

Internship Report
On
Corporate Social Responsibility (CSR) Practices of
Robi Axiata Limited

An Internship Report Submitted to the School of Business and Economics in Partial Fulfillment
of the Requirements for the Degree of Bachelor of Business Administration.

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Letter of Transmittal

5th February 2019

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Subject: **Submission of the Internship Report**

Dear Sir,

I would like to submit my internship report titled “Corporate Social Responsibility (CSR) Practices of Robi Axiata Ltd.”, which has been organized by me as a requirement for the conclusion of the BBA Program of United International University.

My internship started at Robi Axiata Ltd. in Market Operations Division started from 23rd of September, 2018 and ended on 22nd of December, 2018 under the supervision of you. I achieved appreciation for my performance from my line manager Md. Omar Faruq Ibne Hasan, General Manger Market Operations.

I have tried to follow each and every instruction that you have advised while working on this report. It has been a very pleasing experience of working in this giant Telco Multinational and I have enjoyed my internship period at Robi Axiata Ltd. The authorized peoples of Robi Axiata Ltd. have also absolute their cooperation whenever necessary.

Sincerely,

Sumaiya Mim Farabi

ID No: 111 133 041

Acknowledgement

I would like to thank those people who helped me a lot with this report. Without their contribution preparing this report in time was quite impossible. First of all I want to thank my helpful course instructor, Md. Kaium Hossain Sir. My warmth gratitude goes to him for his affable cooperation and advice helped me a lot bringing this endeavor into realization.

Also I would like to convey my humble thankfulness towards my line manager Omar Faruq Ibne Hasan, General Manager, Alternate channel team under Market Operation Division, my team members- Ronald Rony Baidya and Arunakshmi Das. Without their help it was quite impossible for me to prepare the report.

Finally, I would also like to thank my family and friends for their help and support.

Sumaiya Mim Farabi

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Executive Summary

Robi Axiata (Bangladesh) Constrained is a dynamic and best countrywide GSM correspondence arrangement supplier. It is a joint endeavor organization between Axiata Gathering Berhad, Malaysia, and NTT DOCOMO INC, Japan. Axiata (Bangladesh) Restricted, previously known as Telekom Malaysia Worldwide (Bangladesh), started its task in 1997 under the brand name Aktel among the pioneer GSM portable broadcast communications specialist co-ops in Bangladesh. A while later on 28th Walk, 2010 the organization began its new adventure with the brand name Robi.

The report deals with the Corporate Social Responsibilities (CSRs) of Robi Axiata Ltd. The report includes a brief discussion of CSR activities and exemplifies in detailed by the CSRs of Robi. CSR is a familiar terminology in recent times, and its practices are being integrated into the national and international arena. So far I have found that Robi draws in itself in various kinds of Corporate Duty (CR) programs. Through its CR activities, Robi expects towards the advancement of the financial and environmental state of the nation through improving individuals' lives concentrating on their essential needs just as monitoring the elite culture and Legacy of Bangladesh. I tried to understand how they are conducting the activities, the nature, and sector of their work and how they are communicating their activities to increase the awareness level. Robi is firstly promoting its brand besides endorsing it is enabling positive force on the civilization, mainly, through its 'center operations' or business footstep and secondly, during its aptitude to put out to national development goals by empowering People.

CHAPTER - ONE

INTRODUCTION

1.0 Introduction

Corporate Social Responsibilities (CSR) is a new term in the modern business. The name has gained popularity from its inception. It indicates how responsive and sensitive an organization is towards the entities related to it. The organizations are getting introduced with the term and taking initiatives to earn the benefits from it.

Indeed, the organizations have responsibilities as it is an integral part of the society providing products and services to fulfill needs. In this report, the Corporate Social Responsibilities are described briefly, and the examples are arranged in the perspective of a giant Telco Multinational Robi Axiata Ltd. in the plot of Bangladesh. The company is working as a torchbearer of CSR activities in Bangladesh and has brought about a revolutionary change in the socio-economic culture of the country.

The management board of the company has taken some different and distinctive efforts in association with Bangladesh Government and other philanthropic organizations towards change to success. In this report, the change stories and the effects on the society are presented in details.

1.1 Origin of the Study

After completion of all the required courses of BBA program under United International University, it is an obligatory part to get involved in a practical and professional environment.

So I had joined in the Market Operation Department of Robi Axiata Limited, Head Office for three months to complete the BBA program. Working in Robi I have learned so many things about the Telecommunication Industry and their strategies. This report is the yield of my useful experience which I accumulated during my internship.

1.2 Objectives of the Study

Internship program resembles an introduction of an undergraduate student into the corporate world. Amid this period surprisingly an understudy gets the chance to use my aptitudes and learning for the upgrade of the association. It is a career development activity help a student to build their career.

1.2.1 Broad Objective

The essential purpose of the report was to discover the Corporate Social Responsibilities that are performed by Robi and finding out the communication level that Robi uses to do for this consideration.

1.2.2 Specific Objectives

- To find out the CSR Activities of Robi in Education Sector.
- To find out the CSR Activities of Robi in Empowerment and Poverty Alleviation Sector.
- To find out the CSR Activities of Robi in Environment Protection Sector.
- To find out the CSR Activities of Robi in Health Care Sector.
- To make some Recommendations on CSR practices of Robi.

1.3 Methodology of Data Collection

For smooth and accurate study everyone has to follow some rules and regulations. The study inputs were collected from two sources:

1.3.1 Primary Sources

- Practical observation
- Marketing Activities
- Face to face conversation with the Project Supervisor
- Face to face conversation with employees

1.3.2 Secondary Sources

- Company Website
- Previous reports
- Online journals
- Memos and Circulars

1.4 Limitations of the Study

While preparing this report some specific restrictions were faced:

- Inadequate sources disallowed authentication of information.
- The analysis existing here may differ with the opinions of experts in this area.
- Some specific points of the report may be measured not to be disclosed by the organization.
- Robi contains lots of personal data, records and information and the access to all information of the company was restricted for an intern.
- Short period of time was another limitation.
- Last but not the least; the report would have more better and practical, as I too have shortcoming with time, knowledge and capability.

CHAPTER –TWO

AN OVERVIEW OF ROBI AXIATA LTD.

2.0 Overview of The Company

Robi Axiata limited is a secondary company of the Asian telecom giant, Axiata group berhad, based in Malaysia. Other shareholders in the entity are Bharti Airtel International (Singapore) Pte Limited as well as entity DOCOMO Inc.

