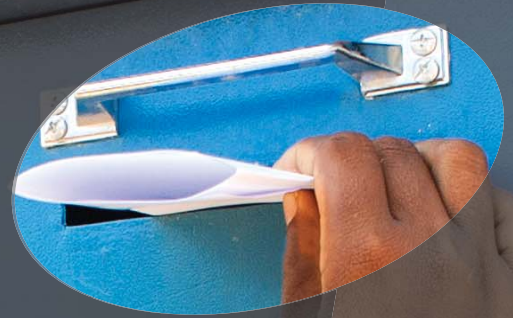
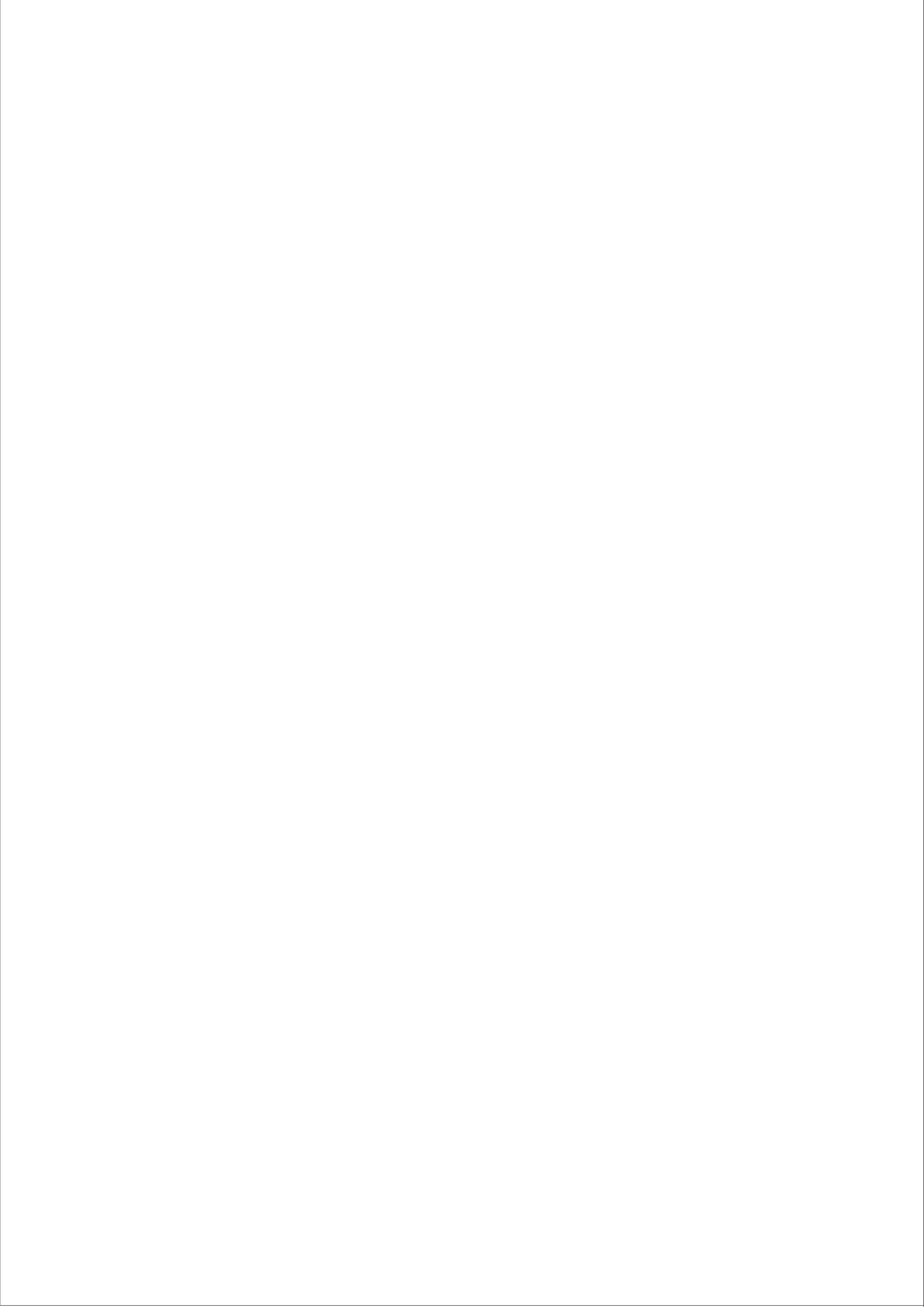


SCOPING STUDY

Engaging the Private Sector in Mainstreaming Communication with Communities







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CWC is a process that provides life-saving, useful and actionable information to communities, and uses or establishes a two-way communication channels to listen to their needs, concerns, feedback and complaints, ensuring that they actively participate and guide the emergency response... a close coordination between government, development sector and private sector organizations is required to bring about an environment where people living in the affected area can lead their own recovery and make well-informed decisions for themselves and their families.

Introduction

1.1 BACKGROUND

Bangladesh is among the top 12 developing countries, with a population of over 20 million and grew by more than six percent in 2016¹. Despite all of the challenges related to natural disasters, and socio-economic and political crises in recent years, Bangladesh has made remarkable improvements. GDP and per capita income has risen but it is undeniable how much natural disasters have impacted the overall economy. An estimate indicates that fourteen percent of the country's GDP is affected by disasters each year. Bangladesh has experienced over 200 natural disasters since 1980, leaving a total death toll of approximately 200,000 people and causing economic loss worth nearly \$17 billion². Initiatives towards building resilience against natural disasters

date as early as 1970 when the 'Cyclone Preparedness Program' was first launched in Bangladesh. In 1997 a well-designed document called 'Standing Orders on Disasters (SoD)' (revised in 2010) was drafted, which explains specific roles of relevant stakeholders (at local and national level) during different phases of disasters. Coordination, disaster-preparedness and collaborating in disaster management among public and private sector agencies and organizations at the community, city, local, national and even international levels has become increasingly urgent. Currently there are several humanitarian organizations working alongside the government at the onset of a disaster to provide aid to affected people and help them recover from what they have lost.

In the context of emergency response, Communication with Communities (CwC) is an

emerging field that is aiming to meet the information and communication needs of those affected by a crisis. CwC is a process that provides life-saving, useful and actionable information to communities, and uses or establishes a two-way communication channel to listen to their needs, concerns, feedback and complaints, ensuring that they actively participate and guide the emergency response. While several humanitarian organizations are working to mainstream CwC in their program designs in Bangladesh, it is undeniable that the advantages of CwC can be realized at a much greater scale if this can be sensitized and mainstreamed across the private sector in Bangladesh.

