

**ASSESSMENT OF THE IMPACT OF AKIJ
FOOD & BEVERAGE LTD'S CSR
ACTIVITIES**



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Internship Report On

**ASSESSMENT OF THE IMPACT OF AKIJ FOOD
& BEVERAGE LTD'S CSR ACTIVITIES**

Course code: INT 4399

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Letter of Transmittal

August 28, 2022

Dr. Khandoker Mahmudur Rahman
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**Subject: Submission of Internship Report on Assessment of the Impact of
Akij Food & Beverage Ltd.'s CSR Activities**

Dear Sir:

I completed my internship report as part of my BBA program. Working under your dynamic supervision is a wonderful opportunity for me. I made every effort to follow your guidelines, and I tried even harder to incorporate everything I had learned.

Akij Food & Beverage Ltd. is one of Bangladesh's largest local FMCG companies. and I was given the opportunity to work as an intern there. I've learned about various types of CSR activities that they conduct as part of their marketing. And every task is similar to what I learned in my BBA program. I tried to follow each and every instruction you provided.

I would be grateful if you could receive this report and provide me with your valuable opinion on it.

Sincerely yours

Mirza Fatin Sadaf Bidhan
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ACKNOWLEDGEMENT

First and foremost, I would like to thank Allah for helping me in completing my internship report on "ASSESSMENT OF THE IMPACT OF AKIJ FOOD & BEVERAGE LTD'S CSR ACTIVITIES."

I'd like to express my heartfelt gratitude to **Dr. Khandoker Mahmudur Rahman**, Professor and Director of the School of Business and Economics at United International University. During my internship, his guidance was extremely helpful and encouraging. Without his assistance, I might not be able to finish my work.

My heartfelt gratitude goes to **Md. Rafiqul Islam**, Deputy Manager (Trust), and **Md. Jashim Ferdous**, Head of Department (Trust) of Akij Food & Beverage Ltd., for their assistance and for providing me with detailed information about this organization. I'd like to express my gratitude to all of my colleagues at AFBL for their sincere cooperation during the working period. They are all immensely helpful.

DECLARATION

I, Mirza Fatin Sadaf, a student at United International University's School of Business and Economics (Marketing), hereby declare that the internship report on "Assessment of the Impact of Akij Food & Beverage Ltd.'s CSR Activities." is an original work that has not previously been published for any degree, certificate, title, or recognition.



.....
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Executive Summary

One of the biggest corporations in the Bangladeshi economy, the Akij Group is constantly expanding its line of business. The deceased Mr. Sheik Akij Uddin founded the Akij Group in 2006, which includes the Akij Food and Beverage Ltd. I was given the wonderful chance to work at this sizable organization for Five months. This research relies on Akij Food and Beverage Ltd.'s Trust Department which is operating as CSR under Marketing. This report presents Trust department's activities, Zakat program, Sadaqah Program and as well as a brief overview of the operations of other areas.

Helping people is the only goal of the CSR project. The purpose of CSR initiatives is to assist businesses in building enduring brand identities over the long term, not to boost sales for the company. The internship report provides evidence of how the CSR initiative functions, how it helps the company and the public, and how it develops.

The report's introduction, objective, methodology, and literature review on the zakat program were the subjects I covered in the first chapter. After that, I gave a brief summary of the company, its goals and objective, as well as an analysis of its market. I also tried to explain AFBL's products and portfolios and gave a general picture of their trust department or organogram. Then, in chapter three, I tried to illustrate each of their endeavors and demonstrate how they function in the real world. I then made an effort to cover all of their project progress. next, summarized the overall impact of their programs in chapter four. The fifth section discusses my findings and analysis based upon my own views. The conclusion and my recommendations try to compensate the last section. In this report, I've tried to offer a few suggestions based on my own understanding that might be useful. Although there are few errors in this report, the content is nonetheless added and properly integrated despite this.

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CHAPTER 01

INTRODUCTION

1.1 Introduction

In particular, in Muslim countries, the effective administration of zakat may show to be a potential answer to the problem of poverty reduction. While zakat management programs have been quite effective in many Muslim countries. Unfortunately, there is a lack of a well-developed zakat distribution program and methods to guarantee recipients obtain long-lasting benefits. In the setting of today's complicated economic environment, where policymakers must discover effective ways to administer zakat for actual progress and prosperity compared to the environment at the time zakat was initially introduced in Islam, this work is made even more difficult. In the context of Bangladesh, through its Trust department, Akij Food & Beverage Ltd. (AFBL) has been assisting the needy and underprivileged in Bangladesh with zakat through promoting IGA Projects among rural women and men. This initiative meets all needs of underprivileged rural people that provides benefits like food, housing, cattle, loan payment, medical, and education assistance.

1.2 Topic of the report

“Impact assessment of CSR activities of AKIJ FOOD & BEVERAGE LTD.” This topic represents what will be covered in the report.

1.3 Origin of the report

A report on an internship completed as part of the BBA program requirements. The internship's primary goal was to provide the student with "on the job" observation and an ability to apply theoretical concepts in a real-world setting. My internship course supervisor, Dr. Khandoker Mahmudur Rahman, Professor & Director- BBA & BBA in AIS of United International University, has accepted to let me write my internship report on "Impact assessment of Akij Food & Beverage Ltd.'s CSR activities." This report is concluded on the basis of three months of employment at Akij Food & Beverage Ltd., as well as the requirements for having finished the BBA program at United International University.

1.4 Objective of the report

1.4.1 Broad objective

The overarching purpose of this report is to determine the impact of Akij Food & Beverage Ltd.'s CSR activities. Their zakat allocation program to the poor and needy as part of their CSR activities and the impact of zakat distribution

1.4.2 Specific objective

- To gain an understanding of Akij Food & Beverage Ltd.
- To gain knowledge about their marketing strategy and pricing policies.
- Their overall CSR activities under Trust department as part of marketing.
- Their zakat distribution program.
- Their IGA program which to provide financial support to the needy people as their zakat.
- Medical help like mange operation cost, medicine cost, hospital cost to the poor needy people from their zakat fund.
- Zakat distribution for their own needy employees.
- Their overall promotional policies and their distribution channels.

