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BBA

"An Overview of CSR

Activities of Robi Axiata Ltd"

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Activities of Robi Axiata Ltd”*



An Overview of CSR Activities of Robi Axiata Ltd

Internship: BUS 499

Prepared For:

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EAST WEST UNIVERSITY

22 December, 2011

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Subject: Submission of the report on “**An Overview of CSR Activities of Robi Axiata Ltd**”.

Dear Sir,

I from your course Internship (BUS 499), am very glad to submit my report on “**An Overview of CSR Activities of Robi Axiata Ltd**”.

I would like to inform you that my report focuses on the awareness among general people about CSR activities of Robi Axiata Ltd. I have gathered all information from top management of Robi Axiata Ltd, annual report, websites, personal interviews and questionnaire survey. The rest I have put from my knowledge learnt through my Bachelor of Business Administration program. I am presenting the report to you for your consideration.

I have given my best effort in preparing this report. I would be ready to answer any of your queries. You can reach me at preeyo002@gmail.com.

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I would like to thank those people who helped me a lot with this project paper. Without their contribution this preparing this report in time was quite impossible. First of all I want to thank my helpful course instructor Mr. M Sayeed Alam, Deputy Director, CCC & Assistant Professor, for his kind and sincere advice.

Also I would like to express my gratitude towards Mubasser Anwer Ajmee, Manager Corporate Communication and Media Relation Department, Robi Axiata Ltd; Kaniz Fatema, Manager Corporate Communication and Media Relation Department, Maliha Sakina Mariam, Manager, CSR Department. Without their support it was quite impossible for me to prepare the project.

Finally, we would also like to thank our family and friends for their help and support.

Tasnimur Rahman Khan

LD. # 2007-1-10-002

Tasnimur Rahman
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EXECUTIVE SUMMARY

This project is mainly based on CSR activities of Robi Axiata Limited. Here I tried to find out the awareness among general people about CSR activities of Robi and how Robi can improve their effectiveness in this sector. Corporate Social Responsibility or CSR is a familiar terminology in recent times and its practices are being integrated into international business arena and hence are becoming one of the determining factors for market access, though the concept and practice of CSR are comparatively new for the corporate sector of Bangladesh. CSR as corporate economic responsibility has multidimensional impacts; economic impacts can be beneficial collectively for stakeholders, government, customers, subscribers, suppliers and the communal growth in which the companies and corporate houses are conducting business. Therefore in this report I mainly tried to focus on two main objectives 1. Find out the awareness level of CSR activities and what obstacles these initiatives faced and suggest what improvement can be made. 2. Through CSR activities how Robi can reflect their brand. So far I have found that Robi engages itself in various types of Corporate Responsibility (CR) programs. Through its CR initiatives, Robi intends to contribute towards the development of socio economic and ecological condition of the country through enriching people's lives focusing on their primary needs as well as conserving the unique culture & Heritage of Bangladesh. I tried to understand how they are conducting these activities, the nature and sector of their work and how they are communicating their activities to increase the awareness level. The market coverage of Robi's activities in the media compare to other competitors. To find out the situation outside I did a questionnaire survey among general people to know their awareness about Robi's CSR activities. After conducting the survey I found out that though Robi has the largest CSR project in Bangladesh people very moderately know about this activities. The main reason behind this is the poor communication through different media vehicles. Another reason behind this is most of the CSR activities is rural based. As most of the mobile user are urban based because of their purchasing capabilities, Robi need to give more focus on the urban areas. So I suggest how they can improve the awareness level of people by effective promotional strategies, writing a CSR strategy and appoint internal CSR Task and Finish Force to execute it and integrating CSR into core business operations such as public relations. My second focus was on the relation between CSR activities and promotion of the brand. So I

suggest how in creative and innovative way robi can promote its brand besides endorsing its enabling and positive impact on the society, primarily, through its 'core operations' or business footprint and secondly, through its ability to reach out to national development goals by 'Empowering People'.

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1.1 BACKGROUND OF THE STUDY

Today there is a growing perception among business enterprises that sustainable business success and shareholder value cannot be achieved solely through maximizing short term profits, but through market oriented yet socially responsible activities of the business. Therefore, the social responsibility practices has become an important part of today's business agenda, which indicate the commitment of the business to behave ethically and contribution towards improving the quality of work and social life of the workforce and their families as well as of the local community and society at large. However, business organizations are the power wheels of economic growth and development, and help the society by providing better jobs, increasing income levels of the people, and by supplying goods and services to the consumers. This paper aims to investigate the corporate social responsibility of Robi Axiata Limited. Robi is truly a people-oriented brand of Bangladesh. Robi, the people's champion, is there for the people of Bangladesh, where they want and the way they want. Having the local tradition at its core Robi marches ahead with innovation and creativity. The company today commands more CSR activities than all its competitors' in the mobile telephone industry combined. To take the company to its current position, the CSR activities of the company have to be an efficient and an organized one. Therefore, it is imperative that the awareness level of CSR activities of the company must be well known and efficiently delivered so that they can win over its competitors to attract new customers and at the same time to do for the betterment of the society. As robu has been rebranded itself two years back so it is very significant and important to get involve large number Corporate Social Responsibilities activities to establish among the general people. So in this report I tried to find out the awareness level, how CSR is reflecting the Brand, what else can make Robi's CSR activities more effective which will reflect the brand of the company, obstacles and its solution for the CSR activities of Robi.

1.2 PROBLEM STATEMENT

There is no available information about the awareness level of the CSR activities and program of Robi. As a result, this report is about to get an idea about the prevailing perception of its customers and general people about Robi and its CSR activities.

1.3 OBJECTIVE

The main objective of the survey was to find out the awareness level of general people about the CSR activities of Robi. Another objective included determining the obstacles' that these initiative faced and also to find out what kind of amendments could be made to improve the Robi CSR activities from the respondent's point of view.

A set of questionnaire was prepared for this purpose, which included various questions that were designed using both open-ended and 5-point scales.

1.3.1 BROAD OBJECTIVES

1. Find out the level of awareness regarding the CSR activities.
2. Find out the level of communication that Robi use to do for this regards.
3. Find out the level of awareness regarding the Robi brand itself.
4. Figure out the obstacles that Robi use to face during implementing new CSR plan and its probable solutions.



1.3.2 SPECIFIC OBJECTIVES

- 1.1 To find the level of awareness of the Health camp initiative taken by Robi for the clubfoot children.
- 1.2 An indication on which types of services they want to get.
- 1.3 To find the level of awareness of the Internet corner initiative this is held around the Bangladesh.
- 1.4 To get an insight on the time taken for activation and any problems faced regarding activation of CSR program.
- 1.5 To find the level of awareness regarding the Konthe O Tulite Bangladesh contest.
- 1.6 To find out major customer complaints that the dealers/agents are required to handle
- 1.7 To find the potential areas for Robi CSR programs and areas where improvement is required.
- 1.8 To find the level of knowledge/awareness of the others CSR activities of Robi.

1.4 HYPOTHESIS

Corporate Social Responsibility (CSR) is quite new concept in Bangladesh. Though the practice of CSR activities is not much significant in the root level of Bangladesh however, Companies like Robi tries to do some significant steps towards their stakeholders.

In comparison to others telecom companies in Bangladesh; Robi has the large CSR project. However, it's not so much visible in terms of the brand awareness and mileage as well. To my understanding, As the CSR activities is not well communicated through the proper media vehicles so the awareness level of the CSR activities of Robi is moderately low. I think one of the reasons behind this initiative is most of the CSR activities is rural based. As most of the mobile user are urban based because of their purchasing capabilities, Robi need to give more focus on the urban areas.

1.5 METHODOLOGY

1.5.1 NATURE OF THE RESEARCH

The research is based on both quantitative and qualitative study.

QUALITATIVE:

The qualitative aspect of the report will include a description of the major communication problems faced by the CSR personnel/Agency of Robi. This section will try to cover major awareness obstacles' that are faced and how they are dealt with or if it is possible to deal with them. This section will also try to find whether there is any relationship between the major problems received and the location of the program.

This section will further address certain recommendations provided by the general people and agency and their impact on the improvement of performance of Robi.

QUANTITATIVE:

The level of awareness of the general people on Robi's Corporate Social Responsibility program as well as Robi's overall system has been covered by the questionnaire. In this questionnaire, awareness level of the general people has been quantified.

The specific objectives were kept in mind when addressing the questionnaire. Each question was framed with consideration to the scales to be used in the analysis.

1.5.2 POPULATION

The very basic step in research designing is to define the population upon which we are conducting this study. Population of the study has been identified as:

General people of Dhaka city who will be selected randomly. The main rationale behind taking this population is that members belonging to the above-mentioned section will be able to give the exact picture of the situation that exists between them and Robi.

1.5.3 SAMPLING

Sample size:

The total number of activation CSR projects in Bangladesh is over 50. Owing to time constraints and unavailability of concerned persons it was not possible to survey all divisions. Thus a total sample size of 50 respondents was taken and the report is based on the findings from this sample size. It should also be mentioned that the survey did not take into account the newly launched program under Robi's CSR activities.

1.5.4 ERRORS

Doing a research of such proportions may have resulted in errors to take place. Much potential error is systematic, the error that results from bias, while the remainder is random, an error that occurs in an erratic fashion.

This research paper takes into account these cases of errors. Major sources of error have been identified as follows:

- **Situation as an Error:** This perhaps has been one of the principle sources of errors. Such errors usually result from any condition that may have placed a strain on the interview. Due to time constraint in some situations therefore, the respondent could not freely answer the questions. The physical and mental status of the respondent also at times resulted in error as respondents varied in enthusiasm and participation depending on their mood.
- **Respondent as an Error:** This kind of error results due to both non-response as well as inaccurate perception with regard to a specific concept or construct of a questionnaire. In this research, at times the respondents were reluctant to provide extreme positive or negative views and preferred to reside in the neutral area. This error of neutrality was somewhat checked as most of the scales were in four-point scale. In addition to this, there have been some cases where there were respondents who claimed that they knew a lot about Robi; but during the course of the interview this proved to be wrong. The respondent's views then tend to be misleading.
- **Measurer as an Error:** Such error, however, happened in the pre-testing phase of the report. The very theme of the report was new to the members; hence much-desired queries and information could not be communicated with the respondents. This however, was rectified once full-fledged interviewing started for the final survey.

It must however be mentioned that there was no case of the instrument, meaning questionnaire, as the source of error. The final questionnaire was designed in such a way that there was least scope for instrument as an error.

1.6 LIMITATIONS

There were lots of limitations while preparing this report. Because in Robi Axiata Limited the information are not available easily. Though the people were friendly with us but none of them could give the right answer of my questions. Also I had to ask many times for getting the information's. They do not have any appropriate data or statistics of their company. I had to collect it from other secondary sources. I had to visit lots of people of that company because each person was saying that you can get the information's from other people.

One of the major limitations was as per the Robi's new CSR activities which were just started in beginning of 2011. English In School, Club Feet Program, Water Plant and Robi polli these are some new project of Robi. As people are not much aware about these activities I could not put any question about these activities in my questionnaire.



Axiata (Bangladesh) Limited is a dynamic and leading countrywide GSM communication solution provider. It is a joint venture company between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. Axiata (Bangladesh) Limited, formerly known as Telekom Malaysia International (Bangladesh), commenced its operation in 1997 under the brand name Airtel among the pioneer GSM mobile telecommunications service providers in Bangladesh. Later, on 28th March, 2010 the company started its new journey with the brand name Robi.

Robi is truly a people-oriented brand of Bangladesh. Having the local tradition at its core Robi marches ahead with innovation and creativity. Robi is the symbol of harvest that brings satisfying smiles on the faces of the farmers. Robi, meaning the sun, is the source of energy that vitalizes agriculture, weather and life everywhere. Moreover the word Robi is also familiar to all Bangla-speaking people, as it is the Bengali name of their pride poet Rabindranath Tagore. Robi launched its journey with two notable social welfare activities that renews its commitment of contributing towards uplift of the society.



With its strengths and competencies developed over the years, Robi aims to provide the best quality service experience in terms of coverage and connectivity to its customers all over Bangladesh. Together with its unique ability to develop local insights, Robi creates distinct services with local flavor to remain close to the hearts of its customers.

2.1 THE JOURNEY OF AN ERA

❖ 2011

- ✚ Crossing 21 million subscribers mark in 2011
- ✚ Robi Axiata Limited, the leading mobile phone operator of the nation, has received "Star News HR EXCELLENCE AWARDS FOR INNOVATION IN HR".

❖ 2010

- ✚ Robi has been conferred the prestigious Frost & Sullivan Asia Pacific ICT Award 2010 for "Emerging Market Service Provider of the Year".