Robi is the next biggest mobile network operative in Bangladesh with 44.225 mn subscribers as of end of January 2018. The company commenced operation in 1997 as Telecom Malaysia International (Bangladesh) with the brand name 'Aktel'. In 2010, it was rebranded as 'Robi' and the company changed its name to Robi Axiata Limited. Following the merger with Airtel Bangladesh, the merged company, Robi Axiata Limited ("Robi") started its commercial operation on November 16, 2016. As of now, this is the biggest ever merger of the country and the first ever merger in the mobile telecom sector of Bangladesh.

Robi was the earliest operator to initiate GPRS and 3.5G services in the country. Robi is the first company to initiate 4G service in all the 64 district headquarters of the country. Actually, this marker landmark was achieved on the first day of the profitable start of the service by Robi on 20th February.

Robi is truly a people oriented brand in Bangladesh. Having the local tradition in its core Robi Marches ahead with innovation and creativity. Robi is the representation of collection that brings pleasing smile on the faces of the farmers. Robi, significance the sun, is the source of energy that vitalizes agriculture, weather and life everywhere. 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 promises to offer the best superiority service experience in terms of action and connectivity to its customers all over Bangladesh. Together with its unique ability to develop local insights, Robi has created distinct services with local flavor of staying put close to the heart of its customers.

2.1 Company Profile

Name of company: Robi Axiata Limited

Shareholders: Axiata Group Barhad And NTT DOCOMO

Bangladesh Head Office: Robi Corporate Centre (NAFI Tower), 53 Gulshan South Avenue, Gulshan-1, Dhaka-1212; Bangladesh.

Year of establishment: 1997

Industry: Telecommunication

Technology Deployed: EDGE, GSM, GPRS, HSPA

Position in the Industry: 2nd terms of number of subscriber and revenue

Network Coverage: 99% of the population (January, 2018)

Geographical Network: All over the Bangladesh (January, 2018)

Major Competitors: Grameenphone, Banglalink

Slogan: Jole Uthun Apon Shoktite (Ignite the power within)

Website: <https://www.robi.com.bd>

Logo:



2.1.1 The Journey of an Era

❖ 2018

- Received 4G license on 19th February 2018, ready to deploy 4G services.
- The regulator introduced a unified floor rate regime whereby, floor rates applicable to on net and off net voice tariffs were unified at BDT 0.45 going forward.

❖ 2017

- Excellent Robi – Airtel merger synergies achieved better than expected results.
- Data revenue grew by 88.9%

❖ 2016

- Robi records 5.1% revenue growth in second quarter, BDT 560 Crores invested toward 2.5/3,5G network expansion.
- Robi subscriber base stands at 27.4 million

❖ 2014

- Robi Axiata Limited has been awarded as the 5th Best Employer of the year at the 2nd World HRD Congress, 2014.
- Revenue growth driven by data (+120%)
- EBITDA margin improved by 2.9pp to 38.3%

❖ 2013

- Double digit revenue growth of 19%
- Emerged as no. 2 player in revenue market share.
- Robi was awarded 3G license in the recently concluded auctions.

❖ 2012

- Outstanding double digit revenue growth of 27%
- Strong subscriber growth in Robi (34% YoY)
- Strong distribution in all aspects of business especially marketing and distribution.

❖ 2011

- Crossing 1 million subscribers mark in 2011
- Robi Axiata Limited, the leading mobile phone company of the nation, has received “Star News HR Excellence Awards for innovation of the HR”.

- ❖ 2010
 - Robi has been given the prominent Frost & Sullivan Asia Pacific ICT Award for "Emerging Market Service Provider of the Year".
- ❖ 2009
 - Acquired 10 million customer bases (sold).
 - Established Network in Chittagong Hill Tracts as the first operator.
- ❖ 2008
 - Earliest for launching Push Mail.
 - Initial to launch Call Block.
 - Launching first Call Backup.
- ❖ 2007
 - Financial Express - Standard Chartered CSR Award.
- ❖ 2006
 - Recognized more than 5 million customer base
 - Founding of over 3500 BTS in 451 upazillas, covering 90% Thana.
 - Unbeaten achievement of backbones in Dhaka-Ctg, Dhaka- Sylhet, Dhaka-Bogura, Dhaka- Khulna.
- ❖ 2005
 - Established 2 million customer base.
 - Launching e-fill.
 - Earliest to launch GPRS.
 - First of launching 1 second pulse on Postpaid.
 - International SMS with 500 operators.
 - Primary Telecom operator to accept ISO 9001-2000 official recognition
- ❖ 2004
 - Created 1 million customer base.
 - Establishment of inter operator SMS.
- ❖ 2003
 - First launch Prepaid Mobile Standard.
- ❖ 2002
 - Lunch 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.

2.1.2 Purpose and Principles

- **Fervent**
- **Resourceful**
- **Courteous**
- **Open**

Emotional

- **Clear-cut**
- **Moral**
- **Translucent**
- **Tenure**

Rational

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.*

2.2 The Shareholders

2.2.1 Axiata Group Berhad

Axiata is an promising leader in Asian telecommunications with major company in Malaysia Indonesia, Sri Lanka, Bangladesh and Cambodia. Additionally, the Malaysian developed company has strategic mobile and non-mobile telecommunications operations and investments in India, Singapore, Iran, Pakistan and Thailand. Axiata Group Berhad, including and associates, has approximately 50 million mobile subscribers in Asia, andMalaysia's stock exchange (Bursa Malaysia).

2.2.2 NTT DOCOMO INC

NTT DOCOMO INC. is the world's top 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 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 through Asia, Europe and North America. NTT DOCOMO INC is listed on the Tokyo (9437), London (NDCM) and New York (DCM) stock exchanges.

2.3 Divisions of Robi Axiata Limited

Divisions of Robi Axiata Limited is given below:

- **People & Corporate**
- **Market Operation**
- **Digital Service**
- **Finance Division**
- **Technology**
- **Enterprise Business**
- **Internal Audit Division**
- **Corporate Strategy**
- **Internal Audit**

2.4 Organizational Structure

Robi monitors an easy chain of command that is flawlessly clean to every single department. Each and every personnel performs rendering to the advice by means of the top control.



