, their families, the local public and the humanities to develop renewable financial development so that their livelihoods can improve and lead to optimal trade and expansion.

## **1.3 OBJECTIVES OF THE STUDY**

The main objectives of this study are as follows:

- Identification of CSR rules of Bank Bangladesh Bank.
- Identify the CSR field of Out South-East Bank Limited

## **1.4 METHODOLOGY**

This study is exclusively descriptive research and thus it relies on information obtained from secondary data. In addition to the data collected for the research on the examination of the annual reports of Southeast Bank Limited for 2018. In this Research, Bangladesh Bank and other web teams are considered for data collection. Web site of the organization, documents of various related financial institutions.

## **1.5 LIMITATIONS OF THE STUDY**

- Unavailable of data.
- Inaccuracy of data.
- Web site are restricted by password.

## Chapter-2

### Company Profile

#### **2.1 Organizational History of SEBL:-**

Southeast Bank Limited was set in 1995 with a goal and vision to become leading company of the country and furnish greatly to the prosperity of the financial sector. It was determined by the for most business characters and prominent organizations in Bangladesh with the portions in different section of the national field of economy. They've formed and developed an environment of faith and methodical by which everyone motivates to work jointly for accomplishing the goal of the Bank. It has been developed the employee for their further reputation, better in the face of direction ambitions by the culture of the maintaining friendly environment. Promptness to feature and superiority of the assistance is the trademark of their personality. Southeast Bank Limited proves dignity for evolving female in the field of banking sector substantial amount for the gender equality. Now 19.24% of Southeast bank engages are women.

#### **2.2 Overview of SEBL:-**

##### **Commitment to Clients:-**

As it believes to expand as customers grow Southeast Bank committed so. It develops strong relationship by acknowledging clients want and servicing of qualification with product and quality services as rival value and use of the advanced technology with accelerate and exactness. Customers valuable trust are ensured by its security

#### **2.3 Core, Vision, Mission:-**

##### **Core Strengths:-**

SEBL satisfy customers by clear and quick decision making, effective execution of team, expert risk direction, control and acceptance. There are some core strength of SEBL.

##### **Core competencies:-**

Intelligence, skill and proficiency, customer attention, speed, accuracy, dependability, perseverance, quest of the work growth and quest for success these are the core competencies of SEBL.

**Vision:-**It is important to have a clear vision for developing a comprehensive mission declaration to gaining the long run goals and objectives.

**Mission:-**

Business missions are the long term objectives which aid the vision to overcome the mission. SEBL is very much interest to overcome their mission concerning best client assistance and experts economic assistance with state of the best methodology and it pursue appropriate in the field of banking sector and creative banking rival cost, endurable improvement process and firm to organizational responsibility.

**2.4 purposes:-**

Training is essential for every person at work. Operational productivity and company profit is increased by the proper training. Training plays a vital role to satay with the smart with quick changing devices, ideas, knowledge, devices, esteem and surroundings. Training programmers are also necessary in any banking sector for developing the skill of the staff at all stages. Moreover, training gives a clear knowledge to work accurately

## Chapter 3

### Theoretical framework of CSR

Banks will adopt CSR as an additional dimension of their management effectiveness and monitor the CSR effectiveness of banks and financial institutions. Bangladesh Bank also had the opportunity to guide the CSR agenda of the banking sector when it recommended that banks taking measures for rehabilitation, agriculture, fisheries, livestock and environment protection would be considered more loyal to provide relief to people affected by natural disasters as well as corporate social responsibility.

Banks and non-bank financial institutions will soon have to spend 2.5 per cent of their net profit on corporate social responsibility (CSR) activities, according to guidelines drawn up by the central bank. According to the BB's CSR Expenditure Guidelines, banks can spend from their net profit on public interest and there is no spending limit. Expenditure will be participatory and not mandatory. However, they cannot spend more than that: 30 percent of their CSR spending on education, 20 percent on health, and 10 percent on climate risk or disaster management.