1.5 Scope of the report

This research is conducted for academic purposes and is limited to Bangladesh, where AFBL conducts its operations. The research was carried out in Dhaka, and I worked at Akij Food and Beverage Ltd.'s Dhaka Panthapath office. This report is based on AFBL's CSR activities under marketing where their main program is to provide zakat to the beneficiaries. While preparing this report, I had the opportunity to gain a thorough understanding of all of AFBL's CSR initiatives. Some other scopes are:

- For me, working at AFBL is a great opportunity.
- In recent years, the CSR activities has been one of the most active in our country, so working at AFBL has been a rewarding experience.
- Everyone in this report understands the service provided by AFBL as part of their zakat program.

1.6 Methodology of the report

This report is qualitative in nature, with the impact of CSR activities described and evaluated. The majority of the information in this report is primary information collection directly while working in the organization through in-depth interviews with key people and department heads. An early summary of the information gathering and analysis done to create this study is given below:

1.6.1 Primary Sources of collecting the data:

- Meetings in person and group talks with the Trust team and other staff members of AFBL.
- Experiences as well as first deals of the actions taken by the Trust department of Akij Food & Beverage Ltd., as well as interactions with the Applicants.

1.6.2 Secondary Sources of collecting the data:

- magazines, newspapers, and articles related to the idea of the food and beverage sector and zakat programs.
- Internal Akij Food & Beverage Ltd.'s reports.
- Official Akij Food & Beverage Ltd.'s website.

1.7 Literature Review

The IGA program is essentially an income-generating activity that assists the needy or rural people in earning money by financially supporting them. Many scholars have written on this subject in various ways. A number of studies have been conducted on the impact of income-generating microcredit programs, with the majority of evaluations indicating a positive impact on household outcomes such as income, wealth, and asset ownership. Accumulation, including on individual outcomes like employment, health, and nutrition. (Green & Baden, 1994, Khandler& Pitt, 1996).

The authors of 2 focused on economically insecure or rural women. They provide work for rural women. The majority of women's roles are to keep the household running smoothly, and they are

completely reliant on their husbands. Through the RWECP, they helped rural women gain empowerment. It is, in fact, based on microfinance. They only focused on or supported women in this study. Their main goal was to make the women more financially secure. Women are more stable and socially accepted than ever before thanks to these facilities. The study focuses on women's IGA activities, whereas my research focuses on rural people who are in need.

"Poverty always has appeared throughout the world, in rich and poor nations alike." Shahe (2008). Author 1's research demonstrates how microfinancing affects borrowers over time. BRAC Bangladesh began to provide microfinance or small loans to people living in villages or who are unemployed. So, in order to assess the impact of their projects, they chose 208 people who received a loan from their organization and have stayed with them for at least three years. As a result, their research demonstrates the impact of job creation after three years. They are more stable than before, and their economic and social status have increased threefold. They can feed their children well, and their family's lifestyle has changed as a result of their loan. So, in essence, their program is designed to create work opportunities by providing microloans, close to the IGA program.

Another study shows that IGA such as poultry-rearing is one of the profitable activities that can generate more income than the other activities. IGA could increase social acceptability by providing a sense of self-sufficiency, generating consistent revenue, providing simple loan facilities, allowing for flexible repayment, and waste management where poultry waste could be used as fertilizer in agricultural land or used to generate fireworks for use in rural kitchens. Poultry is a small business which cost about Taka 5,000 for 50 birds. Poultry farming empowers rural poor women by developing their business abilities and encouraging them to become entrepreneurs who are not depend on husbands and fathers or other sources for income. (M Shamsuddoha. 2005).

Bangladesh is a developing country with a large proportion of the population living under the poverty line. Studies have identified a number of key factors contributing to this situation, including a lack of literacy, earnings, skill enhancement training, rural infrastructure, and poor productivity. It is due to a lack of availability of financial resources that they are unable to engage in income-generating activities (IGAs). In Bangladesh, women account for more than 90% of microcredit clients. Microcredit programs were expected to have a positive impact on

standard of living in relation to income, expenditure, saving, and employment generation. However, despite some progress, the microcredit program has failed to generate successful outcomes in Bangladesh despite four decades of operation due to numerous inherent flaws. The microcredit program not only failed to improve the poor's housing standards, but it also created a debt-burdened society due to higher interest rates. Mahmud et al. (2011) conducted a study on fishermen in Bangladesh who took out microloans to pursue fishery activities and discovered that the microcredit program had no significant impact on their living standards. On the contrary, Zakat (obligatory charity) is the only system that provides financial assistance to the poor without use of collateral or interest. However, using a novel financial product for CSR purpose requires a strategic planning as well (Rahman, 2016). Zakat is a fundamental Islamic principle (the religion based on monotheism of God). According to Islamic principles, an eligible Muslim (in terms of monetary capability) is obligated to give zakat to the poor. Unfortunately, both Muslim and Western scholars have ignored zakat's potential role in poverty alleviation. (Hassan and Khan, 2007). Zakat funds have the potential to increase the government's taxation potential by productivity improvement, employment, and output. MACCA (Masjid Council for Community Advancement) has been working to implement a poverty reduction program by disbursing zakat money to low-income households. It is possible that pursuing IGAs properly would improve the rural poor's living standards regarding of income and expenditure. Microcredit is less effective than a zakat mechanism to ensure proper utilization of the zakat fund by rigorously pursuing IGAs. This research also revealed that the magnitude of the impact of Zakat on income is not significant in terms of money. Income is closely connected to other socioeconomic indicators such as production, literacy, health care facilities, ownership of assets, job opportunities in rural areas, and government economic policy.

Poverty is still a major issue in Bangladesh, affecting millions of people. Many initiatives, such as microcredit and cash transfer programs, have been implemented over the past few decades, but the results have been ambiguous. New frontiers are being explored in order to find new sources of finance that could provide a more effective and long-term solution to the root cause of the poverty problem. Islam addresses all issues, including social, political, and economic issues, which is why Islam is often referred to as the complete way of life. Islam promotes progress through the expansion of trade, commerce, industry, and agriculture (Ubaid, 1975; Haque, Mamun, & Mamun, Dynamics and traits of entrepreneurship: An Islamic approach, 2010). Zakat

can enable low-income people in developing countries like Bangladesh establish microenterprises. With a large number of poor people, zakat may be an alternative source of finance that is available locally and is not reliant on foreign sources. In this case, it can generate income by constructing businesses and increasing household income and consumption. Zakat can play a vital role in women's economic empowerment. Women entrepreneurs can be as successful as their male counterparts. By encouraging women to participate in economic activities, a vast pool of hardworking and determined individuals can be encouraged to better themselves and their households' lives. Aside from the zakat received as seed money for smaller firms, the beneficiaries also did receive zakat for education, health, and other emergency purposes, which may have had an indirect effect on the economic impact.

