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**THE IMPORTANCE OF CORPORATE SOCIAL RESPONSIBILITY (CSR) AND
NON-GOVERNMENTAL ORGANIZATION (NGO) FOR A DEVELOPING
COUNTRY**

DEGREE PROGRAM IN INNOVATIVE BUSINESS SERVICES

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ABSTRACT

All over the world, there are 195 official countries with total population of 7.3 billion. Every country has its own border, identity, culture, economy, industries and security forces. As independent countries, they want peace, economic stability and safety for themselves. The unfortunate thing is that the countries who want peace are not united. There is a huge separation all over the world that is making the world in worse condition. It is impossible for someone who can make the world united if we are not going to be concerned about ourselves. My realization is that it is impossible for someone to change the world by himself but it is very possible to play an important role to change a society positively if someone wants. On the other way, Humanity is a human nature. It has the power to make something different. Responsibility is a qualified behavior and it has power to make change. The combination of humanity and responsibility inspires me to work in social business. For me social business is a dream to behave as a human being with proper responsibility. There is a huge number of businesses in the world who generate a large amount profit. Corporate Social Responsibility should be the perfect character for them beside their business interests. It can help a society to build up newly with happiness. Non-Profit Organizations have big opportunity to cooperate with them.

These realizations let me interested to do my thesis which can be helpful for someone to do something important for a society.

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Introduction

Society is a place where we live together with different people. As we see, there are many classes of people. Some people are very rich, some of them are very poor, some people are survivable and some are careless. It is the normal scenario of a society but there are many inspirational things in the society to do something good for our society, friends, relative and family even for someone unknown.

Some criteria of a society are same in all over the world but it is also varied from country to country. The situation of a society is not the same among developed and developing countries. Developing country means a country having general standard of living. It is not developed yet but development is going on (Schultz, 1961).

Developing countries have enough possibilities to be developed as they have cheap labor cost, available labor, nature friendly weather, cheap construction cost and hardworking people. The reasons I mentioned here are very positive signs for a country to be developed but most of the developing countries are struggling for some certain reasons. Political instability, illiteracy rate, lack of consciousness, corruption and unfair law implementation are the main reasons for their struggling (Edward, 1961).

Society can play major role to solve these problems. In my thesis, I tried to describe the practical situation of a developing country and figure out different social issues. I also suggested some effective solutions for them.

Background of the Thesis

Bangladesh is a developing country which is characterized by having monsoon flood seasons. Bangladesh was highly affected by monsoon flood in 2004. Most of the crops destroyed and many people became homeless (Waldman, 2004). It was a big challenge for a developing country. Rangpur is a district of our country where a lot of people became homeless and some of them came to our district called Dinajpur which was better in situation than Rangpur. My father showed the brave to give them land to build their home and many other people

inspired by my father and has taken initiatives to help flood affected people. It is an example that single person has power to motivate many people to solve a problem. It can be defined as Corporate Social Responsibility (CSR) of a person. It is also a proven that if someone from any profession wants can play a role to solve a problem according to his capability then it is possible.

There are many examples that a lot of industries are playing social responsible role as a necessity in society. They tried to show the reality of a society by their commercial advertisements. There are many advertisements showing social discrimination or issues. The advertisements can play an important role to solve different kinds of social problems. These advertisements are very popular in social media which can lead people to be concerned about the matter. I will explain it later in my thesis (Albareda, Lozano, & Ysa, 2007).

Purposes and Objectives

Corporate social responsibility and social responsible business are basic elements of a society. We live in a society from various backgrounds. Our profession, background, culture, economic situation may not be the same but we have to live together cooperatively with peace and freedom. I tried to justify people's mind about those matters. I have made two surveys. One of them was online and one was face to face interview. The results and accompanying analysis supports and fulfills the purposes and objectives of my thesis. (Kytle & Singh, 2005).

I hope my thesis will help and inspire the social responsible people to do something for the society where we live. My main research question is -

- Why is Corporate Social Responsibility (CSR) of a company and Non-Governmental Organization (NGO) important for a society? and sub questions are :
 1. What can be the role of CSR to help a society?
 2. How NGO can work with social responsible companies cooperatively?
 3. What can be the impacts of their relation to our society?

Research methodology

Using grounded theory as my overall research approach, the social phenomenon is explored as an active observer in the context of a non-governmental organization practicing corporate social responsibility. Case methodology is also used within this grounded theory approach.

Research is about finding things out in a systematic way to increase knowledge and the methodology being the theory of how research should be undertaken (Saunders, 2009). For the data collection method of my thesis, I used qualitative and quantitative research methods to get better result for the purposes of this thesis.

I used qualitative research method because of gaining an understanding of a specific reasons, opinions, and motivations. It helped me to go to the depth of a problem or helps to develop an ideas or hypotheses for potential quantitative research.

The quantitative research method helped me to quantify the problem by way of generating numerical data or data that can be transformed into useable statistics. It is used to quantify attitudes, opinions, behaviours, and other defined variables. I generalized the results from a larger sample population by quantitative research methodology that made my way easy to describe the overall result (Franklin, 2012).

Social entrepreneurship framework

Overview

What is the aim of social entrepreneurs and what is the goal of business entrepreneurs? For business entrepreneurship, the answer is to make profit and run their business. Business entrepreneurs just made their business plan to achieve their profit. Social entrepreneurs use social value, social issues to achieve their goal. Our goal is to do same thing in different way. We can merge both sectors in a same line. So that Society will be benefited as well as business will be profitable and acceptable to the society (Kumar & Gupta, 2013).

The following quote can be one ideal inspiration who is planning to start social business and that is “There are lots of bad reasons to start a company. But there’s only one good,

legitimate reason, and I think you know what it is: it is to change the world.” - Phil Libin, CEO of Evernote.

Sample of a business idea and plan with social responsibility

Nolan Bushnell, a well-known entrepreneur said-“The critical ingredient is getting off your butt and doing something. It is as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today, the true entrepreneur is a doer, not a dreamer (Bushnell, 2013).

A business idea or plan is an organizing tool to simplify and clarify business goals and strategy, the second one is a selling document that sells a business idea and demonstrates that a product or service can make a profit and attracts funding and company resources (Ann Marie, 2005).

A business idea or plan involves many things, not only the idea of a business. It includes business starting plan, surrounding situations, strategy, problems, probable outcomes, obstacles, future perspectives and so on.

Social responsibility should be one of a major part of a business plan. Business does not only mean to earn profit; it is also meant to show some responsibility to society because only society can give him good profitable business. There are many profitable social businesses in the world that are earning a huge amount of profit as well as playing a very important role to change the society. (Pinson, 2004)

The Grameen Bank (Nobel Peace Prize-winning microfinance organization) can be one of the best examples of social responsible business. The idea has launched by Professor Dr. Muhammad Yunus who is a citizen of Bangladesh. Bangladesh is a developing country and his idea was to give microcredit loan to the poor people who live in rural area. His thinking was the loan he will give to them, they can do business with it and they will pay by weekly installment with profit (Yunus, 2003).

Importance of a Business plan

Lewis Carroll, an English writer and mathematician has a well-known quote-

In Alice's Adventures in Wonderland, Alice comes to a fork in the road and asks:

“Would you tell me, please, which way I ought to go from here?”

“That depends a good deal on where you want to get to,” said the Cat.

“I do not much care where—” said Alice.

“Then it does not matter which way you go,” said the Cat (Carroll, 1865).

“A business plan is a written summary of an entrepreneur's planned business scheme, its financial and effective details, its promotion opportunities, and strategy, and its leaders skills and skills. Generating a business plan is important because an entrepreneur needs to a well-conceived exactly created business plan in order to increase the possibility of achievement” (Scarborough & Zimmerer, 2008).

By analyzing both quotes we can say that a business plan is an important part to establish any kind of business. The business plan shows the way to get future achievement, probable investment, probable benefits, and loss and so on. Without a business plan looks like a tree without a root.

Key elements of a business plan

Business plan or idea is not only an idea but also bundle of concepts or plan. Social business plan should be included some social values which are important for our society (Steven & Peter, 2005). Both of them have same criteria in many cases.

The common criteria are as follow:

1. Business Concepts
2. Features of business
3. Business description
4. Current situation of same business or similar business
5. Analysis of competition
6. Market Analysis
7. Cost analysis
8. Marketing plan

9. Formation of business policy
10. Assignment of Future goal

In the case of social business, the following are included

1. Social innovation
2. Sustainable venture against social discrimination
3. Exact realization about social issues
4. Designing solution for these issues

Social role of a business

Companies are interested in co-operative work with social, environmental causes and stakeholders nowadays. They realizing that involvement of more community and more people increase their gross profit.

The situation was not the same 20 years ago. During that time, most of the companies did not feel any interest for social responsibility work. A few number of companies first tried to invest for social and environmental causes. But the companies who invest for social responsibility got great profits (O'Laughlin, 2008).

The main objective of a company is to a get good profit. A company plays a few basic social roles:

1. They provide services or goods to the customers. By these ways they get profit.
2. They provide huge amount of tax. Government uses that money and ultimately it comes to the people or society.
3. They provide job opportunity to the skilled and educated people who are the member of the society. They earn money from the company and expenses for their family or society.
4. They provide services or good according to peoples or customers need.
5. They provide training and make a normal educated person into a skilled worker.

Social Responsibility of a business plan

Social responsibility is the responsibility to the society and /or people on that society. Social responsibility of a business also known as corporate social responsibility or CSR, are the

corporate regulation to the customer, public even for the whole society. Sometime employee positive responsibility or behavior should have in a business plan that impact on profit.

CSR is defined by the European Commission as "the responsibility of enterprises for their impacts on society" The Commission encourages that enterprise "should have in place a process to integrate social, environmental, ethical human rights and consumer concerns into their business operations and core strategy in close collaboration with their stakeholders" (Knopf, 2013).

"Making Good Business Sense" as "...the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large" (Holme & Richard , 2000).

A business plan can be included social responsibility in several fields, these will not low cost but it could be like advertisement. i.e.