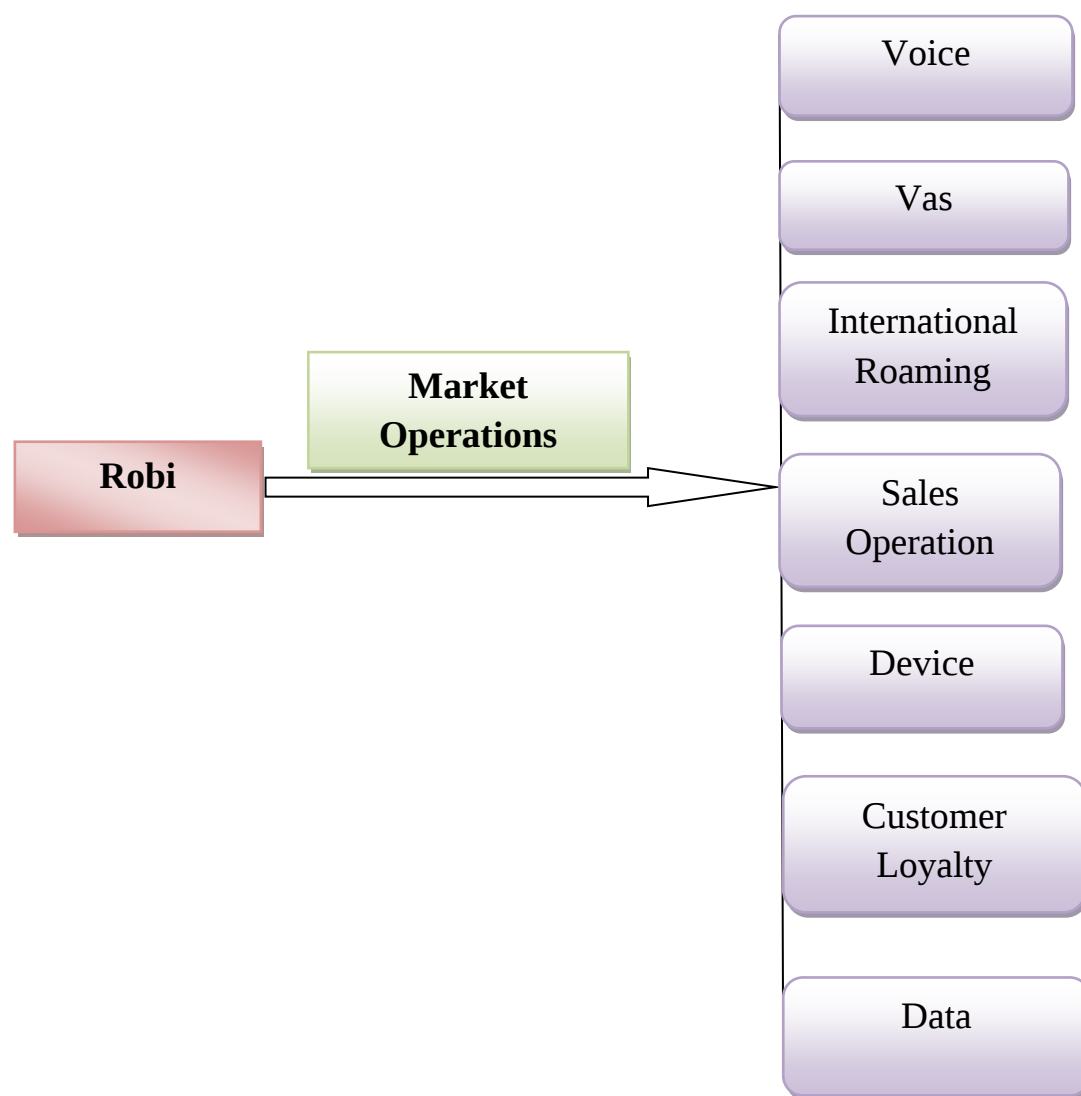
The ladder of Robi Axiata limited management is a tall formation. The power is lead by Way of the Managing Director & chief executive Officer, Mr. Mahtab Uddin Ahmed who is the chief regionally appointed CEO of any multinational telecom organization in Bangladesh has of yet. Under the CEO and Chief operating Officer (COO), Chief Technological Officer (CTO), Chief Corporate and People Officer (CCPO) and Chief Financial Officer (CFO).

Every department contains a vice president and executive vice president. General Manager and line manager report to them directly. The managers and assistant managers report to their line manager. Under them there are executives and specialist. Junior officers and assistants are entry level employee.

2.5 Market operation Division of Robi Axiata Limited

Market operation division is like the other divisions of Robi Axiata Limited. There are six teams working under this division. There are Data, Voice, customer loyalty Management (CLM), device and International Roaming team along with VAS team. Market operation has another team which is in another floor named MO Buying team. Final and last work of agreement is done by this team. Each team of market operation is internally connected. Market operation mainly connected the bridge with other companies, do promotional activity, find the way to increase the revenue, innovate new things, organize the campaigns and so many things.

2.6 Organogram of Market Operation Division



I was an intern of Alternate Channel team Under the Sales Operation Division which was in the Market Operation Division. Md. Didarul Hassan Siddique is the Vice President of Sales Operation. He is the head of Sales Operation Unit. My Line Manager was Omar Faruq Ibne Hassan who assigned me innovate task. He is the general manager And Ronald Rony Baidya, Manager and Arunakshmi Das were my supervisors who were very helpful from the beginning. Each and every member of the team was very friendly and co-operative.

2.7 SWOT Analysis of Robi

<u>Strengths:</u>	<u>Weaknesses:</u>
• Strong Capital Base. • Experienced Management Team • Diversified Funding Sources • Outstanding Market Share. • Corporate Shareholding Structure • Diversified Business Exposure	• Significant Deterioration in in Asset quality having adequate provision • High Ownership concentration • Declining Financial Performance • MIS needs further Development • Single Unit Financial Institution • High turnover in mid and top tire management.

<u>Opportunities:</u>	<u>Threats:</u>
• Business expansion opportunities • SME Financing • Fund raising through new financial products • Capital market operation • Scope of product diversification	• Commercial banks portfolio • Expansion to lease financing • Increasing local and foreign cost of fund • New entrance into the market. • Imposition of Govt. restriction on different service.