1.2 RATIONAL

Some businesses in Bangladesh are embracing a moral responsibility towards society under the emerging notion of Corporate Social Responsibility (CSR). “The voluntary responsibilities to society refer to the discretionary nature of obligations rooted in altruistic principles which are not required by law. The motivation for this sense of responsibility arises from the reciprocal obligation of giving back to society in exchange for the profit and power that the companies receive from society.”³ Being a disaster prone country, there is a lot of scope in Bangladesh for designing CSR activities surrounding the issue of disaster management and it is often seen that many businesses donate generously at the onset of disasters. Depending on the size and nature of business, private sector organizations have different involvement in disaster management. In the context of Communication with Communities and humanitarian response, no study has

previously been conducted to find out what kind of CSR activities are currently being undertaken by the private sector organizations in disaster management. It is evident that some organizations have donated aid to help disaster affected communities but no studies have been conducted to examine whether those CSR activities have been designed in participation with the communities or addressing the information needs of the people in crisis. With these issues in focus, this paper is aiming to conduct a ‘Scoping Study’ on some of the key private sector actors in Bangladesh and identify ways to mainstream CwC in their CSR activities.

The media is one of the key private sector actors in this context. It plays a huge role in disaster management as it is often the first source to gather understanding of the level of impact when a disaster strikes. The media disseminates vital information to the public before, during and after a disaster. It forges a link between the general public and emergency organizations. However, there has been no evidence of a study to find out whether the media in Bangladesh have been communicating life-saving and actionable information while reporting on disasters and therefore the extent to which it can provide information by integrating CwC in their processes remains unknown. Therefore, this paper also aims to establish ways in which CwC can be mainstreamed across the media.

It is evident that coordination between the government, the development sector and private sector organizations is required to bring about an environment where people living in disaster affected areas can lead their own recovery and make well-informed decisions for

¹ World Bank, 2016 “Bangladesh Development Update: Economy Requires Focus on Sustainable and Inclusive Growth” <http://www.worldbank.org/en/news/feature/2016/04/30/bangladesh-development-update-bangladesh-economy-requires-focus-on-sustainable-and-inclusive-growth-moving-forward>.

² Nasreen, M. “Challenges for disaster risk reduction” The Daily Star 26 February, 2017 <http://www.thedailystar.net/environment-and-climate-action/challenges-disaster-risk-reduction-1367086>. Web. 27 Aug. 2017.

³ Alam S.M.S., Hoque S.M.S., Hosen M. Z., (N.d) Corporate Social Responsibility (CSR) of MNCs in Bangladesh: A case study on GrameenPhone Ltd. http://www.basis.org.bd/csr_reports/CSR%20of%20MNCs%20in%20Bangladesh%20A%20Case%20study%20of%20GrameenPhone%20Ltd.%5D.pdf Web 21 Aug. 2017

themselves and their families. Mainstreaming CwC across all sectors can open the door to a much wider range of opportunities for all parties that can be involved in disaster management in Bangladesh.

1.3 KEY OBJECTIVES

The broad objective of this paper is to conduct a scoping study of engaging the private sector in mainstreaming CwC. In order to gather detailed information, the specific objectives of this study can be outlined as follows:

- What activities are being carried out by private sector organizations in Bangladesh as part of their CSR?
- What activities are being carried out by private sector organizations in Bangladesh in response to disasters as part of their CSR?
- To what extent is the private sector practicing CwC during their CSR activity in disaster management and what is the scope for mainstreaming CwC in their disaster response design?

In an attempt to find out scopes to mainstream CwC across the private sectors, the participants were divided into three groups depending on their professional background- 2 media, consumer goods and telecom

Research, Design and Methodology

2.1 INCEPTION MEETING

At the inception meeting, the scope of this study was discussed in detail. Additionally, any existing relevant reports or research that IOM possessed was collated for review. The discussion was used to make a preliminary list of participants to be included in the study.

2.2 LITERATURE REVIEW

In addition to studying the existing reports and studies from IOM, the websites of various companies were explored to gather an understanding about the CSR activities in Bangladesh and plan the research accordingly. Therefore, the literature review stage helped to establish the following outcomes:

- Determine the key players or organizations in each industry and explore the opportunity to include them in the study.

- Gain an understanding about common CSR activities.
- Identify existing literature on the role of the private sector in disaster management in Bangladesh.
- Review two leading Bangla newspapers, one online news portal and two television channels in order to understand the type of information provided during a disaster. For more specific data collection, news on three of the latest disasters was collected: Landslide, Cyclone: Mora and Flashflood.

2.3 DEVELOPING APPROPRIATE RESEARCH INSTRUMENTS

Development of the research tools was carried out alongside the literature review. The draft questionnaire was finalized upon approval from IOM.

2.4 PRIMARY DATA COLLECTION

The questionnaires were emailed to each organization and followed up with a phone call to ensure they were being completed and, in some cases, to gain further insight and opinion.

2.5 HALF DAY CONSULTATIVE WORKSHOP

A half day consultative workshop was arranged where representatives from organizations in the media, telecommunications and consumer goods industries were invited. The group had a presentation on Communication with Communities (CwC) followed by a discussion on

several activities currently being undertaken under this initiative. The participants were then asked to complete the questionnaire that was developed for this study.

In an attempt to explore the potential of mainstreaming CwC across the private sector, the participants were divided into three groups depending on their professional background (media, telecommunications and consumer goods) and were asked to review a list of recommendations that were generated from this study. At the end, the participants were asked to brainstorm and provide ideas on how to mainstream CwC across the private sector in Bangladesh.

Media and private sector Organisations are willing to work together for the best interest of the society. However, there is still scope for more development in this area. While the private sectors have been engaging in activities for the betterment of the society under the notion of CSR, there is an absence of CwC activities as there exists a lack of understanding of this concept in Bangladesh

Key Findings

3.1 MEDIA

3.1.1 Findings on the media coverage during the last three major disasters

a. Source of information

The media uses the following sources the most for gathering information for publishing news before, during and after a disaster:

- Department of Disaster Management
- Ministry of Disaster Management and Relief
- Flood Forecasting & Warning Centre
- Bangladesh Meteorological Department
- Affected communities
- Local government personnel
- Local administration
- Associated ministry
- Local correspondents
- Local hospitals

Upon review of the coverage of two of the leading Bangla newspapers and TV channels in Bangladesh, it was found that the information and data presented were usually from one of the sources listed above. The media use the above sources for gathering and then presenting news and statistical information relating to disasters, such as number of people affected, the local area and population, government initiatives for emergency response and preparedness and the actions of the local administration, the reaction of affected communities etc.

b. Types of news during disaster

News on each of the disasters was reviewed to identify common patterns. While the news covered diverse issues, it was noticeable that

the following types of information were present in all three disasters:

- **Casualty information**

This type of news is the most common of all. In order to express the severity of a disaster the initial information regarding a natural disaster usually reports the number of deaths. This is usually coupled with statistics of deaths in recent disasters. Other things highlighted during this news is the degree of damage to livestock, residential buildings, markets and road networks.

- **Complaints regarding implementation inefficiencies**

The media often uncovers any discrepancies in the planning and implementation of Disaster Risk Reduction (DRR) activities. In this type of news, issues such as inefficiency in coordination of the relief committee, lack of proper needs assessment, failures of designated engineers and authorities behind a bridge or a dam collapse, for example, could be uncovered. News stories like this are often beneficial as they help to hold the authorities accountable for their actions.

- **Early warnings and warnings regarding the after effects of a disaster**

In this study it was found that the media is generally very active in circulating information about early warnings. The warnings can range from the possibility of rain, cyclones, or floods, to predictions on the possible aftermath of a recent disaster.