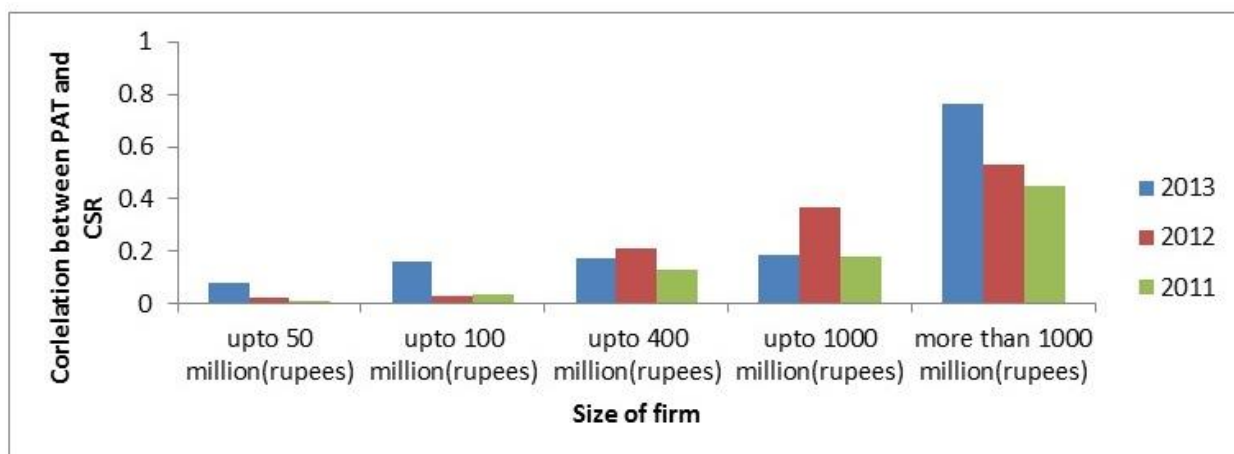
- Motivation of poor people about education
- Sanitation
- Tree plantation
- Introduce farmer with modern crop cultivation and agriculture
- Social awareness program
- Charitable giving
- Giving Small loans to the poor people
- Health care facilities
- To make aware before any disaster about how to reduce loss of their wealth and lives
- To make responsible about their basic needs government are bound to give.
- To provide Good working environment
- To create strong link between customer, employee and the people of the community (Griseri, 2010).

Importance of a Socially Responsible Business

If any company led the social responsibility, the people of that society can be their customer or supporters group. In this way if the company can spread their social network through a country, a large number of people will know about that company as well as their products. And also they will be benefited by taking facilities sometimes for free or by low cost. Company usually spends large amount money for advertisement about their products. In these ways, they can save their money and use less money to encourage more people. Here is a good example how Social responsibility of a business plan increase the profit of company.

“CSR is one of the newest management strategies where companies try to create a positive impact on society while doing business. Evidence suggests that CSR taken on voluntarily by companies will be much more effective than CSR mandated by governments. There is no clear-cut definition of what CSR comprises. Every company can have different CSR objectives or motives but the main motive is always same. All companies have a two-point agenda—to improve qualitatively (the management of people and processes) and quantitatively (the impact on society). The second is as important as the first and stake holders of every company are increasingly taking an interest. In this case “the outer circle”- the activities of the company and how these are impacting on environment, and society” (David , Ron S., & Tami, 2013).

“As more attention is being paid by outsiders to the social impact of businesses, corporations have acknowledged the need for transparency regarding their social efforts. In a recent survey, 74 percent of the top 100 U.S. companies by revenue published CSR reports last year, up from 37 percent in 2005. Globally, 80 percent of the world’s 250 largest companies issued CSR reports last year” (Singh & Aggarwal, 2011).



X-axis: Size of firms measured by Net Assets (in million rupees); Y-axis: Correlation between profit after tax and socially responsible expenditure by firms.

Source: Calculated by the authors using Prowess data for the year 2012-13.

Figure 1 : Correlation between Profit after Tax and Socially Responsible Expenditure by Firms in India

Table 1 : Industry-wise Segregation of Major CSR Activities Undertaken by Firms INDIA in 2012-13.

Industry	Health	Education	Community Development/Rural Development	Environment	TOTAL
Oil & Gas	23.50%	35.29%	29.41%	11.76%	100%
Automobile	40.00%	10.00%	40%	10%	100%
Consumer Durables	24.76%	21.34%	15.25%	28.75%	100%
Iron & Steel	35.29%	23.53%	35.29%	5.88%	100%
Banking & Financial services	8.57%	20.00%	48.57%	35%	100%

Power	10.00%	10.00%	45%	35%	100%
Infrastructure	8.35%	30.55%	44.44%	16.66%	100%
Cement	22.20%	25.00%	29%	23.8%	100%
Paper &Pulp	19.90%	24.10%	18%	38%	100%
Pharmaceutical	30.00%	28.00%	22.00%	20.00%	100%

Source: Calculated by the author from the annual reports of the top 200 firms for the year 2012-13

“Modern theoretical and empirical analyses indicate that firms can strategically engage in socially responsible activities to increase private profits. Given that the firm’s stakeholders may value the firm’s social efforts, the firm can obtain additional benefits from these activities, including: enhancing the firm’s reputation and the ability to generate profits by differentiating its product, the ability to attract more highly qualified personnel or the ability to extract a premium for its products” (Narwal, 2007) (Singh & Aggarwal, 2013).

European commission has taken action plan about social responsibility. In this case, they got good result in many countries like Finland, Germany and so on.

The European Commission's CSR agenda (Naomi, Astrid, & Tina, 2014) for action is:

1. Enhancing the visibility of CSR and disseminating good practices
2. Improving and tracking levels of trust in business
3. Improving self- and co-regulation processes
4. Enhancing market reward for CSR
5. Improving company disclosure of social and environmental information
6. Further integrating CSR into education, training and research
7. Emphasizing the importance of national and sub-national CSR policies
8. Better aligning European and global approaches to CSR.

The European Commission's CSR agenda will be very helpful for a society to make it perfect. There are many issues in the agenda to change a society perfectly. The effectiveness is the matter now. In every society, there are some imperfect issues which are not expected but it happens everywhere. Rules and regulations can change imperfect and illegal matters. The European Commission has tried to identify their issues and proposed probable solution. All over the world, there are many countries with different culture, business, problems as well as the solution also be different in some cases (**Annex I: European Commission Communication on CSR 2011 : Implementation table**).

The developing countries are suffering many more ways than the developed countries but the developing country can get innovative ideas on basis of developed countries. Obviously The European Commission's CSR agenda will help other countries.

Case Organization: X

Introduction of the organization X

X - A Non-Government Organization (NGO), good example of combination of social and business entrepreneurship. Even though they are Non-Government Organization, however, they have great achievement to develop living standard of rural people of Bangladesh. Mr. Y established X and worked a lot to remove poverty from rural areas. During early age X worked only for Bangladesh, but now it is working many countries i.e. Afghanistan, Pakistan, Sri Lanka, Uganda, Tanzania, South Sudan, Sierra Leone, Liberia, Haiti and the Philippines. They also spread their work to USA and UK (Willets, 2012).

What they did or what was their plan?

Barber, an author said "X's idea was simple yet radical: bring together the poorest people in the poorest countries and teach them to read, think for themselves, pool their resources, and start their own businesses". It was veritable words about X.

They introduced themselves in their web page as- "X is a development organisation dedicated to alleviate poverty by empowering the poor, and helping them to bring about positive changes in their lives by creating opportunities for the poor.

X places special emphasis on the social and financial empowerment of women. The vast majority of its microloans go to women, while a gender justice program addresses discrimination and exploitation."

What they are doing for rural people?

X is definitely different than other NGOs in Bangladesh as well as other developing countries (Smillie, 2009).

- They focused on the grassroots women. They did not have anything, not even finance or social empowerment. X gave the financial support, training and so on. They were the burden of the society. X made them wealth.
- X provides education facilities on the rural areas. A lot of children see the lights of education. They established 38000 schools worldwide. X University, a well-known private university in Bangladesh. A large number of people are studying there.
- X provides healthcare facilities in rural areas. They have established 97000 community healthcare.
- They provide loans for farmers in eight countries.
- They practices different types of programs such as community empowerment program, agriculture programs, microloans, seasonal loans, high quality seeds and technical. In a sentence X is working to remove poverty from the rural areas.

Purposes and objectives of the organization

Economic development

X's Economic Development is based on microcredit. X has provided support to the people with extreme poverty failing to access microfinance. X has introduced a program for this group that combines enterprise development training, healthcare, social development and asset transfer, gradually pulling that people into its original program (Seelos & Mair, 2006).

X is the major micro-lender in Bangladesh. X's lending usually gives loans to the poor to start raising chickens for eggs and meat contributing in self -employment. At the same time X teaches the loan receiver how to care for and raise the chickens.

Along with microfinance, X supplies enterprise training and support to its member borrowers in poultry and livestock, fisheries, social forestry, agriculture and sericulture. Through its 'Program Support Enterprises' that include Poultry farm and disease diagnostic laboratory,

Bull Station, Feed Mill, Broiler Production and Marketing, Seed Production, Processing, Marketing and Soil Testing, X Nursery, and Fish and Prawn Hatchery; X supports the micro finance receivers' enterprises.

X has taken initiative to solve the problems of youth employment with programs like the Adolescent Development Program. At the same time it also has a number of money generating programs that supports to X's development programs since returns from the commercial programs are put into X's development activities. These programs include Aarong, a retail handicraft chain, X Dairy and Food Project, and X Salt.

Education

X's Education program provides primary education course in four years to under privileged group who cannot access regular schooling due to poor life circumstances. The schools are for the children aged between eight and fourteen years. The schools also offer extracurricular activities. In June 2008, 37,500 Primary Schools and 24,750 Pre-Primary schools have been conducted by X with the student nearly 3 million children.

"Kishori Kendra" – the adolescence Centre for girls provides education like family planning, early marriage, women's legal rights etc. X has also set up community libraries.

Public health

Initially X offered curative health care and self-financing health insurance scheme. Now the extensive program offering integrated health care services, the major achievement includes the reduction of child mortality rates through campaign for oral rehydration (Das, 2014) and increment of the immunization intake from 2% to 70% in Bangladesh. X has realized a program in which midwives are trained to work for the women to ensure that child births are as risk-free. It has constructed 37 health Centre's and a Limb and X Fitting Centre that sells low cost devices and services for the physically disabled. X has been working with National Tuberculosis Program (NTP) to fight against tuberculosis. X has also been working in National Malaria Control Program (NMCP) in partnership with government and 20 others.