❖ 2009

- ✚ Acquired 10 million customer base (sold)
- ✚ Established network in Chittagong Hill Tracts as the first operator

❖ 2008

- ✚ First to Launch Push Mail
- ✚ First to Launch Phone Backup
- ✚ First to Launch Call Block

❖ 2007

- ✚ Financial Express – Standard Chartered CSR Award

❖ 2006

- ✚ Established more than 5 million customer base
- ✚ Establishment of more than 3500 BTS in 451 upazillas, covering 90% Thana.
- ✚ Successful completion of backbones in Dhaka-Ctg, Dhaka- Sylhet, Dhaka- Bogura, Dhaka- Khulna.

❖ 2005

- ✚ Established 2 million customer base.
- ✚ First to launch e-fill
- ✚ First to launch GPRS
- ✚ First to Launch 1 second pulse on Postpaid
- ✚ International SMS with 500 operators

- Established 3 million customer base
- First telecom operator to receive ISO 9001-2000 certification

❖ 2004

- All 61 Districts covered
- Established 1 million customer base
- Established inter- operator SMS
- Launched International Roaming

❖ 2003

- First to launch Prepaid Mobile Standard

❖ 2002

- Launch of SMS service

❖ 2001

- Launch of One Prepaid

❖ 2000

- Dhaka – Chittagong backbone connectivity

❖ 1999

- First to Launch Mobile plus BTTB incoming

❖ 1997

- Officially launched in Dhaka

❖ 1996

- AKTEL received the license

2.2 PURPOSE & PRINCIPLES:

Emotional

- Passionate
- Creative
- Respectful
- open

Rational

- Simple
- Ethical
- Tranparent
- Ownership

Empowering You

We are there for you, where you want and in the way you want, in order to help you develop, grow and make the most of your lives through our services.

2.3 THE SHAREHOLDERS

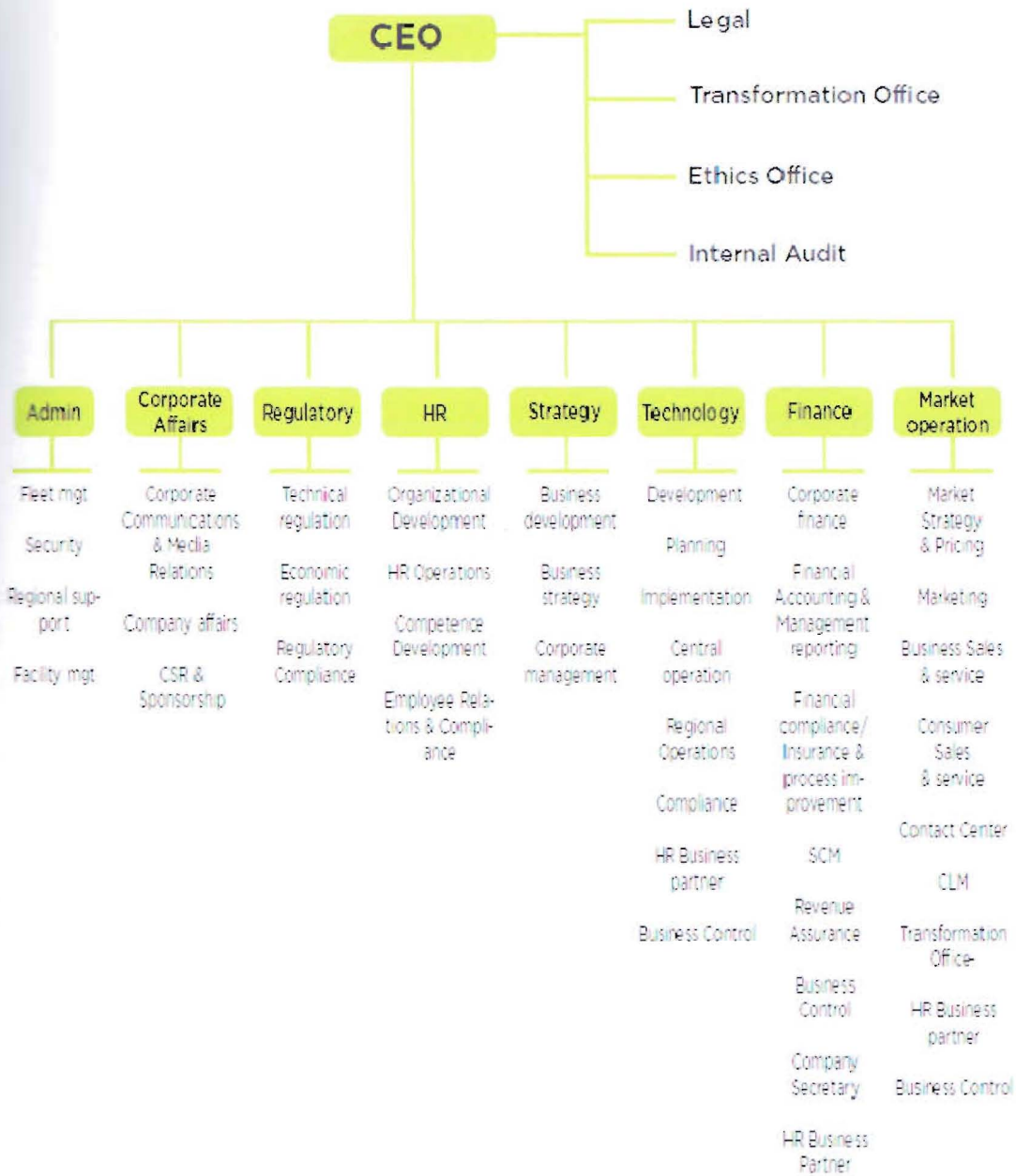
2.3.1 AXIATA GROUP BERHAD

Axiata is an emerging leader in Asian telecommunications with significant presence in Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia. In addition, the Malaysian group holding company has strategic mobile and non-mobile telecommunications operations and investments in India, Singapore, Iran, Pakistan and Thailand. Axiata Group Berhad, including its subsidiaries and associates, has approximately 50 million mobile subscribers in Asia, and is listed on Malaysia's stock exchange (Bursa Malaysia).

2.3.2 NTT DOCOMO INC.

NTT DOCOMO INC. is the world's leading mobile communications company and the largest mobile communications company in Japan. DOCOMO serves over 53 million customers, including 44 million people subscribing to FOMA™, launched as the world's first 3G mobile service based on W-CDMA in 2001. DOCOMO also offers a wide variety of leading edge mobile multimedia services, including i-mode™, the world's most popular mobile e-mail/Internet service, used by 48 million people. With the addition of credit-card and other e-wallet functions, DOCOMO mobile phones have become highly versatile tools for daily life. With cutting edge technology and innovative services, DOCOMO is fast becoming a preferred lifestyle choice, continuously expanding its role in its users' lives, growing globally throughout Asia, Europe and North America. NTT DOCOMO INC is listed on the Tokyo (9437), London (NDCM) and New York (DCM) stock exchanges.

2.4 ORGANIZATION STRUCTURE



2.5 SWOT ANALYSIS

Strength of Robi

- ✦ The parent company, Axiata and NTT DOCOMO, is well-established and experienced global player operating with several subsidiaries in the global telecommunication industry.
- ✦ Providing cellular services through very competent and skilled human resources comprised of over 1600 employees with a worth mentioning reputation and goodwill in line with the Vision, Mission and Theme of Robi.

Weakness of Robi

- ✦ Low visibility of different CSR and other promotional activities.
- ✦ Customer care facilities are low compared to other operators.

Opportunities of Robi

- ✦ Making the world like village by offering more products in future
- ✦ Increasing foreign direct investment making economic development in the country
- ✦ Efficient and effective media coverage through CSR activities.
- ✦ Technological development making the people of the country more advance like the developed country in the world.
- ✦ Making the communication facilities easier.
- ✦ Paying highest tax making the country more developed.

- Robi's target market is becoming wider so that mass people can be benefited by the CSR activities.

Threats of Robi

- Imposition of Govt. tax on SIM card
- High competition in the telecom industry
- Poor press release and media briefing.
- Higher call charge making the other operators of abroad to introduce business in our country
- Imposition of Govt. restriction on different service.

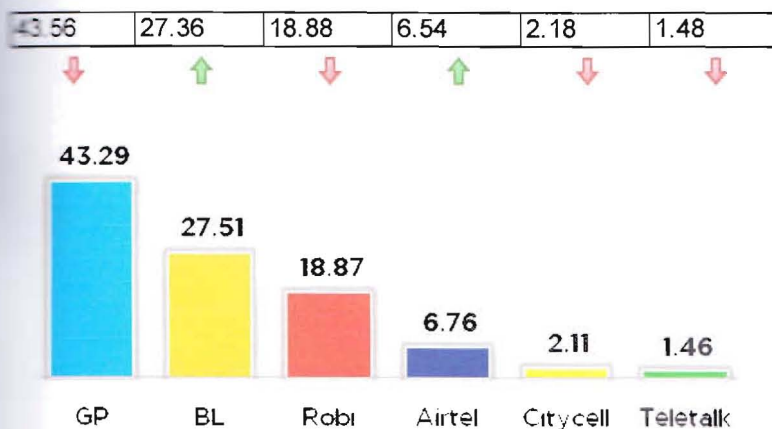
2.6 MARKET GROWTH OF ROBI

Market Growth rate of Robi is 37% YTD (year till date) basis.

- Industry subscriber reached to 82.44mil, where **BL (542K)** has acquired most of the new customers followed by **GP with 446K** and **Robi at 3rd position with 282K** in Octoberber'11.
- Industry wise m-o-m subscriber (sold base, mil) grew by 1.89% (which was 1.55% in September '11) where Robi grew by 1.85% and Airtel had the highest growth (5.27%).
- In market share changes (m-o-m) Airtel & BL has net gained by 0.22% & 0.15% where **GP has lost 0.27%** during the month.

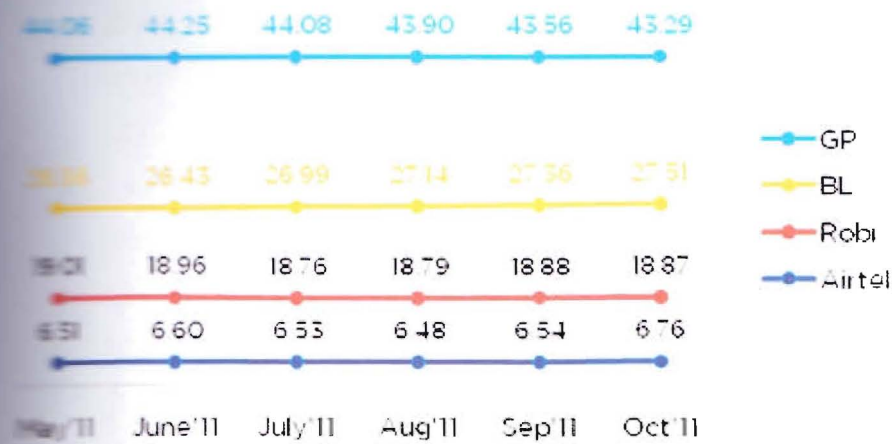
Sub Share (BTRC) September'11	Sold base (m)	Sold base Gr% (m-o-m)	MS %	MS % Change (m-o-m)	Net Add (m-o-m) in K	New Sales %	Daily Add
GP	35.691	1.27%	43.29%	-0.27%	446K	29.13%	14,387
Robi	15.555	1.85%	18.87%	-0.01%	282K	18.42%	9,097
BL	22.681	2.45%	27.51%	0.15%	542K	35.40%	17,484
Citycell	1.736	-1.48%	2.11%	-0.07%	-26K	-1.70%	-839
Teletalk	1.207	0.67%	1.46%	-0.02%	8K	0.52%	258
Airtel	5.57	5.27%	6.76%	0.22%	279K	18.22%	9,000
Total	82.44	1.89%	1		1531K	1	49,387

Subscriber Market Share (October'11)



Here we can see that subscriber market share has fallen from 43.56 to 43.29 of Grameen Phone, 18.88 to 18.87 of Robi, 2.18 to 2.11 of Citycell and 1.48 to 1.46 of Teletalk. On the other hand Banglalink subscriber market shares risen from 27.36 to 27.51 and 6.54 to 6.76 of Airtell.