CHAPTER –THREE

ANALYSIS AND FINDINGS

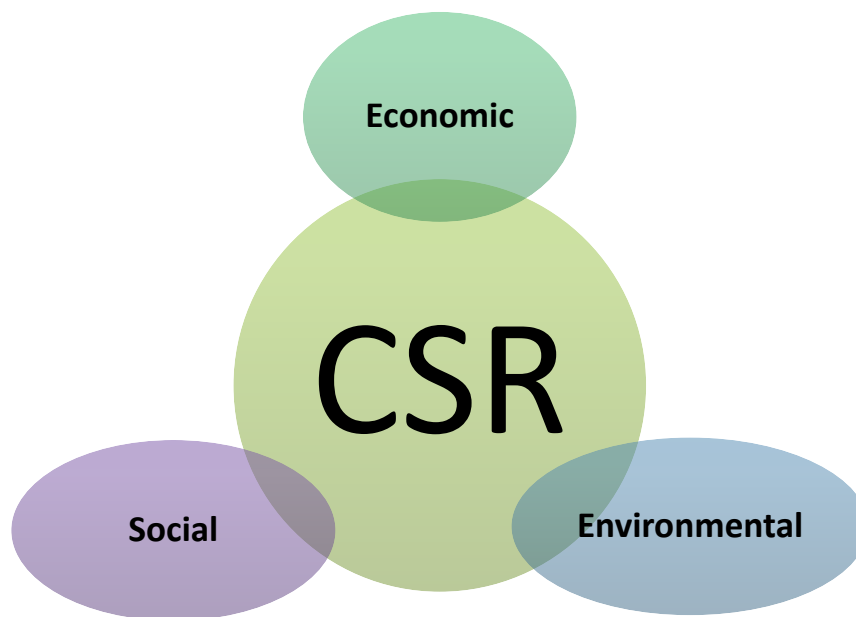
3.0 Corporate Social Responsibility (CSR):

“Corporate Social Responsibility is a commitment to improve community well-being through discretionary business practices and corporate resources. (”Philip Kotler and Nancy Lee, “Corporate Social Responsibility,” Wiley, 2007).

Corporate social responsibility (CSR), also known as corporate responsibility is a form of corporate self-regulation integrated into a business model, corporate citizenship, responsible business, sustainable responsible business (SRB), or corporate social performance. Superlatively, 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. As a result business would grip its responsibility to consumers, environment, employees, shareholders and community. Essentially, CSR is the purposeful insertion of public interest into corporate decision-making, and the devotion of a triple bottom line: People, Planet, and Profit.

3.1 Areas of Corporate Social Responsibilities (CSR)

CSR is defined in the guiding principle as the financial, official, fair and generous responsibility than financial Institutions suppose in their dealing with shareholders, employees, consumers, business partners, government and the broad society. The guiding principles are divided into three key areas there are three basic areas of social responsibility. These are shown in the following diagram:



3.1.1 Economic Responsibility

Subject to consistence with the law, develop a reasonable, sheltered and stable aggressive industry and reliably make monetary incentive through best proficient activity for State, investors, representatives, customers and the overall population. Generally, business associations were made as monetary substances intended to give merchandise and enterprises to societal individuals. The benefit thought process was set up as the essential impetus for business.

3.1.2 Social Responsibilities

Effectively ensure the general population enthusiasm of buyers, representatives and the network as guided by corporate vision; advocate magnanimous obligation, effectively take part out in the open welfare exercises, develop social agreement and advance social improvement. 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, organization or individual has a big responsibility to society at large.

3.1.3 Environmental Responsibilities

Bolster state modern arrangements and ecological insurance approaches, ration vitality, secure and enhance the regular numerous organizations are beginning to understand that they need to do mindful to condition and eliminate the manners by which they influence the planet. "Great Company, Good individuals, Good condition". No one wants to work for any organization that harms the environment, cannot manage a safe environment for its workforce.

With issues of improper treatment to customers and employees, pollution of the environment and damaging ecosystem, CSR activities are getting more and more importance. According to research there are few states of how important the CSR is in contemporary conditions of the business environment:

- In the absolute example practically 55% of the purchasers are prepared to pay for the items when they come to realize they are originating from the socially mindful organization.
- Around 65% of Fortune 500 organizations offer coordinating blessing programs identified with CSR.
- An aggregate of 17.8 billion dollar was the sum that every one of the companies gave in philanthropy a year ago.

The Reasons why organizations embrace CSR Strategies are

- Better open picture
- Better Media inclusion
- Boosts worker commitment
- Attain and hold speculators
- More volunteer co-operations
- Varied wellsprings of income

3.2 Corporate Social Responsibility at Robi

In accordance with its business logic 'Engaging People', Axiata (Bangladesh) Limited is constantly dedicated towards society and tries to be an amazing operator of progress in the networks in which it works. To enhance individuals' lives, Axiata (Bangladesh) Limited talks about on Education, ICT, Health, Environment and Culture and Heritage with different sorts of projects the nation over. Among every one of the projects, English in Schools (EIS) and GPA 5 festivity got immense reaction countrywide. To enable understudies to learn English, EIS in achieving 0.7 million understudies and 10,000 educators of 1,000 auxiliary dimension schools. Restoring its CSR reasoning, Axiata (Bangladesh) Limited is extending its center CSR territory 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 constantly dedicated to the general public. Indeed, 2005 and 2006 were a time of investigation into Corporate Social Responsibility (CSR) for Axiata (Bangladesh) Limited .To effectively distinguish and begin building up Axiata (Bangladesh) Limited as a concerned substance committed to the improvement of numerous social premiums all through more prominent Bangladesh dependent on four basic beliefs. These are illuminated through training, Assure better wellbeing, Protect condition and Fight with neediness. In acknowledgment of its CSR exertion, Axiata (Bangladesh) Limited is the first among all cell phone administrators to win lofty "Standard Chartered-Financial Express Corporate Social Responsibility Award-2006".

Not exclusively will Axiata (Bangladesh) Limited proceed with its push towards recognizing and including itself with more roads for CSR exercises, we empower the kindred undertaking of Bangladesh to partake in such exercises all the time. By ending up progressively mindful of living and social network, Axiata (Bangladesh) Limited can absolutely observe such a significant number of zones to be engaged with. Just through purposeful endeavors of the private segment, there will be risen a socially mindful aggregate cognizance.

Selection Criteria for Prioritizing the Five Pillars

3.2.1 Information and Communication Technology

- Due very limited opportunities to access PC and Internet, people are lagging far behind from the information highway
- As we are technology based company our secondary recognition in the society should be through ICT
- The government of Bangladesh is emphasizing on ICT, Support to Digital Bangladesh
- Increase employment thus support other needs
- Internet penetration is only .4% with poor IT literacy rate

Thus based on the criteria's in the funnel & above reasons and as we are technology based company, our second priority should be to contribute to the ICT sector Focus: ICT for Public Libraries as it helps mass and ICT for women's dev since women's ICT literacy rate is very poor.

