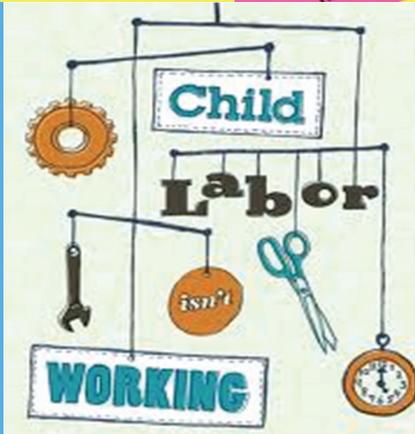
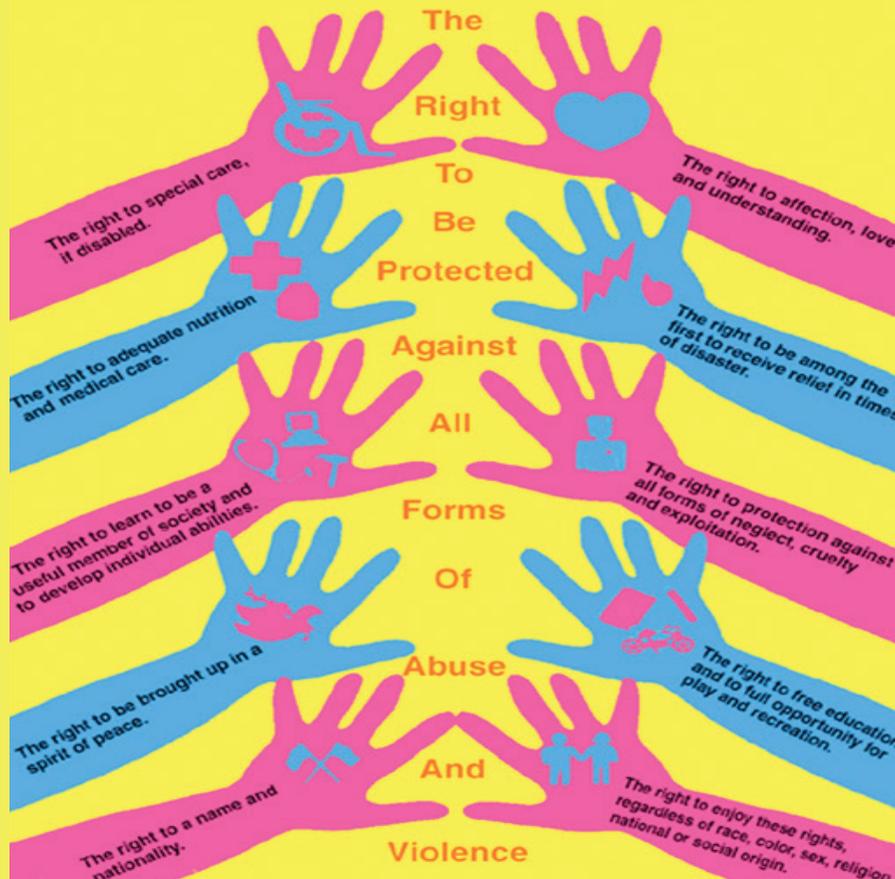
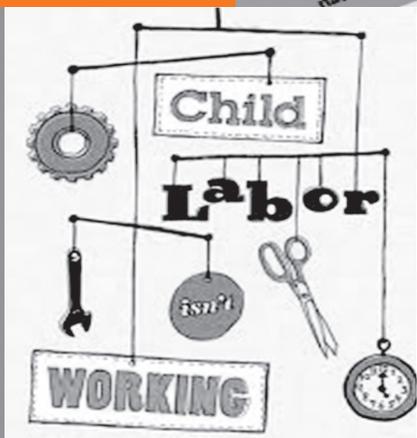
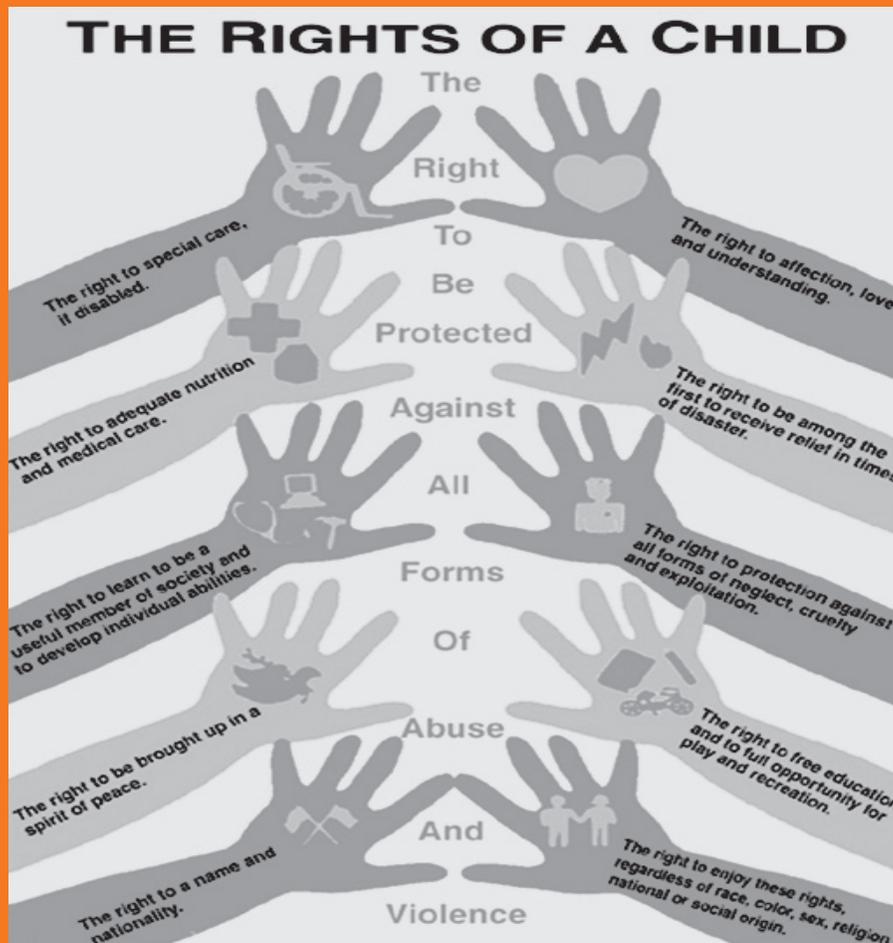


THE RIGHTS OF A CHILD



MAPPING OF GOOD CHILD RIGHTS CORPORATE SOCIAL RESPONSIBILITY (CSR) PRACTICES IN BANGLADESH





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PRACTICES IN BANGLADESH**

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Save the Children in Bangladesh is working on Child Rights Governance with a vision that far more children have their rights fulfilled. The program comprises of child rights monitoring and advocacy, strengthening child friendly governance systems and building awareness and capacity of civil society.

Your comments on CRBP in general and this report in particularly are very much welcome. Please write to shamsul.alam@savethechildren.org, mamunur.rashid@savethechildren.org

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Foreword



It is our pleasure to present the Report on Mapping of Good Corporate Social Responsibility (CSR) Practices in promoting child rights in Bangladesh. The report being one of the few such kinds indicating present CSR practices playing role in fighting child rights violations in Bangladesh expected to become a meaningful documents in this report. The mapping is one of the meaningful resources to us because we would like to work together for children in future under Corporate Social Responsibility Policy.

We all know that in co-operation with CSR Centre, UNICEF and Save the Children (SC) the Children's Rights and Business Principles (CRBP) have been launched in June 2012. Based on CRBP; CSR Centre, UNICEF, Save the Children International (SCI) and Child Rights Governance Assembly (CRGA) have taken the initiatives to do a mapping to identify CSR practices which reflect child rights in the industrial sector particularly in Textile/Garments industry and ICT/Communication Sector. It is also expected that the report will also benefit us with the increased understanding of the role of private sector in respecting and promoting child rights.

The mapping has already focused out few avenues where we should focus more under CSR Policy. These may provide decent work conditions by paying a comfortable living wage, offering flexibility of working hours where needed including provisions for pregnant and breastfeeding women, facilitating access to quality child care, health care and education for dependents. Eliminate child labor, Provide protection, safety and withdrawal of children who are engaged in hazardous work and ensure that company facilities are not used to abuse, exploit or harm children. Preventing and eliminating risks of children from bad effect of harmful products and services that may be produced by business can ensure that children are not caused mental, moral or physical harm. We need to respect children's rights by providing a safe environment to support children's rights. Meaningful engagement among government, civil society, community organizations will lead to undertake strategic social investment programs for children. We need to operate sustainable business practices to make the world a better place for the next generation. Never the less continuous engagement among the stakeholders will contribute to care giver, duty bearer and children to make informed decisions to avoid any adverse impact on children's rights.

Hope this report will guide us to explore avenues that will contribute to make the cherished dream grounded for rights deprived children in Bangladesh. Finally, we would like to thank all concerned who were involved in bringing the report into light.

A handwritten signature in black ink, appearing to read 'Md. Emranul Huq Chowdhury'.