Subscriber Market Share m-o-m% (Operator wise, last six months trend)



From all the data above indicates that currently Robi is standing on the third position in the market. Robi Axiata Ltd had its highest ever quarterly revenue in its third quarter to September at BDT 7.821 billion, an increase of 3 percent from BDT 7.628 billion in the second quarter. In the year to date, Robi's revenue had grown by 17.9 percent to BDT 22.510 billion, mainly because of an increase in prepaid usage and a 32 percent increase in the prepaid revenue-generating subscriber base. In the third quarter, Robi's customer base reached 21.43 million, up by 8 percent from 19.88 million in the second quarter. Postpaid ARPU declined to BDT 527 in the third quarter from BDT 539 in the second. In the prepaid segment, ARPU decreased to BDT 171 in the reporting period from BDT 177 in the previous quarter. If Robi continue to grow in this trend very soon it will manage to compete with the other two leading companies in the market.

- Robi Axiata Limited, the leading mobile phone operator of the nation, has received "Star News HR EXCELLENCE AWARDS FOR INNOVATION IN HR".
- Leading mobile phone service provider Robi has been re-assessed and rewarded with ISO 9001:2008 certification. Robi received this internationally renowned Management Standard after complying with all requirements.
- Robi has been conferred the prestigious Frost & Sullivan Asia Pacific ICT Award 2010 for "Emerging Market Service Provider of the Year".
- Awarded the prestigious fund grant from GSMA MMU (Mobile Money for the Unbanked) in 2009.
- Crossing 21 million subscribers mark in 2011.
- Ranked within top 6 global comparable telcos in A.T. Kearney benchmarking exercise in 2009.
- Cost optimization project saved 2 times of what was projected.
- Bangladesh Mobile Phone Businessmen Association (BMBA) Award 2008-2009 as the best service provider in Bangladesh
- The Weekly Financial Mirror –Samsung Mobile & Robintex Business Award 2008-2009 as the best Telecommunication company.
- TeleLink Telecommunication Award 2007 TeleLink Telecommunication Award 2007" for its excellence in service, corporate social responsibilities and dealership management for the year 2006 in commemoration of WORLD Telecommunication Day 2007.
- Arthakantha Business Award Given by the national fortnightly business magazine of Bangladesh for its excellence in service in telecom sector.
- Financial Mirror Businessmen Award Given by the national weekly Tabloid business magazine.
- Deshbandhu C. R. Das Gold Medal For contribution to telecom sector in Bangladesh.
- Beatification Award for exceptional contribution to the Dhaka Metropolitan city from Prime Minister Office on 13th SAARC Summit.

- Standard Chartered - Financial Express Corporate Social Responsibility (CSR) Awards 2006 For contribution in Education, Primary Health, poverty alleviation and ecological impact.
- Arthokontho Business Award 2006 For better telecom service provider in Bangladesh.
- Financial Mirror & Robintex Business award 2006 For its excellence in service, corporate social responsibilities activities throughout Bangladesh.
- Desher Kagoj Business Award 2006 For Corporate Social Responsibilities activities.
- TeleLink Telecommunication Award 2005 for its excellence in service for the year 2005.



3 CORPORATE SOCIAL RESPONSIBILITY

Corporate social responsibility (CSR), also known as corporate responsibility, corporate citizenship, responsible business, sustainable responsible business (SRB), or corporate social performance, is a form of corporate self-regulation integrated into a business model. Ideally, CSR policy would function as a built-in, self-regulating mechanism whereby business would monitor and ensure its support to law, ethical standards, and international norms. Consequently, business would embrace responsibility for the impact of its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere.



Furthermore, CSR-focused businesses would proactively promote the public interest by encouraging community growth and development, and voluntarily eliminating practices that harm the public sphere, regardless of legality.

Essentially, CSR is the deliberate inclusion of public interest into corporate decision-making, and the honoring of a triple bottom line: People, Planet, and Profit.

3.1 ECONOMIC, SOCIAL AND ENVIRONMENTAL RESPONSIBILITIES:

CSR is defined in the Guidelines as the economic, legal, ethical and charitable responsibility that Financial Institutions assume in their dealing with shareholders, employees, consumers, business partners, government and the wider community. The Guidelines are divided into three key areas:



Economic responsibility:

Subject to compliance with the law, build up a fair, safe and stable competitive industry and consistently create economic value through best professional operation for State, shareholders, employees, clients and the general public. Historically, business organizations were created as economic entities designed to provide goods and services to societal members. The profit motive was established as the primary incentive for entrepreneurship.

Social responsibility:

Actively protect the public interest of consumers, employees and the community as guided by the corporate vision; advocate charitable responsibility, actively participate in public welfare activities, cultivate social harmony and promote social development. Social responsibility is an ethical or ideological theory that business should not function amorally but instead should

contribute to the welfare of their communities and an entity whether it is a government, corporation, organization or individual has a big responsibility to society at large.

Environmental responsibility:

Support State industrial policies and environmental protection policies, conserve energy, protect and improve the natural Many businesses are starting to realize that they have to do more to help the environment and cut down on the ways in which they affect the planet.

Legal Responsibilities:

Society has not only sanctioned business to operate according to the profit motive; at the same time business is expected to comply with the laws and regulations promulgated by federal, state, and local governments as the ground rules under which business must operate. As a partial fulfillment of the "social contract" between business and society, firms are expected to pursue their economic missions within the framework of the law. Legal responsibilities reflect a view of "codified ethics" in the sense that they embody basic notions of fair operations as established by our lawmakers.

Ethical Responsibilities:

Although economic and legal responsibilities embody ethical norms about fairness and justice, ethical responsibilities embrace those activities and practices that are expected or prohibited by societal members even though they are not codified into law. Ethical responsibilities embody those standards, norms, or expectations that reflect a concern for what consumers, employees, shareholders, and the community regard as fair, just, or in keeping with the respect or protection of stakeholders' moral rights.

Philanthropic Responsibilities:

Philanthropy encompasses those corporate actions that are in response to society's expectation that businesses be good corporate citizens. This includes actively engaging in acts or programs to promote human welfare or goodwill. Examples of philanthropy include business contributions of financial resources or executive time, such as contributions to the arts, education, or the community. A loaned-executive program that provides leadership for a community's United Way campaign is one illustration of philanthropy.

3.2 CORPORATE SOCIAL RESPONSIBILITY AT ROBI

In line with its business philosophy 'Empowering People', Axiata (Bangladesh) Limited is always committed towards society and aspires to be a powerful agent of change in the communities in which it operates. To enrich people's lives, Axiata (Bangladesh) Limited focuses on **Education, ICT, Health, Environment and Culture & Heritage** with various types of programs across the country. Among all the programs, English in Schools (EIS) and GPA 5 celebration received huge response countrywide. To help students learn English, EIS is reaching 0.7 million students and 10,000 teachers of 1,000 secondary level schools.



Renewing its CSR philosophy, Axiata (Bangladesh) Limited is widening its core CSR area in 2010. In line with Government's 'Digital Bangladesh Vision 2021', Axiata (Bangladesh) Limited will be working towards ICT development across the country especially in the colleges and libraries. With special focus on women, Axiata (Bangladesh) Limited is emphasizing on women health and women entrepreneurship.

To empower the underprivileged women of the society, Axiata (Bangladesh) Limited has embarked on various types of long term projects. Among these initiatives, we have been

conducting vocational programs to enhance women's skills and encourage home based businesses. Considering the importance of 'Healthy women for healthy nation', Axiata (Bangladesh) Limited has stood beside the underprivileged women of the society through providing monthly free health service 'Shustho Nari, Shustho Paribar' (Healthy Woman, Healthy Family) for the underprivileged women across the country.

Axiata (Bangladesh) Limited is always committed to the society. In fact, 2005 & 2006 were a year of exploration into Corporate Social Responsibility (CSR) for Axiata (Bangladesh) Limited. To actively identify and start establishing Axiata (Bangladesh) Limited as a concerned entity devoted to the development of many social interests throughout greater Bangladesh based on four core values. These are enlightened through education, Assure better health, Protect environment and Fight with poverty. In recognition of its CSR effort, Axiata (Bangladesh) Limited is the first among all mobile phone operators to win prestigious "Standard Chartered-Financial Express Corporate Social Responsibility Award-2006".

Not only will Axiata (Bangladesh) Limited continue its thrust towards identifying & involving itself with more avenues for CSR activities, we encourage the fellow enterprise of Bangladesh to participate in such activities on a regular basis. By becoming more aware of living & social community, Axiata (Bangladesh) Limited can certainly see so many areas to be involved in. Only through concerted efforts of the private sector, there will be emerged a socially responsible collective consciousness.

Pledge:

"We are there for you, where you want and in the way you want, in order to help you develop, grow and make the most of your lives through our services"

3.3 CSR HIGHLIGHTS AT ROBI

3.3.1 Konthe O Tulite Bangladesh

To imbibe the new generation with the true spirit of nationalism, Robi, a leading mobile phone operator in the country has taken a worthy initiative. It organized a CSR programme at different divisional areas under the banner "Konthe O Tulite Bangladesh".

The theme of the programme is to enlighten students with the correct tune and lyrics of national anthem and at the same time to teach them how to draw country's map correctly. A panel of judges drawn in from renowned singers and teachers of different universities made the selection of the winners. Six contestants were awarded for their best performance in different categories.



The program was organized in cooperation with the Shishu Academy. It may be mentioned that the programme "Konthe O Tulite Bangladesh" was first held at the Jatiyo Shishu Academy in Dhaka on 31st March. It will be held at different places of the country in phases.

"Konthe O Tulite Bangladesh" contest was a part of Robi's year long CSR activity. This event shaped a delighted environment in Shishu Academy complex Rangpur. All participants were given certificates by Robi.

3.3.2 Shustho Nari, Shustho Poribar

Robi, a leading mobile phone operator in the country stood beside the underprivileged women of Bangladesh with its year long health camp “Shustho Nari, Shustho Poribar”. In collaboration with Marie Stopes, Robi provides free medical treatment; consultancy and free medicine among the women. About 600 women and children use to attend this day-long camp or a single health camp.



‘Shustho Nari, Shustho Poribar’ is a part of Robi’s year long CSR activity. The program has already been taken place in Dhaka, Rangpur, Barisal and Chittagong. It was stated by high officials of Robi that the company has a definite plan to carry out this initiative throughout the country. All patients who came for treatment got enlisted and were given health cards to enjoy discount at Marie Stopes clinics for their treatment.

3.3.3 Internet Corner

To enlighten the college students with the knowledge of information technology Robi, leading mobile operator in the country has taken initiative to set up computer corners at deserving but underprivileged colleges across the country. Under this program, each college get 4 computers with structural setting at free of cost.



As part of this CSR initiative Robi has already distributed computers to many colleges throughout the country. This initiative by Robi has created a huge impact among the colleges. In the selection criteria merit has been given top priority by Robi. Gradually all the deserving colleges will be brought under this program. This program has already created a positive response among the enlisted colleges.



3.3.4 Robi extends hand towards the visually impaired people



As a part of its social commitment, Robi has always been beside the people of Bangladesh to enhance their living and livelihood. In line with this, Robi has this time extended its support towards the visually impaired people of the society. To facilitate the blind students with educational support, Robi has joined hands with HEAD international (Human Programme for Education and Achievement of Disable and Orphan), a social welfare organization working for the development of the disabled people. Under this initiative, Robi has distributed White Cane and Braille papers to two hundred visually impaired people. Officials of Robi handed over the White Cane & Braille papers to them.



3.3.5 English in School (EIS)

With the vision ‘Learn English and Think Global’, AxB has started EIS, a language learning program in partnership with The Daily Star to promote English language learning at secondary schools across the country. The ground of this huge project lies on the extremely low English literacy rate. According to a recent Daily Star report, ‘Bangladesh enjoys a literacy rate of 48% whereas English literacy is assumed to be not more than 1%’. This statistic becomes more acute in comparison with 60% and 20% respectively in India and Pakistan. Besides, poor performance in English is also one of the major reasons behind a huge number of ‘drop out’ from schools in Bangladesh.



Other than the above facts, as per ITU 2007 report, internet penetration in Bangladesh is only 0.4%, whereas the same is 5.3% and 7.3% respectively in India and Pakistan. English literacy and ICT development share a common link as English is considered the lingua-franca for ICT. This made us feel that to be an active part of Bangladesh Government’s ‘Digital Bangladesh Campaign’; a focused effort must be placed on English literacy and thus born the English in Schools. To make the root strong, our particular focus is on the school students as a starting point.



Under this 3 years (initially) long project, 1,000 secondary level schools are being covered. In the first phase, all these schools are being delivered 3 copies of The Daily Star for 5 days every week free of cost along with a supplementary 'EIS Content Page' as English learning tool both for the students and the teachers. The upcoming phases of EIS are mostly concentrated on the enhancing English skill through various programmes. EIS aims to build a better future for the young students helping them 'Learn English and Think Global'.

