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Business

BEI holds seminar on CSR

Star Business Report

Bangladesh Enterprise Institute (BEI) held a seminar on corporate social responsibility (CSR) in Dhaka yesterday.

Speakers at the seminar discussed various issues of CSR practices and challenges in Bangladesh. BEI President Farooq Sobhan presided over the session.

They said as the stakeholders are increasingly concerned about the way businesses are being conducted, CSR has become a part of business.

Terming the CSR 'very important', the BEI president said, "The buyers nowadays want to know how and in what process the products are made before they buy. They also want to know what social responsibilities the manufacturing companies are following."

At the seminar, Muhammadul Haque, director (marketing) of Square Pharmaceuticals Limited, presented a paper on CSR policies at Square while Osman Morad, chief executive officer of Standard Chartered Bangladesh, presented another paper on that at Standard Chartered.

Presenting the paper, Morad said, "We see corporate responsibility as an opportunity to make our brand stand out. We want to be known for having serious commitments to the environment, economy and community where we operate."

Replying to a query, Muhammadul Haque said the Square Group thinks CSR practices have become a part of their business both at home and abroad.

Among others, Surayia Haque, executive director of Phulki, a non-governmental organisation, presented a paper on CSR and Phulki.