Social Development

X started a program in jointly with the Aain O Shalish Kendra (ASK) and Bangladesh National Women Leader's Association (BNWLA) to empower women to protect themselves from social discrimination and exploitation (Seelos & Mair, 2006).

The Social Development program focuses on institution building, awareness raising, training and collective social mobilization especially for women. The Human Rights and Legal Services supports to empower the poor people by increasing their awareness of their own rights (legal, human and social) and essential matters.

Disaster relief

Bangladesh is characterized of having flood in rainy season. Sidr is one of the most renowned Cyclones which hit the south-western coastal area in Bangladesh in mid-November 2007. Emergency relief was very needed for the affected people. X distributed emergency relief materials including dry food and clothing, to over 900,000 survivors. They have also provided medical care to over 60,000 victims and supplied secured safe of drinking water. X is now focusing on long-term solution for rehabilitation, which will include agriculture support, infrastructure reconstruction and livelihood regeneration (Akter, 2004).

Probable future steps of the organization

As a well-established organization, it can feature out some new initiatives which will be very the root people of our country.

- Training centre for farmer to teach them to cultivate vast fresh vegetables and crops
- Arranging seminar for business owner to teach them about the importance of CSR.
- Making billboard (show up rights and responsibilities of a citizen)
- Producing advertisement to make aware people about road accident in our country (high accident rate)
- Negotiation with government to regulate driving school properly
- Working with government to provide proper labour rights

Case Study: Mr. Y (Social Responsible Person)

Introductory information

- Mr. Y was born into the esteemed Hasan family, Baniachong, British India (now Habiganj, Sylhet, Bangladesh). He passed the matriculation exam from Pabna Zilla School. After passing his matriculation exam, he has completed his higher secondary education from Dhaka College.
- In the year 1954, at his age of 18 he left home for his graduation to attend University of Glasgow. He studied there naval architecture. After completing his degree, He realized there was little work in ship building in East Pakistan. He also was not satisfied with the career of naval architecture because he was thinking it will create difficulties to return home. He joined Chartered Institute of Management Accountants in London and completed his professional education in 1962.

Though Mr. Y is a social business man but he is playing many roles to change our society. He is the founder of the biggest NGO in the world as well as one of the biggest private bank and well known private university in our country (Bangladesh) (The guardian, 2015).

Founder (Biggest NGO)

- He is giving loan to the poor people establish an effective earning source
- The NGO is providing free quality education to the poor student (primary level)
- Providing low cost maternity and pregnancy health care. Free for poor family
- They have research centre to produce pure and quality seeds for different vegetables and crops. They are providing them to root level farmer
- They are providing training in various purpose those are helpful for each and every one (farming, vehicle servicing, driving and so on)
- Arranging seminar to let people know their work

Chairman (Private Bank)

- Providing different kinds of loan to facilitate people with easy condition
- Providing scholarship for the poor meritorious student
- The Employees of the X bank stand up to raise voice against violence to women.

- Cold-hit people receive clothes for warmer nights
- Motivate the staff to donate 1-day's salary for Rana Plaza victims
- Working to save the nature
- Labour getting medical treatment
- Internship option for university student
- Job opportunity is very helpful for job seeker
- Faster banking service

Founder (Modernized Private University)

- Highly quality education in a developing country
- Scholarship option for poor student
- Quality laboratory facility
- Highly qualified teacher
- Modern university campus with updated technology (Developing country)

Questionnaire 1

General survey about Social Entrepreneurship

I made this survey among different people who have different occupations based on Social entrepreneurs. My goal was to justify the customer views and interests about my idea.

General Survey about Social Entrepreneurship

SM Robiul Islam, Degree programme in Innovative Business Services, SAMK, Pori, Finland

Name

Age

Occupation

What is your thinking when a restaurant owner started a social awareness campaign? *

- Appreciative idea
- Not appreciative idea
- General idea
- Unnecessary idea
- Only food quality is measurable

Do you think that Social Awareness campaign is effective for society? *

- Yes
- No
- Its depend


What do you think if a restaurant donate 10% of their profit to aware a society? *

- Good work
- Bad work
- No idea

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Can a restaurant start social entrepreneurship like NGO? *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is social work important for business? *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

****Thank you For Participating this survey****

Send

 Powered by [123ContactForm](#) [Report abuse](#)

Survey analysis

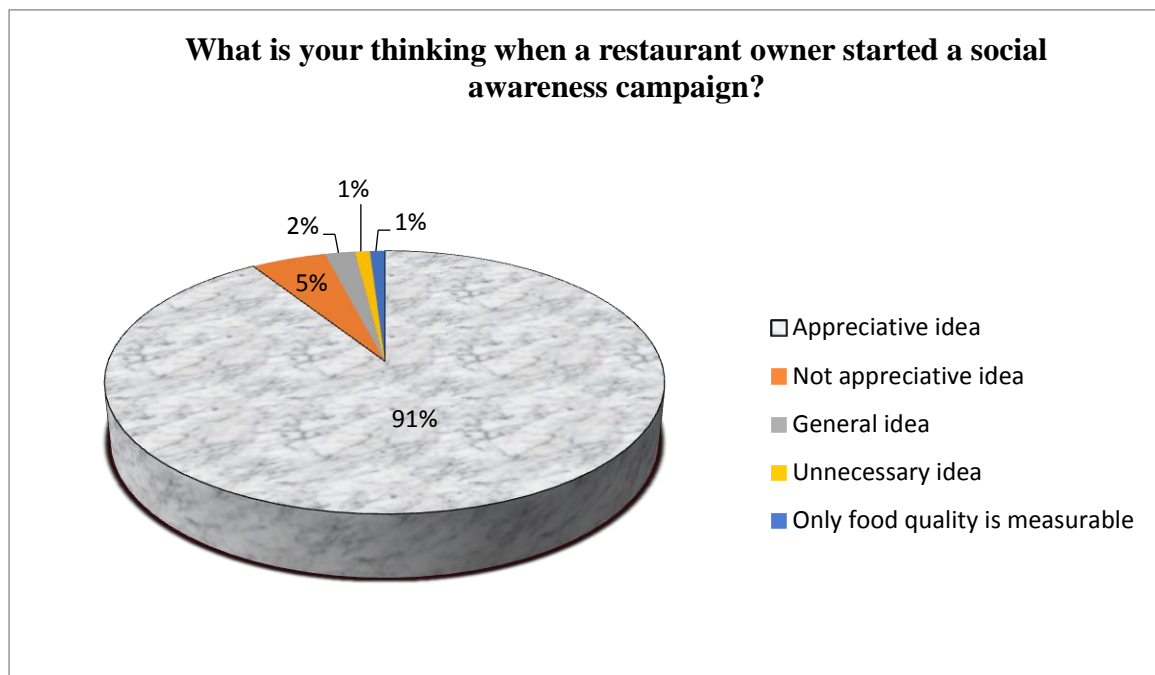


Figure 2 : What is your thinking when a restaurant owner started a social awareness campaign?

What is your thinking when a restaurant owner started a social awareness campaign? This was my first question to participant of this survey. Highest percentages of people think that it is an appreciative idea. 5% people think that it is not appreciative idea. Less people think that it is general idea. 2% people think that it is a general idea. 1% people think its unnecessary idea and 1% people think that only food quality should be measurable.

Nowadays different multinational company invests for social awareness campaign. 22 may 2014, Qatar McDonald jointly organized awareness campaign for families and children about traffic and fire. They make children aware and their families about fire and traffic rules and many more. It was an innovative idea for them to aware their children about traffic rules.

If restaurant and food companies invest for aware people, it would also be beneficial for their companies. It can increase their brand popularity, product popularity and so on. By these ways they can participate social work as well as increase their brand and product value.

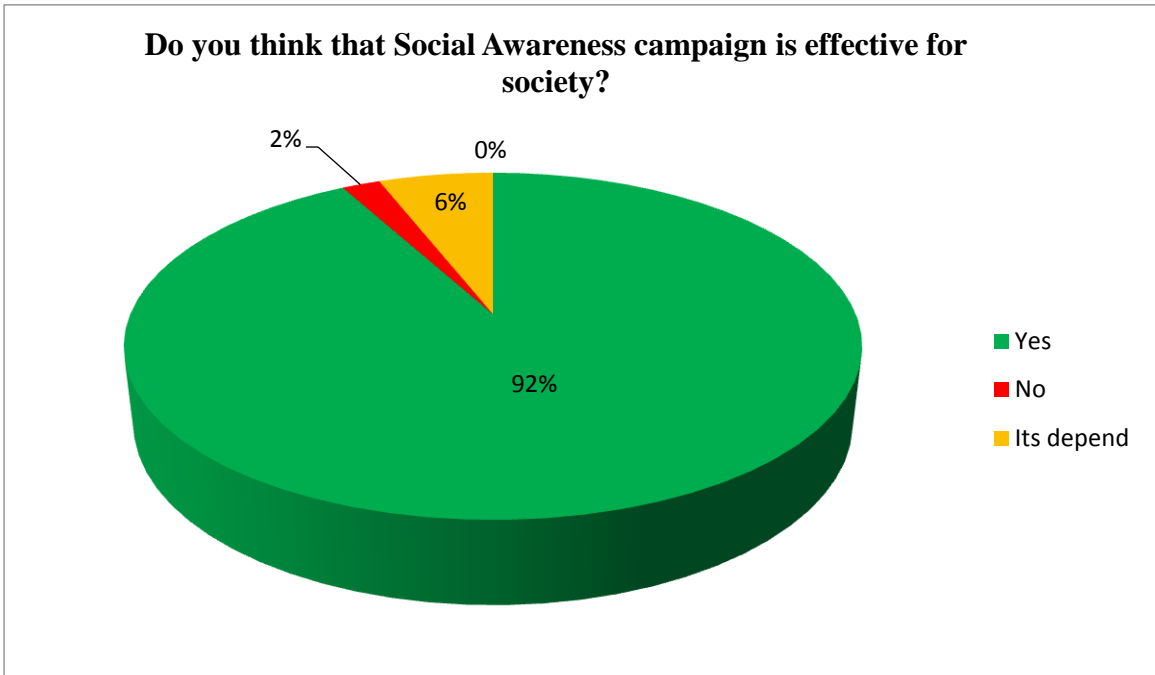


Figure 3 : Do you think that Social Awareness campaign is effective for society?