3.2.2 Education

- whereas English literacy is not more than 1%
- Most important possession for development of a nation;
- Basic right that helps fulfill other rights

- While English literacy rate in India: 60% and in Pakistan: 20%; Poor foundation and lack of effective educational tool has created English phobia, thus acts as a barrier for increasing technological knowledge. Thus a basic necessity and primary step for the development of ICT and health.
- Focus: English learning as it helps ICT development and also Scholarship for top public University since poor and meritorious.

3.2.3 Health

- Statistics is: only about 24% of women who died did not receive any medical treatment, and only about 48% received treatment from a registered physician, a hospital, or a clinic before death.
- Women health is mostly ignored here esp. at the underprivileged society where more than 50% of the population are women
- For healthy generation, women health should be taken into account with great care
- Build a healthy nation
- Healthy people can be productive people
- Basic right but limited access for mass people

Thus based on the criteria's in the funnel & above reasons our third priority should be to contribute to Health

Focus: Women's health; helps build a healthy generation; 24% women do not get medical treatment before death.

3.2.4 Environment

- Severe level of water and air pollution
- Natural Disaster prone area
- Sea level higher than land level

Thus priority needs to be given in creating awareness to the mass:

- Need massive public awareness to protect environment
- Need assistance to save life from natural Disaster
- Safe environment, Save Bangladesh
- Healthy environment is essential for healthy life and survival
- Severe environment pollution is endangering our existence

Thus based on the criteria's in the funnel and above reasons our forth focus needs to be on environment

Focus: Awareness creating programs since mass people have limited understanding on ecological impact.

3.2.5 Culture and Heritage

Unique Culture & Heritage is the pride of Bangladeshi people. But due to lack of proper attention and leaving uncared, many of our proud elements/evidences of our culture & ancient heritage are being depleted gradually.

- 88% of people are villagers. Despite the trends of urbanization and globalization, the underlying culture, in both urban and rural communities is folk oriented.
- To save the unique elements of our own/folk culture as well as Heritage, we need to take immediate care.
- Conservation of culture & Heritage is needed since our unique culture & heritage sites are not being highlighted/ taken care of properly
- Based on our research our competitor GP has already embarked on “restoration of heritage sites”. Music is an area that has been touched by all operators. Regional based music has also been touched by our competitor BL. However preserving lyrics has not been touched by any of our competitors.
- One area that has not been touched is the area of development of rural artisans (handicrafts & Terracota)

Focus: Development of rural artisans (handicrafts & Terracotta)

3.3 CSR highlights at Robi



Robi axiata Ltd has its enriched history of CSR activities here in Bangladesh. I go beyond the short-term profits to change the human lives & living standards for the people of this country. Under strong corporate governance Robi has undertaken some initiatives to enhance sustainable

Developments. It has taken CSR activities as strategic tool to facilitate the sustainable development process to build a sustainable business environment for itself.

Robi focuses ICT-Education to increase the public competence & inclusion of people over technology, especially for youth group. It is working for improving public health management process & environmental development offering innovative digital solutions.

Robi is also focusing on training the youths to build the efficient future workforce & common people for improving sustainable social development.

3.3.1 Gori Nijer Bhabisshot

Gori Nijer Bhabisshot is a flagship Robi CSR project in association with UCEP Bangladesh to provide technical training to 500 underprivileged boys and girls in Chittagong on electronics, mobile phone servicing, and sewing machine operation for RMG sector.

About 100 students were trained by the trainers in the first batch and in the second batch 200 students gained the practical knowledge and they are working and earning money after getting the training.



3.3.2 Internet 4U

As the modern world of communication is shifting from voice service to data driven service, the focus of users has moves from telecommunication to internet communication. Same perspective applies for Bangladesh also but the youths here don't know the power of internet and so facing difficulty to use it properly.

After the inception of 3G network Robi is focusing on the safe, proper usage of internet & extracting the fullest proper use of data.

Robi has initiated campaign named "Robi4U" with students of schools and colleges to facilitate the safe & proper use of internet among youths.

Through practical trainings and classes the students are shown the proper use of internet, self-education tactics, employment sourcing, skill development processes. They are being introduced with the practical demonstration of the processes.



Sessions have been taken by specialists at Daffodil University Dhaka, Presidency University Dhaka, Southeast University Dhaka, University of Barisal, and Barisal Amrita Lal Dey College and across Robi internet corners & public libraries throughout the country.

Robi is the first operator in Bangladesh that introduced free basics with Facebook which enables the users for free access without incurring any data charges for the contents. It is about 22 websites that offers free basic platforms with Robi.

Robi with its seven internet corners in Dhaka, Rangpur, Barisal, Khulna, Rajshahi, Sylhet, & Chittagong offers 5000 hours of free internet to about 16000 of its users per year.



3.3.3 10 Minute School

Technological development, easy access of internet & social media has changed the learning process of the youth. Robi was always keen to contribute in the educational development and to bring the light of education to every nook and corners of the country. As a responsible telecom company which has efficiency in building up network structure & constructing digital solutions, Robi joined with 10 Minute School team to enhance the digital learning campaign throughout the country enabling the students easy access to the digital learning arena.



10 Minute School is the first ever ICT-based platform in Bangladesh which offers comprehensive solutions free for use, in terms of:

- Admission guideline & online model tests for all leading public 7 private universities in Bangladesh.

- Online live classes, quizzes & solutions under academic curriculum for PSC, JSC, SSC, HSC students.
- Free contents for aptitude, reasoning & verbal tests for SAT, IELTS, GRE, GMAT etc.

Students now can learn for free with fun and at their own pace. They only need internet connections, devices & just 10 Minute!

Robi believes sponsoring this kind of platforms will enhance the educational quality, affordability, proximity and enthusiasm of the students.

Robi is looking forward to increase the territory and caliber of the platform and sponsoring more philanthropic platforms like this.





3.3.4 Water for life

In partnership of Bangladesh railway and Water Aid Robi provides free drinking water of about 5,000 liters per hour to more than 30,000 passengers and visitors through water treatment plants situated in Dhaka (Kamlapur & Airport Railway Station), Chittagong, Rajshahi, Khulna Sylhet, Mymensingh, Mohangonj Rainway Stations.

Robi observed Safe Water Day on 22nd of March, 2016 at all the railway stations. The slogans were there on banners related with awareness of keeping water safe & drinkable. The volunteers were there to create awareness on how to keep water safe and how to control water wastage. On the day Robi volunteers distributed free drinking waters to the travelers, passengers & visitors.