Broadly speaking, financial institutions can consider four areas of CSR expenditure as per Bangladesh Bank guidelines:

- Education
- Health
- Environment
- Tend extended responsibility

#### **Banks in Bangladesh respond to CSR initiatives**

Financial institutions are now more interested in participating in CSR initiatives than ever before. In 2018, CSR expenditure increased to BDT 904.7 crores, registering 21% growth y-o-y. In this competitive banking environment, CSR is now being considered as a way to become the ultimate financial partner to the community and the people.

#### **Southeast Bank responds to CSR initiative**

CSR is being seen as a source of new competition in the banking sector of Bangladesh. Bangladesh Bank practices not only to improve community relations, but also as a source of significant commercial benefits. Southeast Bank Ltd. under the rules of Bangladesh Bank. The survey was conducted in the 2018 Annual Report of Southeast Bank Limited at a cost of 208.53 million.

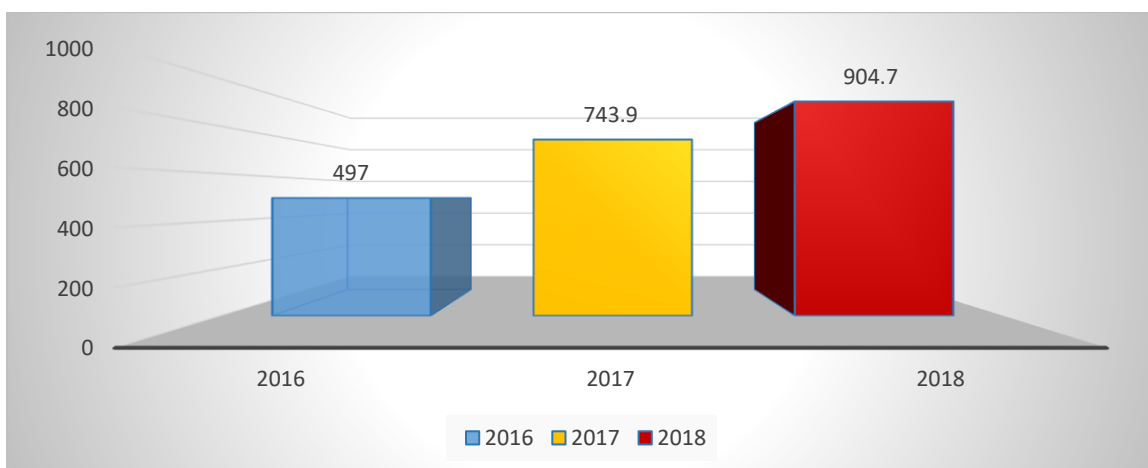
## Chapter 4

### ANALYZES

#### 4.1 CSR practices of southeast bank ltd. In Bangladesh

CSR activities of Southeast Bank Limited follow transparent business practices that comply with moral values, legal and regulatory requirements and respect for people, communities and environments. Banks are responsible for gaining profit for the totality of the impact on people and plants. Banking practices of Southeast Bank are based on the network of employees, customers, suppliers, business, shareholders, regulatory authorities and communities. CSR of a bank is to solve all stakeholders in such a way that it promotes its business and contributes to a positive and meaningful contribution in society. CSR is being seen as a source of new competition in the banking sector of Bangladesh with the global movement. Bangladesh banks exercise not only for the development of community relations, but also as a source of significant commercial advantages. Southeast Bank Ltd. follow the Bangladesh Bank rules. On the basis of 2018 annual report of Southeast Bank Limited, the survey spent 208.53 million.