3.3.6 Turning disability into ability: Protibondhita Korbo Joy

With the pledge 'Protibondhita Korbo Joy, Ai Hok Prottoi', Rabi is providing support to the underprivileged people of the society with a view to turning disability into ability. In the first phase, Rabi is providing support to the Clubfeet children (Clubfeet is a birth defect with twisted foot (inverted)). Without treatment, persons afflicted often appear to walk on their ankles, or on the sides of their feet. It is a common birth defect, occurring in about one in every 1,000 births).

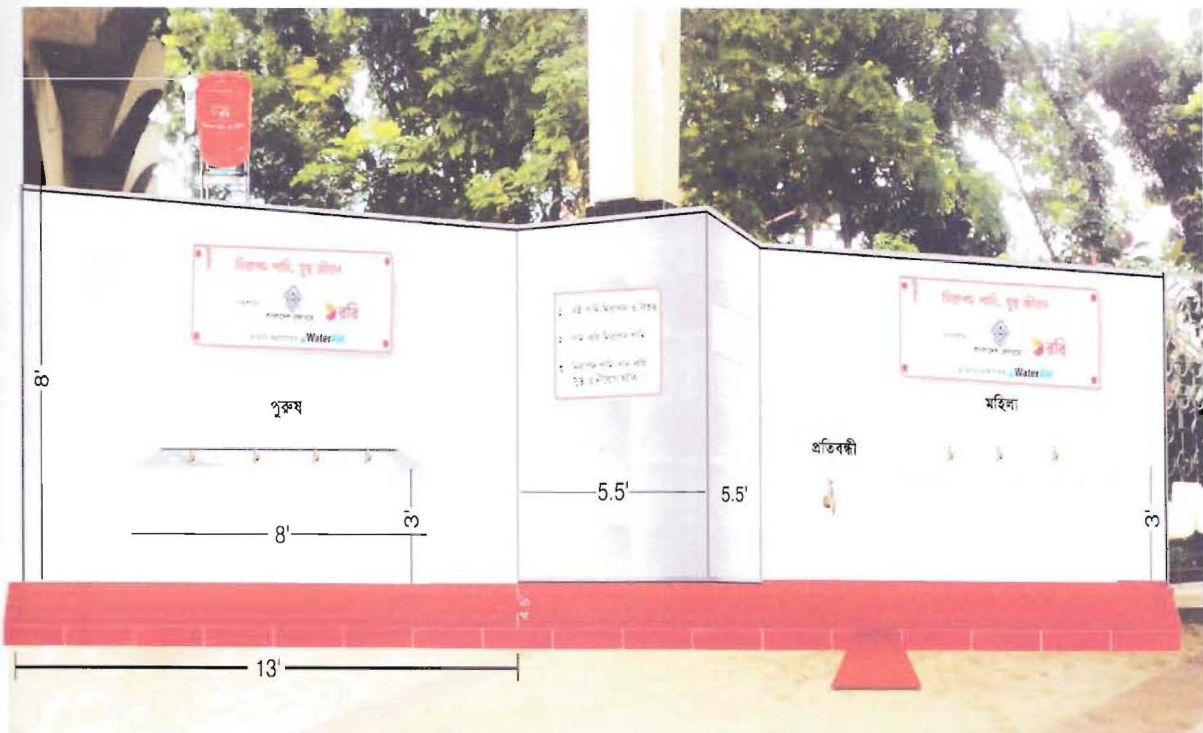


To combat disability and to create awareness among the mass, Robi has partnered with Impact Foundation Bangladesh, a charitable trust based in England, who has specialized hospitals for this treatment in Kustia, Meherpur and a floating hospital 'Jibontori'. Here, the patients are treated by the doctors' team from England and Belgium. As this is an avoidable disability, Robi believes, awareness and on time treatment can help these patient to stand on their own feet and thus have a better life.



3.3.7 Pure drinking water: Nirapod Pani, Sustho Jibon

Under the Corporate Social Responsibility (CSR) initiatives, Robi always wanted to establish a plant for pure drinking water for general people in Kamalapur Railway Station. With the kind cooperation of Bangladesh Railway Authority, this dream is coming true. As Robi is a telecom company and is no expert on water, we are taking the help of Water Aid Bangladesh, who is providing all sort of technical support in this plant, as they are an international organization and an expert in water sector. The layout Plan shows “NIRAPOD PANI SUSTHO JIBON” project at Kamalapur as per the feedback from DG Office, Bangladesh Railway.

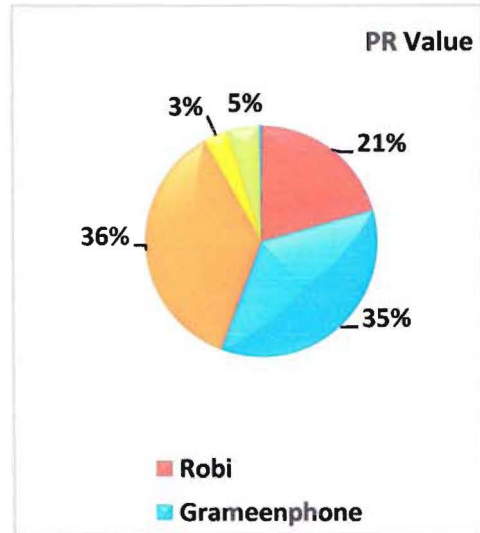
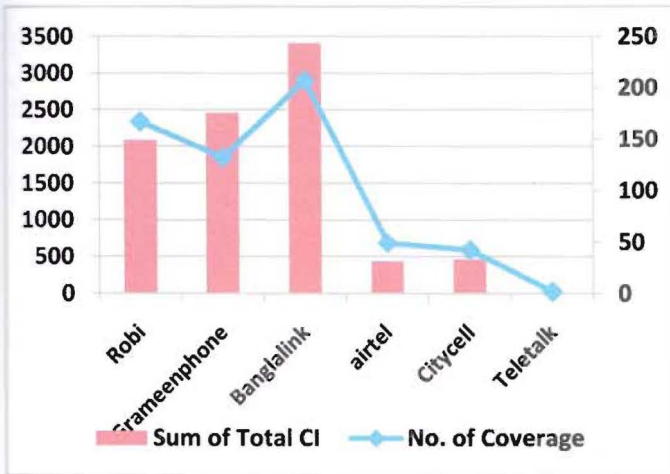


3.3.8 Illuminating 500 homes in 50 hard-to-reach villages with solar energy: Robi Polli

As the sun shines across every part of Bangladesh, Robi is working closely to ensure that the farthest corner of our motherland is also illuminated with light. To contribute towards minimizing the ongoing energy crisis in Bangladesh, Robi, in partnership with Rahimafrooz, is illuminating 500 homes in 50 hard-to-reach villages with solar energy all over the country. Under this initiative, Robi is providing with 20WP solar panels for each of the homes and thus spreading the light of Robi across the country.



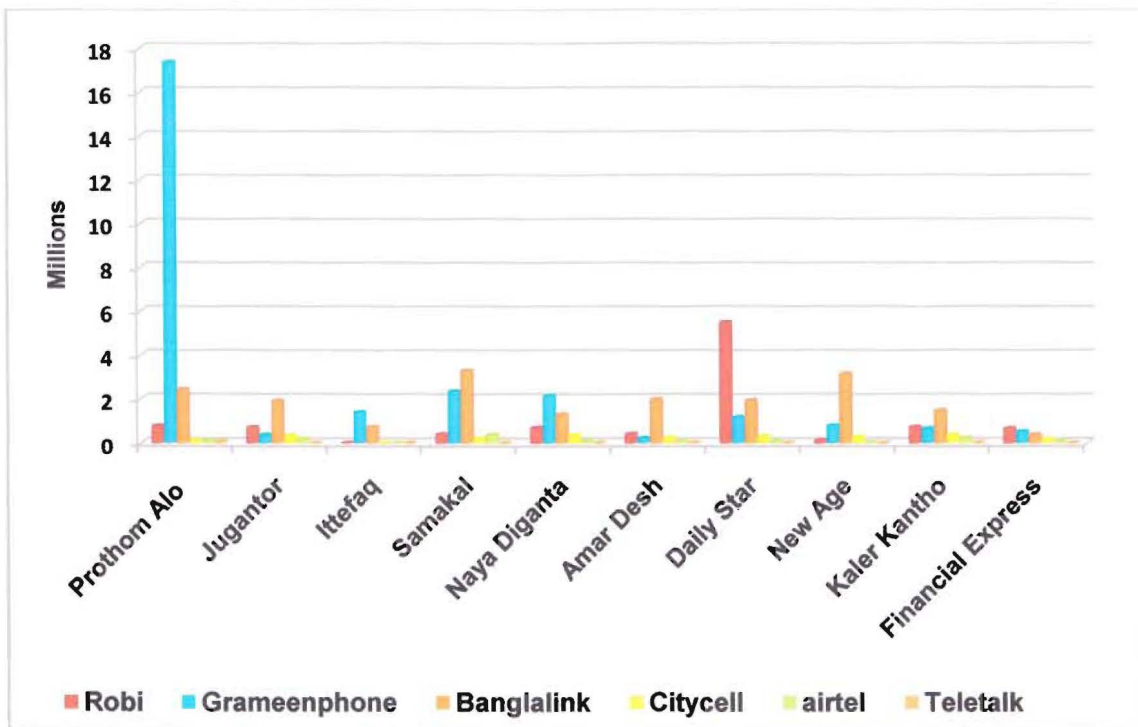
➤ 4.1 Category Share of Telecom Coverage



Base Value : BDT 109,433,100

Company	Total Coverage	Total CI	PR Value (BDT)
Robi	167	2,083	22,591,800
Grameenphone	132	2,458	38,412,900
Banglalink	207	3,416	39,588,900
airtel	49	438	3,674,100
Citycell	42	465	5,053,200
Teletalk	2	14	112,200
Grand Total	599	8,874	109,433,100

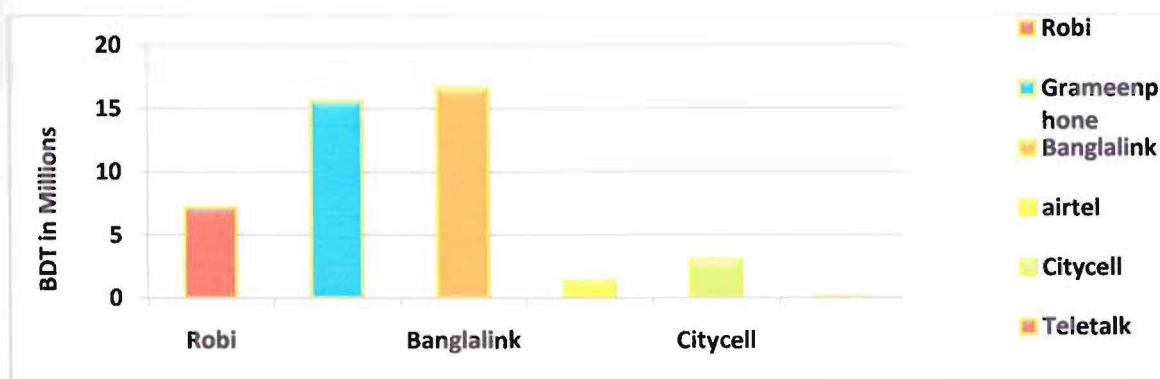
4.2 Leading Newspaper wise PR breakdown



Base Value : BDT 58,944,000

Publication	Robi	Grameenphone	Banglalink	Citycell	airtel	Teletalk
Prothom Alo	768,000	17,345,700	2,424,600	99,000	99,000	59,400
Jugantor	702,000	351,000	1,903,500	328,500	189,000	-
Ittefaq	-	1,389,000	727,500	-	-	-
Samakal	399,000	2,334,000	3,282,000	192,000	378,000	-
Naya Diganta	697,500	2,122,500	1,298,700	364,500	82,500	-
Amar Desh	407,400	210,000	1,976,400	229,500	88,200	-
Daily Star	5,490,300	1,160,400	1,926,000	301,200	86,400	-
New Age	110,700	778,500	3,135,300	284,400	27,000	-
Kaler Kantho	726,000	643,500	1,471,500	369,000	219,000	-
Financial Express	656,400	506,400	374,400	176,400	52,800	-
Grand Total	9,957,300	26,841,000	18,519,900	2,344,500	1,221,900	59,400

4.3 Top Activity of the Operators



Company	Activity	Coverage	Total CI	PR Value (BDT)
Robi	Robi-Daily Star English in School	31	565	7,176,000
Grameenphone	Internet Utsob	25	1,012	15,570,900
Banglalink	Lalon Utsob	45	1,376	16,611,600
airtel	Signing with SCBL	14	174	1,305,300
Citycell	Inaugurating Citycell Customer Week	28	296	2,999,400
Teletalk	ESIF workshop	1	6	59,400

Corporate Communication and Media Relation Department under CRL Division works to communicate all activities of the company both internally and externally. Corporate Communication and Media Relation Department is divided in two parts: Internal and External. Internal Communication disseminates all internal news within the Company. External communication delivers all required information to external parties. Though Robi Axiata Ltd has the largest CSR activities in the country its presence in media seems very poor compare to other two leading telecommunication companies.