Limitations and challenges in zakat distribution:

Zakat is regarded as one of the Islamic faith's most important pillars. It is a percentage of one's wealth that Muslims are required to spend based on certain circumstances and at certain times. Zakat is a percentage of extra money that must be taken from wealthy Muslims (surplus unit) and given to poor Muslims (deficit unit) in order to close the gap between rich and poor Muslims. (Djaghballou et al, 2018)

The Zakat monies will be distributed to the eight Asnaf (recipients) listed in the Quran, namely the poor, needy, Zakat administrator, for Islamic propagation, for liberating the slave, debtors, those on Allah's path, and wayfarers.

So based on Islamic sharia zakat will be only provide to them who belongs to the criteria of Islamic law. According to the sharia "Sadaqah (Zakat) is an obligation [placed] by Allah for the poor and the needy, and for those engaged to collect [Zakat], and for uniting hearts [for Islam], and for freeing captives [or slaves], and for those in debt, and for the sake of Allah, and for the [stranded] traveler." Allah is All-Knowing and All-Wise." (9:60 in the Quran).

Many organizations or the zakat payers faced several problems to find the right person who deserves zakat. Organizations who pay zakat they have their own zakat management whose work is to find the actual beneficiaries.

Both parties must be honest and Trustworthy. The first party who distributes zakat must be clean and have a good intention to distribute zakat. And they must uphold the Islamic criteria so that

no Muslim goes above and beyond the criteria. Zakat should be distributed in its entirety, with no exceptions. On the other hand, no one who is not deserving of zakat should receive it. In terms of Zakat management, they must identify the actual needy and determine how many times and how much they have received. Every Muslim has the right to pay zakat.

CHAPTER 02

ORGANIZATION

PREVIEW

2.1 Organization overview

Akij Food and & beverage Ltd. (AFBL) began its adventure in 2006. AFBL is the division of Akij group. AFBL makes a vast variety of Snacks and Beverages both for domestic and global markets. They exporting their products in more than 26 countries. AFBL Is a \$250 million initiative funded by the Akij group. This set of industries is constantly expanding and the last and newest numbers of unit is 26. AFBL always focused towards their employees to produce constantly quality products by empowered and motivated them. AFBL offers a wide variety of products like fruit drinks, soft drinks, energy drinks, drinking waters and milk and milk-based products. By contract farming for milk from Pabna and Rajshahi, as well as mango from Rajshahi and Chapainawabganj, AFBL supports local small and medium-sized farmers. AFBL's principles include innovation, teamwork, integrity, quality management, and Trust and respect, which guide the firm to pursue its objective. AFBL has a reputation for being committed in a variety of corporate social responsibility (CSR) actions, and reputation maintains with banks, other financial institution and government organizations.

2.2 History



The Akij group was created in the 1950s by late Mr. Sheikh Akij Uddin, who was the company's founder, entrepreneur, visionary, and lifetime chairman. Mr. Akij Uddin was unable to pursue any formal education because of his poverty. It all began with a basic method of jute trade, which was known as the "Golden fiber of Bangladesh" back in the late 1940s before the tobacco

industry. Sheikh Akij Uddin left his home at the age of 13 for Calcutta, taking just TK 16 with him. His no relatives or familiar person was having in Calcutta. Shialdah station was the shelter of Sheikh Akij Uddin. He started to selling oranges near Hawra bridge and other stations. Later, in 1952, outside Bajerdanga Rail station, he founded a tobacco shop and began selling tobacco, which grew into one of Bangladesh's largest tobacco companies. After that the biggest tobacco factory was built and they started with the single brand the famous AKIJ BIRI. The Akij group established The United Dhaka Tobacco Co industries in response to the popularity of the brand Akij Biri. Following that, Akij group began to grow to its height by broadening its operations into a wide variety of products lines. United Dhaka Tobacco Co was recently sold to JTI for US \$1.5 billion, making it one of the largest nation's takeover deals by a foreign corporation.

2.3 Mission

We will strive to be a sustainable firm by using the following strategies:

- ✓ Consistently high-quality goods
- ✓ Empowered as well as motivated employees
- ✓ Technology that is cutting-edge
- ✓ Society that benefits.

2.4 Vision

“By committing to quality, we aim to be the most renowned food and beverage company in Bangladesh”.

2.5 Values

“values” are the answers to the question of how we wish to operate in accordance with our purpose, on the route to attaining our vision.

AFBL's core values are – Innovation, Collaboration, Integrity, Customer focus, and Trust and Respect.

2.6 Portfolio

Akij Group	Companies
	• Akij Food & Beverage Ltd.
	• Akij Match Factory Ltd
	• Akij Jute mills Ltd
	• Akij Cement Company Ltd
	• Akij Ceramics Ltd
	• Akij Textile Mills Ltd
	• Akij Particle Board Mills Ltd
	• Akij Shipping Line Ltd
	• Akij Info tech
	• Akij Plastic
	• Akij printing & Packages Ltd.
	• Akij Bakers Ltd.
	• Akij Steel Mills Ltd
	• Akij City Centre
• Akij Flour Mills Ltd.	

Table 1: Portfolios of Akij Group.

2.7 Products and services

Product Line	Brand	SKU
Cola	Mojo (Mojo Diet, Mojo Zero Cal, Naga Mojo)	250ml Pet & Can, 500ml pet, 1- & 2-liter Pet
Cloudy & Clear Lemon	Lemu, Clemon, Clear Up	250ml Pet & Can, 500ml pet, 1- & 2-liter Pet
Orange Drink	Twing	250ml, 500ml, 1 liter pet
Energy Drink	Speed, Houston	250ml pet and can
Spicy Drink	Jeera Paani, Clemon Masala	250ml pet
Mineral Water	Spa, Rivera, Aafi	500ml, 1liter 2.15liter, 5liter pet
Juice	Frutika, Aafi	250ml pet, 1liter pet
Dairy	Farm Fresh Milk, Farm Fresh Shake, Farm Fresh Butter, Farm Fresh Powder Milk, Farm Fresh Ghee	200ml, 500ml 200ml tetra pack and 0.5 liter, 1liter and 200gm, 450gm, 900gm
Snacks	Cheese puffs, Aafi Chana Chur	15/30 gm foil pack and 35gm, 80gm, 300gm pack

Table 2: Products & Services Offer by Akij Group.