Md. Emranul Huq Chowdhury
Chairperson,
Child Rights Governance Assembly (CRGA)



Foreword

Children and business have a significant and complex relationship. Children will encounter business as consumers, through their working parents, as child workers and as members of communities where businesses are operating. Children are also the future employees and captains of business and industry- and through this- will shape the post 2015 private sector landscape.

There is rising awareness of the duty of businesses to respect and support children's rights, and it is now increasingly accepted that companies have obligations to secure children's rights in their day-to-day operations, value chains and interactions with markets and communities. Preventing and eliminating child labour in the work-place is a central

element of this duty, but there are many ways in which businesses impact children outside the workplace. These include the impact of acquisition and use of land by businesses; the effect of the investment in and interaction with communities in which businesses operate; the environmental consequences of business operations- particularly displacement and environmental pollution- on children; the central importance of wages and employment policies on the ability of adult employees to break cycles of poverty and to sufficiently meet child-care and education responsibilities to children; the significance of the products and services that are marketed to children by businesses; the steps that businesses may or may not take in the communities in which they operate to protect the children against violence, neglect and abuse; as well as the impact that businesses have on service delivery to children through their contribution to taxes, and influence with decision makers on government policy.

Children's rights, and businesses or the private sector, are therefore intrinsically linked, and this must be acknowledged and accepted if both children and businesses are to genuinely benefit from their relationship. Businesses must realise that children's rights are neither optional nor detrimental, while children and their advocates must see that although businesses' impact on children's lives is inevitable, it is far from inevitably negative.

This present report has been commissioned by UNICEF, Save the Children, the Corporate Social Responsibility (CSR) centre and the Child Rights Governance Assembly in order to map business linkages to child rights within two key sectors in Bangladesh- the readymade garment and the information technology industries. We hope that it will demonstrate where good practice is already in place, and be of use in its recommendations for how businesses can further help support the realisation of children's rights through their corporate policies and by increased consultation with children. We also hope that this report will be an entry point to further promote the Children's Rights and Business Principles (<http://resourcecentre.savethechildren.se/childrens-rights-and-business-principles>). These Principles were launched in 2012 by Save the Children, UNICEF and the UN Global Compact as a means for businesses to better understand, appreciate and address the ways in which they touch children's lives. The Principles not only clarify business's responsibility to respect children's rights, but they call on business to actively make commitments to support children's rights.

We warmly acknowledge the contribution of all who have worked hard to support this report. We also very much hope that the report contributes to the growing body of research on child rights and business in Bangladesh and serves as a further catalyst for dialogue on the relationship between children's rights and business.

A handwritten signature in black ink, appearing to read 'Hagar Russ', with a stylized flourish at the end.

Hagar Russ

Director

Child Rights Governance

Save the Children

Executive Summary

Children's Rights and Business Principles (CRBP) are acknowledged to be a guide for business in respecting and supporting children's rights and as a useful entry point for business to demonstrate their larger responsibility to respect human rights.

A mapping exercise has been carried out with 48 businesses to identify Corporate Social Responsibility (CSR) practices which reflect child rights in the Textile and ICT/Communication Sector.

The readymade garment industry accounts for 78% of the country's export earnings and contributes more than 10% to GDP. 4 million are employed, 80% of them are women. The industry has created a platform for 2.8 million women to engage in a productive role in society. The industry has empowered women and played a lead role in alleviating poverty through skill development and employment.

Within the next 5 years it is predicted the ICT Sector will contribute 1% of the country's total GDP from the software and IT services sector. It is estimated that ICT export sector growth will be 1 billion US dollars and 150,000 professionals will be employed in software and IT industry. Highly ambitious young people will be able to contribute a significant role in developing this sector.

The mapping exercise commenced on 26 September 2013 and was completed by mid-November.

A questionnaire was designed and revised following respondent's feedback from pilot interviews. Findings were analysed and selected respondents were selected as case studies. It was intended that sub-sectors within each of the two sectors would be identified prior to interviews. As the sample size was small, it was not feasible to identify sufficient evidence within each sub sector to make a functional comparison.

From both sectors findings indicate there is little recognition of the term 'Child Rights'. Corporate Social Responsibility (CSR) was a recognised term in both sectors. There has been evidence of a commitment to child rights through CSR activities that are demonstrated both internally and externally to the business. These CSR activities include donations to poor and disadvantaged children to support education, donations to local schools to improve educational facilities for community children, day care facilities for children of workers, health care facilities for workers and their children, donations to children in emergency situations. These CSR activities as listed in Appendix 2 reflect, respect and support children's right carried out by the majority of the respondents. These CSR endeavours represent an attempt by business to improve the environment, economy and physical health of children. Core CSR evidences in the factory and 'add-on' CSR activities were mainly initiated by the MD or Owner/Board of Directors of the companies in both sectors.

Emphasis on Child Labour when referring to Child Rights was stressed by the respondents from the Textile Sector. Respondents from the Textile Sector indicated their commitment to CRBP was in response to demands from the Brands.

Respondents from the ICT Sector similarly stated they prohibited child labour and freely shared their opinion on the subject with the interviewers. The ICT sector valued the practice of CRBP as promotional and protection for their brand image.

The findings in both sectors indicate there is commitment and demonstration to CRBP but in an incidental manner. It is recommended that there are further studies to identify good practices of CRBP/CSR both within these two sectors identified for this report and also additional sectors.

CHAPTER – 1

1.1 Introduction and background to the mapping

In Bangladesh the Children's Rights and Business Principles (CRBP) were launched in June 2012. The launch was planned and implemented in co-operation with CSR Centre, UNICEF and Save the Children (SC). A work group was formed which has continued to meet regularly to plan and implement joint activities to continue to promote the CRBP in the corporate sector.

One of the agreed activities was to do a mapping to identify CSR practices which reflect child rights in the Textile and ICT/Communication Sector. The scope of the mapping has been planned in cooperation between CSR Centre (Focal point for United Nations Global Compact in Bangladesh), UNICEF, Save the Children and Child Rights Governance Assembly (CRGA), a network of 21 child rights NGOs. This report is the outcome of the mapping and is expected to increase the understanding of the role of private sector in promoting and respecting child rights.

The Committee on the Rights of the Child has also issued a General Comment No. 16 on CR and business highlighting obligations of the states.

Building on the UN Guiding Principles on Business and Human Rights and its call on all businesses to pay particular attention to groups or populations that may be more vulnerable or marginalised, the Children's Rights and Business Principles look at how business activities in the workplace, marketplace and community touch children's lives and helps them understand how to engage with stakeholders, including with children.

While the business and human rights agenda has evolved significantly in recent years, a child rights perspective is still being explored. For children to survive and develop they need good health, nutrition and a safe environment. The way businesses operate and demonstrate Corporate Responsibility can have a big impact on the lives of children in their development and survival.

Businesses can :-

- Provide decent work conditions by paying a living wage, offering flexibility of working hours including provisions for pregnant and breastfeeding women, facilitating access for quality child care, health care and education for dependents
- Eliminate Child Labour
- Provide protection and safety for children who are engaged in business activities by ensuring young workers above the minimum age for work are protected from hazardous work and that company facilities are not used to abuse, exploit or harm children.
- Prevent and eliminate risks to children from products and services that are produced by business and can ensure that children are not caused mental, moral or physical harm. Ensure marketing and advertising that support children's rights by assessing whether there may be an adverse impact regarding positive self-esteem, healthy lifestyles and non-violent values
- Respect children's rights by providing a safe environment to support children's rights by preventing damage to the environment or reducing access to natural resources–
- Engage with Governments, civil society, community organisations to undertake strategic social investment programmes for children by implementing health, education and recreation activities.
- Operate sustainable business practices to make the world a better place for the next generation
- Engage in business relationships in the market place to ensure product labelling and information is accurate and complete.
- Engage with the stakeholders to empower parents and children to make informed decisions to avoid any adverse impact on children's rights

By encouraging companies to go beyond "a do-no harm" approach, through adopting a commitment to support the advancement of children's rights, companies can proactively help to facilitate children's voices.

1.1.1 Why we focused the Garment and Textile Industry

The readymade garment industry accounts for 78% of the country's export earnings and contributes more than 10% to GDP. 4.0 million people are employed, 80% of them are women. The industry has created a platform for 3.2 million women to engage in a productive role in society. The industry has empowered women and played a lead role in alleviating poverty through skill development and employment.

Approximately 20 million people are directly and indirectly dependent on the RMG sector for their immediate livelihoods. This sector performs a major role in improving the lives of workers, their family members, particularly children.

1.1.2 Why we focused the ICT/ Telecommunication Industry

In the next 5 years, 1 percent of the country's total GDP will come from the software and IT services sector. It is estimated export sector growth will be 1 billion US dollars and that 150,000 software and IT professionals will be employed.

The ICT sector enables dynamic and highly ambitious youth of this country in playing a significant role in developing ICT sector of Bangladesh. Bangladesh Association of Software and Information Services (BASIS) has established BASIS Institute of Technology and Management (BITM)) with the vision of establishing a world class institute which would support the IT industry of Bangladesh by producing world class professionals. The project has the following objectives:

- To ensure steady supply of technical and managerial resources for the growing and evolving software and ITES industry in Bangladesh.
- To benchmark (by skill assessment) the quality of IT graduates of different institutes and professionals working in different organisations in the country.
- To identify and assemble global best practices in the context of operational and management issues of technological system development and deployment.
- To initiate and coordinate research and development activities with respect to

developing sustainable and appropriate localised technology solution, mainly in the focused area of e-service delivery by government and private enterprises.