My second question was-Do you think that Social Awareness campaign is effective for society? Most of the people give the positive responses about social awareness campaign. They think that it is very effective for developing a society. 92% people has given positive response that means Social Awareness campaign is effective for a society. Only 2% people think that it is not effective for a society. Some people think that it is depend. I asked some of them to know the reason of their response being neutral. They replied it is depend on situation, culture, education, mentality and many more.

In my point of view I am with positive response. I think that Social Awareness campaign is effective for a society. Social Awareness campaign sometimes can change a society. For example Ice bucket challenges. Ice Bucket Challenge is a social awareness campaign to raise awareness about the disease amyotrophic lateral sclerosis (ALS). Many popular persons like bill gates, Mark Zuckerberg participated in these challenge.

In mid-2014, the Ice Bucket Challenge went viral on social media, particularly in the United States, with people, celebrities, politicians and athletes posting videos of themselves online and on TV participating in the event.

According to *The New York Times*, people shared more than 1.2 million videos on Facebook between June 1 and August 13 and mentioned the phenomenon more than 2.2 million times on Twitter between July 29 and August 17 (Steel, 2014).

The New York Times reported that the ALS Association had received \$41.8 million in donations from July 29 until August 21. More than 739,000 new donors have given money to the association, which is more than double the \$19.4 million the association received during the year that ended January 31, 2013 (Steel, 2014).

On August 29, the ALS Association announced that their total donations since July 29 had exceeded \$100 million (The ALS Association, 2014).

There are so many examples of social awareness campaigns which are very effective for a society.

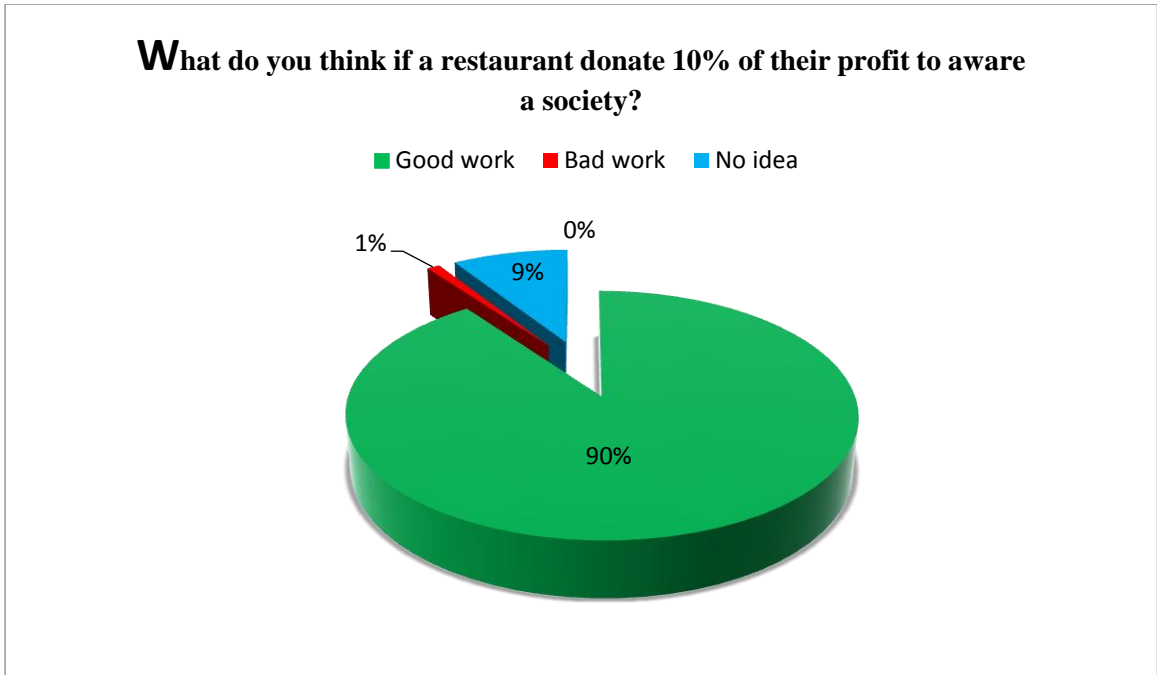


Figure 4 : What do you think if a restaurant donates 10% of their profit to aware a society?

If a restaurant donates 10% of their profit to make a society to be concerned it. It would be a great work. Because if a restaurant invests 10% of their profit for social awareness, it would be one kind of investment for promoting their brand and product. By the other way, society will be benefited. People will be conscious and restaurant popularity will be increased many times than advertisement of any specific product. 92% people think that 10% profit donation is a good work for society. 1% people think that it's not good work for society.

9% people have no idea about what will happen if a restaurant donates 10% of their profit. They thought that it would be a loss project for a company.

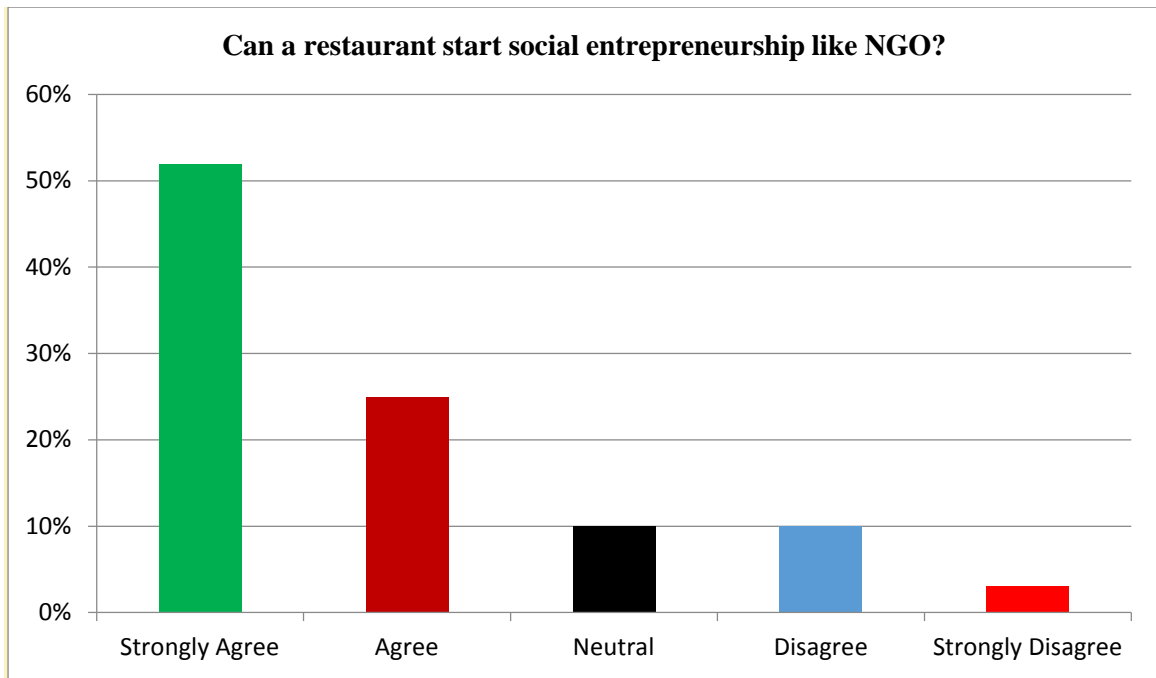


Figure 5 : Can a restaurant start social entrepreneurship like NGO?

Government and Non-governmental Organization (NGO) works for society. They invest money for developing a society and removing problems from a society. They work for education, culture, life style, income of people and so on.

Can a restaurant start social entrepreneurship like an NGO? It was my question. 52 % people strongly agreed that restaurant can do social entrepreneurship like NGO. Because a restaurant earns regular basis. They have ability to invest some of the percentage of profit to aware society like NGO. 25% agreed with it. 10% were neutral.

10% people disagreed and thought that it is not possible to do social work like NGO. NGO have manpower, foreign involvements, government supports and so on. A restaurant has limited number of manpower, they do not have government support. That is why it will not be possible to do these types of work by a restaurant.

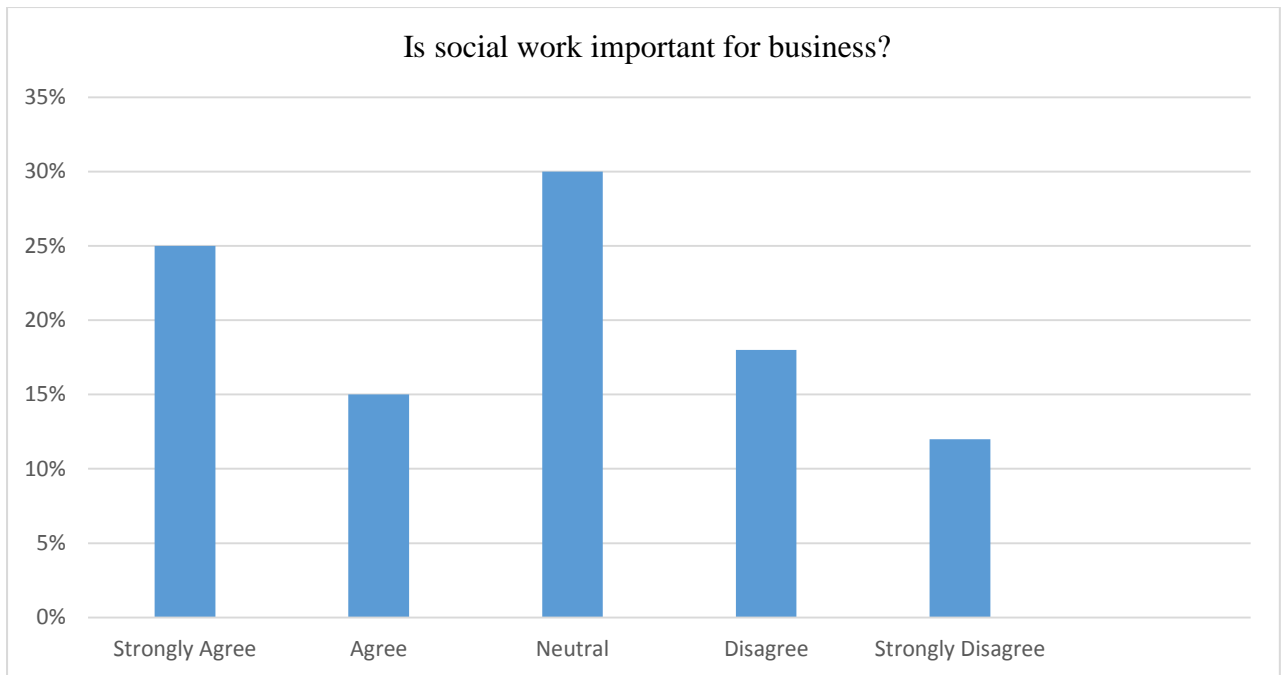


Figure 6 : Is social work important for a business?