2.8 Overview of The Trust Department

By the end of 2021, the marketing division of AFBL had implemented a program to manage their CSR initiatives. The project's newly established department was given the name Trust department. The department primarily assisted Bangladesh's most privileged citizens. The department's only objective is to assist those who require financial aid for domestic, medical,

educational, and other costs. The staff members working in this division make an effort to determine the needs of applicants before giving them the appropriate financial assistance.

The department of the company has 28 active personnel. There are three divisions within the department:

- The group of paramedical experts
- The Executive level
- Intern's/ Volunteer Application Processor

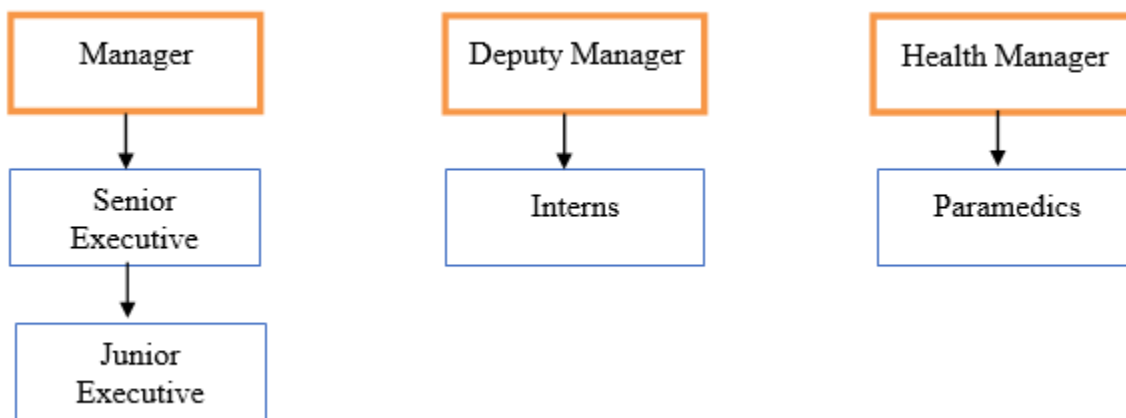


Figure 1: Hierarchy of Trust.

2.9 Overview of The People of Trust Department

The purpose of helping needy individuals around the country is being accomplished by 28 competent and committed active Trust professionals and specialists. Three separate squad operating under the Trust department. Trust department is effective for livelihood, health, and social welfare projects, as we already discussed. the junior executives and interns of the welfare programs are under the supervision of the deputy manager of welfare. The paramedical team and other health-related matters are under the health manager's supervision. The senior executives and junior executives of livelihood projects around the country are under the management of the livelihood manager. The Head of Trust (Jashim Uddin Ferdous) is personally responsible for all three supervisors. The chairman of Akij Food & Beverage Ltd. (SK Shamim Uddin) has direct responsibility over the Trust department.

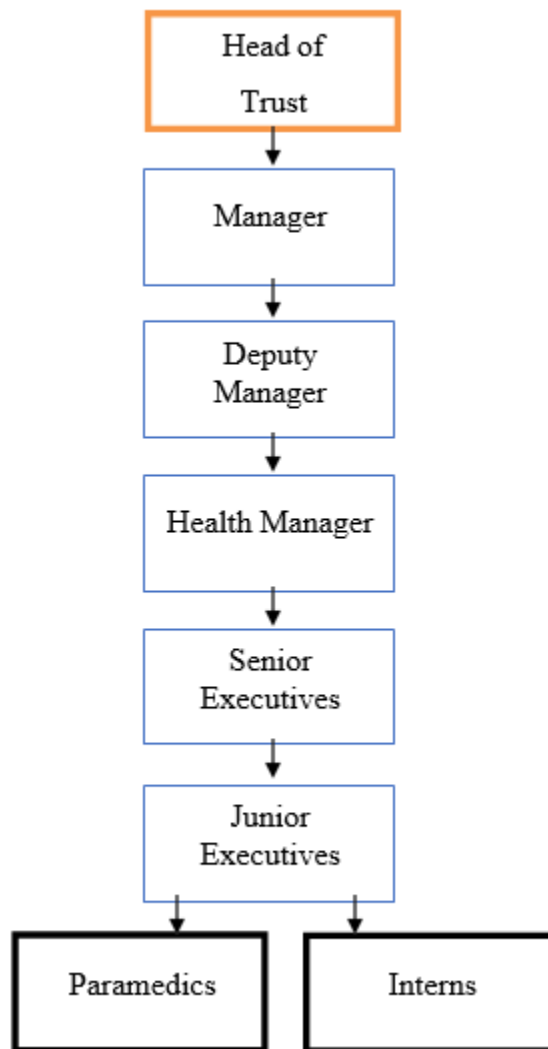


Figure 2: Hierarchy of Trust.

CHAPTER 03

PROJECT

ACTIVITIES

3.1 Economic Impact of CSR activities of AFBL (IGA)

The IGA program is basically an “Income-Generating Activity” that enables poor or rural people earn money by financially supporting them.

In 2022, AKIJ FOOD & BEVERAGE LTD. introduced their IGA program to help rural and poor people. Prior to that program, they only provided zakat to help needy people with medical or health-related expenses as part of their CSR activities. The IGA program is also integrated into their zakat distribution program. They started by distributing Rickshaws, Vans, Cows, and some other small trade items. They only providing services in a few areas, but they hope to expand their program throughout the country.

The chart below will show the disbursement amount in two projects:

3.1.1 Dhaka Project

Items	Package (Taka)	February	March	April	May	Total(Taka)
Total amount of distributed items (Small Trade)	-	39	71	62	99	<u>271</u>
Small Trade	25000-30000	1170000	2118180	1815000	2496000	<u>7599180</u>
Total amount of distributed items (Rickshaws)	-	13	15	10	13	<u>51</u>
Rickshaws	21000	390000	340000	210000	390000	<u>1330000</u>

Table 3: Disbursed Amount of Dhaka Project.