- **Response of communities on needs assessment**

Following a disaster, the media will often shed light on instances where affected communities and government agencies do not agree with the needs assessment data published by the central government. For example, in an article published on April 26, 2017 by the Daily Jugantor, it was observed that The Department of Agricultural Extension claimed that the number of affected Haor and families that were estimated by the government administration

was not correct and up-to-date. While reporting a disaster, the media often cover issues such as this. Complaints from the local people are also highlighted during these features. News like this brings lack of new statistics to light and urges the government and all other relevant authorities to use up-to-date information to plan the relief activities.

- **Suffering of the affected people**

Each time a disaster strikes it often creates a chain reaction of suffering for those affected. Besides the devastating loss of life, the short-term effects of disaster such as the disruption of the local market, unemployment and psychological distress felt by the affected community is highlighted by the media.

- **Complaints regarding disaster management inefficiencies**

Disaster preparedness is a continuous and integrated process and it refers to concrete, research-based actions that are taken as a precautionary measure in the face of a potential disaster. The disaster management authority often fail in this regard and it was found in this study that the media do not refrain from highlighting it to the general public. While reporting on a landslide, for example, it was uncovered that dangerous and landslide prone areas were not listed prior to the rainy season and so there were failures in the preparedness of the relevant authorities.

- **Editorial’s criticism on administration**

The editorial section often provides well-rounded arguments about pressing issues and this includes disaster related issues too. In this section, different disaster management related activities are discussed and Bangladesh’s response towards disasters throughout history are also highlighted. In these informative write ups, the editor often raises questions to the authorities on how ‘early preparedness’ could have saved more lives or how a more coordinated relief distribution system could have eased the suffering of affected communities. The important issues discussed in this section help to influence a positive change in policy.

• **Needs of the local community and the wider impact of the disaster**

The findings in this study suggest that the media highlights the after effects of a disaster, including the specific needs of the disaster affected communities, such as food, shelter, fuel, better roads, etc. Other deeper-rooted issues such as people’s reluctance to leave their home during disasters for fear of being looted are also uncovered by the media meaning the wider impacts of disasters are also discussed.

• **Expert opinions on the causes of disaster and resilience building**

The findings suggest that there is often an emphasis in the media on expert opinions during a disaster. These experts are usually environmental scientists, researchers, university lecturers or policy makers. Using the expert’s words, the newspapers attempt to provide a scientific explanation on why a disaster took place and what the after effects could be. Sometimes the media arrange roundtable discussions to gather more opinions on the issues surrounding the disaster management process.

• **Comments and reactions of political leaders regarding a disaster**

The occasional exchange of hostile remarks and criticism between the ruling party and the opposition is common content in the daily news in Bangladesh. This study has found that it is the same when related to disasters. All parties have a moral obligation to help people in need and the political parties do not refrain from publicly reminding each other of that. Therefore, the comments and reactions of the political leaders have been found to be one of the common news features during the time of a disaster.

• **News on their own relief activities**

Although the media already plays a vital role in building the resilience of disaster affected people and those living in disaster prone areas by communicating valuable information, some of the actors in the media industry go further by arranging relief. Prothom Alo, for example, has it’s own relief trust and in this study, it was noted that they featured a story on their relief activities. Through news like this, the media inform their readers about all their major donors, their relief activities and the number of families they were able to help.

3.1.2 Findings based on the response from media representatives

Role of media in disaster management

- The majority of the respondents told us that their organizations do not participate in CSR activities in response to a disaster. One responded that they were involved in activities during the flash flood (Sunamgonj) in Bangladesh, and secondary sources have revealed that Prothom Alo (a leading Bangla Daily in Bangladesh) has their own trust fund which is often utilized to collect and provide relief items and money for disaster affected people.
- All agreed that the media can warn people before disaster. They also stated that they include information regarding causes and consequences of a disaster in their news.

Moreover, they usually gather information about a disaster from local correspondence, local government, private agencies and hospitals, etc.

- In response to the request to provide an example of where an affected community was able to use the information they provided in their news to save lives or tackle emergency situations, one stated that they forecast news on Cyclone Mora, with the result of saving lives.
- Each respondent stated that prioritizing the reporting of actionable information, such as how to tackle an emergency situation, can help them gain better acceptance as a source of news among the public. They also

think that the media can play a role in the recovery of people affected by disaster through circulating the right information to the right people.

The media’s activity regarding needs assessment

- In response to a disaster, some of the respondents confirmed that they carried out an information needs assessment of the affected people to create the content of their news stories and messaging by visiting the affected area, talking with people, observing the availability of resources and monitoring the effects of resource or relief distribution. They also gathered information and recommendations from local community leaders such as local government authorities and political leaders and included this in their reports.

The media’s activity in providing information as aid

- On providing actionable information (information that the affected community can use for their recovery) while reporting about a disaster, the respondents said that they collect information from local correspondence and communities then

publish the news for immediate action. They publish forecasts of disasters so that those concerned can benefit from it and take necessary action. However, there was no clear indication that the participants do provide actionable information. According to one of the participants there is scope for them to do so, as they often collect information from affected people, service providers and the agencies concerned with disaster response.

Scope of the sector to coordinate with other organizations

- All respondents said that they have the scope to work with other media organizations to create and share common messages. One of the participants informed us that during an emergency, the correspondents already communicate with their peer network (containing representatives from other media organizations) to gather information. This indicates that there is scope for media organizations to work together and disseminate mainstreamed messages.
- One of the media personnel who attended the workshop stated that their organization has scope to work with The Shongjog Platform/MSP and refer to their message bank to disseminate lifesaving messages. Their organizations are members of a common platform where others from the media can discuss and decide on policy changes, but they did not provide the name of this platform. The participants said that they would like to be involved in working with humanitarian organizations to share information as aid. One representative said they are neither part of a common platform nor is there any scope for them to work together with Shongjog.

Reporters usually get informed of actionable information while working with affected people, service providers, public and private parities engaged with disaster recovery. So, reporters get the scope to provide such information

3.2 PRIVATE SECTOR

3.2.1 Findings on the telecommunication industry based on company websites and other secondary sources

Grameenphone (GP)

CSR activities

Health

- Grameenphone Telemedicine Pilot Project
- National Immunization DAY (NID) Campaign
- Every Sight Counts
- Grameenphone Pilot TeleDermatology in Bangladesh
- Safe Motherhood and Infant Care (SMIC)
- Ensuring Safe Drinking Water

Education

- Safe Internet
- Online School
- 2.1 million free internet hours for 250 Schools
- Scholarship

Environment

Click Green is a photography event organized by GP, to create climate and environmental awareness among their employees and encourage them to become active agents of sustainable and equitable development.

Community information center

A shared building where rural people may access a wide-range of services such as internet, voice communications, video conferencing and other information services.

Today the project has become a massive operation with over 500 CICs operational in nearly 450 Upazillas.

Village Phone

The Village Phone Program provides a good income to more than 210,000 mostly female, Village Phone operators living in rural areas. It enables rural people who cannot afford to own a telephone to access the service while providing the VP operators an opportunity to earn a living.

Helping Distressed Community during disaster

- Grameenphone supported SIDR victims.
- They carried out rehabilitation activity after SIDR.
- Helping Aila victims.