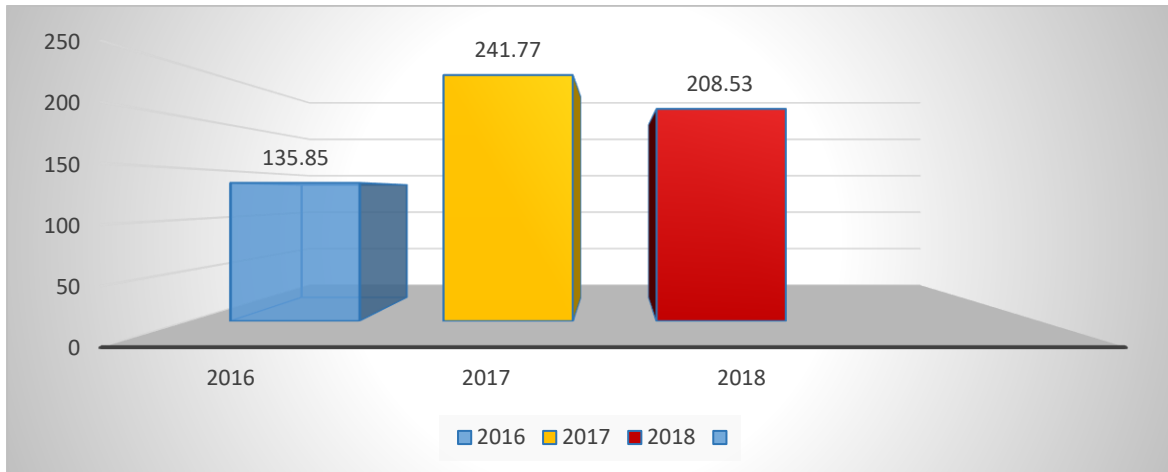
#### 4.2 CSR Expenditures of Bangladesh bank



Source: according to data from the Bangladesh Bank.

The graph above shows that South-East Bank spent their CSR activities which increased to BDT 497 crores in 2016, BDT 743.9 crores in 2017 and BDT 904.7 crores in 2018.

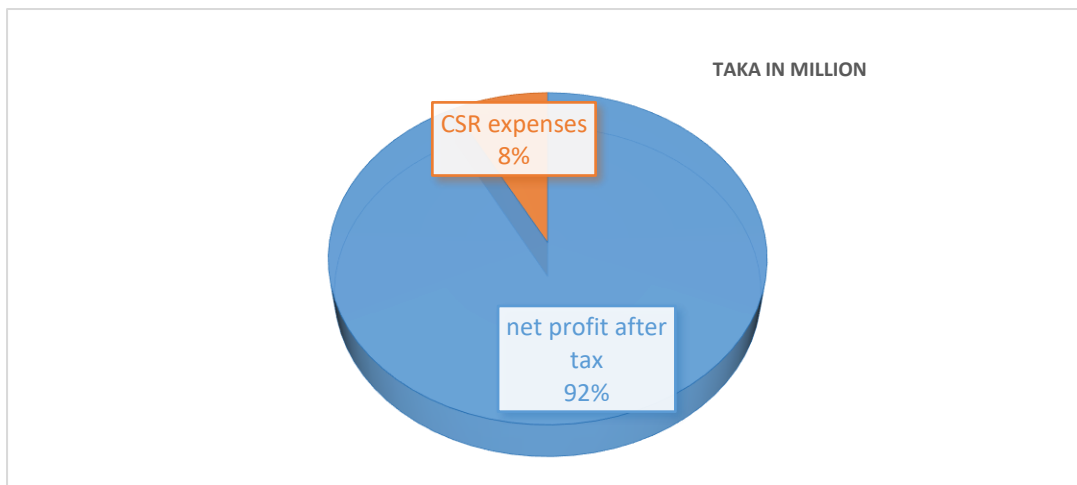
### **4.3 Direct CSR Expenditures Reported by Southeast Bank Ltd.**



Source: Review of CSR Annual report of Southeast Bank Ltd. 2016, 2017, 2018

The graph above shows that Southeast Bank spent their CSR activities which fluctuated year after year, costing the bank BDT 135.85 million in 2016, BDT 241.77 million in 2017 and BDT 208.53 million in 2018.