The Trust department of Akij Food & Beverage Ltd... began their journey with the goal of distributing their organization's zakat to the rural poor. Initially, they distributed zakat directly to the beneficiaries by hand, but it became specific to everyone that there was a large number of beneficiaries. They changed their system, increased their human resources, established a department, and are now disbursing them in a systematic manner. The Trust department launched the IGA program this year through 2022 to provide beneficiaries with income and prepare them to be future zakat providers.

They have recently started running their programs in two locations: Dhaka and Dhamrai. Their Dhaka program is in the Mirpur slums, where many people are unemployed and unable to support their families. Young kids in slum areas do not attend school. They can't afford an education, clothes, or a decent place to live.

Akij Food & Beverage Ltd... designed their package in two categories at Dhaka project. Small trade and Rickshaw.

Small Trade



Since the 1980s, urbanization in Bangladesh has been rapidly increasing. In Dhaka, nearly 400 urban slums house approximately 4 million people. The urban poor have very limited access to health, education, employment, safe water supply, sanitation, and waste management. Akij Food & Beverage Ltd. set out to supply everything the slums lacked. Based on that goal, AFBL intend to assist slum residents in finding employment. and providing financial assistance to help them become small business owners so that they can feed their families and send their children to school.

Also, small and medium-sized enterprises (SMEs) are the pillar of Bangladesh's domestic economy. This sector is critical to the development of our country's economy. The role of the SMEs sector in alleviating poverty in the country is enormous. Small and medium-sized enterprises (SMEs) are particularly suited to dense population countries like Bangladesh, where the SME sector can provide vast opportunities for employment with much lower investment.

Since February 2022, they have distributed a total of 75,99,180 taka as financial assistance to beneficiaries in order for them to become owners of small businesses. They have two bundles to

provide financial assistance for small businesses. Between 25 and 30 thousand takas. They have so far provided small trade assistance to 271 households. They provided the 30 thousand packages to 39 households in February. In March, there were 71 households; in April, there were 62 households; and in May, there were 99 households. And it is gradually increasing. To receive this IGA support, the organization has some requirements, one of which is that the applicant meet the zakat criteria. If the applicant does not meet the zakat criteria, they may receive assistance from the organization's Sadaqah fund.

Rickshaw



As part of their IGA project, AFBL provide financial assistance to the beneficiaries in order for them to purchase a rickshaw. There are many unemployed head members of families in Mirpur slum. They have no means of supporting their family. Because of poverty, they don't even have the financial means to start something new. They are involving with various crimes, which is a

matter of concern for our country. AFBL only provides this assistance in a single package which is Tk. 21,000, while a new rickshaw costs between Tk. 16000 to Tk. 18,000. AFBL's IGA program has distributed a total of 1330000 takas to the 51 beneficiaries since February 2022.

Rickshaw pulling helped contribute significantly to our economy in terms of income, employment, and service. Rickshaws are popular among the general public due to their combination of estimated on the basis service quality within a relatively low-cost range, privacy, a sense of security, and eco-friendliness when compared to other non-private modes. To a large extent, rickshaw pulling generates income for a variety of people, including owners, manufacturers, garage owners, repair shop owners, small food shop owners, and so on. Rickshaw pulling provides more opportunities for poor people without land than any other agricultural activity.

3.1.2 Dhamrai Project

Items	Package (Taka)	February	March	April	May	Total (Taka)
Total amount of distributed items (Cattle)	-	37	89	62	41	<u>229</u>
Cattle	50000	1880000	4450000	2050000	1200000	<u>9580000</u>
Total amount of distributed items (Auto van)	-	5	21	14	44	<u>84</u>
Auto van	50000	250000	1050000	700000	2200000	<u>4200000</u>

Cattle



Livestock has massive potential to alleviate poverty. More than two-thirds of the world's rural poor and a significant minority of the peri-urban poor rely on livestock for a living. The poorest of the poor do not have livestock, but if they are able to obtain animals, their livestock can help them begin their journey out of poverty. Many people in our country live their lives based on livestock in our cities. It has been extremely common in our country over the last century. Many families are still unemployed; they are unable to work because of illiteracy. AFBL started doing something to help them. They provide financial assistance to this type of family so that they can purchase cattle and live a prosperous life. AFBL contributes zakat to their Dhamrai project as part of their zakat program. Dhamrai is a city with numerous cattle-raising opportunities. As a result, AFBL provides financial assistance to zakat-deserving individuals in order for them to purchase cattle. They are offering 50,000 to each beneficiary. According to AFBL's audit, Asma, a poor Dhamrai woman, received financial assistance from Akij Food & Beverage Ltd... 5 years ago. She used to live in a tiny tent with her three children and husband. She now has a home made by iron sheet after purchasing dairy cattle. Her children attended public school. Her family is now doing well. She has two new dairy cows as well. According to the AFBL audit, Asma sells dairy and earns 300 per day.

AFBL's work in bringing livestock to impoverished communities alleviates poverty while also spurring economic growth and opportunity. Livestock can help alleviate poverty by performing laborious tasks that relieve stress on families. Livestock also produces and provides food, increasing the flow of income and the ability to work on other aspects of life.

Auto van



Many urban areas in Bangladesh rely heavily on vans for transportation, but this has changed. Rickshaws are the most well-known mode of passenger transportation, while vans are used to deliver heavy goods. When we buy iron for a construction project, we need a way to transport it from the shop to the job site. The van is a useful mode of transportation. When we buy new furniture, we transport it in a van. However, driving a van is difficult. Pedaling is difficult for humans, with weigh a lot. Electric vans powered by batteries, on the other hand, have recently become available. But poor people don't have the funds to buy that van. AFBL provides financial assistance to beneficiaries in order for them to purchase a new auto van. It is also a part of their

IGA program. Initially, they are only providing this service in Dhamrai, but their goal is to provide this IGA service throughout the country. AFBL only provides that IGA service in one bundle, which is 50000. AFBL distributed 4200000 takas as part of their IGA program to 84 beneficiaries in four months. Their benefits have a significant economic impact; their GDP is also rising.