Source of information

- <https://www.grameenphone.com/about/corporate-information/corporate-responsibility>
- http://www.amtob.org.bd/index.php/home/csr_grameenphone
- https://www.grameenphone.com/sites/default/files/investor_relations/annual_report/Corporate%20Responsibility%20at%20Grameenphone_1.pdf

Robi

CSR activities

Supporting people during natural disasters

- Robi supported the victims of the flash flood in the south-eastern region of the country in 2015.
- With the help of the Bangladesh Army's 24th and 10th Divisions, Robi distributed relief items to more than 20,000 affected people.
- Robi's parent company, Axiata Group Berhad has signed up to the Humanitarian Connectivity Charter in 2015, launched by GSMA- the apex association of global mobile phone operators. As a signatory to this charter, Axiata Group is committed to support customers and responders before and during humanitarian emergencies with a common set of principles in all the countries it operates in.
- Robi distributes blankets and warm clothes to those suffering the negative effects of winter.

Gori Nijer Bhabishhot

Robi in partnership with UCEP Bangladesh has provided free technical training to 500 underprivileged boys and girls in Chittagong on mobile phone servicing, electronics and sewing machine operation for the RMG sector.

Internet4U

Robi launched Internet4U – a campaign for college and university students across the country, educating them on the proper and safe use of the internet as a tool for networking, learning and development. Through interactive sessions and live demonstrations, students are shown the power of the internet as a tool for self-education, skills development and employment, leading to a better life.

10 Minute School

As a responsible telecom operator keen to promote ICT-based education as a tool for personal development, Robi has collaborated with 10 Minute School – the first-ever online platform in the country to offer a comprehensive solution for free:

- Admission guidance and sample tests for all leading public and private universities in Bangladesh
- Online courses, tutorials and quizzes on all subjects of the national curriculum for JSC, SSC and HSC students
- Content related to aptitude courses such as SAT, IELTS, GRE, GMAT, etc.

Students can now learn and practice online, with fun and at their own pace.

Water for Life

Robi provides 5,000 liters of free drinking water per hour to more than 30,000 passengers and visitors through water treatment plants set up in Dhaka (Kamlapur and Uttara), Chittagong, Mymensingh, Sylhet, Rajshahi and Rangpur railway stations, in partnership with Bangladesh Railway and Water Aid.

Robi supports children with special needs

Robi has provided assistive devices and physiotherapy equipment to SEID (Society for Education and Inclusion of the Disabled) to help the organization address the physical challenges faced by children with special needs. SEID is a non-government voluntary development organization that works for the rights and social inclusion of underprivileged children with intellectual and multiple disabilities, Autism, Down syndrome and Cerebral Palsy. It has operations across three centers, providing assistance to more than 450 special-needs children from slum areas.

Source of information

- <https://www.robi.com.bd/corporate-responsibility/?lang=eng>

CSR activities

Teletalk

Teletalk has provided free Subscriber Identity Modules (SIM) to Freedom Fighters with free talk time and call credit.

Short Code, Short Message Service (SMS) Helpline for Children with Disabilities and Diseases with a view to create a specialized fund for children with dire need of financial assistance. All SMS sent to this number was charged and the amount retained in a special fund.

Children's Art Initiative

Teletalk has created a unique outlet to acknowledge and encourage children's art. With association from Talent Promotion Initiative, Teletalk has arranged a children's art competition, where children have engaged in a day long painting competition with Bangladeshi seasonal themes.

Teletalk Bangladesh Limited then published a special billboard calendar based on selected pictures from the competition.

Blanket Distribution Program

In Rangpur district, Teletalk distributed 500 blankets in the winter through Anjuman Mofidul Islam.

Medical Treatment for Bushra

Teletalk initiated a program to help Bushra – a blood cancer patient. One can send a text message for Bushra to help raise funds for medical treatment. For a three year old girl needing bone marrow transplantation, Teletalk's unique way of extending help as well as including the community at large was appreciated.

Blood Donation Program

Teletalk has sponsored and directly participated in a voluntary blood donation program. ORCA (Old Rajshahi Cadet Association) organized a blood donation program which was sponsored by Teletalk.

Source of information

- <http://www.teletalk.com.bd/dynamicLayout.jsp?page=7001&menuItem=7001>

Airtel

CSR activities

Youth of the Nation Award

Airtel partnered with Jaago Foundation, a local NGO focusing on underprivileged children's education, to sponsor the Youth of the Nation Award for contributions to Voluntary and Developmental work for the betterment of society. This was supported by the US Embassy.

Ghuri Fest

Ghuri Fest (Kite Festival) was organized and sponsored by Airtel with the theme of BijoyDibosh (Victory day). New kites were sold for BDT 1 lakh which was then donated to Jaago Foundation to sponsor 500 underprivileged children.

Blankets for cold weather

Airtel Bangladesh Limited took the initiative to distribute warm clothes and blankets to the population primarily in northern parts of the country where the cold weather had affected people most severely. The Telco giant Airtel distributed 8,500 blankets.

Reduction of power usage

To reduce pressure on national power supply, 75% of Airtel sites in Bangladesh have been installed with new BTS equipment which consumes less power (typical consumption now is 0.7 KW ~ 0.8 KW against traditional BTS that consumes 1.5 KW having the same configuration). The company has also deployed 380 FCUs (Free Cooling Units), ensuring 25% less power is consumed on every site.

Talent search

As a youth community building project, Airtel Bangladesh Limited organized the Airtel Rising Stars initiative in 2012 and 2013. In the first season, 12 talented young footballers were selected from more than 60,000 participants from all 64 districts of Bangladesh. Later these 12 youngsters were taken to the Manchester United stadium- Old Trafford – in the UK. This was a dream come true for many. Many of these 12 football players are currently playing in the under-16s national team in Bangladesh.

Source of information

- http://www.amtob.org.bd/index.php/home/csr_airtel

Banglalink

CSR activities

Water and date distribution and iftar at orphanages during Ramadan

Banglalink has been distributing free water and dates for fasting people since 2009 at major traffic points of selected metro cities for iftar during Ramadan. Banglalink has also been taking the initiative to arrange regular iftar and dinner in different orphanages around the country. In 2011, they provided water and dates to almost 85,000 people and iftar and dinner for more than 12,000 orphans of 123 orphanages across the country.

Recycled school bag distribution

Through this project, Banglalink recycled printed banners and vinyl sheets to make school bags for children, serving two important purposes. First, this contributed to a greener environment as the vinyl sheets are mostly non-biodegradable, while secondly helping underprivileged children with their education as many of them are unable to afford school bags. The campaign started on February 19th, 2013 in Ashulia at the Jamgora Primary High School, where 600 students received school bags from Banglalink.

Cox's Bazar sea beach cleaning project

Since 2005, Banglalink has been cleaning Cox's Bazar sea beach, the world's longest sea beach. Under this project, 26 female workers clean the three kilometer long beach 363 days a year in two shifts. In addition to that there is another team of seven males who support this by moving all the heavy dirt and rubbish away from the beach. Banglalink has been truly making a difference in preventing environmental pollution at Cox's Bazar beach and preserving the environment. Moreover, Banglalink is playing a role in increasing awareness among tourists and encouraging them to come together in making a difference. This initiative is considered as one of the iconic CSR activities in Bangladesh, which has a far reaching sustainable impact in the community.