Bangladesh Association of Software and Information Services (BASIS) estimates the IT industry has the target of creating 1 million IT and Business Process Outsourcing (BPO) professionals within the next five years. BASIS in collaboration with BRAC will provide countrywide trainings with a vision to create these IT and & Business Process Outsourcing (BPO) professionals. The main purpose of the initiative will be to offer IT training to the youth throughout the country.

Telecommunication sector can play an important role to promote child rights in Bangladesh. Majority of the Business Persons know very little about the Child Rights Business Principles. To make awareness about these principles to the wider society, ICT/telecommunication sector can contribute.

1.2 CSR in Bangladesh : Recent developments in concept and practice

In Bangladesh CSR is moving from the periphery to the mainstream and from projects external to the company to initiatives in the offices and factories engaging staff in the company's CSR. There is however no sign the term Social Responsibility (SR) taking hold in Bangladesh or replacing CSR which is contrary to the trend in Europe and North America.

In recent years there has been a strong emphasis in Bangladesh on CSR as philanthropic donations for example from the Banking Sector. Another significant component of Bangladeshi CSR has been in social compliance and mainly reported from the Garment sector. The word 'Social' in CSR stems from 'society'. For this reason the term CSR includes Environment, Governance, Ethics and much else besides. It is not just social welfare or social work. This being the case in order to practice CSR at 'international standards' it is necessary to go beyond legal minimums and externally set standards – which is why factory social compliance is not CSR and also why abiding by Department of Environment Regulations or the Bangladesh Labour Act is also not CSR.

SR or CSR - Internationally, Social Responsibility (SR) has taken over from Corporate Social Responsibility (CSR) as the preferred term. An international guidance standard for SR was implemented in 2010.

ISO 26000 – International Guidance on Social Responsibility - ISO 26000:2010 provides guidance to all types of organisations, regardless of their size or location and has seven key themes and seven core principles. ISO 26000:2010 is intended to assist organisations in contributing to sustainable development. It is intended to encourage them to go beyond legal compliance, recognising that compliance with law is a fundamental duty of any organisation and an essential part of their social responsibility. It is intended to promote common understanding in the field of social responsibility and to complement other instruments and initiatives for social responsibility, not to replace them. ISO 26000:2010 is intended to provide organisations with guidance concerning social responsibility and can be used as part of public policy activities.

CSR Champions - CSR in Bangladesh is developing quickly because of the personal interest of several key stakeholders e.g. the Governor of the Bank of Bangladesh has taken a personal interest in CSR Development, the Commercial Banks have now become leaders in the funding and implementing of CSR Projects. Similarly Senior Executives of a number of Bangladesh based companies have taken personal interest in CSR. BEI and their CSR Centre's CSR Round Tables and Newsletters and other CSR activities have helped to raise the profile of CSR in Bangladesh. Several NGO's have also recognised the importance of CSR and have established CSR Centres which include:-

- MRDI and Manusher Jonno and their Connecting CSR with Development to Address Poverty initiative which includes the publication of "CSR Review"
- Save the Children Bangladesh and their Child Labour initiative
- Centre for Disability in Development and their 'Disability in Development - Connecting to CSR' initiative

Representing the largest export sector in Bangladesh, BGMEA and BKMEA have

implemented a significant number of CSR Projects as part of their charitable activities for their workers. These projects include hospitals, community health care, child day care facilities, worker group insurance schemes and factory worker safety programmes.

International companies with Departments or Offices in Bangladesh or who are sourcing from Bangladesh factories have also been influential in the development of CSR. International garment brands for example have included Social Compliance requirements in their Codes of Conduct for source factories and these garment brands have raised awareness about CSR inside the garment factories.

CSR Awards – several organisations in Bangladesh have highlighted good CSR practice in the corporate sector in Bangladesh by presenting CSR Awards these include Standard Chartered Bank and HSBC. The national print media's reporting of CSR projects generally and of these Award Ceremonies in particular have also been influential in the development of CSR in Bangladesh. The leadership of the Daily Star and the Financial Express in CSR reporting has been important as has been the role played by Editor's and Deputy Editors in pioneering the MRDI-Manusher Jonno 'Connecting CSR with Development to Address Poverty' initiative.

Tax Exemption - an initiative by the Government of Bangladesh that has moved CSR project funding forward is the offer of a 10% Tax Exemption by the NBR. Initially SRO 08 set out the projects and causes, including city beautification by companies adopting and planting in the road central dividers, which could be recognised for Tax Exemption for CSR and this list was then later revised in a budget speech by the Honourable Finance Minister.

Seminars, Workshops, Round Tables - During the last five years a wide range of organisations have offered CSR discussions and events. Sometimes these events were facilitated by Universities e.g. by University of Chittagong and Daffodil University. Embassies, Donor Agencies, Companies and Banks have also sponsored CSR Events. The list includes:-

- 'Social Responsibility of German Business' with Presentations on Social Firms and Social Responsibility by Bangladesh German Chamber of Commerce.

- DFAIT Canadian Trade Commissioner Service, UNDP, the Embassy of the Kingdom of the Netherlands and giz and many other agencies sponsor seminar programmes through a variety of service providers
- The BEI series of CSR Round Tables and publication of a CSR Newsletter and CSR Centre, established as a trust now working as a full-fledged think tank for CSR in Bangladesh. The primary objective of the Centre is to become the prime source of information, resources, and advisory services on CSR in Bangladesh, and the operational principal is to contribute to achieving the human development targets set in the Millennium Development Goals (MDGs) through private sector led growth. CSR Centre is the focal point for UNGC in Bangladesh which is the prime UN body of CSR. The Centre is continuously working for the better CSR practices in Bangladesh through trainings, workshops, seminars, conferences and policy-advocacy. CSR Centre also publishes an Annual CSR Report which highlights the best practices of CSR in Bangladesh.
- Reed Consulting Bd Ltd has run national CSR Seminars sponsored by giz and has also published promotional material for CSR in Bangladesh
- Chambers of Commerce and Industry in Dhaka, Khulna and Chittagong host CSR Seminars as do BGMEA and BKMEA. These bodies often have their own CSR Sub Committees or Standing Committees.

Company CSR by national and international companies - Many company websites in Bangladesh now carry CSR Reports – national as well as multinational companies. Many companies have well established CSR policies and are major donors to CSR activities in Bangladesh.

Service Organisations and CSR activities -

Rotary International has a 'Four Way Test' which is now being recognised as a CSR definition by the 172 Rotary Clubs in Bangladesh. More than 60 years ago, in the middle of the Great Depression, Herbert J. Taylor, a Rotarian in the U.S.A. devised a simple, four-part ethical guideline that helped him rescue a beleaguered business. The test, which has been translated into more than 100 languages - asks of the things said or done:- 1) Is it the truth? 2) Is it

fair to all concerned? 3) Will it build goodwill and better friendships? 4) Will it be beneficial to all concerned? Rotary Clubs and other Service Organisations in Bangladesh including Lions Clubs International have philanthropic projects in the community which would also be included in the current Bangladesh understanding of CSR.

Books in Bangladesh about Bangladesh

CSR - The following is a short (but not exhaustive) list of books that have been published in Bangladesh about CSR:-

- 'Missing Links – Corporate Social Responsibility and Basic Education in Bangladesh' (In 2006 authors Business Community Partnerships sponsored by Commonwealth Education Fund Bangladesh)
- 'Corporate Moral Responsibility' (In 2006 author Mohiuddin Babar)
- 'Waking the Bengal Tiger' (In 2006 by Reed Consulting Bd Ltd)
- 'Corporate Social Responsibility in Developing Countries – The Case of Bangladesh' (In 2008 author Ataur Rahman by Ashgate Publishing Ltd)
- 'CSR Good for Business Good for Bangladesh' (In 2008 by Reed Consulting Bd Ltd sponsored by UK Trade and Investment and the British Business Group)
- 'A CSR Guide for Entrepreneurs and Factory Managers' (Bangla and English editions) (In 2010 by Reed Consulting Bd Ltd sponsored by giz pses)
- International Standard Social Responsibility (Implementing ISO 26000 in Bangladesh) by Sumaiya Islam with additional material by Rodney Reed and Philip Poole
- Many other CSR newsletters, CSR pamphlets and CSR occasional papers and CSR seminar papers were also published by a variety of authors and CSR stakeholders in Bangladesh this same period

Linkages recognised with GRI, 3BL, Global Compact and Climate Change Initiatives -

Recent developments in CSR concept and CSR practice in Bangladesh have recognised there are links between CSR and AccountAbility and their AA1000 standards, The Global Reporting Initiative (GRI) and its Sustainability Reporting Framework and The United Nations Global Compact (UNGC). There are also climate change initiatives which are relevant to the idea of

extending the 'reach of CSR' in Bangladesh. Bangladesh appears to have adopted a position that the country is a climate change victim and so should be given funds to alleviate and ameliorate the problems faced whether that is salination of the southern part of the country or the likelihood of the northern parts of Bangladesh becoming more arid. However in terms of environmental social responsibility the river pollution around Dhaka and going further south towards the Bay of Bengal is the responsibility of the people and the manufacturing sectors of Bangladesh. Similarly the air pollution caused by the brick kilns around our residential centres are the responsibility of the people and the brick producers of Bangladesh. Projects in Bangladesh which promote energy efficiency and cleaner production are social responsibility when international definitions of SR are used. Cleaner production methodology and energy efficiency is certainly social responsibility when viewed through the lens of ISO26000. Projects that are intended to minimise waste and wastefulness are also social responsibility projects when viewed as part of this 'broadband' understanding of social responsibility. Initiatives taken in the manufacturing sector to introduce LEAN Continuous Improvement (LCI) methods to our garment factories are also social responsibility because they are intended to reduce waste and wastefulness as well as improving productivity and profitability.