3.2 Social impact of CSR activities of AFBL

Making a significant or positive change that solves or at least identifies injustice and inequality and obstacles is what social impact is all about. It can come from the government, corporate, plural, or fourth sectors, which all play different roles in society's provision. These areas have chosen to create social impact through specific sets of goals and approaches. AFBL began their CSR activities, which are managed by their Trust department, with the goal of serving the society. Initially, they provided their services within their territory, but it has now spread throughout the country. They provide educational aid, mosque aid, madrasa aid, and financial aid as part of their program. These programs have a significant positive impact on society, and all of them are funded by their zakat fund, which distributes aid to beneficiaries in accordance with Saria law.

Items	Numbers of Beneficiaries In 2021	Numbers of Beneficiaries In 2022	Total Number of Beneficiaries	Amount Disbursed in 2021 (TK)	Amount Disbursed in 2022 (TK)	Total Disbursed Amount (TK)
Education	6	18	24	94000	683500	840500
Mosque	0	9	9	0	1030000	1030000
Madrasa	2	4	6	161000	544000	705000
Financial Aid	7	17	24	314000	2789900	3103900

Table 5: Disbursed amount in Different Programs.



Figure 3: Social Impact of IGA.

3.2.1 Education

Education is a fundamental right, and it is the government's responsibility to ensure that all individuals receive a basic education. Despite the government's varied endeavors, the country's literacy and poverty reduction situations require far more high levels of concentration. Latest data on the country's claimed literacy rate are frequently referred to as "unreliable," and the number of persons with functional literacy is much lower than what is reported. On the other hand, because of the poverty in our country, many households do not send their children to school, preferring instead to send them to work, which is prohibited in our country. Although the state provides free education to all rural and urban areas, the quality of that education is inadequate. A student also needs certain additional expenses, such as stationery and other notes. However, some families can't afford it. Some families send their children to private schools, although they haven't been able to do so for a long time. AFBL helped families who cannot finance their children's education but still wanted them to go to school. Distribution of educational help is part of their CSR initiative, according to their Trust department. AFBL has provided educational assistance to 24 households totaling 840500 takas since its inception in

2021. This initiative, which is sponsored by their zakat money, is still in operation. By lowering the literacy rate, this policy has a major impact on society. Education is a critical component of increasing the productivity of a current or potential labor market.

3.2.2 Mosque

Bangladesh is primarily a Muslim country, with Muslims being the majority of the population. Bangladesh's Muslim community is oriented around a mosque. A mosque is a place of worship and prayer for Muslims. The mosque's purpose is to assist individuals in learning more about Islam. In Bangladesh, which is known as the Mosque Country, there are 5 to 6 mosques in every locality. AFBL also contributes to the creation of a new mosque. Their Sadaqah fund is used to distribute this fund. When an applicant submits an application on behalf of the mosque, the AFBL receives it and reviews all of the relevant documentation. The organization then prepares a report and distributes the required amount following a field visit. This began in the year 2022. AFBL has distributed 10,000,000 takas from their Sadaqah fund to 9 mosques in various parts of the country. The head of AFBL, SK. Shamim Uddin, chose to expand the program across the country.

3.2.3 Madrasa

Madrasah education goes back to the time of our prophet, Hazrat Muhammad (SM). The Quran, hadith, and the obligations and responsibilities of a faithful Muslim were the topics of their lectures. Madrasah education is a system in which, in addition to general information, Islamic disciplines of knowledge are taught. Religious schools are referred to as madrasahs. In Bangladesh, there are two types of madrasahs. The Alia Madrasa is one, and the Quami Madrasah is the other. In East Pakistan, Alia Madrasahs used to focus solely on Arabic literature and Islamic knowledge. Following Bangladesh's independence, some attempts were done to reform the Madrasah education system. Bengali, Mathematics, English, Social Science, and General Science have all been made mandatory. Students are taught exclusively Arabic and Islamic subjects in Quami Madrasahs, which are wholly controlled and operated by the private sector and rely on the funding of the local community or foreign sponsors. AFBL plays a significant role in madrasa aid as a local community fund. It is distributed from their Trust

department, as other help, by meeting the fundamental requirements of paperwork. The Madrasa help program began in 2021 and continues to be successful this year. This program will be continued by the chairman of AFBL. Any Madrasa committee member or member of the general public who is a member of that Madrasa can apply for this program. If the institute justifies aid after completing the required documentation, analysis, and field visits, AFBL's Zakat fund will be paid to the Madrasa aid. AFBL distributed 161000 takas to two madrasas in 2021, and 544000 takas to four madrasas from 2022 to the present as Madras aid.

3.2.4 Financial Aid

Financial aid is assistance that provides financial support to a poor. Bangladesh continues to have a low literacy rate. The government, some local organizations, and foreign investment are all working hard to increase literacy rates. Beneficiaries claim that they have little or no financial capability. On the other hand, poverty is growing by the day. Poverty continues to impede people's ability to live normal lives in some rural areas. Wondering about this people, AFBL decided to provide financial assistance to these beneficiaries from their zakat fund. If any beneficiaries require financial assistance for any reason, such as their children's education or regular needs, they must apply to AFBL for financial aid. If the beneficiary meets the zakat criteria, they will receive the required amount after all formal procedures are completed. The financial aid program began in 2021 and continues to operate under the same rules in 2022. In 2021, they had distributed 314,400 takas to 7 beneficiaries. And by 2022, this program spreading, and increasing the number of applications. AFBL already distributed 2789900 takas to 17 beneficiaries in 2022. AFBL has their own employee who represents on a "sharia" board and in charge of selecting the actual beneficiary and granting them to receive the aid.

3.3 Community Impact of IGA

CSR initiatives enable companies and organizations to connect positively with communities at all levels of society. More than just communities benefit from CSR. It also provides new and diverse options for businesses, which are frequently mutually beneficial to both enterprises and the community. This can be explained as the communities that benefit from Akij's CSR activities

developing a soft spot for Akij and assisting in shaping positive customer impressions of brands and businesses associated with Akij. It will also aid Akij in employee recruitment and retention.

Items	Numbers of Beneficiaries In 2021	Numbers of Beneficiaries In 2022	Total Number of Beneficiaries	Amount Disbursed in 2021 (TK)	Amount Disbursed in 2022 (TK)	Total Disbursed Amount (TK)
Health	257	960	1217	11260900	46919178	58180078
Housing	48	103	151	6760000	14568500	22308500
Loan Payment	23	12	35	1320000	1359500	2679500

Table 6: Disbursed amount in Different Programs.