Blanket donations at orphanages

Banglalink has been taking the initiative to distribute blankets among the children of many orphanages around the country since 2009. Banglalink distributed 5,000 blankets among the destitute children of 101 orphanages across the country. The districts covered were Dhaka, Chittagong, Khulna, Rajshahi, Rangpur, Barisal, Narayanganj, Mymensingh and Tangail.

Special arrangements for Hajj pilgrims at Hajj Camp

Banglalink has been undertaking several initiatives to provide free services to Hajj pilgrims since 2009 at Hajj Camp; the gathering place to depart for Hajj. This includes arranging air-conditioned buses for pilgrims, water distribution zones, phone counters for making free phone calls, free charging units, etc. To further aid the pilgrims, Banglalink provided them with trolleys, signage, information through service and a Hajj guide booklet to facilitate a quick and easy understanding of the Hajj rituals.

ICT support for underprivileged children by providing computer labs

To eliminate illiteracy and to enlighten our students, Banglalink successfully set up computer labs in 270 underprivileged schools in different parts of the country during 2011. The computer labs are equipped with PCs, laptops, internet facilities, multimedia projectors, speakers and microphones. This initiative is serving the mission of 'making a difference' and also aiding the government in realizing the dream of 'Digital Bangladesh'.

Source of information

- http://www.amtob.org.bd/index.php/home/csr_banglalink

3.2.2 Findings based on responses to the questionnaire from the telecommunications industry

CSR activities of the telecommunications sector and their role in emergency response

- All of the respondents mentioned that their CSR activities include education, WASH and disaster response. They have also confirmed that they are involved in further work in fields such as health, agriculture and digital entrepreneurial ecosystem development as part of their CSR.
- All of the organizations who replied respond to emergency situations through a helpline number, made the emergency number toll free, gave free talk time and voice-based health products, as well as relief for the affected people.

We partnered with Red Crescent to distribute relief item to landslide victims in Bandarban and Rangamati. We made the emergency number toll free during cyclone Mora, made voice-based health product free for the victims and free talk time

- During Cyclone Mora they provided a free health line, free talk time and a toll free number, a free recharge of 30 TK, monitored the server connectivity to maintain the mobile network in affected areas and shared information. During the landslide two of them shared information and distributed relief to the victims.
- Some of them aided people by providing cash, some provided information, some

provided relief materials or items during the onset of the disaster.

Needs assessment activities of the telecommunications industry

- Only one of the organizations confirmed that they conduct a needs assessment before providing aid. The respondent said: “We use our partner to do that for us in cases of disaster relief.”
- Among the respondents, three of the five said that they involve the community through focus group discussions (FGDs) and building networks in rural areas in the design and planning phase of CSR activities. One of them said: “If needed, we do FGDs before planning any big program.”

Scope of integrating CwC in the design and planning phase of their CSR activities

- Each company believe that communicating with the beneficiaries beforehand and using their opinions to design and amend their CSR activities can help to enhance the benefits that the organization is intending with their activities.
- All agreed that they would like to be involved in working with humanitarian organizations to disseminate information as aid.
- All of the participants stated that their regional corporate office has the freedom to design the CSR activities according to their own observations and findings.

Scope of integrating CwC in the monitoring and feedback phase of their CSR activities

- All the participants except one have stated that they do not have a feedback or complaint mechanism for the aid they are providing. Although one of the participants stated that they do have a feedback mechanism, another participant from the

same organization stated that they do not have any such procedure in place. It can be concluded that the organizations do not generally monitor or gather feedback from the beneficiaries on their CSR activities for emergency response.

- All the participants except one have stated that there is no practice in place through which their organization can find out how their activities have benefited the beneficiaries. The participant who confirmed the practice in place in their organization did not elaborate on how it is carried out. Another participant who was representing the same organization stated that there is not any such practice in place.
- The majority of the respondents said that they do not undertake corrective action based on the feedback of beneficiaries made in previous CSR activities. Two participants said that their organizations do take corrective action and although one confirmed that they have this practice in place, another participant representing the same organization stated that they do not. In general, it was understood that the monitoring and feedback mechanism is usually in place for their long-term CSR activities but almost non-existent for their activities regarding emergency response.

Scope of advocating and mainstreaming CwC in their CSR activities

- The majority of the participants stated that their organizations are not members of any

common platform where other organizations in the same industry can discuss and decide on policy changes. However, it has been found through secondary sources that all organizations in the telecommunications industry in Bangladesh belong to a national trade body called Association of Mobile Telecom Operators of Bangladesh (AMTOB). AMTOB has emerged as the official voice of the Bangladesh mobile industry for interacting with relevant government agencies, regulators, financial institutions, civil society, technical bodies, media and other national and international organizations. It provides a forum for discussion and exchange of ideas between the stakeholders and industry actors for the development of the mobile telecom industry through public and private dialogue.

- The participants stated that the early warning messages they provide as part of their CSR activities are provided by government agencies. Therefore, they do not participate very actively in designing these particular activities.
- All agreed that there is scope for their organization to work with a platform like Shongjog for their CSR activities, with responses such as: “We can always discuss the opportunities and find out the scope of work.”

3.3 CONSUMER GOODS

3.3.1 Findings on the consumer goods industry based on the company websites

CSR activities

Square Group

- Operating a free 24/7 helpline for mothers with babies.
- Supermom is a free telephone service (0961 2222 333) and a fully-fledged interactive Bengali website (www.supermombd.com) for mothers and their babies.
- Committed to support a precautionary approach to environmental challenges and to promote greater environmental responsibility.
- 'Shohoj Kisti Reen Prokalpa' under which all unionized employees can take a loan to purchase necessary home appliances for a small service charge.
- Square Kindergarten has been created primarily to provide quality education to the children of employees in Pabna. This is a 100% not-for-profit initiative where the students receive quality education at a very subsidized fee.
- Square Pharmaceuticals Ltd. donated books to the Department of Pharmacy at Jahangirnagar University.
- Sponsoring '-Square-Dhaka Residential Model College 7th National Science Festival 2014'.
- Square Toiletries Ltd. and Dhaka University jointly started a three year fellowship program named 'CGS-Square Fellowship 2015-2017'.
- Partner in the research study for preventing 'Post-Partum Hemorrhage (PPH)'.
- Fund raising program with the Acid Survivors Foundation. With this fund Square conducts an awareness program and stands along with acid violence survivors.
- Awareness against cervical cancer.
- Square Toiletries Ltd. educated 1.5 million girls regarding adolescent health and hygiene.
- Free Diabetes Screening and Awareness Program.
- Providing vaccinations and breast-feeding awareness education to 3.3 million mothers.
- Square takes multiple initiatives through healthcare publications, seminars and clinical meetings like the Continual Medical Education (CME) program.
- Provided training for the underprivileged community in Pabna who cannot afford costly training programs. The initial aspect of this training institution named 'Dishari' is to enable individuals as prospective users of future technology and empower them to build their own future and nation with state of the art technology and contemporary computer knowledge.
- Conducted a road safety campaign and provided road side shade.
- Gave donations to hospitals, medical colleges, local communities and underprivileged people.