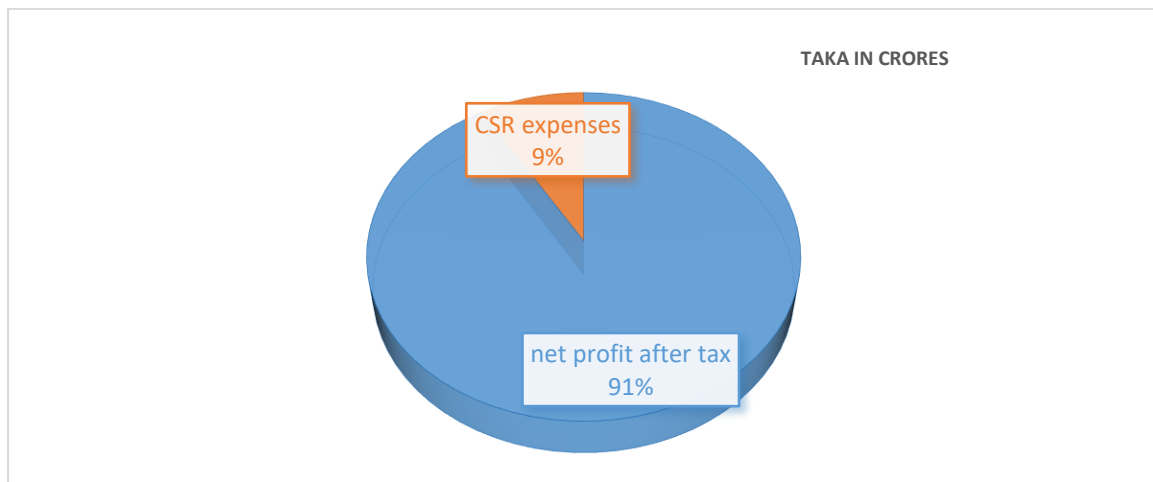
### **4.4 CSR Expenditures As % Of Net Profit After Tax of southeast bank**



Source: Annual report of Southeast Bank Ltd. 2018

The pie chart above shows that in 2018 Southeast Bank spent 208.53 million which is 8% of their net profit after tax. Southeast Bank Limited now fulfills their social responsibilities in a few electoral areas. It has a separate foundation called South-East Bank Foundation (SEBF). Since its inception in 2002, Banks provide grants for education, sports, industry, culture, healthcare, community development, environment and relief

#### **4.5 CSR Expenditures As % Of Net Profit After Tax of bangladesh bank**



The pie chart above shows that Southeast Bank spent BDT 9664.73 crores in 2018 which is 9% of their net profit after tax.

#### **4.6 Education**

Education is the backbone of the nation. No nation can develop without education. With this vision in mind, the South East Bank Foundation has been working continuously since 2009. The main objective of this scholarship program is to provide scholarships to meritorious students from low-income families. SEBF started with two levels: first, one is for primary and secondary students and second one is for higher secondary students and later expanded to higher education.

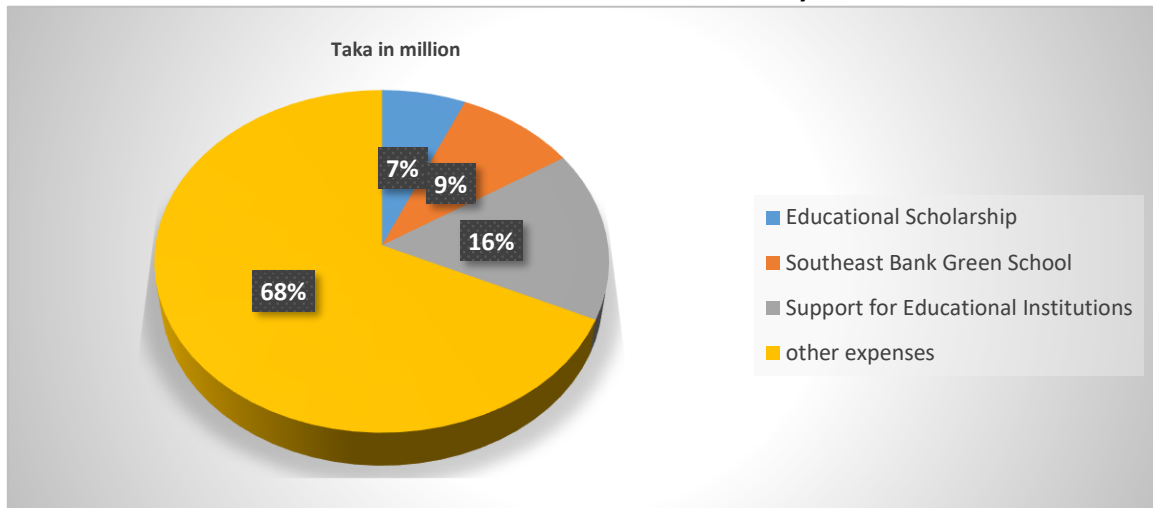
In 2018, a total of BDT 13.62 million has been spent on scholarships for selected students of different levels from educational institutions across the country. In 2018, awards were given to 692 students of different levels.