3.3.5 Robir Alo

Robi has contributed to the facilitation of electricity program in rural areas. It is supplying electricity to more than 4000 people of off-grid areas of Kurigram & Naikhanchari through solar home systems installed across 950 households. The people of rural areas are now getting rid of the dark era of standstill life. The people are not only provided electricity but also getting opportunity to free network connections from Robi. They are now getting digital solutions that gradually upgrading their living standards.

Under Robi's CSR column Environment this activity has changed and positively affecting the financial improvement of the nearby individuals.

To sum things up we can say, the undertaking has in more genuine sense has lit up their day by day life and allowed them a chance to change their way of life and be in contact with a standout amongst the best disclosure of the advanced innovation.

In remote country territories of Bangladesh, power is once in a while accessible. Individuals in these territories, especially in the off-network district, rely upon lamp oil or wax candles to meet their requests for light to beat haziness. Robi has mediated in this angle and gave sun powered boards to 590 of homes in remote towns in Kurigram, Rangpur. This has not just mixed another rent of life among the poor villagers yet that their carbon impressions have additionally been diminished essentially next to encouraging them with investment funds from purchasing fills or candles.





3.3.6 Konthe o Tulite Bangladesh

To soak up the new age with the genuine soul of patriotism, Robi, a main portable coperator in the nation has taken a commendable activity. It sorted out a CSR program at different divisional regions under the pennant "Konthe o Tulite Bangladesh".

The subject of the program is to edify understudies with the right tune and verses of national song of praise and in the meantime to show them how to draw nation's guide effectively. A board of judges attracted from famous vocalists and instructors of various colleges made the choice of the champs. Six candidates were granted for their best execution in various classes. The program was sorted out in participation with the Shishu Academy. It might be referenced that the program "Konthe o Tulite Bangladesh" was first held at the Jatiyo Shishu Academy in Dhaka on 31st March. It will be held at better places of the nation in stages. "Konthe o Tulite Bangladesh" challenge was a piece of Robi's year long CSR movement. This occasion formed a pleased domain in Shishu Academy complex Rangpur. All members were given declarations by Robi.

3.3.7 Shustho Nari Shustho Poribar

Robi, a main cell phone administrator in the nation remained adjacent to the underprivileged ladies of Bangladesh with its yearlong wellbeing camp "Shustho Nari, Shustho Poribar". In a joint effort with Marie Stopes, Robi gives free restorative treatment; consultancy and free medication among the ladies. Around 600 ladies and youngsters use to go right up 'til today long camp or a solitary wellbeing camp.

Shustho Nari, Shustho Poribar' is a piece of Robi's yearlong CSR action. The program has just been occurred in Dhaka, Rangpur, Barisal and Chittagong. It was expressed by high authorities of Robi that the organization has an unequivocal arrangement to do this activity all through the nation. All patients who desired treatment got enrolled and were given wellbeing cards to appreciate rebate at Marie Stopes facilities for their treatment.

3.3.8 Robi Internet Corner

To illuminate the undergrads with the learning of data innovation Robi, driving portable administrator in the nation has stepped up with regards to set up PC comers at meriting yet underprivileged universities the nation over. Under this program, every school get 4 PCs with basic setting at free of expense.

As separated of this CSR activity Robi has effectively disseminated PCs to numerous schools all through the nation. This activity by Robi has made a tremendous effect among the universities. In the choice criteria justify has been given best need by Robi. Bit by bit all the meriting schools will be brought under this program. This program has just made a positive reaction among the enrolled universities.

Under this crusade Robi with the help of Department of Public Libraries has set up web corners at all seven divisional open libraries with the target of offering chance to all to know the

advantages of web. Robi trusts that the clients will have the capacity to investigate the world through this free web access.

- **Dhaka:** Sufia Kamal National Public Library Shahbag, Dhaka
- **Chittagong:** Divisional Government Public Library Chittagong (Beside Central Shahid Minar)
- **Rongpur:** Divisional Government Public Library Rangpur (Zero Point, PouroBazar Town Hall)
- **Khulna:** Divisional Government Public Library Khulna (Boyra, Khulna, Beside GPO)
- **Barisal:** Divisional Government Public Library Barisal (College Road, Opposite to BM College)
- **Sylhet:** Divisional Government Public Library Sylhet (East Gate of Sylhet Stadium)

3.3.9 Zero Club Feet



On the wellbeing front, Robi has additionally been leading a wide scope of exercises like blood gift camps, essential wellbeing registration sessions, and safe drive battle for the workers and so on. The prominent program in this field had been the treatment of several clubfeet kids. In 2012, the program was gathered in nine locale under Chittagong division went for treating over a thousand clubfoot kids.

3.3.10 English in School

With the vision 'Learn English and Think Worldwide', AxB has begun EIS, a dialect learning program in organization with The Day by day Star to advance English dialect learning at auxiliary schools the nation over. The ground of this gigantic undertaking lies on the very low

English proficiency rate. As indicated by an ongoing every day Star report, 'Bangladesh appreciates an education rate of 48% while English proficiency is thought to be not more than 1 %. This statistic turns out to be increasingly intense in correlation with 60% and 20% separately

in India and Pakistan. Plus, poor execution in English is likewise one of the real explanations for countless 'out' from schools in Bangladesh.

Their Achieving 1000 schools, 64 locale, 7 million understudies, and 10,000 instructors. English in schools, the greatest ever CSR venture in Robi's history is a dialect learning program in organization with The Everyday Star to advance English dialect learning at optional schools the nation over. The ground of this enormous task lies on the very low English education rate (not over 1%). The significant explanation for a colossal number of 'drop out' from schools is additionally poor execution in English. Under this 3 years (at first) long venture, 1,000 optional schools are being secured. In the principal stage, every one of these schools are being conveyed 3 duplicates of The Day by day Star for 5 days consistently free of expense, alongside strengthening 'English in schools Content Page' as English learning apparatus both for understudies and educators.

3.3.11 Robi Supports Children With Special Needs

Robi in association with SEID (Society for Education & Inclusion of the Disabled) provides assistive devices & physiotherapy devices to the physically challenged & psychologically disabled children for fulfilling their special needs.

SEID is a private voluntary organization that works for the psychologically disabled children. It also works for ensuring rights and social inclusion of disabled children.

It has operations in three centers helping almost 450 special children. Robi is always concerned to help the socially underprivileged and disabled children to protect their rights as a responsible business organization considering itself as an important contributor to make a change. In this regards Robi has opened a Diary in 2016 containing the pictures and paintings drawn by the autistic children or Differently Abled children to raise awareness of Autism in the society.