Is social work important for a business? It was my last question. Most of the people were neutral. 30% people were neutral. They have actually no idea about it.

25% people were strongly agreed that social work is important for business. 15% people agreed the importance of social work for business.

Grayson, David, and Adrian Hodges explained the importance and steps of social work for business in his book “corporate social opportunity–Seven steps to make corporate social responsibility work for your business”.

Corporate social Responsibility can lead the following issues. Responsibility towards Self/Self Control, Responsibility towards Employees, Responsibility towards the Stake Holders, Responsibility towards Society, Responsibility towards Nature (Grayson, David, & Hodge, 2004).

18 percent people disagreed with this statement and 12% are strongly disagreed.

Questionnaire 2

According to my intention, I was thinking to find out the possibility of cooperation between corporate business and NGO. I made this questionnaire to get the opinion of general people of our country. The questionnaire was asked to university students, college student, businessman and general people. Except this questionnaire I asked them many other related question to find out the real conclusion. The questions were inside the questionnaire like below

1. What do you think about the idea of CSR? (CSR: Corporate social responsibility)

- a. It is an effective idea to change a society positively
- b. It not an effective idea
- c. Its depend

Result:

a.107 b.24 c.6

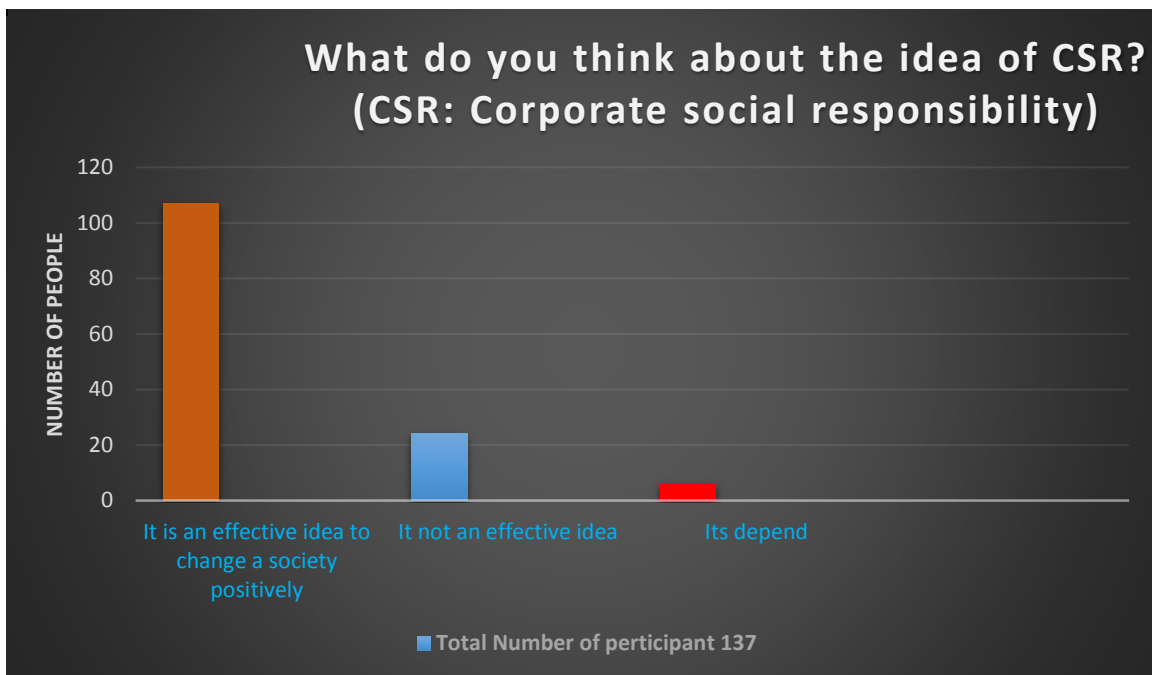


Figure 7 : What do you think about the idea of CSR? (CSR: Corporate social responsibility)

I always believe myself that CSR is very effective for our society but my belief does not represent others. According to necessity, I asked this question and most of the people replied that it is very effective tools for our society to have a positive change.

In this case, we can see Google's role to our overall society over the world. It has done rapid change. In many ways, it makes our life easy. It is the example of one of the biggest corporation in the world.

There are many other examples that CSR is one of major components of our society. I personally know many people who does not have corporate business but showing their CSR perfectly. Here I can explain one example from my country. There is a restaurant owner in a small town who provide food free of cost for the beggar and our media published it broadly and the news become very popular in social media. CSR either personal or corporate has positive impact.

2. Do you think that CSR is essential for our society?

- a. Yes
- B. No
- C. No idea

Result:

- a. 98
- b.5
- c.34

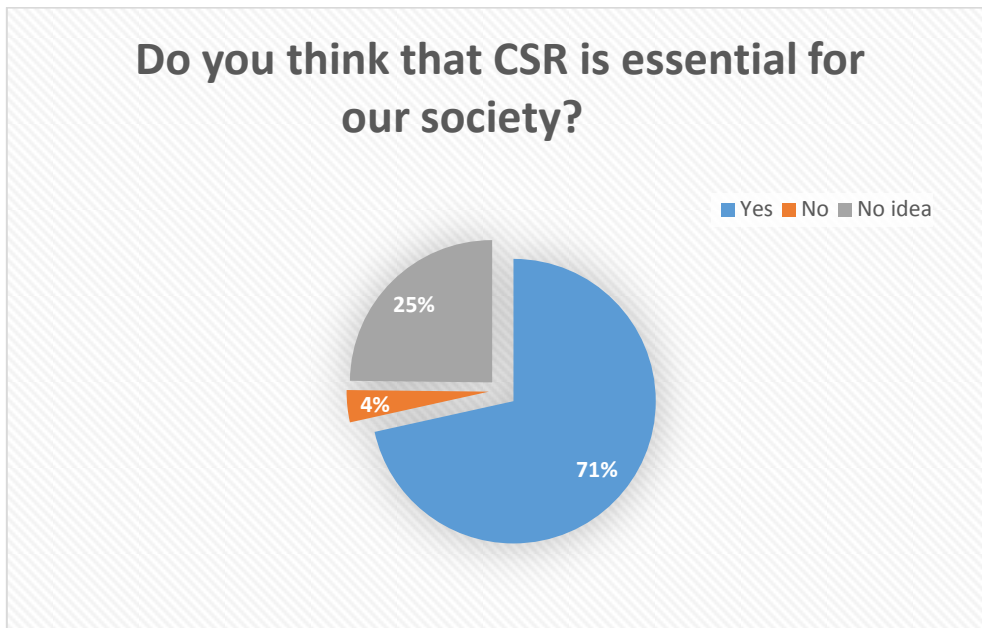


Figure 8 : Do you think that CSR is essential for our society?

3. What can be the main role of CSR to our society?
- a. To make aware the general people about own rights and responsibilities
 - b. To help the general people to be educated
 - c. To provide medical treatment
 - d. Others

Result:

a.113 b.9 c.1 d.14

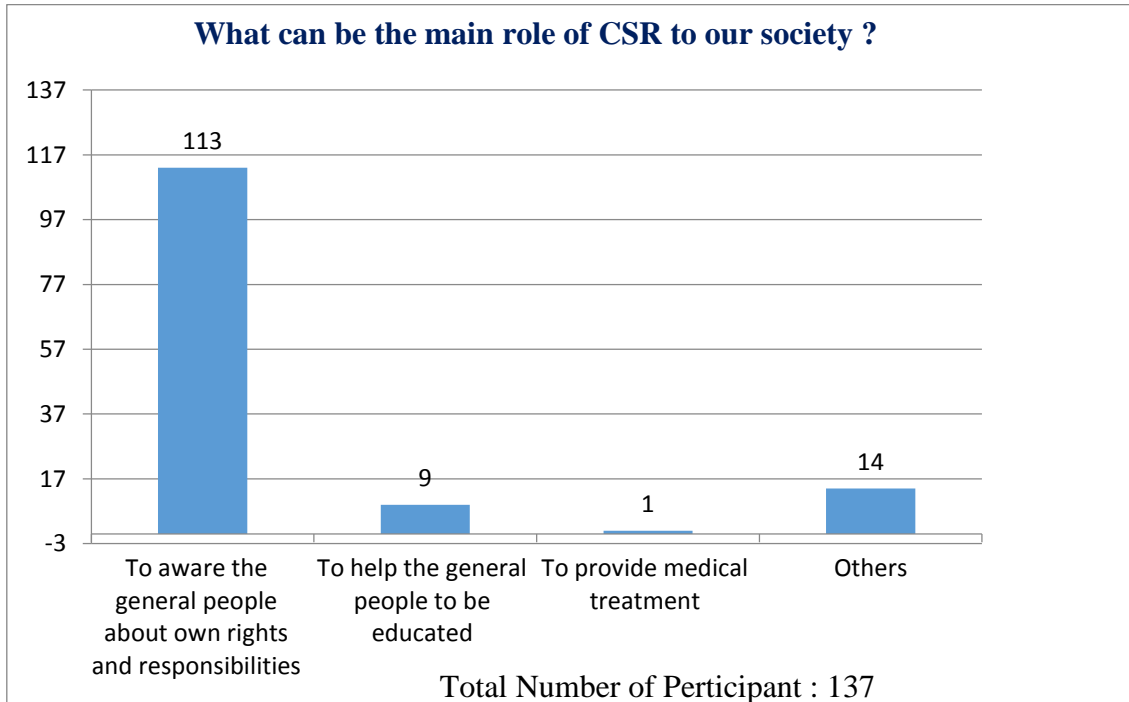


Figure 9 : What can be the main role of CSR to our society?