#### **4.7 Green School Project**

This is the first initiative of the banking sector in which SEBF is developing a green school. SEBF has adopted policy, strategy, curriculum and school benefits after thorough research and careful consideration with a view to keeping young children in mind and optimizing the environment for their comfortable learning.



### Total Contribution To Education Sectors By Bank



Source: Annual report of Southeast Bank Ltd. 2018

From the diagram, we see that SEB spends 7% amount for educational scholarship program, 9% for support for educational institution and 16% for Southeast Bank Green School project. Total 32% in education sector out of total 208.53 million taka in 2018.

#### **4.8 Health sector**

The most important austerity to achieve the Health Millennium Development Goals (MDGs) is that in 2018, because 29.55 million has been spent on humanitarian causes.

#### **4.9 Environment**

Banks work tirelessly to make its activities environmentally friendly and discourage financial security and development. In 2018, bank spent 63 5.63 million on environmental development and conservation.

#### **4.10 Art & Culture**

Art and culture are the identity of a country. It represents the intelligence and creativity of the country as well as the society. As a commitment of the society, South East Bank promotes and nurtures the art and culture of Bangladesh.

#### **4.11 Other Contribution:**

##### Grants to the Prime Minister's Relief and Welfare Fund

Southeast Bank has never lacked the humanitarian basis to expand its component and financial support for victims of natural causes and natural disasters. In response to the need, Southeast Bank provided a 57 57.19 million grant to the Prime Minister's Relief and Welfare Fund in 2018.

### **Providing grants to various organizations**

In 2018, we provided financial support to various organizations for charitable initiatives, environmental protection, women's emancipation, etc. In 2018, a total of .8 32.87 million was spent.

#### **Grants to the Metropolitan Police (DMP)**

Southeast Bank Limited donated two patrol vehicles to the Metropolitan Police (DMP) at a ceremony on February 20, 2012 at the Metropolitan Police Headquarters in the city. Mohammad Gofran, Managing Director, Adi-Tunal, Southeast Bank Limited, handed over the patrol vehicle to Asaduzzaman Mia, BPM (Bar), PPM, Commissioner, Metropolitan Police.

#### **Grant to Feni National College**

Southeast Bank Limited has donated a microbus to “Feni National College” as part of its 2018 corporate social responsibility activities. Managing Director of Southeast Bank Ltd. M. Kamal Hossain hands over microbus dummy key to Feni Mayor Haji Alauddin

#### **Grant to Ibrahim Medical College**

Southeast Bank Limited maintains the business of the community and society in which it operates. It returns to society in return. Southeast Bank provided financial assistance to equip a lecture hall at Ibrahim Medical College. The newly decorated lecture hall was officially opened on 11 April 2018.

#### **Grant to Feni Diabetic Association**

Southeast Bank Limited donated a state-of-the-art ambulance to the Feni Diabetic Association on March 29 as part of its Corporate Social Responsibility (CSR). Kamal Hossain, Managing Director, Southeast Bank Limited, handed over the ambulance to Advocate Akramuzzaman, President, Feni Diabetic Association. Mohammad Kamrul Ahsan, EVP and Head of Southeast Bank Limited Feni Branch were also present.

# Chapter 5

## Findings, Recommendations

### 5.1 Findings

- ✓ Southeast Bank Limited has spent a huge amount of their profits on CSR activities.
- ✓ Southeast Bank Ltd.'s CSR practice area is mainly education, health, community
- ✓ Southeast Bank Limited promotes various grant programs for the betterment of the society.

### 5.2 Recommendations

Southeast Bank Ltd. can expand their social responsibility by the following way:

- ❖ Banks can invest in socially, culturally or religiously developing industries
- ❖ Bank can invest in green business
- ❖ Give grants to eco-friendly organizations
- ❖ Natural Establish a fund to help victims of natural disasters

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