

Financial Express

Thrust on introducing CSR practices into children's edn curriculum

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Scholastica Group Chairperson Yasmeen Murshed underlined the need for introducing Corporate Social Responsibility (CSR) practices into the education curriculum for children.

She was speaking at the 11th roundtable on CSR Practices and Challenges in Bangladesh at the Bangladesh Enterprise Institute (BEI) Thursday. BEI President Farooq Sobhan presided over the roundtable.

The BEI organised the roundtable as a part of its monthly programme to hear the perspective of key stakeholders and raise awareness on CSR practices and implementation challenges in Bangladesh.

"We in Bangladesh have been hearing the term recently mingling with the ideas of the Social Entrepreneurship, sustainable development, corporate responsibility and social and corporate citizenship," Yasmeen said.

She added that the CSR ingrained into corporate structures and processes creates the innovative and proactive solutions to societal and environmental challenges.

Chief Executive Officer (CEO) of Citibank, N.A. Mamunur Rashid delivered his speech on 'CSR in Bangladesh making communities a better place to live and work'.

Mamun said CSR emphasises on environment, human rights, anti- corruption, money laundering, labour relations, gender equality and diversity, consumer protection, community development and economic growth.

"Competitive advantage can be created through CSR approaches," he added. He added that with the part of CSR activities Citigroup focused on three areas -- financial education, educating the next generation, and building communities and entrepreneurs.

BEI President Farooq Sobhan concluded that CSR is the most important jargon in today's business and successful businesses should demonstrate responsibility for the environment and the welfare of the community.

He said good corporate governance is the key factor to be successful in today's competitive business environment.