Disaster management

- Square Pharmaceuticals Ltd. donated medical products worth Tk. 30 lacs to people affected by Typhoon Yolanda in the Philippines.
- They helped victims of Rana Plaza by providing medicine and food.
- They donated medicine in response to severe earthquakes in Iran and Pakistan.
- They helped flood victims.
- They coordinated a distribution of winter clothing.

Source of information

- <http://www.squarepharma.com.bd/corporate-social-responsibility.php>

CSR activities

Pran-RFL

CSR for the environment

- **Community forestation:** In different locations around Bangladesh, Pran-RFL has been planting trees.
- **Effluent Treatment Plant (ETP):** To ensure the safe disposal of factory wastage, Pran-RFL has got ETP's in all of their sites.
- **Heat Recovery Boiler:** Pran-RFL recovers the heat they produce and utilizes it in their production facilities in all locations to save energy.

CSR for the community

- **Dairy Development:** To develop the dairy industry in Bangladesh, Pran-RFL has started operating Dairy Hubs in Bangladesh, at its own cost, where they are educating farmers on setting up a dairy farm, providing cattle food, artificial insemination services and other veterinary support to the farmers to increase dairy yields.

Other Social Support

- Helping mosques, temples and churches.
- Working together with Red Crescent.
- Collecting and donating blood.
- Working for the disabled.
- Working with 'Save the Children'.
- Helping the community in natural disasters.
- Providing airport support for Hajj pilgrims every year who are travelling from Bangladesh to KSA.

Source of information

- <http://www.pranfoods.net/csr.php>
- http://www.pranfoods.net/press_release_17122013.php

CSR activities

- **Tending to un-met medical needs:** providing free medicine to underprivileged people in rural areas of Bangladesh.
- **Orange Day:** GSK organizes the Orange Day event for its employees where they can raise funds for volunteer work and donations.
- **Encouraging voluntary activity:** GSK employees volunteer in schools with underprivileged children for a day.

Source of information

- <https://www.gsk.com/en-gb/responsibility/health-for-all/>

3.3.2 Findings based on the responses to questionnaires from the consumer goods industry

Role of the consumer goods industry in disaster response

- All of the respondents said they are carrying out activities relating to education, water, sanitation and hygiene and disaster response as part of their CSR activities.
- Among the respondents two said their organizations respond to emergency situations. One said: “We have helped some NGOs (TDS & Red Cross) with emergency water treatment kits and in some cases where requested by some authority, we have provided MAGGI Noodles.”
- One confirmed they provided food to the DC Relief fund for people affected by the landslide and another respondent said they communicated with people in coastal areas to update on their current conditions during Cyclone Mora. They have also aided people by providing food, such as noodles, money and information at a regional level during the onset of a disaster.

Scope of integrating CwC in the needs assessment phase of their CSR activities

- All the respondents admitted that they do not conduct needs assessments involving beneficiaries before providing aid. However, they do provide support to affected people because of social responsibility as well as when requested by different sources. One respondent shared; “Depending on the request and impact of the affected area from different sources (distributors, regional force and news media) we decide on aid.”

Scope of integrating CwC in the design and planning phase of their CSR activities

- All respondents said that they do not involve the community in the design and planning phase of CSR activities because they do not work with the affected people directly. One of them said; “No, we do not work directly with the affected population in general.”
- All the participants agreed that communicating with beneficiaries beforehand and using their opinions to design and amend the CSR activities can help to enhance the benefits that the organization is planning.

Scope of integrating CwC in the monitoring and feedback phase of their CSR activities

- Most stated that there is a practice in place through which their organization can find out how their activities have benefited the beneficiaries. One participant's response was as follows; "We calculate the number of beneficiaries."
- Most respondents said that they have an indirect feedback or complaint mechanism for the aid they are providing. One said; "We take [feedback] from the authority not directly from the community." In addition, they also undertake corrective action based on the feedback of beneficiaries made in previous CSR activities.
- All agreed that they would like to be involved in working with humanitarian organizations to disseminate information as aid.
- Most respondents stated that their regional

corporate office do not have the freedom to design CSR activities according to their own observations and findings unless there is an emergency. One said; "No, unless an exceptional emergency situation arises countrywide."

Scope of mainstreaming CwC in their CSR activities

- All participants except one said that their organizations hold membership to a common platform where other organizations in the same industry can discuss and decide on policy changes. However, they did not provide further information regarding the platform.
- All the participants confirmed that there is scope for their organizations to work with a platform like Shongjog for their CSR activities.

Educating mass people about important Dos and Don'ts can play a big role in the long run to educate all people about necessary steps to take during disaster and build resilience accordingly

4

Recommendations

MEDIA ENGAGEMENT

- Building strong relationships between humanitarian actors and media personnel. The participants of the study confirmed that this strategy would be very effective. Sharing information would help media personnel to get the right information from the right people at the right time and facilitate the undertaking of appropriate measures during a disaster. The relationship could be strengthened by facilitating dialogues between the media and humanitarian agencies through multiple seminars and workshops on the issue of CwC.
- Capacity development of media companies. Building the capacity of the media about how to broadcast information for the public and how to use the message bank of Shongjog would be effective according to the respondents. If media personnel are provided with the correct information on where to go for relief, medicine or shelter, they could disseminate the information effectively. On the other hand, the media has their own guidelines to help people, so if this could be matched with the correct information, then that could also be useful to the people.
- Advocacy for a separate section relating to disaster information in each media. This idea has been deemed as moderately effective because according to the respondents, it would not always be possible.
- Inspiring and recognizing CwC initiatives through awards. Awards can inspire people to do better work in the future and could create more awareness about CwC.
- Designated Disaster Correspondents with special focus on CwC: Each media company could have their own designated Disaster

Correspondents who could focus on providing actionable information while covering news on a disaster. When this recommendation was shared with the respondents, they agreed that this strategy could be very effective. Although the media may not have the scope to assign a journalist for a specific business, interested journalists could be encouraged to focus more on this area.

- Involve and inform journalists on joint needs assessments. It would be very effective if this could be ensured as there would be better communication between media agencies and policy at a senior level. This would also ensure the participation of local journalists and news agencies in the needs assessment phase.
- Establishing an Emergency Communication

Committee with representatives from all of the media, private sector, humanitarian agencies and the government. Currently there is no involvement of media representatives in the disaster management committee of Bangladesh. Enabling this would ensure better coordination and communication between the media and the disaster management authorities.

- Online Forum on CwC. An online forum on CwC could be maintained in order to ensure a steady flow of information regarding CwC and disaster management. People from all sectors could engage in discussion and provide assistance to each other in order to facilitate the mainstreaming of CwC.
- Organize knowledge and information sharing events and annual conferences.