3.3.1 Health

Zakat is an Islamic financial instrument used to address social issues such as poverty and equitable wealth distribution in order to achieve social welfare. The primary indicator of social welfare is having enough cash to cover basic needs such as food, shelter, and medical services, among other things. Healthcare status is a critical factor in determining social welfare. Countless people in our country are physically ill. They may be unable to continue with their regular treatment. A person throughout poor health will be unable to perform active or continuous work. Poverty is exacerbated by poor health. Health issues limit labor opportunities, resulting in lower earnings. Healthcare and social welfare have a decent link. As a result, anyone in poor health who cannot afford to continue their treatment is considered a beneficiary, and they are also zakat deserving. Zakat can be distributed to these people under Islamic sharia criteria for better treatment and health. The Trust of Akij Food and Beverage Ltd. began distributing zakat funds to these beneficiaries. These activities are still ongoing. They keep some requirements in place to approve the beneficiaries. First, as a beneficiary, they must complete an application in which

they must include all relevant information about the patient and their family, as well as related medical documents attested by the doctor. Every application must include the patient's national ID card and a bank statement. Applicants had to drop off their application at AFBL's collection booth after completing all of the requirements. When the Trust department received the application and began processing it, they verified the documents, obtained Sharia board approval, and approved the payment. The majority of applications are for medical reasons. They have so far distributed a total of 5,81,80,078 takas in medical assistance to deserving zakat recipients. They also work with other organizations such as "DO SOMETHING", "CHARITY PLATFORM", "MUKTIR BONDHON FOUNDATION", and hospitals such as "Dhaka Community Hospital & Medical College" and "CENTRE FOR THE REHABILITATION OF THE PARALYZED (CRP)". Patients who apply at their partner organization on behalf of AFBL will receive free treatment. In addition, they began providing free ambulance service to beneficiaries across the country. According to Akij Food & Beverage Ltd., good health stimulates economic activity and aids in the prevention of poverty.

3.3.2 Housing

Bangladesh is a highly populated developing country, with the majority of its population living in rural areas. And there are several households who don't have a proper place to live. Some families don't even have the land to make a home to live on, and some have land but it goes by river. Those families are homeless.

Many government and private sector organizations are working tirelessly to provide adequate shelter for Bangladesh's homeless. Bangladesh's government initiated this initiative and has already constructed homes for these privileged homeless people. Akij Food and Beverage Ltd., as a private company, also works for these people. It is also part of their zakat program, which aims to provide shelter to every homeless family. This program is also managed by the same department that manages other programs. As a beneficiary, they must complete a simple application and provide all relevant documentation regarding the land and previous residence. The application would be approved after verifying by the organization. AFBL could provide housing assistance to 48 homeless people in 2021, increasing to 103 in 2022. So far, a total of

22308500 takas has been disbursed as housing aid. As a result, we can characterize the zakat program as community-wide housing assistance.

3.3.3 Loan Payment

In Bangladesh, there are a large number of poor people with low incomes. Some of these people are unemployed because they lack sufficient capital to invest in any business. Many private banks, government banks, and non-governmental organizations (NGOs) are working to provide small loans known as SME loans. Furthermore, farmers in our country can obtain loans from any institution by meeting the requirements of the institution and paying a low interest rate. These peoples are every so often unable to repay their loan or fails to make their regular installment payments. They are put under financial strain as a result of their loan, and if they have no other way to repay the loan, they are subject to the zakat program. AFBL also works on those other projects for them. which is referred to as loan payment assistance If a beneficiary is unable to pay back their loan and comes from a low-income family, the AFBL Trust's zakat program will cover it. The criteria of this program are that if the applicant misses regular 5 to 6 installments and has no other way to repay and then applies here for loan payment aid with appropriate institutional documents, the loan payment will be directly paid to the applicant's institution after checking by the organization and approval by the Sharia board. They provide assistance to 35 households in these two years, 2021 and 2022, for a total of 2679500 takas. And this program is still operating as their zakat program, which is part of Akij Food & Beverage Ltd.'s CSR programs.

CHAPTER 04

SUMMARY OF

OVERALL IMPACT

Islam is a religion that provides a mechanism called Zakat that helps to alleviate poverty. Islam's socioeconomic system depends on the institution of zakat. It is an annual payment made on savings of at least 2.5%. One purifies their money and soul by doing this.

As we have mentioned before, the Trust department of Akij Food & Beverage Ltd. works for the underprivileged. Under the Trust department, they run three programs. One of them is a program for social welfare.

Bangladesh is a nation where the main issue is poverty. The BBC ranks Bangladesh third in terms of poverty. People suffer from extreme poverty and handicap. People in rural areas rely on their land for sustenance and occasionally flood, which causes homelessness and a lack of employment. A family of a poor laborer or farmer is in dire distress.

Akij Food & Beverage started helping the destitute and disadvantaged as part of a social welfare program. The CSR program of AFBL includes this. They offer financial aid, medical aid, aid for mosques and madrasas, aid for education, among other things, under this scheme. In addition to this assistance, AFBL also offers livelihood projects where it gives livestock to the underprivileged and rickshaws and paddle vans to the needy. They also assist the needy and impoverished to start their own grocery store. Their most well-known forms of assistance are medical and educational aid. Many low-income Bangladeshis are unable to raise the necessary funds for their treatment. If the beneficiary is truly in need, AFBL works for them.

All of AFBL's projects are operated as part of its zakat program, which exclusively grants help to zakat qualified recipients based on eligibility requirements. When a man in the family is out of work, he can still support his family with the help of a rickshaw. If he has any children, they can also apply for financial aid for their schooling. There is no restriction stating that if one from family receives assistance, the other cannot. Both his wife and children are eligible to appeal for assistance with their cattle and schooling. After the beneficiaries have completed the right application, the Trust team will work on it. If all of the supporting documentation is accurate and the application has been properly justified, it will then be delivered to the Saria board. Whether or not the beneficiary is truly deserving of zakat will be determined by the Saria board. So the whole point of this is their procedure for finishing an application and qualifying for payment.

The Chairman of Akij Food & Beverage Ltd. has direct supervision over the Trust division of AFBL. Recently, the company's chairman, Sk Shamim Uddin, assembled a team to assess the beneficiaries' progress and dispatched it to several project locations to gather applicants' opinions. The majority of the recipient families, as reported by the feedback team, are leading comfortable lives.