3.3.12 Standing by People During Natural Disaster

In 2015 the south-eastern region was dangerously affected by flood & the flood victims of Bandarban, Khagrachari, Cox's Bazar & Ramu were leading miserable life. Robi was the first corporate house responded to the help call & provided relief to more than 20,000 affected people with the help of Bangladesh Army's 24th & 10th division.

Robi used to provide relief as blanket, food, warm clothes to the winter stricken southern and northern part of the country.

In 2015 the parent company Axiata Group Berhad signed a charter of GSMA- the top regulatory commission of global telecommunication organizations promising to approach with helping hand towards the natural calamity victims in the country it operates and since then it is working with dedication to fulfill its promise.



3.3.13 Robi Supports Sustainable Development Goals (SDGs)

Robi signed the Sustainable Development Goals Charter published and offered by UN to undertake plans to collaboratively approach with the help of the government to fulfill the development plans.

The goals include 17 parts. They are:

1. No poverty
2. Zero Hunger
3. Good Health & Well- being
4. Quality Education
5. Clean Water and Sanitation
6. Affordable and Clean energy
7. Decent work and Economic Growth
8. Industry Innovation and Infrastructure

9. Reduced Inequalities
10. Gender Equality
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life below Water
15. Life in Land
16. Peace, Justice & Strong Institutions
17. Partnership for the Goals



3.3.14 Arranging Career Centric Competitions for Youths

To develop professional efficiency Robi Axiata Ltd. organizes many inter & intra competitions, seminars & workshops in different schools, colleges & universities. Among them Robi Axiata organizes Marketing Genii(Marketing Contest), Discover Bangladesh (Online Photography Contest for Students), National High School Programming Contest, Robi Dristi Delegate Competition, Robi Odommo Jersey Design Contest, Robi Career Carnival etc.

Besides, Robi invites students of different universities to their head office to help them to be affiliated with the corpo culture & make arrangements to train up with the Robi Professionals.



3.3.15 Robi Sponsored Bangladesh Cricket Team

Robi Axiata sponsored Bangladesh National Men Cricket Team, National Women Cricket Team, A cricket Team, Under 19 Cricket Team from 2015 to 2018. Within the contract period Robi beard the expenses & patronized the Cricket teams properly.



3.3.16 Robi Extends Hand Towards The Visually Impaired People

As a piece of its social duty, Robi has dependably been alongside the general population of Bangladesh to upgrade their living and work. In accordance with this, Robi has this time expanded its help towards the outwardly disabled individuals of the general public. To encourage the visually impaired understudies with instructive help, Robi has held hands with HEAD universal (Human Program for Training and Accomplishment of Incapacitate and Vagrant), a social welfare association working for the advancement of the handicapped individuals. Under this activity, Robi has disseminated White Stick and Braille papers to two hundred outwardly impeded individuals. Authorities of Robi gave over the White Stick and Braille papers to them.

3.3.17 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 not an 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.

3.3.18 Illuminating 500 Homes in SO Hard-to-Reach Villages With Solar Energy: Robi Polli

As the sun sparkles over all aspects of Bangladesh, Robi is working intently to guarantee that the most remote corner of our country is additionally enlightened with light. To contribute towards limiting the continuous vitality emergency in Bangladesh, Robi, in organization with Rahimafrooz, is enlightening 500 homes in 50 difficult to-achieve towns with sun oriented vitality everywhere throughout the nation.

Under this activity, Robi is furnishing with 20WP sun powered boards for every one of the homes and along these lines spreading the light of Robi the nation over.

3.3.19 Turning Disability into Ability: Protibondhita Korbo Joy

With the vow 'Protibondhita Korbo Happiness, man-made intelligence Hok Prottoi', Robi is offering help to the unprivileged individuals of the general public with the end goal of transforming incapacity into capacity. In the primary stage, Robi is offering help to the Clubfeet

kids (Clubfeet is a birth imperfection with turned foot (transformed). Without treatment, people harrowed regularly seem to stroll on their ancles, or on the sides of their feet. It is a typical birth deformity, happening in around one in each 1,000 births).

3.3.20 Internet Corner

To edify the undergrads with the learning of data innovation Robi, driving portable administrator in the nation has stepped up with regards to set up PC comers at meriting however underprivileged schools the nation over. Under this program, every school get 4 PCs with basic setting at free of expense. As a piece of this CSR activity Robi has officially appropriated PCs to numerous schools all through the nation. This activity by Robi has made an enormous effect among the universities. In the determination criteria justify has been given best need

Robi. Steadily all the meriting universities will be brought under this program. This program has just made a positive reaction among the enrolled schools.

3.4 Consolidated Account of CSR Activities of mobile Operators

Companies	No. of Programs in Different Fields						Market Share (%)	Share in CSR (%)
	Education	Environment	Health Care	Empowerment and Poverty alleviation	Others	Total		
Grameenphone	05	03	07	08	05	28	44	40
Banglalink	-	05	03	-	06	14	26	20
Robi & Airtel	05	02	03	04	04	18	30	32
Teletalk	-	-	01	-	04	05	02	07

Source: Prepared on the basis of data presented in the BTRC website (www.btrc.gov.bd/) and respective companies' annual reports.

3.5 Continuous vs. Temporary CSR Activities of Mobile Operators

Companies	Continuous Activities	Temporary Activities	Total Activities	Percentage of Continuous Activities
Grameenphone	12	16	28	43%
Banglalink	06	08	14	30%
Robi & Airtel	07	12	19	37%
Teletalk	02	08	10	20%

Source: Prepared on the basis of data presented in the BTRC website (www.btrc.gov.bd/) and respective companies' annual reports.

3.5.1 Impact of Performed CSR Activities in the Society

In view of the way that the wireless organizations are found to have deliberately revealed their CSR in yearly report or sites. It very well may be said that organizations are performing vital CSR (Doorman and Kramer, 2006). In any case, the planned effect of CSR exercises on society relies upon the sorts and nature of the exercises. They can be more successful in the event that they are persistent as opposed to impermanent in nature. By ceaseless exercises we mean presence of the exercises for enough time to have broad and enduring effect. Then again, by transitory exercises we mean those exercises that are performed just a single time and that have no long run impact on society. Table demonstrates that just 34% exercises are kept running on nonstop premise. Most noteworthy 43% exercises are of ceaseless sort for both Grameen Telephone and Robi. On account of different organizations the figure is underneath 25%. The low rate of ceaseless program infers that there is as yet tremendous potential that can be outfit by expanding CSR programs consistently so as to have more prominent effect on the general public.