QUESTIONNAIRE SURVEY ABOUT AWARENESS OF CSR ACTIVITIES OF ROBI

5.1 Data Presentation & Analysis:

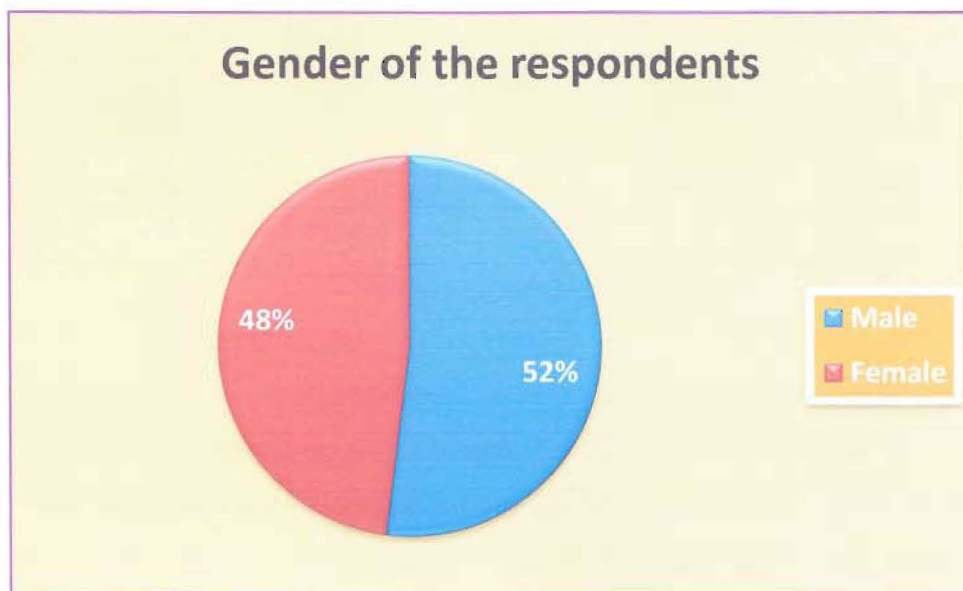
I have done a questionnaire survey of 50 people. My target segment was general people from Dhaka. The main reason behind my questionnaire survey was to get a real picture of people's awareness level regarding the CSR activities of Robi. For this study area cluster sampling have used. This is a special form of cluster sampling in which the sample items are clustered on a demographical basis. The main areas in where I did my survey most are Banani, Dhanmondi, Mohakhali and Mohammadpur.



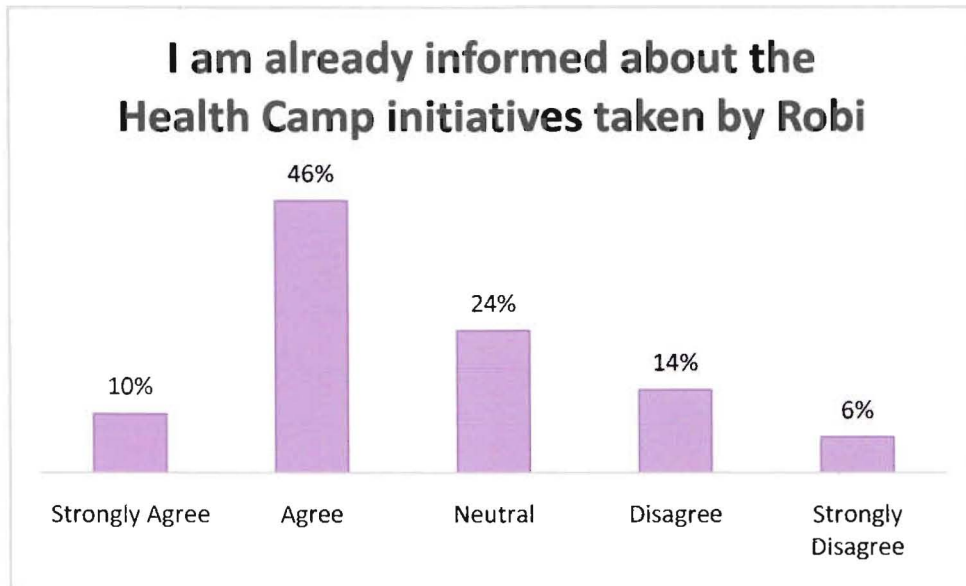
Topic	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Robi Health Camp Programs					
2. I am already informed about the Health Camp initiatives taken by Robi	5	23	12	7	3
3. I feel that the Health Camp programs have already created a huge buzz among the people of Bangladesh	4	19	16	8	3
4. I feel that the People receive sufficient facilities from the Health Camp programs.	4	21	15	6	4
Robi Internet Corner					
5. I am aware of the Computer Corner activities of Robi	7	24	14	3	2
6. I believe that this is a big step towards creating a digital Bangladesh	10	25	11	2	2
Robi Konthe O Tulite Bangladesh					
7. I am aware of the program “Konthe O Tulite in Bangladesh”	1	12	15	15	7
8. Konthe O Tulite Bangladesh will help to realize patriotism among the children	3	14	17	11	5
9. I believe that the program will help in creating awareness to learn National anthem and Draw the map of Bangladesh properly	7	24	17	2	0
Others					
10. Robi is conducting sufficient amount of CSR activities	6	10	14	15	5
11. I believe that the CSR activities conducted by Robi are well communicated	1	19	16	9	5
12. The CSR activities conducted by Robi are only Dhaka based	3	9	19	9	10
13. The CSR activities are always designed keeping the needs of the people.	5	18	22	3	2

5.2 Data Interpretation:

The technique here is to first select a sample of demographic areas, then studying the particular universe units associated with the selected sample of geographic areas. In my total population there are 26 are male and 24 are female. Among them 12 persons are in between the age 20-25, 18 are in between 26-30, 11 persons are in the age 31-35 and 9 persons are in between the age 36-50. In that survey, I found that most of the respondents are involved in the private sectors and there are few people who are involved in public sectors and businessman as well.

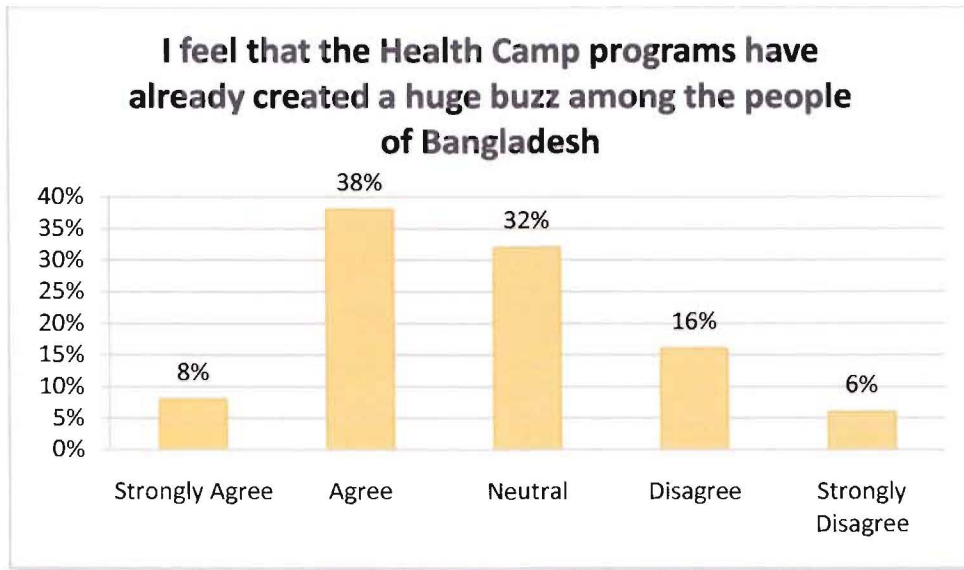


Q.1: I AM ALREADY INFORMED ABOUT THE HEALTH CAMP INITIATIVES TAKEN BY ROBI



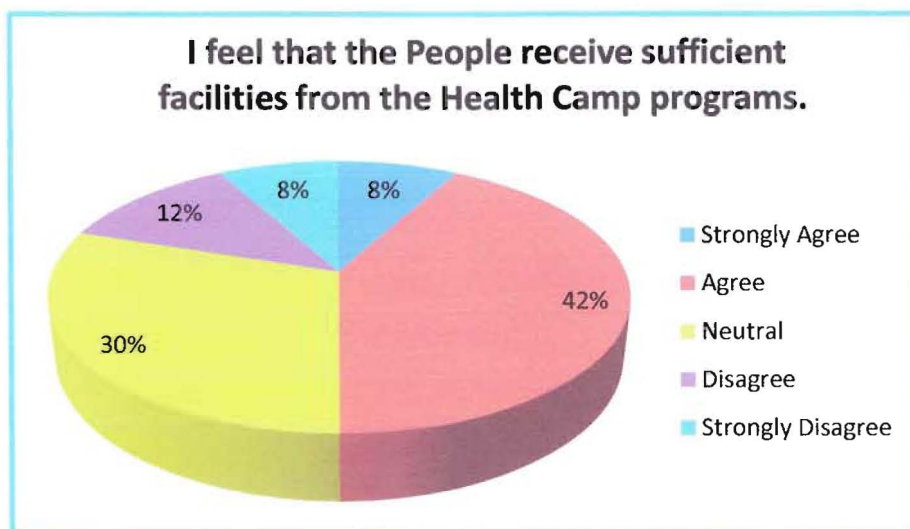
The first question was about the awareness level of the corporate social responsibility activities of Robi. In where we can see that around 10% of respondents who are 5 in numbers said that they are very well informed about the CSR initiatives taken by Robi. 46% respondents said that they are informed and 24% of responded are in the neutral condition. Around 7 people said they are not informed regarding the CSR initiative of Robi. Therefore 6% of the respondents strongly disagree with the above mentioned statement. In that case we can assume that people are moderate agree regarding the CSR initiatives taken by Robi.

Q.2: I FEEL THAT THE HEALTH CAMP PROGRAMS HAVE ALREADY CREATED A HUGE BUZZ AMONG THE PEOPLE OF BANGLADESH



The question was about the health camp program which seems to create huge amount of word of mouth among the Bangladeshi people. In here we can see that 8% respondents strongly agreed with the statement and 38% of respondent are moderately agree. Around 32% of respondents choose the neutral options. On the other hand, 16% of respondents disagreed with this statement and 6% of respondents which are 3 in number strongly disagree. Though there is low number of media coverage but it is proved that people are aware regarding the CSR activities.

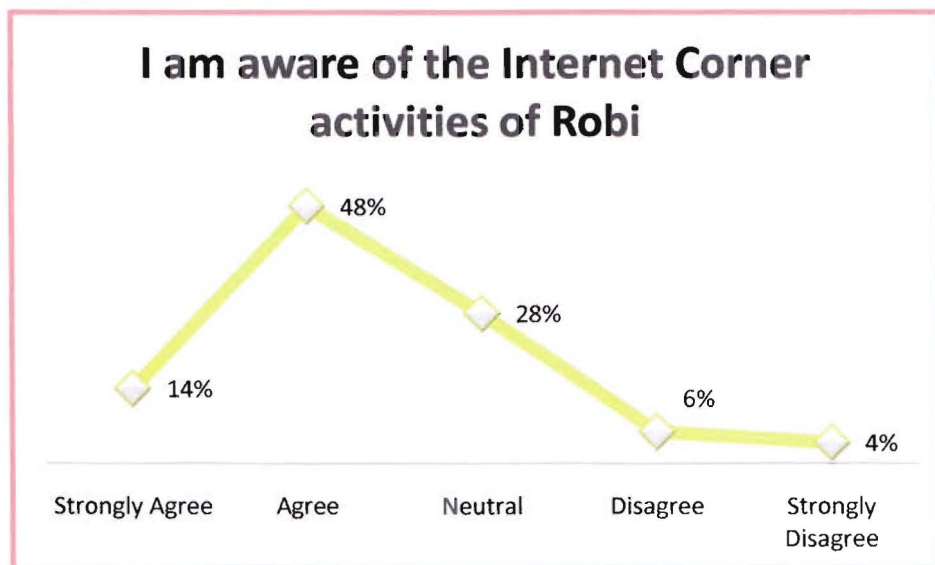
Q.3: I FEEL THAT THE PEOPLE RECEIVE SUFFICIENT FACILITIES FROM THE HEALTH CAMP PROGRAMS.