Measuring and Evaluating and Certifying CSR in Bangladesh - Little attention has been paid in Bangladesh at the present time in measuring the effectiveness of CSR projects or in judging the 'value for money' or the 'return on investment' that the Commercial and Banking sector might gain from their philanthropic donations.

It has been stated that Bangladesh CSR is still in a 'primitive state' of development because of its strong attachment to corporate philanthropy and social compliance. Internationally companies are moving to bring their CSR activities into the core of their company activities rather than fund unsustainable peripheral projects. Recent CSR developments in Bangladesh have shown that the concept and the practice are developing and that companies and organisations here are beginning to align their CSR with international norms. As Bangladesh progresses from LDC to DC status

the Government will be able through its own tax and VAT revenues to fund the health, education and environmental enhancements that are currently being paid for by company CSR. Until that economic development takes place corporate philanthropy as CSR will continue to be important but when compared to international SR philanthropy is only a part of the whole picture.

1.3 Methodology

Desk research included internet research and reviewing of key documents such as CRBP and existing tools which have been developed by SC, UNICEF, and Global Compact.

Tools were developed including design of the questionnaire and the mapping exercise.

22 companies within the Garments / Textile and 25 companies within the ICT/ Telecommunications sector participated in interviews.

Sector Steering Group Members provided contact details for 70 'warm companies' of companies as potential participants in the programme.

Members of the Sector Steering Group provided contact details for 70 organisations. These organisations had previously shown commitment to CSR and Child Rights. The companies in both sectors identified by RCB were purposefully selected as "positive" companies. These were chosen to enable the mapping exercise to be completed within the time constraint. The analysis cannot be seen as representative of the present status in either sector. However the analysis demonstrates possibilities that can be pursued to promote CRBP and to strengthen and encourage business to engage and to continue their commitment to society in general and in particular to children.

Ten case studies were completed of good practice incorporating companies that are already exhibit children's rights; also those that are committed to children's rights but may have challenges in providing their commitment and those companies who are not aware or particularly concern about children's rights.

1.4 Literature review and results of the desk research

The **Children's Rights and Business Principles (CRBPs)** provide a comprehensive framework for understanding and addressing the impacts of business on the rights and

well-being of children. There are ten principles which are illustrated below:-



A business that integrates respect and support for children into its strategy and operations generates benefits for children, society, and can generate real benefits for business as well.¹

Different tools has been developed to support the corporate sector to implement the CRBP guideline.²

'Children's rights in policies and codes of conduct - A tool for companies' was developed by UNICEF and Save the Children to help companies to use and integrate the 10 principles of CRBP into their corporate sectors. Through this toolkit the company will

understand the necessity of including 'Child Rights' in company policies. This toolkit also provides relevant codes of conduct with detailed examples under each principle. The full toolkit is available in the website.³

'Children are everyone's business' is a workbook for companies to integrate their respect and support for children's rights in the workplace, marketplace and community. The full workbook is available in the website.⁴

'Children's rights in impact assessments' is a guide for companies who work to protect children's rights in the corporate sector, it will assist companies in evaluating their performance regarding children's rights and to identify additional areas in which to be engaged'. This toolkit is anticipated to be published by December 2013.

General Comment No. 16 (2013) on State obligations regarding the impact of business on children's rights adopted by the UN Committee on the Rights of the Child, addresses the state obligations regarding the impact of businesses on children's rights. It is one of the most recent pieces of international law available on business and children's rights. It includes guidance on the measures of implementation that are required to prevent and remedy violations of child rights by business actors and ensure business enterprises carry out their responsibilities in the realisation of the rights of the child and encourage business to positively contribute to the realisation of these rights.

Zheng Ying Chong wrote an article in CSR Asia titled **'Business and children's rights – getting children's rights on your business radar'** where he mentioned that one of the reasons for companies who are less likely to admit they are not interested in child rights was because these companies thought that they did not use child labour and so this topic was not relevant to them.⁵

According to a research **'UNICEF CSR Market Assessment UK Topline'**, carried out by

¹ <http://image.guardian.co.uk/sys-files/Guardian/documents/2012/03/09/principles.pdf>

² [www.unicef.org/csr/css/CSR_Tools_Overview_06.09.013\(1\).pdf](http://www.unicef.org/csr/css/CSR_Tools_Overview_06.09.013(1).pdf)

³ http://resourcecentre.savethechildren.se/sites/default/files/documents/childrens_rights_in_policies_and_codes_of_conduct1_0.pdf

⁴ http://www.unicef.org/csr/css/CSR_Workbook_A4_LR_low_res.pdf

⁵ <http://csr-asia.com/csr-asia-weekly-news-detail.php?id=12250>

UNICEF and Ipsos MORI, more than two-thirds of UK businesses interviewed think that responsibilities to children will become more important to UK companies over the next five years – but 89% do not currently include children’s rights as part of their main focus on CSR issues. 82% companies interviewed think that the concept of CRBP is useful in encouraging UK companies to act on responsibilities to children.⁶

It is mentioned in the **‘South Asian Report on the child-friendliness of Governments Cambodia’** that India has done the most towards establishing an enabling legal and policy framework for children, closely followed by Nepal, Bangladesh and Sri Lanka. The countries who have scored very well in education, health and child protection outcomes are Maldives, Bhutan and Sri Lanka. This report also provides some recommendations to the government of the South Asian countries to continue their progress towards protecting the children’s rights. The recommendations include the need for governments to continually follow up on the concluding observations, the Universal Periodic Review recommendations and the General Comments, high level and authoritative coordination among ministries and levels of government etc.

Another study carried out by Save the Children **‘CSR and children’s rights in South Asia’** shows a comparative analysis on CSR and children’s rights issues among India, Bangladesh and Nepal. This report states that Bangladesh considers CSR activities are limited to provide relief goods after a natural disaster, as donations to charity and to compliance with issues of compliance. When it is a matter of CSR and children’s rights, very few companies in Bangladesh consider children’s issues from a child right perspective.⁷ From this study, it is also found out that most of the companies in India think of CSR from a humanitarian perspective. When it is a matter of CSR and children’s rights, basically the companies provide child development in three different ways:-

- i. Implementing CSR initiatives where children are a part of larger community development activities
- ii. Implementing CSR initiatives specially targeted at children
- iii. Designing CSR initiatives that adopt principles of the rights based approach

All these activities are welfare oriented and the children are not perceived as stakeholders. There is also very little scope to measure the outcomes of the projects.

‘Children’s participation in Corporate Social Responsibility’- the information of this report was gathered after discussion with more than 150 children in six different countries i.e. Bangladesh, India, Pakistan, Peru, Paraguay and Venezuela. When these children were asked “why the corporate sector should invest for them”, the answer was that as the companies are gaining profit by selling their products to the people in the community, in return the companies have also some duties towards the community. A dialogue with a 13 years old boy in India stated:- ‘Pay our parents adequately so that children do not have to drop out of school’. Another 12 years old girl from Bangladesh said, ‘Employers should change their behaviour towards child labourers if they have any in their company’. ‘We will respect those companies who followed proper policies for the young workers...provide proper working guidelines and maintain proper respect to them’.⁸

In a study on **‘Child rights governance situation in Bangladesh’** by Save the Children, Child Rights Governance was defined as ‘Execution of law and policy and exercise of economic, political and administrative power and authority and management of monetary, human and material resources and governance of institutions, systems and processes in a manner respectful of and responsive to promoting and protecting child rights guaranteed in the United Nations Convention on the Rights of Child.’⁹ In this report, it is also stated that child rights governance consists of a list of substantive principles such as best

⁶ <http://www.ipsos-mori.com/researchpublications/researcharchive/3152/Corporate-Social-Responsibility-research-for-UNICEF.aspx>

⁷ http://www.csr-asia.com/weekly_news_detail.php?id=10353

⁸ <http://resourcecentre.savethechildren.se/sites/default/files/documents/3737.pdf>

⁹ <http://resourcecentre.savethechildren.se/sites/default/files/documents/7194.pdf>

interests of the child, non-discrimination, child participation etc. and procedural principles such as Institutional Mandates to promote and facilitate formulations of child rights, child-friendly processes, procedures and systems, compatibility of laws, policies and strategies, implementation of laws, policies and strategies, coordination among and within institutions etc.