If we see the social problems around the world, we see the number is high in developing country. The developing countries for various reasons though they have natural resources and sustainable climate. There can be a lot of reasons for that but the main reason is instability. If I see my country Bangladesh, we have various natural resources, good weather, enough land to cultivate but still we are developing. In this case, the main reasons are political instability, illiterate people, corruption, unfair law implementation. All of these reasons come from one root. Our people do not know their own rights and responsibility. This is the summarization of my research and my survey result.

In this case, corporate-NGO collaboration can take different initiatives to let people know their own rights and responsibility. It will have effective impacts to our country. The scenario

is almost same in all the developing country. The corporate-NGO cooperation can be defined according to the practical situation of a country or society.

4. Do you like the concept of NGO?

- a. Yes
- b. No

Result:

a.95 b.42

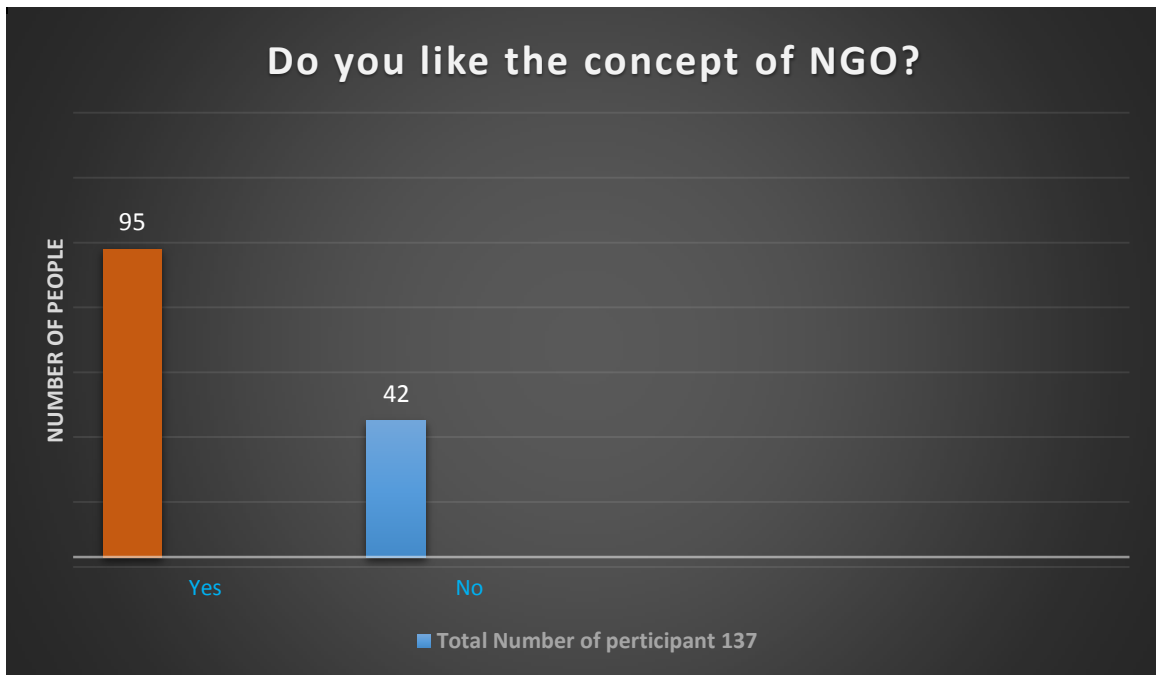


Figure 10: Do you like the concept of NGO?

Why do people like the concept of NGO?

NGO have great role to change a society. In the developing countries, NGO already played very efficient role to change the literacy rate, sanitation, primary health and so on. Best example is Bangladesh. We have huge number of NGO in our country and some of them are working very effectively to change our society. We already got cure from many of our social problems. These role are not only exist in developing countries but also in developed countries.

5. Do you think that NGO can work with social responsible companies cooperatively?

- a. Yes
- b. no

Result:

a.95 b.42

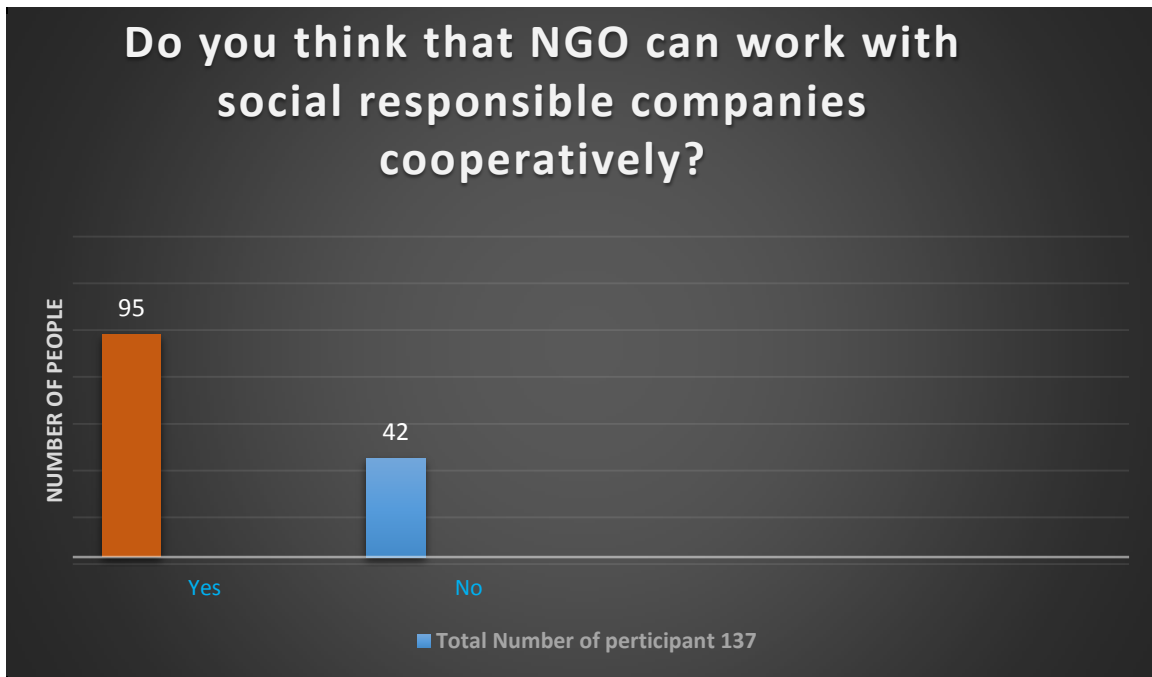


Figure 11 : Do you think that NGO can work with social responsible companies cooperatively?

For this question and next question I got almost same responds from the participants because both of the questions have similar effect on us. The background of both questions is same and more final description will be given to the next question.

6. Do you think that if they work combine it will be helpful for our better society?

- a. I strongly agree
- b. I agree
- c. I do not agree
- d. I strongly do not agree

Result:

a.45 b. 72 c.20 d.0

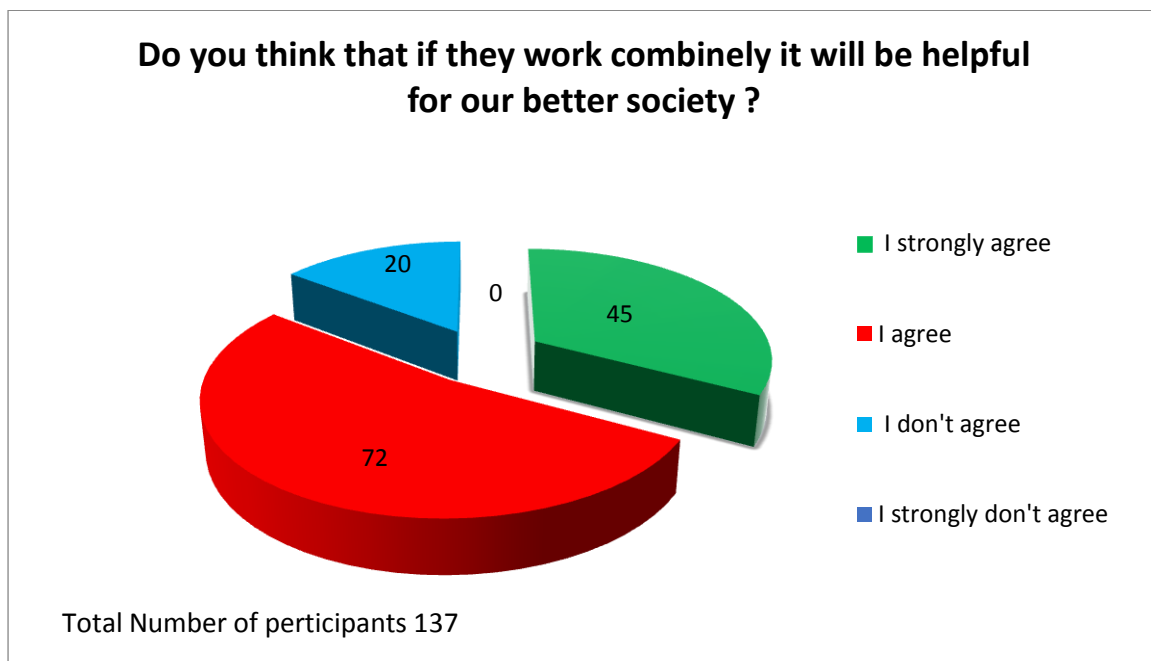


Figure 12 : Do you think that if they work combine it will be helpful for our better society?

As I know, many companies show their CSR in different ways in our country. I do not see any major cooperation between corporate businesses with NGO in our country. We can see that both them are establish sector in our country but the realization I have is if both two sector can work combinable for specific issues then it will be better respond. According to my survey, if I see the result then it is easy to understand that most of the participants support the idea of collaboration of them. Very minor participants are disagreeing and not a single person who is strongly disagree. This survey is the reflection of general people of our country.

Here we can mention one successful collaboration which is successfully exist and that is The Oxfam America-Swiss Re. Swiss Re is a leading insurance company and Oxfam is an international development NGO who started collaboration in 2007. They started collaboration to help the Ethiopian farmer to have insurance against climate change. Swiss Re valued Oxfam to be present in Ethiopia with positive sign. It will always exist with deep

understanding in their culture and environment. It is a good example of existence of the corporate-NGO collaboration (Swiss Re, 2011).