PRIVATE SECTOR ENGAGEMENT

- Help the Government to establish a functional common platform/forum/committee for emergency communication. This would be very effective if it works with a synergistic approach.
- Government agencies and authorities need to be trained on the CwC approach in providing actionable information for the community. Since the text messages shared through the telecommunication companies regarding the early warnings are all provided by the Government, it is important that the messages are actionable.
- Inspiring and recognizing CwC initiatives through awards. This could be an effective strategy to increase the quality of performance of organizations in the private sector in the context of CwC.
- Initiate a social media campaign to make people aware of the benefits of CwC. This would be very effective as the sharing of success stories through social media by celebrity cricketers or media personnel

would create a demand among the public for the implementation of CwC initiatives. Ultimately, if the public demand the mainstreaming of CwC, then all sectors will be motivated to adopt policies and design their CSR activities in line with CwC.

- Advocacy of membership of Shongjog in order to enable a GSMA-like platform in Bangladesh. A GSMA-like platform may be time consuming as it would require collaboration between the private and other sectors. This strategy has been deemed as 'somewhat effective' by the responders.
- Improve understanding on the importance of CwC and the humanitarian sector. Providing the private sector actors orientation on CwC and Core Humanitarian Standards would help them understand the importance of integrating CwC in their humanitarian activities. Orientation would need to be provided to the key people involved with designing and planning the CSR programs.

- Include awareness messages alongside their brand communication and campaign activities. Prominent private sector entities in the telecommunications and fast-moving consumer goods industries are known for their extensive roadside branding activities all throughout Bangladesh, including disaster-prone areas. Therefore, advocacy needs to be carried out to encourage the private sector actors to include awareness raising messages in their promotional activities (e.g. billboards).
- Implementing IVR. There is scope for the telecommunications industry and the consumer goods industry to work with humanitarian organizations to create Interactive Voice Response (IVR) systems.
- The media and private sector could provide psychosocial support messages during and after a disaster. At the onset of a natural or a man-made disaster, all people- especially children, who are directly or indirectly affected by disasters can benefit from receiving psychosocial support messages. The private sector actors, especially in the telecommunications industry could be encouraged to take such initiatives as part of their CSR. This would be in line with the concept of providing information as aid.

It is challenging to ensure two way communications during CSR activity design. However, it is possible to maximize the positive impact of CwC in Bangladesh by sensitizing the private sector and working together with them to bring about a coordinated effort in this regard

Conclusion

In conclusion it can be said that media and private sector organizations are willing to work together for the best interests of society. However, there is still scope for more development in this area. While the private sector has been engaging in activities for the betterment of society under the notion of CSR, there is an absence of CwC activities as there is a lack of understanding of this concept in Bangladesh, because it is relatively a new approach.

The media has demonstrated its value during times of crisis by covering different aspects of disaster management, thereby featuring news that is both informative to the public and at the same time thought provoking at policy level. However, owing to the lack of knowledge of CwC in Bangladesh, most news about disasters covers aspects that are 'about' the people and not 'for' the people. There is still a lot of scope for the media to create content that can give readers actionable and life-saving information.

It seems to be a common concern that providing actionable information in news can hardly benefit the affected communities as the chances for them to turn to newspapers for information at times of crisis is limited. However, it can be said that integrating news 'for' the people would create a culture where newspapers and information can be deemed as aid themselves – thereby fulfilling one of the objectives of CwC. Overall, educating the population about important 'dos' and 'don'ts' could play a big role in the long term to educate all people about the necessary steps to take during a disaster and build resilience accordingly.

It is challenging to ensure two-way communication during CSR activity design, however, it is possible to maximize the positive impact of CwC in Bangladesh by sensitizing the private sector and working together with them to bring about a coordinated effort in this regard.

Annex 1

Questionnaire for Media

Thank you for agreeing to give us your input in our study. Please tick the boxes as appropriate. In some of the questions we have requested detailed information from you. Please feel free to use the box on the right to write your comments. If you have any query regarding any of the questions please feel free to reach out to us on:

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1. Does your organization participate in CSR activities in response to a disaster?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. What other CSR activities is your organization currently carrying out?	<input type="checkbox"/> Philanthropy <input type="checkbox"/> Education <input type="checkbox"/> Water sanitation and hygiene <input type="checkbox"/> Financial loans <input type="checkbox"/> Disaster response <input type="checkbox"/> Others (please specify)
3. Kindly give us an insight on your activities during 3 of the recent natural disasters in Bangladesh.	<input type="checkbox"/> Cyclone Mora _____ _____ <input type="checkbox"/> Landslide (Chittagong) _____ _____ <input type="checkbox"/> Flash flood (Sunamganj) _____ _____
4. Do you think that media can warn people before disaster? How?	<input type="checkbox"/> Yes <input type="checkbox"/> No
5. What types of information do you include in your news about disaster?	<input type="checkbox"/> Yes <input type="checkbox"/> No

<p>6. What sources do you use for gathering information about disaster?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>7. Can you think of an example where affected community was able to use the information you had provided in your news to save lives and/or tackle emergency situation?</p>	<p><input type="checkbox"/> Example: _____ _____</p>
<p>8. Do you think prioritizing the reporting of actionable information such as 'how to tackle the emergency situation as an affected person', can help you gain better acceptance as a source of news among the mass people?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>9. Do you think Media can play a role in the recovery of the affected people in disasters?</p>	<p><input type="checkbox"/> Yes (Briefly explain how with an example?) _____ _____</p> <p><input type="checkbox"/> No</p>
<p>10. (In response to disaster) Do you carry out information needs assessment of the affected people to create the content of your news and messages?</p>	<p><input type="checkbox"/> Yes (Briefly explain how with an example?) _____ _____</p> <p><input type="checkbox"/> No</p>
<p>12. Do you provide actionable information (information that the affected community can use for their recovery) while reporting a news about a disaster?</p>	<p><input type="checkbox"/> Yes (Briefly explain with an example) _____ _____</p> <p><input type="checkbox"/> No</p>
<p>13. Is there a scope for your organization to work with other media organizations to create and disseminate mainstreamed or common messages? (e.g: where to get help from, Dos and DON'Ts, where to contact for financial help etc)</p>	<p><input type="checkbox"/> Yes (Briefly explain how with and example?) _____ _____</p> <p><input type="checkbox"/> No</p>
<p>14. Shongjog is a multi-stakeholder platform for communicating with communities in Bangladesh, comprising of a number of humanitarian organizations working together. Is there a scope for your organization to work with this platform and refer to their message bank to disseminate lifesaving messages?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>

<p>15. Please advise on how the linkage can be increased between Shongjog and your organization regarding message dissemination?</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>16. Does your organization hold membership to a common platform where other media can discuss and decide on policy changes?</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>17. If such an opportunity arises, would your organization like to be involved in working with humanitarian organizations to disseminate information as aid? (e.g: information about shelter, food, purifying water, dos and don'ts for a healthy lifestyle and emergency recovery)</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>18. Can you think of an example where affected community was able to use the information you had provided in your news to save lives and/or tackle emergency situation?</p>	<input type="checkbox"/> Example: <hr/> <hr/>

Annex 2

Questionnaire for Private Sector (Telecommunication and Consumer Goods):

Thank you for agreeing to give us your input in our study. Please tick the boxes as appropriate. In some of the questions we have requested detailed information from you. Please feel free to use the box on the right to write your comments. If you have any query regarding any of the questions please feel free to reach out to us on:

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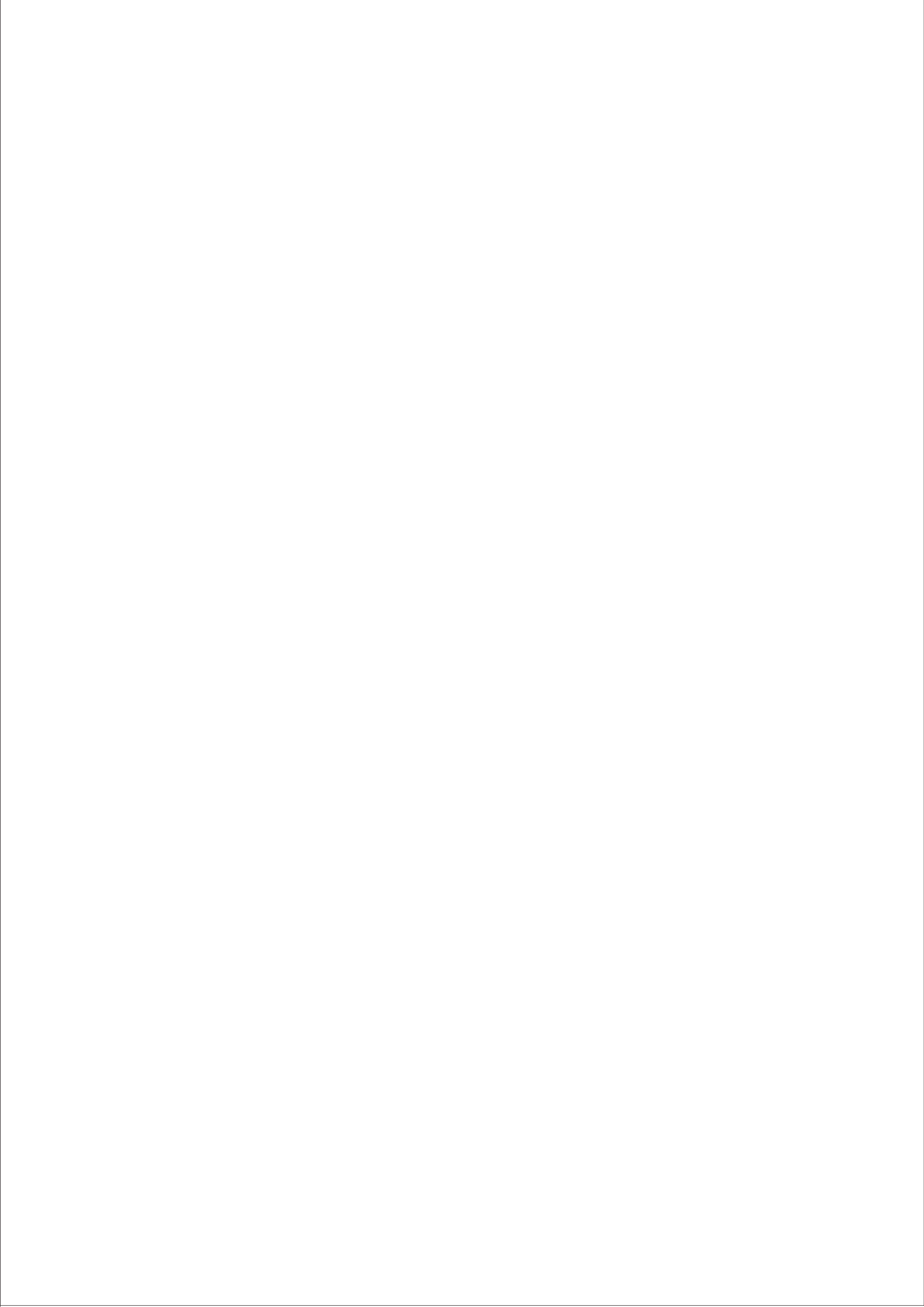
Phone: 01712172902

<p>1. What are the types of CSR (Corporate Social Responsibility) activities that your organization is currently carrying out?</p>	<p><input type="checkbox"/> Philanthropy <input type="checkbox"/> Education <input type="checkbox"/> Water sanitation and hygiene <input type="checkbox"/> Financial loans <input type="checkbox"/> Disaster response <input type="checkbox"/> Others (please specify)</p>
<p>2. Does your organization respond to emergency situations? E.g.: Natural disasters (flood, landslide, cyclone), man-made disasters (fire outbreak, building collapse etc.)</p>	<p><input type="checkbox"/> Yes (Briefly explain how with and example?) <input type="checkbox"/> No</p>
<p>3. Kindly give us an insight on your activities during 3 of the recent natural disasters in Bangladesh</p>	<p><input type="checkbox"/> Cyclone Mora _____ _____ <input type="checkbox"/> Landslide (Chittagong) _____ _____ <input type="checkbox"/> Flash flood (Sunamganj) _____ _____</p>
<p>4. What sources do you use for gathering information about disaster?</p>	<p>Please explain</p>

<p>5. Does your organization conduct needs assessment involving beneficiaries before providing aid?</p>	<p><input type="checkbox"/> Yes (Briefly explain how with and example?) _____ _____</p> <p><input type="checkbox"/> No</p>
<p>6. Do you involve the community in the design and planning phase of CSR activities?</p>	<p><input type="checkbox"/> Yes (Briefly explain how with and example?) _____ _____</p> <p><input type="checkbox"/> No</p>
<p>7. Is there a practice in place through which your organization can find out how your activities have benefited the beneficiaries?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>8. Do you believe that communicating with the beneficiaries beforehand and using their opinions to design and amend your CSR activities can help you enhance the benefits that your organization is enjoying from the CSR activities?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>9. Does your organization have a feedback/complaint mechanism for the aid you are providing?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>10. Do you undertake corrective actions based on the feedback of beneficiaries made in the previous CRS activities?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>11. If such an opportunity arises, would your organization like to be involved in working with humanitarian organizations to disseminate information as aid? (e.g: information about shelter, food, purifying water, dos and don'ts for a healthy lifestyle and emergency recovery)</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>12. Does your regional corporate office have the liberty of designing the CSR activities according to their own observation and finding?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>13. Does your organization hold membership to a common platform where other organizations in the same industry can discuss and decide on policy changes?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>14. Shongjog is a multi-stakeholder platform for communicating with communities in Bangladesh, comprising of a number of humanitarian organizations working together. Is there a scope for your organization to work with this platform for the CSR activities?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>

List of Abbreviations

BTS	Base Transceiver Station
CIC	Community Information Center
CwC	Communication with Community
DRR	Disaster Risk Reduction
GP	Grameenphone
IOM	International Organisation for Migration
SIM	Subscriber Identity Module
WASH	Water, Sanitation & Hygiene



The Shongjog Multi-Stakeholder Platform (MSP) is a collaborative effort made up of government, international and national NGOs and other groups. The MSP on Communicating with Communities (CwC) aims to promote trust between communities and the disaster response sector by recognizing the voices of the community and reflecting them in strategies, policies and decision-making processes.

Disclaimer

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International Organization for Migration (IOM)

The UN Migration Agency