'Situation of Child Rights in Bangladesh' – a report prepared by Child Rights Governance Assembly (CRGA), reveals the current situation of child rights in Bangladesh. One of the recommendations regarding implementing of existing laws and policies to protect children from abuse is that the Government of Bangladesh should initiate a coordinated process to formulate and amend laws where necessary and ensure effective enforcement of existing laws and policies related to child protection. Another recommendation was mentioned in the report about elimination of child labour. 'Government should revisit its policy to bring the children working in the informal sector within the ambit of law and take effective steps to withdraw children from hazardous work.' The full report is available in the website.¹⁰

Gerrit Beger, the Chief of UNICEF social and civic media section, division of communications wrote in an article **'Collaborating to make the digital world a safer one for children'** that cross-sector collaboration can empower young people to harness online opportunities and stay safe in the digital world. In recent years, the mushrooming of feature phones and affordable smartphones, coupled with flexible pre-paid schemes and growing broadband availability has resulted in millions of new internet users from developing and middle-income countries. This growth has, of course, gone hand-in-hand with major expansion by international companies in emerging markets. News in the financial sector has been full of reports of increased presence and investment in Africa and other regions by technology and telecommunications giants including Microsoft, Intel, IBM and Google. For UNICEF, understanding this explosion has been paramount, as children and young people have

been leading the uptake in access to digital. Since 2010, through the Voices of Youth Citizens initiative, UNICEF and its partners have been examining the opportunities and risks that the digital explosion presents for children's rights, and advocating for safe and responsible use. One of the recurring realities in a number of countries is that not only are children and youth the greatest users of digital tools, in many cases they learn how to use them with very little support from parents or teachers. A study conducted by UNICEF Argentina showed that almost two-thirds of children surf the internet unsupervised, while a study exploring the digital habits of adolescents in Kenya found that only 15% of respondents had learnt to use the internet from their parents. In many cases parents, caregivers and teachers do not feel they are sufficiently equipped to provide guidance to their children as they discover the digital world. In this context it is clear that there is a very significant role that private sector can, and should, play in helping to raise awareness of safe and responsible use of digital tools, and to empower young users to negotiate the online world safely. This also presents exciting opportunities for collaboration between the private sector, child-rights organisations such as UNICEF, and governments, to use evidence to design outreach and campaigns based on a common understanding that with the right support structures in place, the benefits of the digital world outweigh the risks. The full article is available in the website.¹¹

Michael Cross reported in an article **'How technological innovation can protect children in emergency zones'** that communication technology, including mobile networks, is an essential component of response efforts following disasters. In Bangladesh, for example, where mobile phones are used broadly across the country, systems for communication in emergencies such as floods have now been established. "Mobiles are working very well, because SMS can be sent quickly in an emergency situation," the report says. "In emergency response this has enormous potential, as there are some areas where TV and radio is not available. A field worker can send an SMS to colleagues and they can ask for people

¹⁰ <http://www.askbd.org/web/wp-content/uploads/2013/01/Child%20Rights%20Universal%20Periodic%20Review%202013.pdf>

¹¹ <http://www.theguardian.com/sustainable-business/collaborating-digital-world-safer-children>

to spread it to others and get the message to the remote corners of the country." However, the Save the Children report concludes that in much of the developing world such use of mobiles "is hampered by a lack of collaboration and knowledge-sharing between humanitarian agencies, network operators and governments". The full article is available in the website.¹²

An article '**Empowering girls through technology: what's the role for business?**' written by Linda Raftree reveals that companies can help break down the barriers preventing girls from accessing technology through training, mentoring and jobs. Barriers identified in this article are gender discrimination, lack of confidence, language difficulties, low literacy and lack of time and money continue to prevent girls and young women from taking full advantage of technology. The corporate sector can help girls overcome these barriers in four important ways such as educating girls on ICTs, expanding technology based jobs for girls, providing ongoing mentorship to encourage the girls to enter in fields of ICTs and setting an example through its own actions i.e. value young women and treat them fairly in the workplace. A UNESCO programme in Pakistan found that SMS-based programmes can be especially useful for girls in stricter cultural environments because they can take part without leaving the home. Microsoft's Shape the Future programme, for example, is partnering with government and non-government organisations in several countries to achieve large scale digital access, and will incorporate a gender lens into its curriculum to ensure that girls are included in a holistic way in the methodology. The full article is available in the website.¹³

There are no CSR Codes found for the software industry alone.¹⁴ **However EICC (Electronic Industry Citizenship Coalition)** has made codes for the "ICT Industry" which covers the industry and is the 'best choice' at the moment.

Some sections of the codes are not applicable as they only focus "hardware". The **EICC Code of Conduct** encourages broad adoption of CSR best practices by all ICT companies and suppliers. The Code of Conduct provides guidelines for performance and compliance with critical CSR policies. EICC provides tools to audit compliance with the code, and helps companies report progress.¹⁵ The EICC Code of Conduct is reviewed every three years. The next review will take place from August 2014 through April 2015.¹⁶

It is implied that increased availability of mobile phones has increased the number of social related crimes. This includes trafficking of women and children. President of **Centre for Women and Children Studies (CWCS)**, Ishrat Shamim, said, "Nowadays, mobile phones play an important role in most of the crimes such as children trafficking and sexual harassment." Prof. Ishrat Shamim said the use of mobile phones was growing exponentially as a means of easy communication because of its cost-effectiveness. In turn, it is giving rise to incidents of sexual harassment, women and children trafficking, hijacking, robbery and other crimes in society, she added.¹⁷

According to '**Bangladesh Telecommunication Act, 2001**'¹⁸ produced by Bangladesh Telecommunication Regulatory Commission (BTRC), one of the functions and duties of the respective commission is "to protect the social and economic interests of the consumers, to respond to their needs, and to control and abolish the existing and probable oppressive or discriminatory conduct or activities of the telecommunication service providers."

BTRC has prepared draft guidelines to regulate the sale of SIM cards. Under these directives, the telecom regulator has stated that a single subscriber can purchase at the most four SIM cards from a single operator. Mobile phone operators will be allowed to activate SIM cards

¹² <http://www.theguardian.com/sustainable-business/technology-innovation-protect-children-emergency>

¹³ <http://www.theguardian.com/sustainable-business/empowering-girls-technology-role-for-business>

¹⁴ http://www.basis.org.bd/index.php/csr/csr_conduct

¹⁵ http://www.eicc.info/eicc_code.shtml

¹⁶ http://www.eicc.info/eicc_code02.shtml

¹⁷ <https://www.facebook.com/247.bmn.bd/posts/394108587292516>

¹⁸ http://www.btrc.gov.bd/jdownloads/Acts/telecommunication_act_english_2001.pdf

only after verifying the identity of the users. BTRC acting chairman Giusuddin Ahmed explained that the operators have to verify at least one document, such as any photo ID or birth certificate, or similar other documents, to ascertain the identity of the SIM card buyers.¹⁹

Exploratory research was carried out by ICF International in April 2011 on '**Child Labor in the Informal Garment in Bangladesh**'.²⁰ In the report it is stated that most of the formal textile factories subcontract with small-scale factories for the manufacture of single components for finished garments, and/or perform functions such as labeling/tagging, affixing stickers, embroidery, button stitching, etc. This research was conducted in 46 informal garment production 'factories' in six geographical zones (Mirpur, Mohammadpur, Old Dhaka, Uttara / Nikunja, Gulshan / Badda / Mohakhali). It was observed that one third of the workers were aged under age 18 years. 200 children who were selected for interview, mentioned that they were engaged in a variety of activities such as embroidery work, cutting / trimming, cutting thread, printing, making labels / tags / stickers, packaging, machine cleaning, weaving, hand stitching, dyeing, decorative work, button stitching, knitting, washing and button coloring. If the above activities are compared with Child Labour Toolkit prepared by Save the Children Denmark (Editor Henriette Kahre Freris) and the Federation of Small and

Medium-Sized Enterprises, most of the activities are unacceptable for children's work except for the cutting thread, making labels/tags/stickers and packaging.

A baseline report conducted by Stratdev Consulting, Bangladesh from December 2011 to June 2012 on '**Partnerships to Combat Child Labour through Corporate Social Responsibility (CSR) in Bangladesh**' was an outcome of a project initiated by Save the Children and funded by European Union. This survey was carried out to 71 formal and informal garment factories and electronic companies. According to this report, most of the formal garment factories and electronic companies surveyed mentioned that the commencement age of their workers' is 18 years. To quote from the report "However, during factory visits, from a naked eye observation by the researcher, it appeared that underage workers were still in place. The accuracy of responses around the issue of working age was reportedly difficult to confirm because the researchers indicated that documents to prove a worker's age can often be forged."

¹⁹ <http://news.priyo.com/business/2012/09/19/sim-cards-be-regulat-60210.html>

²⁰ www.dol.gov/ilab/programs/ocft/PDF/2013GarmentBangladesh.pdf

CHAPTER – 2

2.1 Major Finding and Analysis Textile Sector

2.1.1 Garment and Textile Sector

Total 5 types of factories are interviewed in this sector.