Although this question was mostly related with the service receiver from the Robi Health Camp however, anyone who is informed regarding the health camp initiative can also answer this question. In this question, 30% of respondents gave the tick mark on the neutral option cause they may yet to receive any service from the Robi health camp. 42% of respondents which are 21 in number are agreed with that statement. 8% of respondents are disagreeing and also strongly disagree respectively with the above mentioned questions. Though the health facilities which are provided by the Robi are primary services but we can say that the quality of service is quite good.

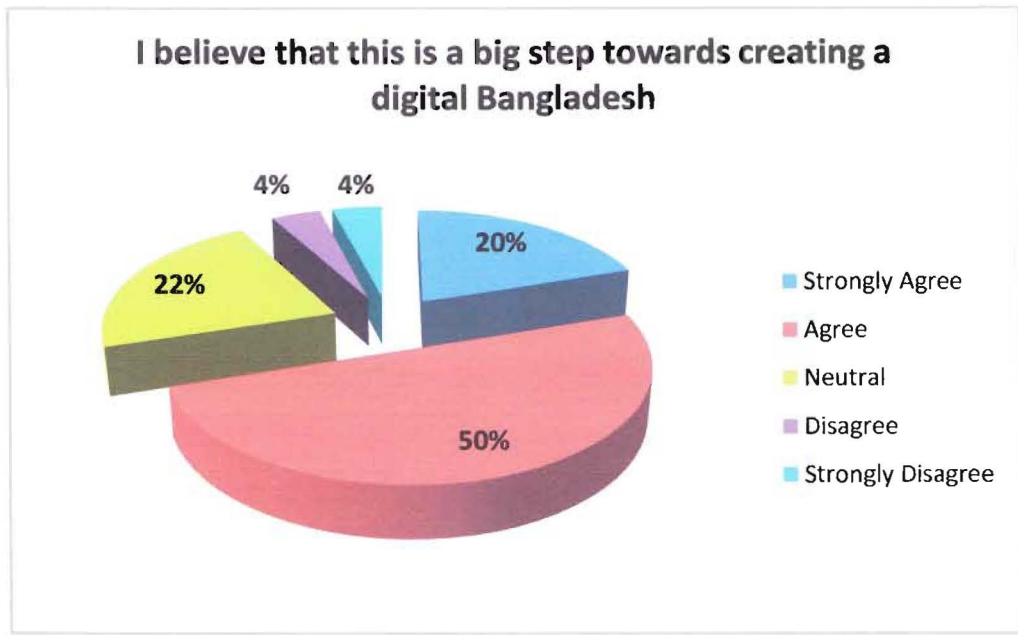


Q.4: I AM AWARE OF THE INTERNET CORNER ACTIVITIES OF ROBI



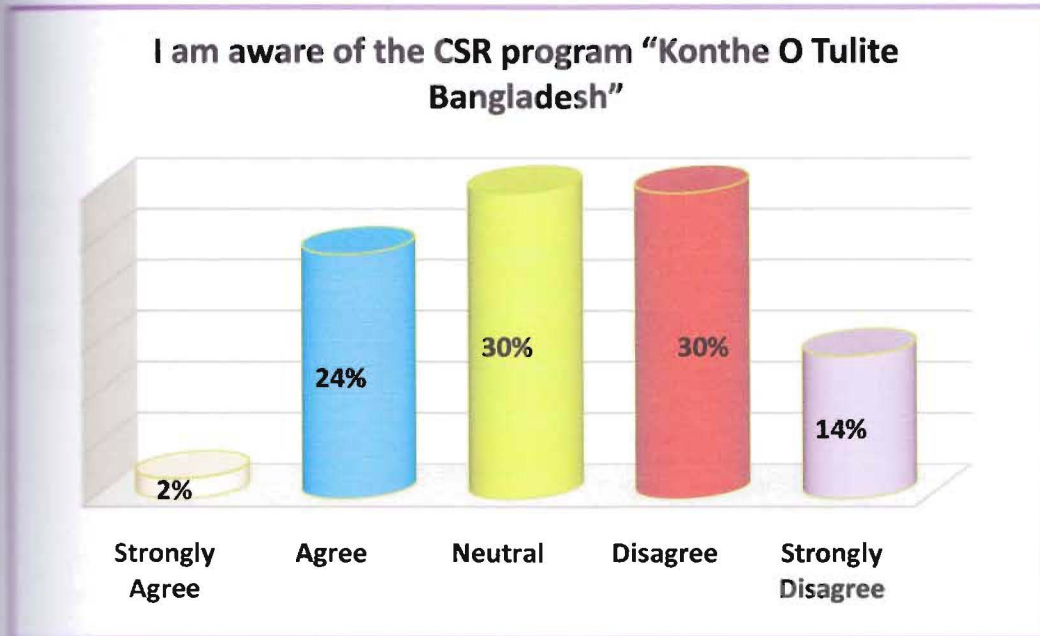
This question is to measure the awareness level of the Computer Corner activities of Robi across the country. In this questions, around 14% of respondents said they are strongly aware about the initiatives and 48% of respondents which are 24 in number also agree with the statement. 28% of respondents are neutral for this question. 6% of the respondents said they are disagree with the statement regarding computer corner initiative and 4% of respondents who are 2 in number are also put their tick on the strongly disagree options. So from this question, we can summarize that people are moderately conscious about the Computer corner project of Robi.

Q.5: I BELIEVE THAT THIS IS A BIG STEP TOWARDS CREATING A DIGITAL BANGLADESH



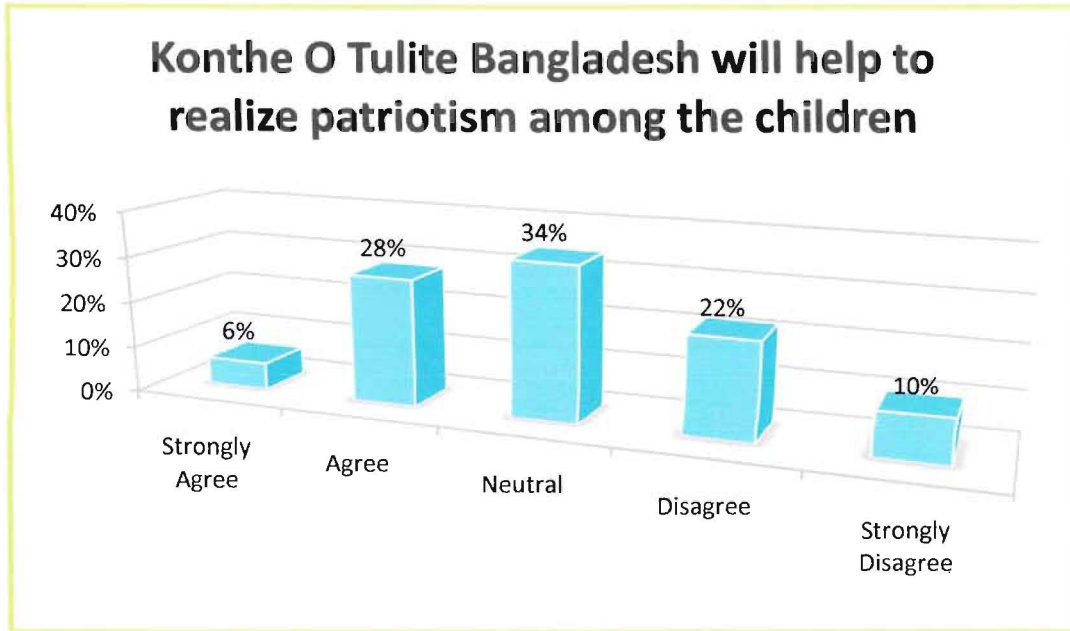
As Bangladesh is still in the under developed nations so by providing computer can help to enhance the quality of ICT education of the Children. In that question, we can see that 50% of the respondents strongly agree with the above mentioned statements which are 25 in numbers. 22% of people are neutral of that issue. 4% of responded are also disagree and strongly disagree respectively with the aforementioned topic. Another motivating thing in that graph 10 people which is around 20% of the total population is agree with the questions.

I AM AWARE OF THE CSR PROGRAM "KONTHE O TULITE BANGLADESH"



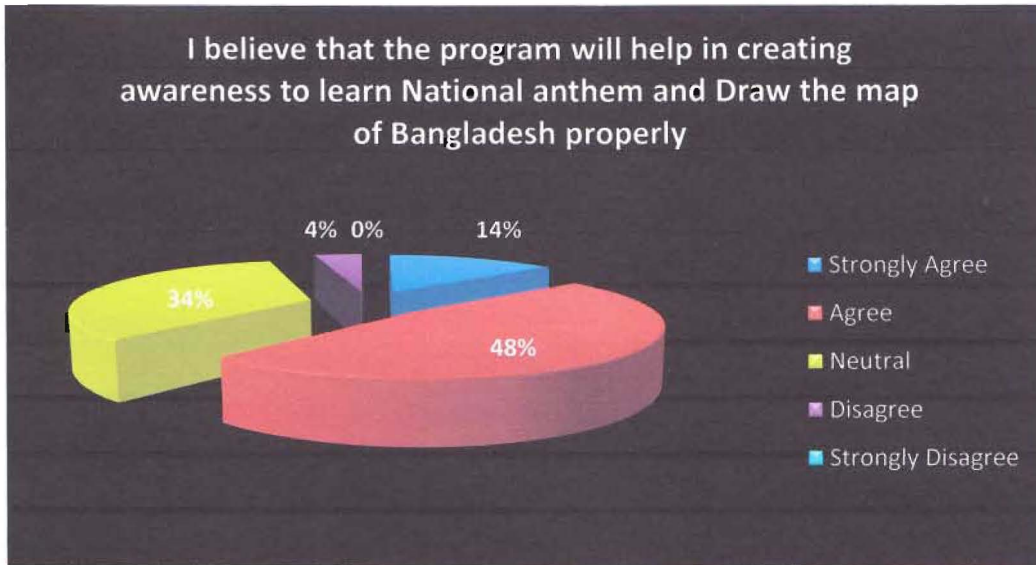
The question was about the awareness level of the Children painting and Singing competition "Konthe O Tulite bangladesh". In this graph 30% of respondents who are 15 in number are neutral and disagree respectively. Moreover, only one person said that he/she is strongly agreed with that issue. 24% of respondents said they are reasonably aware of the program. However, 14% of the respondents are strongly disagreeing with above mentioned questions.

Q.7: "KONTHE O TULITE BANGLADESH" WILL HELP TO REALIZE PATRIOTISM AMONG THE CHILDREN



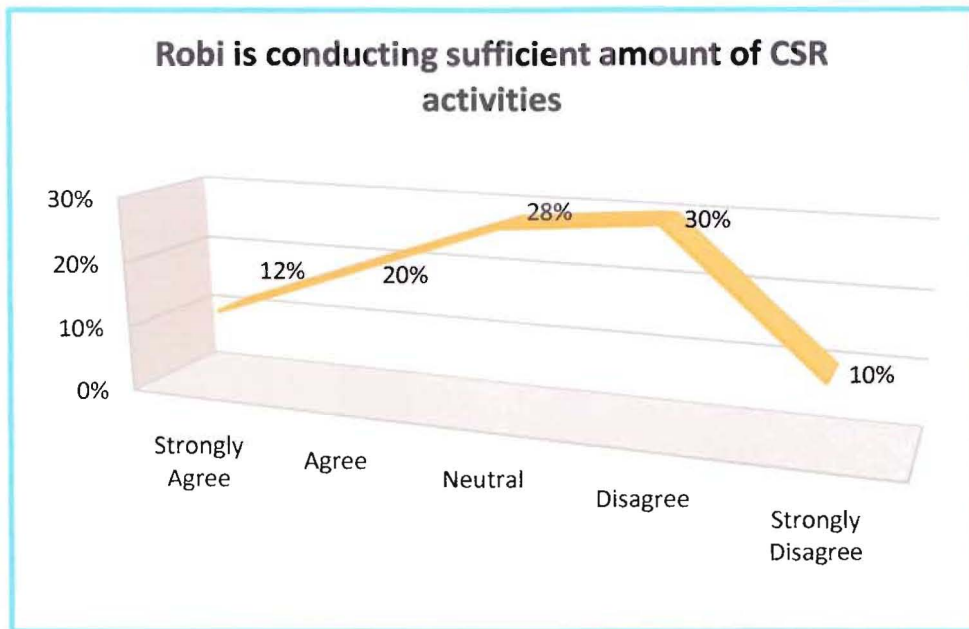
The purpose of this question was to know in depth thought and opinion of the respondents about the “Konthe O Tulite” program which is trying to create patriotism feeling among the children. 34% of the respondents said that they are in the neutral condition regarding this issue whereas 28% of respondents are agreed with the questions. 22% of the respondents are disagreed with the statement and 8% of the respondents which are 4 people are strongly disagreed. From that graph, we can conclude that as they have not sufficient amount of in depth knowledge regarding that issue so they are reluctant to go for any particular options.