Collaboration between Business and Non-Governmental Organization (NGO)

In our society, Business and NGO have different specific roles. Normally business entrepreneurship is more profit oriented than Non-Profit Organization. The business entrepreneurs who are concerned about their corporate social responsibility to society, they are playing a very important role to improve social standard of life (Corinne, 2006).

Non-Profit Organizations are established on basis of their intention to have social change in practical. Their main purpose is not to make profit but voluntary work to facilitate our society or nation. The idea of their collaboration can be helpful or more successful for both of them. The beneficial effects of collaboration are as follows:

Benefits to Business entrepreneurs

The collaboration can be benefited for business entrepreneurship by the following ways

- The collaboration will help to the business entrepreneurship to have positive image and credibility
- The business entrepreneurship will get financial stability by getting new market by their social visibility
- Customer's trust is the main strength is main strength of the any business. Their collaboration will help them to get it by showing their social responsibility
- Business entrepreneurship will be ethically satisfied to have social contribution. Stable society is perfect to business progress.

Benefits to Non-Profit Sector

Non-profit sector is working for overall social development all over the world. They funding is uncertain. In this case, the collaboration is highly recommended for them. The Non-profit sector will be benefited by the following ways

- Non-Profit sector will get financial stability by their collaboration. Financial stability is the most important desire for a Non-Profit Organization. In this way, they will be highly benefited.
- The Non-Profit Organization will get courage to move easily to fulfil their target.
- If Non-Profit Organization can work properly on way to their motive, we will obviously get some effective changes in our society and it will help them to keep their existence for long.

Final Outcome (Social Benefits)

In our daily life, there is only one thing that we can't skip and that is our social life. We all expect a peaceful social life that can make us happy. The collaboration between Business Entrepreneurship and Non-Profit Organization can give the following things to our society

- It can give us unity. There is nothing so hard if we work together and unity has the power to make everything easy
- In our social life, sometime we have to face much discrimination around the world. The root of these discriminations is illiteracy, lack of knowledge, social standard. The collaboration can give us knowledge to be concern about own rights and responsibilities.
- Social stability is very important thing for better life. It can give people hope to do own work properly without any obstacles. It is helpful for social progress.
- Finally we will get peace in our personal and social life. This is the main purpose of everything.

Conclusion

The main purpose of my research is to identify different social issues and solutions which play an important role in our society. According to the purpose of the thesis, I talked with many people to know their realization and thinking about our society. I made two questionnaires. First one I made to know peoples thinking about socially responsible business and the second questionnaire helped me to identify the solutions of different kind of social issues.

The result I got from the first questionnaire was highly supportive of socially responsible business. Social responsiveness is not only responsibility but also helpful for progressing in business. It is an effective tool to create positive impression of a business. In this questionnaire I have asked many logical questions and I got very positive answers from the participants. Those result helped me to figure out the final result of my thesis.

The case NGO I have described in my thesis is the ideal picture of a social business. Basically NGO and any other social business have the main intention to work for our society. For them profit is not the main priority. Though profit is not the main priority of a social business, there are many examples of social businesses earning profit more than general entrepreneurship. The yearly profit of the case organization X was US\$537, 30 million in 2014. Mostly the amount is increasing every year. It is necessary to identify the social issues properly for social business and progress is a continuous process.

In the second questionnaire, I have asked many questions to the participants to know the priority of issues for the social responsible companies to work. I also asked about the possibility of collaboration between NGO with socially aware companies. The participants responded highly positive. According to my survey and personal realization, if different business centers and NGO work together then it can bring an enlightened outcome for our entire society. The countries of entire world will be benefitted by it.

Finally it can be ensured that every positive thing has power to exist in society. According to the result of the surveys and research, CSR is very mandatory issue for our society. Our

society also needs the cooperation of NGO for effective issues and it will help to our society to build up positively. Day by day we can get safety from discrimination and extremism.

Further research

Research is a continuous process. The research I have done for my bachelor thesis is to figure out the necessity of CSR and NGO for our developing society. Now we need to figure the solutions which are effective for improving a developing society in action. Many major and minor things can be helpful for us. It means our consciousness is very necessary. We should try to realize different context those have effectiveness and point those out. In my thesis, I figured out many topics which can be another major topic for another research.

Research is a very sensitive process. There are many examples of having different result for a specific topic. There are different methodologies for research process. The methodology can change a result of a research. I have made two questionnaires to finalize the purposes and objectives of my thesis. The number of participants was limited. I had to finalize the results on basis of their responds. On the other way, here I mentioned many topics but I could not describe them broadly. Another research can be done for many topics of my thesis and the topics can be the priority of social issues, effectiveness of the solutions of thesis. I hope the continuous process will be continued in future.

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Annex I: European Commission Communication on CSR 2011 (European Commission, B-1049 Brussels , November - 2014) : Implementation table

Version March 2014		European Commission Communication on CSR 2011: Implementation table			
		ACTION	TARGET DATE	Lead DGs (& others)	COMMENTS AND CURRENT STATUS
Enhancing visibility and disseminating good practice					
PRIORITY	1	Create multistakeholder CSR platforms in a number of industrial sectors	2013	ENTR (CONNECT)	Three projects were awarded following the call for proposals for "European Multistakeholder platforms on corporate social responsibility in relevant business sectors": in the fruit juice, the machine tools and social housing sectors. The contracts were signed in March 2013 and the projects started in the summer. They will run for a period of 18 months. DG CONNECT will launch a thematic network/platform called ICT4Society, to ensure coherent and consistent coordination of CSR issues in the ICT sector, in order to encourage and enable enterprises across the EU to apply and promote CSR, through strategic partnerships with relevant stakeholders, based on good practices that show the societal benefits that can be delivered by ICT. The platform will take off on 01/02/2014.
	2	Launch annual CSR awards	2012	ENTR	The first European CSR awards ceremony successfully took place on 25 June 2013 in Brussels, see http://www.europeancsrawards.eu/ .
OTHER	a	Support initiative to build CSR capacity of SMEs	No date specified	ENTR	Networking event for people and organisations that advise SMEs on CSR was held in Berlin on 11-12 June 2012. Guidebook for SME advisers published in 6 languages March 2013: http://bit.ly/WQJuBV
	b	Dialogue with companies on issues such as employability and workforce evolutions, demographic change, the needs of young people, active ageing, employee health and well-being	No date specified	EMPL, SANCO	Healthy Ageing: Conference on active ageing held in cooperation with CSR Europe, December 2011, and ongoing cooperation. Employee health: Joint Action on Mental Health and Well-being - a study was completed in May 2013 on the potential contribution of mental health promotion and mental disorder prevention programmes: it was found that it had a positive impact on the employment rate of the population and the productivity of the economy, bearing in absolute terms the net economic benefits (reduced costs and lost output) generated to range from -€3 billion to €135 billion. (http://tinyurl.com/czj23ho)
	c	Cooperate with CSR Europe to review the initial results of Enterprise 2020 and help define its next steps	2012	ENTR, EMPL (& others)	Meeting held in September between services of European Commission and a delegation from CSR Europe. CSR Europe Enterprise 2020 event on 29 November 2012 will provide further opportunity for review of initial results and discussion on next steps.
Improving and tracking trust in business					
PRIORITY	3	Address green-washing in Unfair Commercial Practices (UCP) Directive report	2012	JUST	The European Commission published in April 2013 a Communication on the application of the UCP Directive (COM(2013) 138), see here: http://tinyurl.com/nkftg5o . The accompanying Report (COM(2013)139, http://tinyurl.com/q975dpf) provides a first assessment of the application of the Directive in the Member States as well as an outline of the actions needed to maximize its benefits. Further, the Commission is pursuing two initiatives relating to the issue: 1) Multi-stakeholder dialogue on environmental claims - a report on "Helping consumers make informed green choices and ensuring a level playing field for business" was published in March 2013 (http://tinyurl.com/ofk7omk) 2) SANCO consumer market study on environmental claims: as a follow up to the aforementioned dialogue, the Commission is conducting a dedicated study on EU consumer markets and environmental claims for non-food products, which is expected to be finalised in March 2014.
	4	Launch debate on role and potential of business and surveys of trust in business	2013	ENTR	1. Debate: Financing has been proposed for 2013 work programme of Enterprise and Innovation Programme. Publish tender in 2013. Operational start date beginning of 2014. 2. CSR Eurobarometer Survey: A Eurobarometer survey was carried out in late 2012 and its results published in April 2013 (see http://tinyurl.com/q4a2mt7), showing inter alia that EU citizens feel uninformed about company's social activities and that in general they believe that SMEs do a better job in CSR than large companies. 3. A Eurobarometer on perceptions of discrimination in the EU was published in November 2012 (http://tinyurl.com/bv2zpqc), showing that in particular in the employment sector EU citizens feel that there is need for improvement (training employees and employers on diversity issues, monitoring recruitment procedures and monitoring the composition of the workforce).
Improving self and co-regulation processes					
PRIORITY	5	Code of good practice for self- and co-regulation processes	2012	CONNECT (ENTR, EMPL)	A set of Principles for Better Self- and Co-Regulation was published in February 2013, further to a public consultation and an open meeting with stakeholders. A Community of Practice has been set up, with an online platform up and running. This is a place where companies, industry associations, NGOs, universities, researchers or other organisations can exchange ideas and best practices about better self- and co-regulation actions. The Community of Practice strives to own, promote and advance the Principles for Better Self- and Co- Regulation, which encapsulate current evidence-based best practice design principles for self and co-regulatory actions. The inaugural meeting of the Community of Practice will take place on 10 December.
Enhancing market reward - public procurement					
PRIORITY	6	Social and environmental issues in review of public procurement directives	2011	MARKT (EMPL, ENV, ENTR)	Proposal for revision of public procurement directives published by Commission December 2011, including new provisions for use of social and environmental criteria, and on market access for SMEs. See http://bit.ly/xuBYu4 The proposed Directive is currently in the EP and Council for adoption. The EP's plenary sitting (first reading) is foreseen for January 2014.
Enhancing market reward - consumption					