Serial number	Factory type	Number of factories
1	Group of factories	3
2	Garment	7
3	Knit Composite	7
4	Weaving	2
5	Sweater	2

Child Integration – Child rights, Human rights Policy (CRBP 1)

All respondents reported that children are not allowed to work in their factories. Three out of twenty factories surveyed provide apprenticeship schemes to young workers below 18 years of age. Nineteen factories surveyed stated they regularly check and monitor suppliers and subcontractors to ensure that the Buyers' Code of Conduct is followed regarding 'no child labour'. If any supplier or sub-contractor is found to be non-compliant, the policies assert a verbal warning should be issued. If non-compliance continues, the supplier or sub-contractor is issued with a final warning that the buyer will stop purchasing.

All respondents reported having a variety of employment policies including workers' rights, no forced labour, no discrimination, no misconduct and harassment, freedom of association, safe working environment, health and safety policy, compliance policy, grievance policy etc.

Policies containing maternity leave for women workers were reported to be in place by all respondents. Some factories have policies which include permission for special leave for the workers if their children are sick.

Workers are informed company policies in a variety of ways including training seminars,

regular communication with workers, counselling, posters on notice board, PA system etc. A few factories stated most of the problems of the workers are resolved through their Workers' Participation Committee and Welfare Officers are in regular communication with the workers to enable the workers to share any work related issues.

It was identified that a long term strategy is required by Government of Bangladesh, International Buyers and the Factory Owners to improve the conditions of child labour.

The majority of respondents did not emphasise how they share the contents of the policies with the worker and whether the workers actually understand the contents. It was intimated by the respondents that the workers are not confident they will receive a fair and just hearing if they bring any grievance to the factory owner. It is implied factories have written policies about human rights, but very few actually implement these policies into practice. It was alluded that most of the factories in Bangladesh are not willing to permit 'freedom of association' of the workers, as the factory owners think if the workers have the freedom to associate, it will be difficult to manage the workers.

Each factory had a number of Human Relations and Compliance Officers. Decisions made at Management Level are prioritised by the Managers and implemented by the Officers.

The Workplace (CRBP 2, 3 and 4)

All factories surveyed stated they do not permit anyone under 18 years to work. Procedures used to verify the age of the potential workers include:-

- 1) National Identity Card
- 2) Birth Certificate
- 3) School Certificate for the workers who are educated
- 4) Doctor's Certificate (Assessment of bones, muscles and teeth, soft hand and nails)
- 5) Local Chairman

The factories follow different procedures to verify the age of the workers. It is inferred the factories are primarily concerned about the age of the workers because of the buyers' requirement. When verifying the age of the worker it is advised that factories should place

emphasis on the doctor's judgement as it is very easy to prepare fake documents in Bangladesh.

Most of formal factories are very reluctant to employ children less than 18 years due to compliance issues. A few factories are providing 'apprenticeship schemes' to young workers. It is assumed one of the main reasons that these factories provide 'apprenticeship schemes' to young workers is because they have been asked by the Buyers. In the long term the provision of apprenticeships schemes are a benefit for the factory.

Priority for Factory Owners is production of their products. Even though factory staff may receive training regarding health and safety it is not easy to motivate the workers to follow safe working practices.

The three factories surveyed that provide apprenticeship schemes to young workers below 18 years affirmed they provide all benefits to the apprentices as stated in Government of Bangladesh Laws and Regulations. This includes the apprentices working a maximum of 5 working hours each day and no overtime is allowed. Flexible working hours are permitted by the factories to enable the adolescents to attend school.

When the apprentices are 18 years of age and have completed their training, the three factories organise a selection process to identify potential employees. Most apprentices work initially as Helper Assistants. One factory provides adolescent workers with 3 months' orientation training and then a year's "safe job training". Another factory pays 3,000 BDT per month to adolescent workers.

All factories surveyed provide induction and in house training to new workers where employment and health and safety related issues are explained. Hazardous areas regarding health and safety are marked and through a notice board and PA system the factories raise awareness among the workers. All factories stated they insist their workers use Personal Protective Equipment (PPEs).

One factory stated they display information on notice boards in different sections informing workers of their rights and company Human Resource policies and procedures.

One factory commented they have a health monitoring scheme for workers which includes a

health test being carried out prior to recruitment. Further medical tests are carried out at regular intervals to check health conditions of workers. By doing this the factory is able to monitor any potential occupational hazards for workers.

All of the factories surveyed mentioned they have Human Resource and Welfare Officers who regularly communicate with the workers and offer counselling.

Most of the factories surveyed, commented that due to buyers' pressure and inflexible working hours, the factories are not willing to recruit any worker under the age of 18 years.

Most of the factories surveyed mentioned that their suppliers are bound to follow the Code of Conducts and these factories have monitoring team who regularly check and evaluate their suppliers.

The Marketplace (CRBP 5)

The factories surveyed who produce clothing for children indicated they have to follow their Buyers' requirement. These factories have metal detector machines and all clothes are checked for safety. One particular check is called a 'button pull test'. When producing children's clothes emphasis is placed on securely fixing buttons on the garments to prevent the child from swallowing the button which could seriously harm the child. When using chemicals, these factories confirmed they have to comply with globally accepted standards. One factory identified their factory as Oeko-tex 100 certified ensuring globally uniform testing and certification system for textile raw materials, intermediate and end products at all stages of production.

The Community and Environment (CRBP 7, 9 and 10)

Most factories surveyed contribute to the community by providing medical facilities. Some factories donate money to schools, colleges, mosques, madrasas, church, orphanages etc. Two factories surveyed mentioned they have their own health/medical camp where local people receive medical treatment with very low cost.

During a natural disaster or any emergency situation, most of the factories surveyed, support victims by either by donating or providing food, clothes, and medicines to

disaster affected areas. Two factories surveyed have a disaster recovery plan in place. The factory will also give opportunity to the injured worker to take leave until he/she recovers fully. If the worker is unable to work, then the factory will give the job opportunity to any of adult member of the worker's family or provides a generous amount of money so that he/she can start any business.

During the winter season, most factories surveyed, provide winter clothes to the affected people. One factory commented that when distributing winter clothes, they focus on affected people.

In order to encourage future leaders of the country one factory has created several social initiatives focussed on children with disadvantages. These hand writing competition and a drawing training session with eminent artists of the country. One factory surveyed, has invested over BDT 16 million to develop their community and society as a whole. This factory is working with Centre of the Rehabilitation of the Paralyzed to provide vocational training to physically challenged children and has established a school named 'BIKASH' for children who are physically challenged and underprivileged.

The main reason for factories' financial donation or contribution to the development of the local community is for philanthropic purposes.

Most factories surveyed have ETP (Effluent Treatment Plant) systems and the respondents stated all the waste water is treated through ETP and discharged in the drain, pond or river. A few factories surveyed mentioned that they are involved in various projects related to producing a clean environment and optimising energy.

One factory surveyed, has taken an initiative to use less paper. It encourages University students (North South University) to use both sides of paper. This factory donates the paper to Centre of the Rehabilitation of the Paralyzed to make toys. This factory also observes tree plantation week each year.

It is concluded the main reason factories maintain environmental safety is because of the requirements of the buyers. Some factories stated they are aware of the long-term benefits of demonstrating environmental friendly practices.

CSR activities provided to children

All of the factories surveyed stated that they have day care or child care centres for their workers. Most of the factories employ medical doctors who provide free medical services to workers and children. Two factories have agreements with hospitals where the workers receive medical facilities for themselves and their families with minimum cost.

Eleven factories surveyed mentioned that their factories provide scholarship opportunity to children of the workers. Some factories cover cost of education up to S.S.C level and some up to Graduate level. Some factories cover all expenses such as tuition fees, buying uniforms and books and other items and some factories provide a fixed amount of money to workers. Two factories have their own schools where workers' children have free education facilities.

One factory stated that their factory provides free schooling to employees' children in 12 schools located in the neighbourhood. This factory has an agreement with those schools and the factory covers all the expenses (such as school fee, book, uniform etc.) to employees' children up to S.S.C level. This factory also covers few of their workers' children for continuing education in colleges. Another factory stated it is important to motivate the children to receive education and they arrange prize giving ceremony for those who are excellent in result and very meritorious.

2.1.2 ICT/Telecommunication Sector

Total 7 types of companies are interviewed in this sector.

Serial number	Company type	Number of companies
1	Broadcast Companies	5
2	Internet Protocol Telephony Service Provider (IPTSP)	1
3	Internet Service Provider (ISP)	3
4	IT Companies	2
5	Mobile Phone Operators	2
6	Software Solution/Service	7
7	Value Added Products and Services [VAS] Providers	5

Broadcast Companies: Television broadcast stations e.g. Channel 24, Channel i, etc. and radio broadcast stations e.g. Radio Today, Radio Foorti, etc.

Internet Protocol Telephony Service Provider (IPTSP): Provides telephone service through internet e.g. ADN Telecom, BDCOM, etc.

Internet Service Provider (ISP): Provides internet service to corporate and home users. Examples - BDCOM, Grameen Cybernet, etc.

IT Companies: Supplier of hardware (PC, security systems, etc.) and software solution (Antivirus, Operating systems, etc.) to corporate and home users. Examples - Computer Source.

Mobile Phone Operators: Telephone company that provides services for mobile phone users e.g. Banglalink, Citycell, etc.

Software Solution/Service: Provides customised software solution (eCommerce solution, Website, etc.) based on clients' requirements e.g. Webpers, Eyeball Network, etc.