Q.8: I BELIEVE THAT THE PROGRAM WILL HELP IN CREATING AWARENESS TO LEARN NATIONAL ANTHEM AND DRAW THE MAP OF BANGLADESH PROPERLY



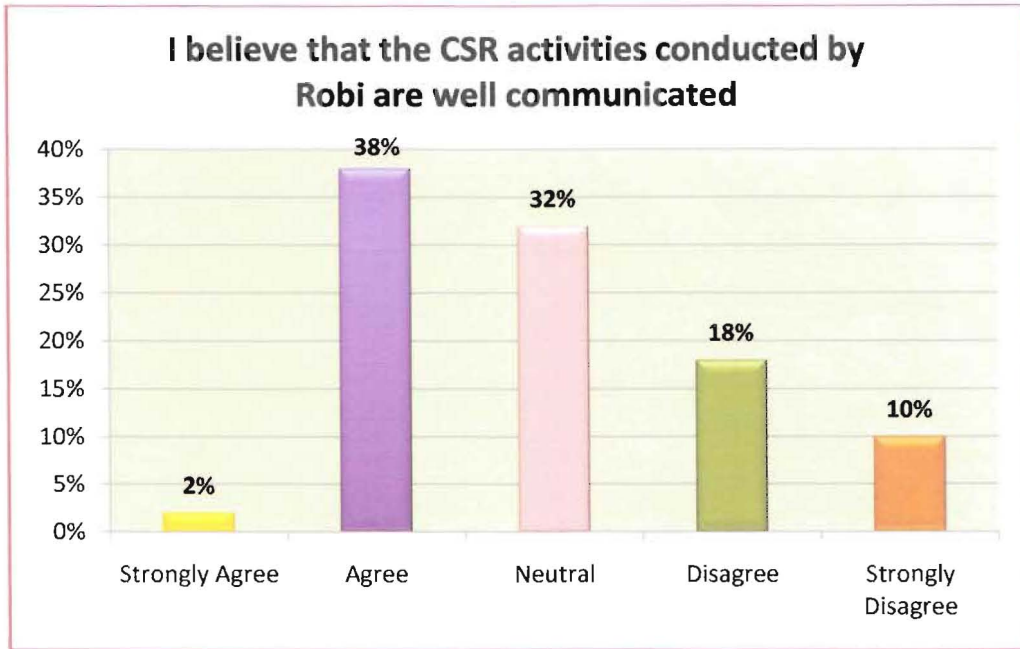
Through this question, I want to know the perception of the people regarding the “Konthe O Tulite Bangladesh” program. Because I think this program certainly help to create awareness regarding the national anthem and the national map as well. In this question we can see that around 24 persons which are the 48% of the total respondents put the tick in the favor of Agree options. 34% of the respondents said they are quite neutral in this statement. 14% respondents are strongly agreed with that statement and none of the respondents are strongly disagreed. However, there are only 4% of respondents which are 2 in numbers are disagreed with the questions.

Q.9: ROBI IS CONDUCTING SUFFICIENT AMOUNT OF CSR ACTIVITIES



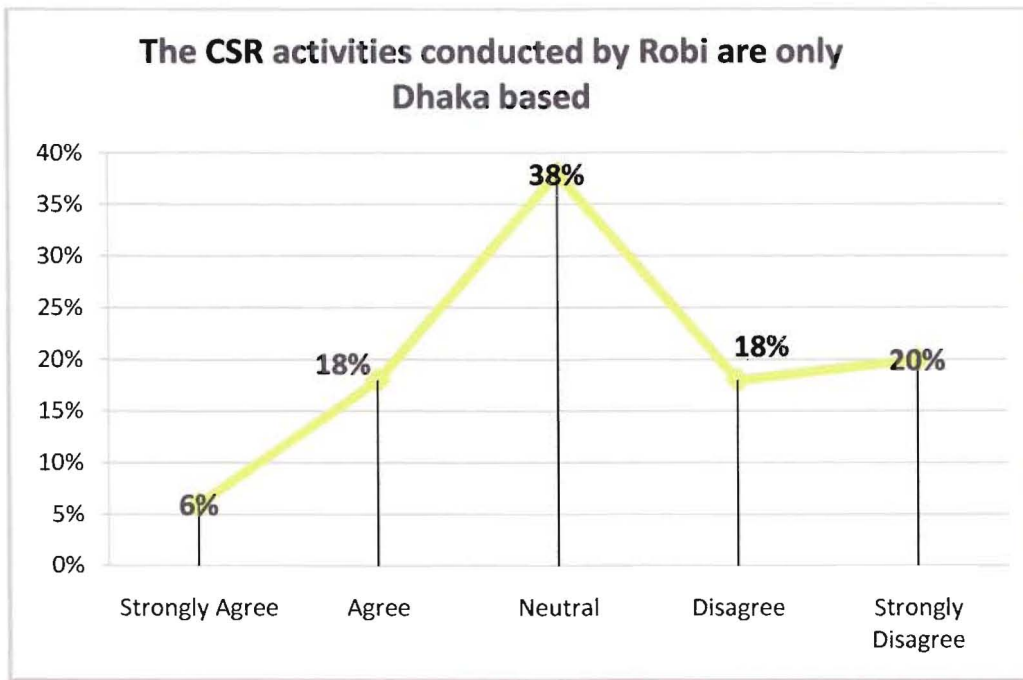
This question is for the measuring the level of publicity and visibility of the CSR activities of Robi. In this graph, we can see that 30% of respondents are disagree with the above mentioned statement and 28% of the respondents which are 14 people are neutral in this issue. 20% of the people said that Robi is doing sufficient amount of CSR activities. Only 12% people are strongly agreed for this statement. Another significant observation from that graph is that 10% respondents said they are disagreed with the above mentioned statement.

Q.10: I BELIEVE THAT THE CSR ACTIVITIES CONDUCTED BY ROBI ARE WELL COMMUNICATED



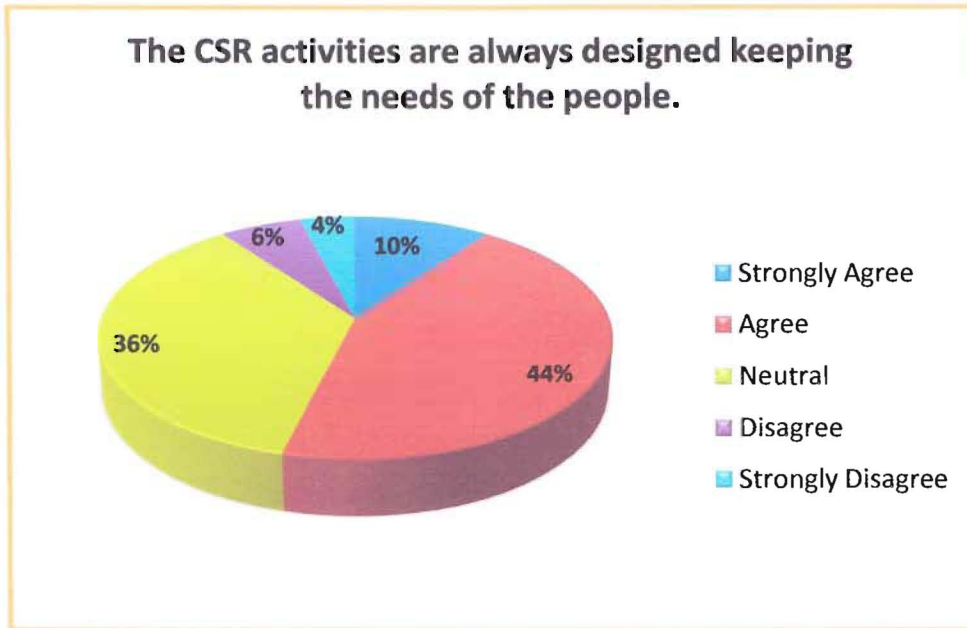
In this graph, we can observe that most of the people which are 38% of the total population agreed on the public relation strategy of Robi. 32% don't have anything to say about this statement. 9 people are in against of this statement which is 18%. 5 people of the total population which are 10% said that they are strongly disagreed with that statement. That means CSR activities are not well communicated.

Q.11: THE CSR ACTIVITIES CONDUCTED BY ROBI ARE ONLY DHAKA BASED



In this question, I tried to find out the location where Robi should focus more to expand its CSR activities. In here the majority which is around 38% does not have any specific opinion because they might have little knowledge about the CSR initiative of Robi. 20% people strongly disagree with the statement. 18% respondents are agreed and disagree respectively also for that question. Only 6% said it's not Dhaka based anymore.

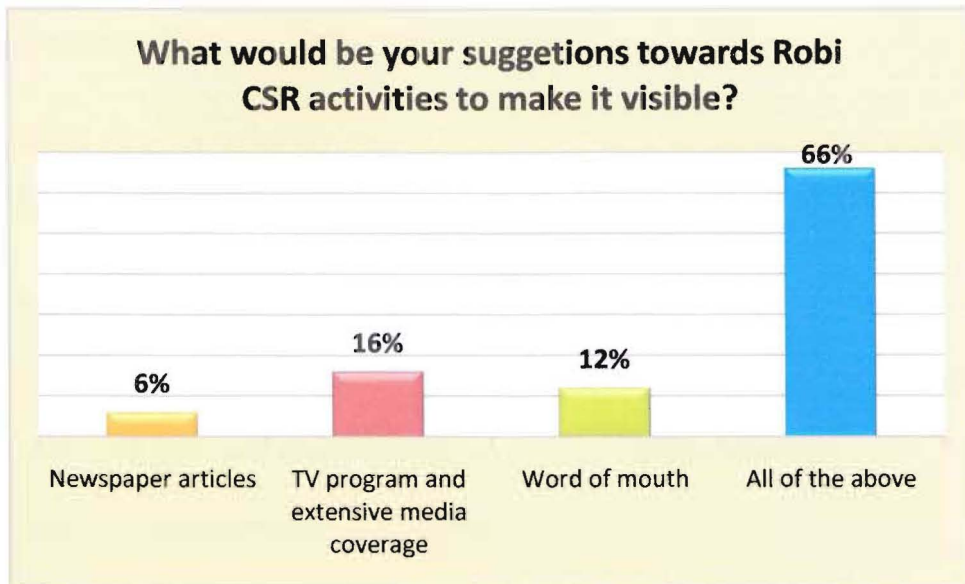
Q.12: THE CSR ACTIVITIES ARE ALWAYS DESIGNED KEEPING THE NEEDS OF THE PEOPLE.



Through this question, I tried to know that whether the CSR plan is designed to keep the needs of the people or not. The majority which is 44% said yes it is designed to keep the need of the general people and 36% ticked the neutral options. 10% respondents which are 5 in numbers said that the CSR strategy of Robi is not designed for the mass people. Only 4% which are 2 in number said they are strongly disagreed with the aforementioned statement. Moreover, 6% of the total population also moderately disagreed with the statement.



Q.13: WHAT WOULD BE YOUR SUGGESTIONS TOWARDS ROBI CSR ACTIVITIES TO MAKE IT VISIBLE?



From this question, I tried to figure out some constructive suggestion to make more visible of the CSR activities of Robi among the general people. We can observed that majority of the respondents which are around 66% gave the tick mark on the all of the above option. That means they want to make a proper combination of all media vehicles. 16% of the respondents which are 8 in numbers said TV program and extensive media coverage might help increase the visibility of Robi’s corporate social activities. 12% respondents said strong word of mouth also helpful to carte a strong buzz among the general people.

6.1 BROAD RECOMMENDATIONS

If a financial services company wishes to comply with the Guidelines I would recommend taking the following steps:

- (1) Imbue vision statement with CSR philosophy.
- (2) Write a CSR strategy and appoint internal CSR Task and Finish Force to execute it.
- (3) Integrate CSR into core business operations such as public relations.
- (4) Integrate CSR into performance review procedure.
- (5) Undertake internal and external review of CSR.
- (6) Promote CSR activities via your external and internal website.
- (7) Prepare a CSR report before the end of June and submit to the parent company.