In addition to their zakat program, they have created free ambulance services and hospitals to treat the impoverished, both of which may be accessed by phoning their call center. Originally, this service is only available in Dhaka now, but they intend to expand it to the entire nation by dialing 999.

The Trust department of AFBL is preparing to transform an existing division into a "foundation" whose primary goal will be to aid the downtrodden. We are aware of other groups working on that, however the most of them offer financial loans or minor loans, while AFBL does not. If the petitioner meets the zakat requirements, they only offer assistance without charge.

CHAPTER 05

FINDINGS &

ANALYSIS OF THE

I have discovered the following results during my internship at AFBL, entirely based on my own observation and work:

5.1 Findings & Analysis for Educational Aid:

A total of 24 lacs 85 thousand 500 taka were given for educational aid by the AFBL Trust. Included in this list are contributions made directly to the madrasa and school. 42 people have received assistance from the AFBL Trust so far.

5.2 Findings & Analysis for Financial Aid:

Since they started offering financial aid as zakat, they have paid 32 lacs, 43 thousand, 9 hundred. Any person who meets the zakat standards may apply, and any reason may be given; nevertheless, the justification must be true and supported by evidence.

5.3 Findings & Analysis for Housing Projects:

Known as the "country of rivers," Bangladesh. People's homes or land are taken by the river during floods. In our country, it is fairly typical. Many public and private groups are devoted to helping the homeless find shelter. Additionally, the AFBL Trust maintains a program to assist the homeless. They gave them assistance to build a new home for them and money support to buy fresh land. Over 200 persons have received financial assistance from AFBL thus far for the construction of new dwellings. This aid is being provided for a total of 2 crores 27 lacs, 28 thousand, 500 takas.

5.4 Findings & Analysis for IGA projects:

This year, AFBL began its IGA projects, which are known as "Income Generating Activities". They began their initiative in three separate Dhaka neighborhoods. Their main goal was to give the slum residents a means of support so they could manage their families and afford to send their children to school. They recently began working in other new locations. IGA programs are crucial for our nation. IGA programs are also administered by a number of commercial companies, who give the beneficiaries small loans with low interest rates. The IGA initiative of

AFBL gave 2 crores 90 lacs to 920 individuals throughout this year. Additionally, the beneficiaries claim that they are receiving good returns.

5.5 Findings & Analysis for Sadaqah Funds:

In Islam, the term "sadaqah" refers to an offering or charitable donation made voluntarily. Sadaqah is optional for all Muslims, whereas zakat is required. Sadaqah does not have a set monetary value. It will be based on what is best for each individual.

The Trust department at AFBL also oversees their own sadaqah fund. The sadaqah fund of AFBL provides relief to non-Muslims, and a number of eligible people who do not qualify for zakat. Recently, a Dhaka University student from a reputable family needed a large sum of money for his procedure. He applied here since he was unable to raise the full amount, and the Trust department assisted them with money from their sadaqah fund. Each transfer of money from the sadaqah fund requires the chairman's individual permission.

CHAPTER 06

RECOMMENDATION

& CONCLUSION

After five months in AFBL, based on my own experience and observation, I made the following suggestions: I developed the explanations based on my own beliefs. These should be beneficial for the Trust department team at the AFBL in order to ensure efficient operations.

6.1 Informing people about the Trust's assistance of AFBL:

The CSR initiatives of Akij are not widely known to many individuals. Adverts in hospitals across the country for medical assistance and in rural schools all over the country for educational assistance can inform them. Companies will get some benefits, including an increase in their brand value in the cutthroat market, the accomplishment of their primary goal of paying zakat, and assistance to the underprivileged.

6.2 Recruit more employees:

The number of applications is increasing every day, and the file is getting much larger. Due to intense application demand, the number of pending cases is also rising. As a result, urgent applicants' payments are being delayed. Therefore, engaging extra employees could aid in easing the workload and accelerating the working process.

6.3 Digitalizing all procedures:

A new applicant enters their number in the register book rather than a Google sheet because all the processes are handwritten. Additionally, applicants had to write down their information on a sheet of paper and put it in the box. However, because they reside outside of Dhaka, many candidates are unable to go to the office. In order to make it simple for applicants outside of Dhaka to apply, AFBL can collect web applications. and when every procedure will run digitally, they'll can save time and have less work to do.

6.4 Make more partner organization:

In order to assist people, AFBL has already partnered with a few other organizations. They could expand the number of partners. For instance, I discovered that the majority of dialysis patients and medical aid applicants arrive during my internship period. Dialysis is an extremely pricey form of treatment. Only a small number of hospitals offer subsidized dialysis services. Outside of Dhaka, local dialysis facilities charge excessive prices that are out of reach for the majority of

patients because they are privately owned. Therefore, AFBL can collaborate with dialysis institutions so that those institutions can offer impoverished patients free or discounted dialysis

6.5 Conclusion

In Bangladesh, a large number of individuals are impoverished. The help of AFBL is quite beneficial at this time for the less fortunate individuals. AFBL's primary goal is to uphold Islamic order and helping the underprivileged, even though they are doing this as part of their CSR initiatives. The Trust section of AFBL's general zakat program is portrayed as CSR initiatives in this report. Here, I attempted to explicate every project of their IGA programs and other aid programs, the sum they have so far disbursed, and how their programs are conducted.

AFBL was the first workplace where I gained actual working knowledge, my internship there ranks among my most wonderful work experience. My career choice will be built with the assistance of the things I have learnt, the information I have acquired, and the expertise I have accumulated. Working at AFBL has taught me how to be professionally, handle difficult situations, sustain performance under intense time constraints, and communicate with a wide range of people. I think I can apply everything I've learned to improve both my work and home life in addition to my foray into the business world. My practical understanding of the sales, marketing, and CSR industries has surely improved since I started working at AFBL. It really has provided me with the opportunity to explore working at such a large company directly. My understanding of all corporate social responsibilities and their effects on businesses and society at large has expanded as a result of my activities. My job experience in CSR initiatives, branding, marketing, and investigations has given me a fresh outlook on how to survive and succeed in the corporate world, particularly in the sales and marketing industry. Through my internship, I was able to recognize my aptitude for sales and my interest in the industry. In light of this, I would want to offer my sincerest thanks and appreciation to AFBL, the Trust department, and everyone else who supported me throughout my internship.

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