Value Added Products and Services [VAS] Providers: Provides Value Added Service Value Added Products and Services [VAS] (News services, MobileTV, Ring back Tone, LOGO, Wallpaper, Screen Saver, Games etc.) to mobile, landline and media service providers e.g. Onmobile Bangladesh, True Services Ltd, etc.

Child Integration – Child rights, Human rights policy (CRBP 1)

The ICT / Telecommunications sector in Bangladesh is unique in its business pattern, working area and strategy. Awareness of

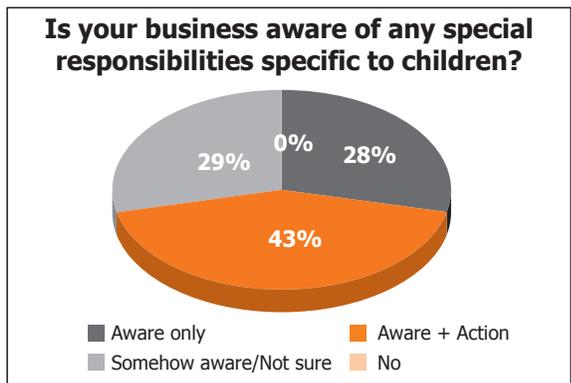


Figure No. 1

company's responsibilities regarding child rights

in this sector is difficult to assess. Of 25 companies surveyed, 28% only 'know' about the term 'Child Rights' without knowing the components. 43% are well 'aware' about their responsibilities to children. 29% were not sure what their 'special responsibilities are. These companies could not identify any practices relating to children rights either internally or externally related to the company. Companies stated they were too focused on their business to carry out other social activities. Two TV channels frequently broadcast awareness programmes on child rights and also produce TV shows, cartoons for children and promotes child rights and education through different programmes and news. Three TV channels stated they advertised and communicated in emergency situations that affect children. Three companies have an education fund for poor children and they also donate PCs and laptops to orphanages and children with disabilities across the country. Some companies provide health insurance and medical facilities to their staff and children and also sometimes bear the medical expenses during the birth of a child. Sometimes financial help is collected and distributed by few companies to help the victims of different natural or other disasters like flood, Rana Plaza tragedy etc.

In the ICT sector there is little awareness of child safety and the potential harm to children who may access 'chat rooms'. The 'Broadcast' companies (TV channels) are fully aware about 'Child rights' because of their 'product'. These 'Broadcast'

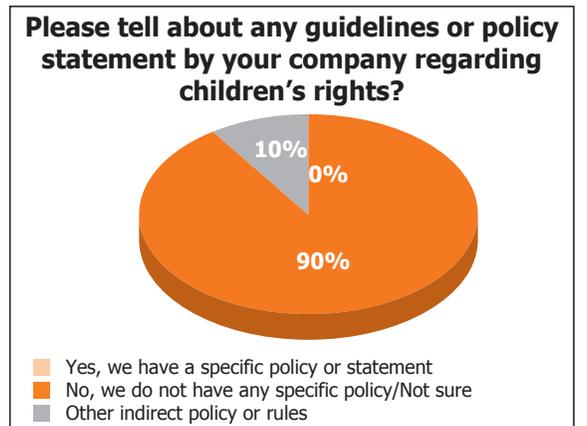


Figure No. 2

companies are legally required to have knowledge on almost every topic regarding issues related to children. This sub-sector is more aware about 'Child rights' than other ICT/Telecommunications

companies. It is not mandatory for other ICT companies to be aware of 'Child rights'. Awareness of 'Child Rights' is evidenced in all companies interviewed in this sector.

90% of the surveyed companies do not have guidelines or policy statement particularly on children's rights and 7 companies were not sure of having child rights references in their policies. 10% of the companies surveyed have some indirect policy statements which can be linked with child rights. One company has a policy about protecting human rights which in a broader sense also covers the child rights. TV channels stated they usually try to hide the identities of the children or women victims by blurring their faces as a respect for the general human rights. All companies have a common policy of not recruiting anyone under 18 years old which they consider a commitment to promote child rights. One company has rules regarding harassment to women and children which they indirectly related to child rights.

As the ICT/ Telecommunications companies usually do not have child involvement in their business, they do not feel the necessity to implement policies specific to child rights. Some companies having policies on protecting human rights also do not consider 'child rights' because these policies were only made to have a 'Standard Policy' for the company.

The Workplace (CRBP 2, 3 and 4)

81% ICT/ Telecom companies agreed that child labour is NOT a problem in this sector. All the companies follow the general rule of not employing persons under 18 years old and also do not engage with the companies which have/ may have child labour in their system. Most of

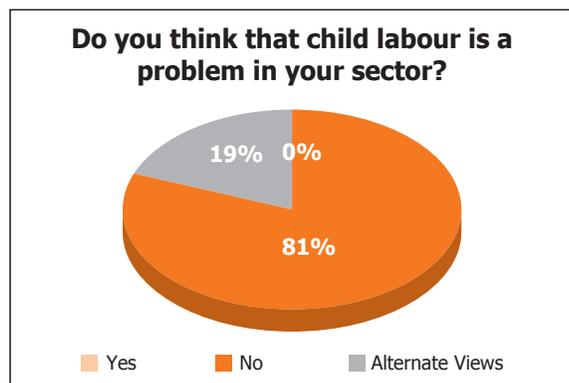


Figure No. 3

the companies stated they usually do not/ never

have checked their supply chains thoroughly for child labour. It was stated that the ICT/ Telecom sector requires only skilled persons and they will be definitely over 18 years old. One company made an interesting comment about child labour stating "in the ICT/ Telecom sector it is easy to deny the existence of child labour in any company but if we can go deeper in the supply chains of other sectors there will be children involvement in any part of the chain". This respondent commented that child labour problem from Bangladesh cannot be eliminated overnight and also it will not be feasible to think so as many families depend on these children to survive. The company also expressed their suggestion to create opportunity for child labourers to be engaged in less hazardous jobs and also to provide education for them.

Companies does not feel the child labour a problem as children are rarely located working in this sector. Those who are discovered are not carrying out hazardous job.

Interesting comments were received regarding the 'Suitable Work' facilities from the responding companies. Besides general facilities some companies also provide some special facilities to the parents or care givers such as flexible working hours in emergencies; health insurance and financial support for the children of the staff. There are also some companies who permit emergency leave in case of medical emergencies even if the concerned persons are engaged with important works/ projects in their day-to-day job. Almost all of the companies have either or both canteen and rest area in their premises. Some companies also provide a prayer room facility. One company has indoor recreational facility for the recreations of their staffs. All companies stated they follow the Government of Bangladesh approved rules for maternity leave. Also some of them permits flexible working hours or emergency leave on request for pregnant and breast-feeding women. Almost all the surveyed companies do not have any child/ day care facility except one or two. Those that provide the child care facility admitted their first priority was the concern for the member of staff and not the child. Companies normally do not have any in house medical facilities except in a few cases where first aid boxes were available. Most companies are confident their facilities are not being used to abuse, exploit or harm children. However in

many cases there is no such monitoring process. According to some companies as there are no children engaged in their business, there is no chance/ option to abuse the company facilities.

Providers of TV channels expressed more concern about this issue. They usually try to protect the privacy/ human rights if publicity includes a child victim. They discourage interviewing child victims.

Companies providing decent work facilities indicated their priority is company staff and their working comfort rather than thinking about the wellbeing of children.

All of the surveyed companies have a general rule of not employing anyone under 18 years old. None of them use an assessment method e.g. medical test, specially designed to verify age as used by other sectors e.g. Garments.

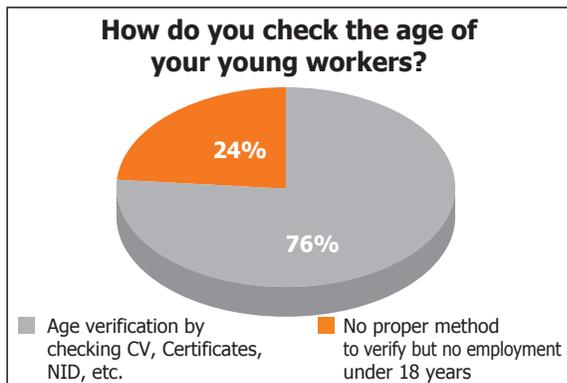


Figure No. 4

This may be because there is no option of employing a child in this sector as the industry requires skilled persons and the majority need to be graduates. It is mandatory for the employees to have an HSC degree for a low level grade job. 76% companies usually check the CVs, certificates or NIDs to check the information of the new recruits which also verifies their age indirectly. It was mentioned that it is a common scenario all over the country.

The rule of the not employing persons under 18 is followed by the companies not to protect child rights but to maintain a standard with other business sectors.