6.2 SPECIFIC RECOMMENDATIONS

It is a matter of fact that in a country, where the mobile telephone penetration is below 32%, the best strategic move for any operator would be to concentrate on expanding the subscriber base. To expand the subscriber base as well as to build a satisfied customer and to retain these customers, the company needs to develop an effective communication strategy through which the existing customer remain satisfied and retained. To survive in the competitive market and to develop the society, Robi must concentrate on the following issues:-

Ensuring Strong corporate bonding:

Corporate bonding is a very important tool to develop warm relationship with the stakeholder. From the result of the survey it is found that many of the existing subscribers of Robi are not even fully aware with the current CSR activities. There are some areas where general people do not get any sort of CSR facilities such as Barguna, Chittagong hill tracks, Shunamgonj etc and rural areas of our country. So the top level management of the company should concentrate on these issues so that they can reach that certain areas. Robi technical department also has to be more conscious to ensure best quality network in the country, as customer satisfaction is their ultimate goal.

Increasing the responsiveness of the entire respective department:

The Corporate Affairs and activation authorities should emphasize more on the responsiveness because any new and unique plan might be copied by the competitors. As we already know in a very competitive market you have to be quick mover. This alarming initiative even can increase the switching rate of the subscribers of Robi. Therefore, all the employees working in this area should provide prompt responses to any problem of the service receiver and take the necessary steps properly and nicely. Assurance need to be given some extra care because in telecommunication service, competition is very destructive. So in order to ensure better CSR execution, Robi has to launch some innovative and new CSR plan.

Increase the Numbers of Health Camp program

Robi has very few number of Health Camp initiative taken so far. Right now only 4 Health Camp held all over the Bangladesh is serving the people which is not good enough. As a result people have to wait for a long time, get late response from the other stakeholders. So Robi should increase the number of health camp to increase the visibility.

Developing Effective Promotional Strategy

To increase the awareness level of the general people, Robi should participate in some promotional activities through this program. In the current market, consumers have the perception that the other operators are providing extra facilities compared to Robi. Therefore, to make it visible or to build it for the long term, Robi has to provide different types of consumer promotions such as- they can offer free dental checkup and employed the society, they can arrange concerts, study tour, different TV programs. Robi can also start plantation program to fulfill their social responsibility this also a promotional strategy. Currently where the other operators are focusing on these types of promotional activities Robi is doing almost nothing in that case to increase or to hold their market share. Therefore, it can be recommended that, Robi should deeply focus on the social responsible tools to survive in this competitive industry. It is a high time for Robi to start aggressive marketing strategy through huge advertisements & promotions to make aware and retain the existing customer and build new customer base.

Add Different Sorts of Social Value Added Service (SVAS)

Robi provides different kind of VAS, which increases the satisfaction level of customers. But other companies are also giving these services. So Robi should update this service by providing new value added service, like Fire service, Police control room, RAB control room, Engineering service provided institution, Timetable of bus, train, airplanes, health line and agro service.

Promoting the Tele-marketing Concept

Telemarketing is a very new concept. But Robi took the risk to introduce it in our country. But people feel hesitate to talk over phone with strangers.

So it should be promoted in an evocative manner with proper planning then definitely this new concept would be appreciated by the audience. This sort of marketing might help to increase the awareness level of the CSR activities of Robi.

Overall improvement of the Service Quality

To ensure the complete mobility solution with mobile phone service, Robi needs to focus on improving its overall CSR service quality. For this, the company has to invest more in all sectors of development to ensure better quality service for its subscribers. By hiring more skilled people, and providing training to its existing employees, Robi can ensure an excellent employee base, which will be eligible to provide best service to its valued subscribers.

Right now Robi has more than 21 million customers. So it is important for Robi to satisfy and retain this entire customer base as well as the general people. To stay ahead and to grab the market share in such competitive market, Robi authority should understand the general people needs and wants and provide facilities to them according to their demands.

7.1 LINKAGE BETWEEN CSR AND PROMOTION OF A BRAND:

What we are slowly starting to see is a second wave of corporate responsibility behavior marked by a clearer focus on the total business value such policies can bring. To fully benefit from corporate responsibility, businesses must wake up to the fact that they need to take a more indirect route to creating value with it. They must start by seeing where and how key stakeholders react to a firm's corporate responsibility initiatives.

In practical terms, this involves moving away from a top-down strategy determined by the board to a richer process of bottom-up co-creation with stakeholders. It means using focus groups and other marketing research techniques to understand the deeper psychological needs that corporate responsibility can answer for stakeholders, such as the self-esteem and pride that a consumer can draw from affiliating with a socially responsible company. With such knowledge companies can elicit and gauge the demands of their target audiences. They stand to learn a lot.

In moving to such a model, businesses must make internal changes to support the execution and evaluation of their initiatives. Companies are commonly criticized for not involving their boards enough in corporate responsibility. That is a fallacy. To the contrary, they are most often too top-down, generating ideas in the boardroom and passing them on to a sustainability or corporate responsibility department that often doesn't act in concert with the strategy or marketing department. To effectively capitalize on the indirect route to corporate responsibility value, programs need to operate through more traditional and developed business functions.

In particular, they should involve the marketing team. Marketing always has the knowhow to conduct meaningful campaigns and measure return on investment. Moreover, involving marketing in consumer research and analysis enables that department to

coordinate how a corporate responsibility program is presented to those it wishes to influence.

That creates a virtuous circle, giving marketing a useful tool, beyond its traditional mix of price and product, for differentiating the company and its products from the competition. Many businesses champion their credentials in the area of corporate responsibility, but few capitalize on effective implementation and measurement of it to strengthen their brand identities. As corporate responsibility becomes a bigger shaper of companies' public images, ignoring the advantages of effective corporate responsibility marketing becomes an increasingly higher stakes gamble.

7.2 SPECIFIC RECOMMENDATIONS AND JUSTIFICATION:

Here are some recommendations for CSR activities of Robi with the existing one which can also help to promote the brand of Robi.

❖ *English In Schools*

Arranging competition among schools

Justification: Essay, poem competition can be arranged among the schools. For example, best 10 students from each school will compete in the final. Robi can give reward or educational facility to the top students. It will reflect the performance of the schools and it will also help to attract both the teachers and parents. Special days like Independence Day, Victory Day, and International Mother Language Day can be a great opportunity to arrange these types of competition. Through this types of activities very good awareness can generate among people.

Renovating schools

Justification: Many primary schools in the country have poor maintenance because of the financial problem. Robi can help to maintain the schools, like painting the classrooms, beautification of the schools etc.

❖ *Club feet*

Create awareness about clubfeet and Robi's activities through TVC

Justification: In our country mass people have no knowledge about clubfeet and its treatment. Through TVC it is possible to make people aware about clubfeet and they can avail treatment with the help of Robi.

Celebrate National Handicapped Day with special arrangements

Justification: We can celebrate the national handicapped day with the children who

already got treatment through Robi. We can make special arrangements for those children to make them feel special.

❖ *Water Plant*

Install LCD screen at Kamalapur Railway Station

Justification: recently Robi established water plant at Kamalapur railway station. Robi can install LCD screens in the in front of ticket counter and platforms of the station where the time schedule of the arrival and departure of train will be shown. Beside these TVC about water plant facility and importance of pure drinking water and suitable use of it can be shown. As mass people of our country travel through train it will be a very effective way to make people aware about the cause and rob.

❖ *Internet Corner*

Establishing internet corner at the reputed govt. colleges of the country

Justification: Robi can establish internet corner at the reputed govt. colleges of the country. Through this it can highlight the importance of internet in learning process.

Online Gaming competition

Justification: Robi can introduce online gaming competition on the internet corners it has established already. It will help to attract the youth of our country and spreading information about rob among them. This can be a useful tool for promoting the brand of rob.

Article Writing Competition about Robi Internet Corner

Justification: Robi can arrange article writing competition where the user of rob internet corner will express their feelings about rob's this activity. Robi can give special prizes like laptop to the winner of the competition. It will also help to promote the brand.

Social responsibility is an ethical or ideological theory that an entity whether it is a government, corporation, organization or individual has a responsibility to society. This responsibility can be "negative", meaning there is a responsibility to refrain from acting (resistance stance) or it can be "positive," meaning there is a responsibility to act (proactive stance). There is a large inequality in the means and roles of different entities to fulfill their claimed responsibility

Even though Robi are taking serious efforts for the sustained development, some critics still are questioning the concept of CSR. Based on my research, I come up with the conclusion that in comparison to other mobile operators, Robi has moderately good CSR awareness level and superior visibility among the general people. If Robi can move away the obstacles and bindings which I mentioned in my report Robi can reach the root level of the whole Bangladesh. There are people who claim that Corporate Social Responsibility underlies some hidden motives while others consider it as a myth. Is CSR really a stalking horse for an anti-corporate agenda? The reality is that CSR is not a tactic for brand building. Indulging into activities that help society in one way or the other only adds to the goodwill of a company.

Rural people can become a viable market for the corporate with a developmental approach of social marketing. Organizations can launch social responsibility initiatives in order to build brands in the rural areas. The social responsibility initiatives are far more effective in building brands in rural market than the commercial advertisements.

This study has attempted to describe the awareness level of the Corporate Social Responsibility activities of Robi. Major parts of the respondents are quite conscious about the CSR activities of Robi. As Bangladesh is still in the developing country, People are facing different sorts of basic needs problem. This is might be a good gap in terms of CSR mileage. General people don't have enough choice. So if Robi cannot create positive image among the general people then they will lose its existing and potential customer as well as the market share.

The mission of Robi is to provide total customer satisfaction and help to make a digital Bangladesh. It is high time for Robi to satisfy and retain its existing customers. So the top management has to redefine their existing strategies regarding Corporate Social Responsibility and apply the new strategy properly. If the number of CSR service receiver will increase then it will not only increase the company's revenue but also it can become the market leader within a very short period of time.


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QUESTIONNAIRE

Questionnaire for understanding the “Awareness Level of Corporate Social Responsibility of Robi

The following questionnaire pertains to the survey report about the awareness level status regarding the Corporate Social Responsibility of . The questionnaire will take only 5 to 10 minutes to be filled up. The received information will be used solely for academic purpose. Your sincere cooperation in this regard is highly appreciated.


Part I: Please put a check mark (√) on the given categories




1. I use  because of


- Better Customer Service
 Highest Network Coverage
 Brand Image
 Lower Call Rate
 Others

Part II: Please put a tick mark (√) on the given categories

(For the following question, mark from 5 to 1 scale. 5 = Strongly Agree, 4 = Agree, 3= Neutral, 2 = Disagree, 1 = Strongly Disagree.)

Scale	SA				SD
 Health Camp Programs					
2. I am already informed about the Health Camp initiatives taken by Robi	5	4	3	2	1
3. I feel that the Health Camp programs have already created a huge buzz among the people of Bangladesh	5	4	3	2	1
4. I feel that the People receive sufficient facilities from the Health Camp programs.	5	4	3	2	1

 Computer Corner					
5. I am aware of the Computer Corner activities of 	5	4	3	2	1
6. I believe that this is a big step towards creating a digital Bangladesh	5	4	3	2	1
 Konthe O Tulite Bangladesh					
7. I am aware of the program “Konthe O Tulite in Bangladesh”	5	4	3	2	1
8. Konthe O Tulite Bangladesh will help to create patriotism feeling among the children	5	4	3	2	1
9. I believe that the program will help in creating awareness to learn National anthem and Draw the map of Bangladesh properly	5	4	3	2	1
Others					
10. Robi is conducting sufficient amount of CSR activities	5	4	3	2	1
11. I believe that the CSR activities conducted by Robi are well communicated	5	4	3	2	1
12. The CSR activities conducted by Robi are only Dhaka based	5	4	3	2	1
13. The CSR activities are always designed keeping the needs of the people.	5	4	3	2	1

14. What would be your suggestion towards  CSR activities to make it visible?

- Newspaper articles TV program and coverage
 Word of Mouth All of the above

Demographics

15. Gender: Male Female
16. Age: 20-25 26 – 30
 31-35 36 – 50
17. Occupation: Private Service Holder Public Service Holder
 Businessman Doctor
 Engineer Other Profession
18. Household Income per month: 10,000 or less 10,001-20,000
 20,001-30,000 30,001-40,000
 40,001-50,000 50,001 and above

Thank you for your cooperation