CHAPTER - FOUR

RECOMMENDATIONS AND CONCLUSION

4.0 Recommendations

In the event that a monetary administrations organization wishes to consent to the Rules I would recommend taking the accompanying advances:

- Imbue vision proclamation with CSR reasoning.
- Write a CSR system and choose interior CSR Errand and Completion Power to execute it.
- Integrate CSR into center business activities, for example, advertising.
- Integrate CSR into execution survey method.
- Undertake inner and outside audit of CSR.
- Promote CSR exercises through your outside and inside site.
- Prepare a CSR report before the finish of June and submit to the parent organization.

In a nation, where the cell phone infiltration is beneath 32%, the best key move for any administrator is focus on growing the endorser base. To extend the supporter base just as to construct a fulfilled client and to hold these clients, the organization needs to build up a successful correspondence procedure through which the current client stay fulfilled and held. To make due in the focused market and to build up the general public, Robi must focus on the accompanying 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, Chittagonghill 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 all the 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.

- **Improve the Effectiveness of CSR activation agency**

It is not possible for the entire department to physically visit for the respective program so in that case CSR agency should be very effective and efficient as well. But in some case it is observed that some of the programs might not get the proper media coverage because of the late initiative of the agency. Some respondents claimed that they rarely noticed any news of the Robi CSR activities. Robi should review the performance of the agency quarterly basis so that agency ensures the accountability.

- **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 Value Added Service (VAS)**

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 guarantee the total versatility arrangement with cell phone benefit, Robi needs to concentrate on enhancing its general CSR benefit quality. For this, the organization needs to put more in all segments of advancement to guarantee better quality administration for its supporters. By enlisting progressively talented individuals, and giving preparing to its current workers, Robi can guarantee a superb representative base, which will be qualified to give best support of its esteemed endorsers.

Right now Robi has more than 7 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.

Relationship Between CSR and Brand

What we are gradually beginning to see is a second rush of corporate obligation conduct set apart by a clearer center around the all-out business esteem such approaches can bring. To completely profit by corporate obligation, organizations must wake up to the way that they have to take a progressively roundabout course to making an incentive with it. They should begin by observing where and how key partners respond to an association's corporate obligation activities. In reasonable terms, this includes moving far from a best down methodology dictated by the board to a more extravagant procedure of base up co-creation with partners. It implies utilizing center gatherings and other advertising research systems to comprehend the more profound mental necessities that corporate duty can respond in due order regarding partners, for example, the confidence and pride that a purchaser can draw from affiliating with a socially mindful

organization. With such information organizations can evoke and check the requests of their intended interest groups. They remain to become familiar with a great deal. In moving to such a model, organizations must roll out interior improvements to help the execution and assessment of their drives. Organizations are usually censured for not including their sheets enough in corporate obligation. That is a paradox. Unexpectedly, they are frequently excessively top-down, creating thoughts in the meeting room and passing them on to a manageability or corporate obligation division that regularly doesn't act working together with the procedure or advertising office. To viably gain by the circuitous course to corporate duty esteem, programs need to work through increasingly customary and created business capacities. Specifically, they ought to include the advertising group. Advertising dependably has the ability to direct important battles and measure rate of profitability. Additionally, including promoting in buyer research and examination empowers that office to arrange how a corporate obligation program is displayed to those it wishes to impact. That makes a temperate circle, giving advertising a helpful device, past its customary blend of cost and item, for separating the organization and its items from the challenge. Numerous organizations champion their accreditations in the region of corporate obligation, yet few profit by successful usage and estimation of it to reinforce their image personalities. As corporate duty turns into a greater shaper of organizations' open pictures, overlooking the upsides of powerful corporate obligation advertising turns into an undeniably higher stakes bet.

Specific Recommendations

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 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 Robi.

- **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 Robi among them. This can be a useful tool for promoting the brand of Robi.

- **Article Writing Competition about Robi Internet Corner**

Justification

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

4.2 Conclusion

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 individuals who guarantee that Corporate Social Obligation underlies some shrouded thought processes while others think about it as a fantasy. Is CSR extremely a stalking horse for an enemy of corporate motivation? Actually CSR isn't a strategy for brand building. Reveling into exercises that assistance society in one way or the other just adds to the altruism of an organization. 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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APPENDIX

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PERSONAL AND CONFIDENTIAL

September 19, 2018

Mr. Manjurul Haque Khan
Director, Career Counseling Center
United International University

Subject: Internship

Dear Mr. Manjurul Haque Khan,

I am pleased to offer your student Ms. Sumaiya Mim Farabi an internship for the project of "Safety Net Fund Disbursement project with NRBC Bank" for a period of 3 months under Market Operations Division, commencing on September 23, 2018 and ending on December 22, 2018. She will report to Md. Omar Faruq Ibne Hasan, General Manager, Market Operations at Robi Corporate Office, Nafi Tower, 53, Gulshan South Avenue, Gulshan-1, Dhaka 1212. As an intern, she is required to submit a report based on the assigned project.

The student will be entitled to receive a salary of Tk. 5000 per month, payable by cheque. We will advise her on other policy and procedures upon her joining as an Intern with Robi Axiata. The student should abide by the policy of Robi Axiata during her internship period.

To formally process the internship, the student is required to do the following:

- Indicate acceptance of the internship terms by submitting one signed copy of this letter to the below named person, on the internship commencement date
- Bring one copy of CV and latest academic transcript on the internship start date
- Confirm acceptance of internship with the Career and placement center.

The student is requested to report to Nahid Islam Bithi (01833182421), Human Resources Division, Robi Axiata Limited on the commencement date.

I render my heartiest congratulations to Ms. Sumaiya Mim Farabi.

Thanks and regards,

Md. Zaved Parvez
Vice President, Resourcing
People & Corporate Division
Robi Axiata Limited

Thanks for providing internship opportunity to Ms. Sumaiya Mim Farabi.

Manjurul Haque Khan
22/09/2018

Manjurul Haque Khan
Director
Career Counseling Center
United International University



An intern must complete the following procedures after completion of his/her internship period at Robi Axiata Limited.

Name of the Intern:	Sumaiya Mim Farabi
Name of Institution:	United International University
Date of Joining:	23rd September, 2018
Date of Completion:	22nd December, 2018
Division/Department:	Sales Operation, Market Operation
Supervisor Name:	Omar Faruq Ibne Hasan

- ✓ Laptop
- ✓ Attendance Sheet
(including cost center number & signature of line manager)
- ✓ T-card returned to the reception
- ✓ Approximate date of submission of internship report

Gumaiya Mim

Intern:

Supervisor: _____

Received by HR