European Commission Communication on CSR 2011: Implementation table

		ACTION	TARGET DATE	Lead DGs (& others)	COMMENTS AND CURRENT STATUS
OTHER	d	Responsible consumption in review of Sustainable Consumption and Production Action Plan	No date specified	ENV, ENTR, SANCO	The Commission Communication on "Building the Single Market for Green Products - Facilitating better information on the environmental performance of products and organisations" (COM(2013) 196) was published in April 2013 and can be accessed here: http://tinyurl.com/ngxfjx . The Communication was published together with a Commission "Recommendation on the use of common methods to measure and communicate the life cycle environmental performance of products and organisations" (http://tinyurl.com/cebngkv), which is addressed to EU member states, public and private actors.
Enhancing market reward - investment					
PRIORITY	7	Consider proposals for requirement on investors to inform about responsible investment criteria applied	No date specified	MARKT	On 3/7/2012 the Commission adopted legislative proposals to improve disclosures for retail investment products which provide a basis for providing summary information about CSR and socially responsible investment matters. See http://bit.ly/RPIZSG
OTHER	e	All European asset managers invited to sign up to UNPRI	No date specified	INVESTORS	Commission to explore possible cooperation with UNPRI as follow up.
	f	Support in 2012 capacity-building for investors on integration of social and environmental information into investment decisions	2012	ENTR	The Commission co-funded a capacity-building project on the integration of social and environmental information into investment decisions, which was published in February 2013 and can be accessed here: http://tinyurl.com/pgqbdds .
Disclosure of social and environmental information					
OTHER	g	New legislative proposal on non-financial disclosure	2012	MARKT, ENTR (EMPL, ENV, TRADE, SANCO)	The Commission presented in April 2013 a proposal for a Directive amending Council Directives 78/660/EEC and 83/349/EEC as regards disclosure of non-financial and diversity information by certain large companies and groups, http://bit.ly/1bvjkts
	h	Develop policy to encourage companies to measure and benchmark environmental performance using life-cycle-based methodology	2012	ENV	Draft final methodology has been published, http://bit.ly/N3Z8rb . The proposal was adopted in April 2013 (Communication "Building the Single Market for Green Products" and Recommendation on the use of common methods, http://ec.europa.eu/environment/eusds/mgp/index.htm). The 3-year pilot phase involving the development of sector-specific rules, testing of reporting and of verification issues is launched. Selected pilots will be soon communicated on the http://ec.europa.eu/environment/eusds/mgp/organisation_footprint.htm website (now it contains statistics about the response to the call for volunteers).
CSR in education, training and research					
PRIORITY	8	Financial support for education and training projects on CSR under EU Lifelong Learning and Youth in Action Programmes, and action to raise the awareness of education professionals and enterprises	2012	EMPL, EAC	Seminar on youth, entrepreneurship, volunteering and CSR organised Sept 2012, concluding that more support is needed to encourage young people into voluntary activities that will better prepare them for the world of work. Examples of support for CSR in the Youth in Action Programme include the programme "Prince, Merchant and Citizen as one: CSR in Europe", and "PARTNERSHIP2020 (see http://bit.ly/TvNIQR).
OTHER	i	European Business Schools encouraged to sign UN Principles for Responsible Management Education (UNPRME)	No date specified	BUSINESS SCHOOLS	Commission to explore possible cooperation with UNPRME as follow up.
	j	Explore opportunities for financing further research on CSR still under the 7th European Research Programme and Horizon 2020	No date specified	RTD (ENTR, EMPL)	the Commission has funded a research project on Impact Measurement and Performance Analysis of CSR. The objective is to create new tools and develop existing ones further in order to measure the impacts goals of CSR at different levels. The output of this work, including research papers, can be found here: http://csr-impact.eu/documents.html
National and sub-national CSR policies					
PRIORITY	9	Create peer review mechanism with MS	2012	EMPL, ENTR	The Commission held so far 5 peer review meetings out of 7 and valuable insights gained for Commission and Member States.
	INV 1	MS to develop or update CSR plans or national lists of priority actions	mid-2012	MEMBER STATES	The Commission sent out a questionnaire to EU Member States and received 25 out of 28 replies: 24 Member States will have or already have a plan; one Member States is not planning a national action plan: LV; three MS have not replied: BE, GR, LU.
Aligning EU and global approaches - principles and guidelines					
PRIORITY	10	Monitor commitments of EU enterprises > 1,000 employees to take account of internationally recognised CSR principles and guidelines, and take account of ISO 26000 in Commission's own operations.	No date specified	ENTR, HR	1. Monitor enterprise commitments: Analysis of the references that 200 randomly selected large enterprises make to certain CSR guidelines and principles was published in March 2013: http://tinyurl.com/p2ag7tb . 2. ISO 26000 in Commission operations: Analysis has been done comparing ISO 26000 with current internal Commission policies.
	INV 2	Large European enterprises make commitment to take account of UNGC, OECD GL or ISO 26000 in their CSR approaches	2014	ENTERPRISES	To be followed up through implementation of priority action 10 above.
	INV 3	European multinationals make commitment to respect ILO Tripartite Declaration	2014	ENTERPRISES	To be followed up through implementation of priority action 10 above.
OTHER	k	Step up cooperation with MS, partner countries and relevant international fora to promote respect for internationally recognised CSR principles and guidelines and to foster greater consistency between them.	No date specified	ENTR, EMPL, TRADE, EEAS	Examples of Commission action in 2012 include: Seminar with Latin American countries on EU CSR Policy and OECD Guidelines for MNEs; participation in training for Chinese enterprises organised by UN Global Compact Network China; relevant international organisations invited to Annual Review Meeting on 28 November 2012. On 11 October 2013 a special seminar on CSR took place between the EU and CELAC countries as a follow-up of the Santiago Declaration of the EU-CELAC summit in January 2013.

European Commission Communication on CSR 2011: Implementation table

		ACTION	TARGET DATE	Lead DGs (& others)	COMMENTS AND CURRENT STATUS
Aligning EU and global approaches - UN business and human rights framework					
PRIORITY	11	Develop human rights guidance for SMEs and 3 industrial sectors	2012	ENTR	1. Sector guidance: selection of sectors announced February 2012 (employment and recruitment agencies, ICT, and oil & gas, published in June 2013. See http://bit.ly/R7ZwIE 2. SMEs: Introductory guide and other materials published in multiple language version March 2013 (EN version published Dec 2012): See http://bit.ly/ZP98GY
	12	Publish report on implementation on UNGPs in context of EU policies	2012	ENTR, EMPL (EEAS, JUST, MARKET and others)	Informal discussion paper published by Commission services as input for Danish Presidency Conference on implementation of the UN Guiding Principles, May 2012. Estimated publication date of report now 2nd quarter 2014.
	INV 4	All European enterprises to meet corporate responsibility to respect human rights as defined in UNGPs		ENTERPRISES	Partial follow up (regarding policy commitments only) may be possible through priority action 10 above.
	INV 5	Member States to develop national plans for implementation of UNGPs	end 2012	MEMBER STATES (EMPL, ENTR)	Ongoing discussions with Member States. One of the actions included in the EU Strategic Framework and Action Plan on Democracy and Human Rights, adopted by the Council of the EU in June 2012, is for Member States to develop national plans for the implementation of the UNGPs, with timing indicated for 2013. See http://bit.ly/KXgi8R
OTHER	l	Process involving enterprises and EU Delegations to raise understanding of the challenges facing companies that operate in countries where the state fails to meet its duty to protect human rights	No date specified	EEAS, ENTR, EMPL	Discussions ongoing to decide on implementation plan.
Aligning EU and global approaches - CSR in relations with 3rd countries and regions					
PRIORITY	13	Identify ways to promote responsible business conduct in future policy initiatives for inclusive/sustainable growth in 3rd countries	2012	DEVCO, TRADE	(1) Commission adopted communication on Trade, Growth and Development in January 2012 (encourages responsible business conduct, promotes CSR instruments; see http://bit.ly/yv1MzO) and Council conclusions in March 2012 (see http://bit.ly/TH908H) ; (2) Commission communication on social protection in EU Development cooperation adopted August 2012 (see http://bit.ly/Swu9mH) and Council conclusions in October (see http://bit.ly/Qw099I). (3) The 2012 and the 2013 Action Programmes of the European Instrument for Democracy and Human Rights (EIDHR) supports amongst other things the development of trade unions and social dialogue in 3rd countries (see http://www.eidhr.eu/library). (4) The Commission has published its roadmap regarding its planned Communication on "Strengthening the Role of the Private Sector in Achieving Inclusive and Sustainable Growth in Developing Countries" (http://tinyurl.com/q5lgd4f). CSR also features highly in the post-2015 development goals debate at UN level, where the Commission advocates for a strong private sector engagement.
OTHER	m	Commission to make relevant proposals in the field of trade and development.	No date specified	TRADE, DEVCO	Commission communication on Trade, Growth and Development adopted in January 2012, encourages responsible business conduct and promotes CSR instruments.
	n	Propose to address CSR in established dialogues with 3rd countries and regions	On-going	EEAS, TRADE, DEVCO, ENTR, EMPL	Examples of progress in 2012 include: discussing implementation of UN Guiding Principles on Business and Human Rights in EU-US Human Rights dialogue; addressing CSR in 1st meeting of the EU-Korea Committee on Trade and Sustainable Development; and addressing CSR in EC-Turkey sub-committee on Industry and Trade, EU-Chile Association Committee meeting, EU-CELAC CSR Seminar with senior officials.
General					
	o	Report on implementation	2014	ENTR, EMPL	Aim for mid- 2014.
	p	Review meeting	2014	ENTR, EMPL	Aim for mid- 2014.
	q	Open commitment to promote uptake of responsible business conduct by a much larger number of EU enterprises	mid-2012	ENTERPRISES ("European business leaders")	Discussed with Forum CC in Feb 2012.
Other non-Communication related initiatives					
	r	Supply chain management initiatives	2014	TRADE, MARKET	(1) The Commission is preparing "A comprehensive EU supply chain initiative for responsible sourcing of minerals originating in conflict-affected and high-risk areas", see the roadmap here: http://tinyurl.com/odjkbk . (2) In April 2013, the Council and the EP agreed on a Commission proposal regarding disclosure requirements for the extractive industry and loggers of primary forests and on simpler accounting requirements for small companies (bit.ly/1ac4eGb).