The Marketplace (CRBP 6)

81% respondents think that protecting child rights should/ may not be a commercial priority for their company and some intimated it will be more applicable for businesses where children

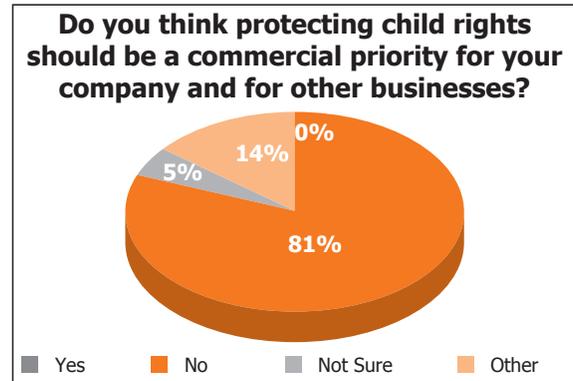


Figure No. 5

may be involved in other sectors such as engineering workshops, ship breaking yards, etc. One company prefers to consider protecting child rights as their responsibility to the society rather than commercial priority. One company stated that though the commercial priority of every business is to make profit but moral ethics in every aspects should be followed.

62% respondents do not use marketing to raises awareness and promotes children’s rights in the

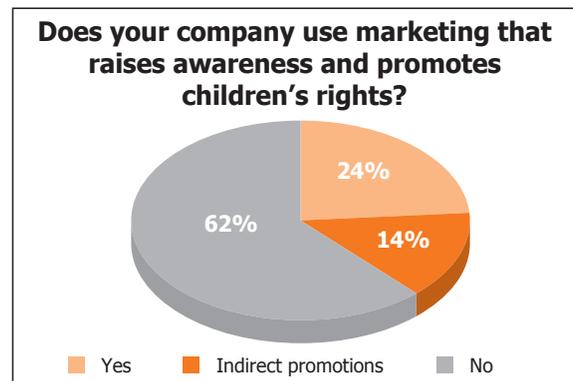


Figure No. 6

country. As the ICT/ Telecom sector marketing is entirely involved with the corporate level, the marketing strategies and communications of the companies are also designed in that way. However the companies do not promote child rights not by ignoring them, it's just they do not have to do so in their regular businesses. Though the TV channels raise awareness and promotes children’s rights by different TV shows and news as their marketing tools. Other companies do not have that kind of direct promotions. One company carryout their marketing in schools to develop a web portal for them where they particularly focused on the

improvement of the present children education system e.g. teaching method, student-teacher interaction, etc. Other than this example no noticeable marketing to promote child rights has been done so far.

As the ICT/ Telecommunications companies usually do not have child involvement in their business, they do not feel the necessity to search and eradicate the child labour in their sector. And also the idea to combat child labour through partnership was never a priority. Same comments are also applicable for the engagement with other businesses, local communities, child rights organisations and government to promote children’s education or for the promotion of youth employment, skills development and job training opportunities for young workers above the minimum age for employment.

The respondents indicated the business and marketing strategy of the ICT/ Telecommunication sector does not positively support to promote and protect child rights. Also raising awareness of child rights does not appear to have any impact on the business in this sector. The promotion of child rights through marketing has never been prioritized.

The Community and Environment (CRBP 7, 9 and 10)

62% of the respondents reported that ICT/ Telecom companies do not work directly or in partnership with other companies to eradicate child labour (especially in ICT/ Telecom sector).



Figure No. 7

As these type of companies do not have child labour in their businesses, no organised steps are taken to eliminate or to investigate where there is any child labour. Another company worked with ILO on workplace safety where one

part of that project covered child labour issue in Bangladesh. It can be said that as the ICT/ Telecom business usually does not engage children’s, so the effort to work in partnership to eliminate child level was never prioritised.

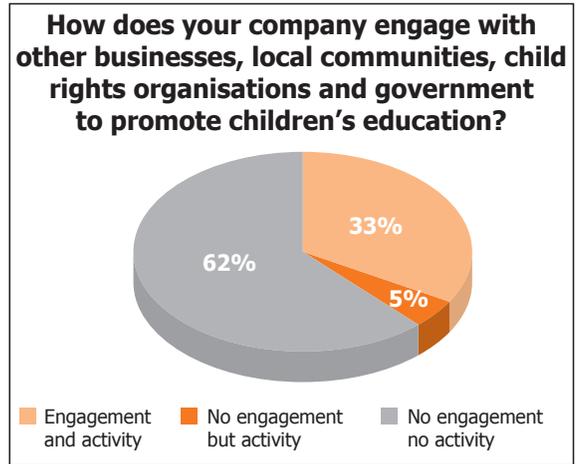


Figure No. 8

62% of the respondents do not engage with other businesses, local communities, child rights organisations and government to promote children’s education unless the companies take strong initiative or particularly consider it as one of their responsibilities to the society. TV channels sometimes produces different programmes/ talent hunt shows for the children with other businesses or organisations which also offers the better education and rehabilitation facilities for the participants children. One company has raised an education fund for the poor children which also has some outside donations. Two companies have donated PC/ laptops for children's education but do not work in partnership. Other companies

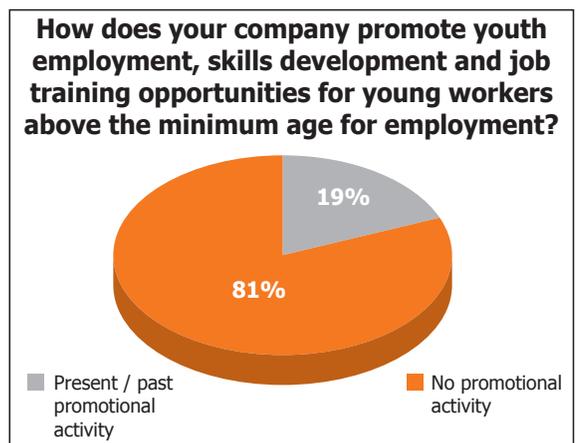


Figure No. 9

may work/ had worked on various projects which may had indirect influence on promoting children's education according to them. These examples may represent the total ICT/ Telecommunications sector in Bangladesh regarding promoting children's education.

81% respondents do not have any promotional activities for youth employment, skills development and job training opportunities for young workers. One company has organised in-house skill development training. Three channels promotes educational and training topics through their TV programmes and news. Occasionally these events are jointly covered with a media partner.



Figure No. 10

The 25 respondent companies indicated they are concerned about the environment and their internal office as well as the external environment. 43% cases of the respondents have no systematic process to monitor their environmental impact. According to 86% companies they do not have any adverse impact over the environment around their company premises. 43% have an administration and monitoring system to check the appropriate disposal of their company wastes, fire safety systems, etc. Company vehicles are properly maintained to prevent air and sound pollution. One company actively carries out environment friendly events such as 'Tree Plantation', 'Forestation' etc. for the wellbeing of the environment. Using of low energy consuming flat screen monitors, LED lights, etc. by some companies was also reported. The ISPs offers underground fibre optics connectivity and wireless signal following international transmitting standards which are very much

environmental friendly. And few companies have virtual products and services which should not have any negative impacts.

Issues affecting the community and environment were not identified as a priority for the sector. These issues included engagement with other businesses, local communities, child rights organisations and government to promote children's education or for the promotion of youth employment, skills development and job training opportunities for young workers above the minimum age for employment.

CSR activities provided children

Approximately 47% of the surveyed companies have some CSR activities of their own but when compared to those with 'activities specific to child and young labour', the result is not significant; only 14% of them have specific CSR activities to child and young labour. Two TV channels broadcast different news, awareness advertisements, etc. on child labour even though they are sometimes not profitable. Some children programmes and talent shows



Figure No. 11

offer enhanced education and rehabilitation facilities which may have impact on the child labour issue. One company works with Jaago Foundation with street children which can be considered a CSR activity. One exceptional activity by one company is the entertainment and teaching of children in rural areas by drawing instant cartoons, storytelling. There were no other CSR activities mentioned specific to child and young labour.

Among the 25 companies interviewed only two companies directly said they carry out CSR activities because they feel that they have a responsibility to the society as a company.

Twelve companies stated that they have no CSR activities as they are not motivated due to the nature of their business. Among the remaining 11 companies the motivation for carrying out CSR projects was to promote their brand image.

CSR activities are being carried out in the small-medium companies rather than in the larger companies. The responses show company staff in the small-medium companies have 'freedom' to take initiatives regarding CSR activities and are encouraged to deliver projects. Some CSR activities are for the welfare of the company's own staff and also to enhance company's CSR opportunities.

In summary the survey discovered there are a few exceptional good CSR practices related to children in this sector. It was observed that the majority of the respondents in the sector were not aware of CSR and Child Rights.

2.2 Impacts of CSR activities towards the children

2.2.1 Garment and Textile Sector

All factories interviewed contribute to CSR activities through donations or activities regarding education, health care, and disaster affected area during emergency situation and skills development programme.

These activities have a positive impact on a child's development. Both poor and brilliant children can continue their study with the help of CSR donations which enriches the child's knowledge with the anticipation of the child obtaining future employment. A number of factories provide stipends or scholarships to poor children to continue their education which ultimately helps these children and their families to alleviate poverty and improve their standard of living.

It is for factories to have a day care centre in the garment factories. The mothers can feed milk to their children during the working hours that ensure good physical growth of the children. One factory teaches the children through TV channel programme.

CSR activities that include the provision of health care to the children assist the child to recover from illness and to lead a healthy life.

2.2.2 ICT/Telecommunication Sector

Though there are limited numbers of CSR activities identified in the survey in the ICT/

Telecommunications sector, some are having positive impacts regarding children. Children are benefitted by being offered education. They also receive medical facilities, food and finance in emergencies when there are natural disasters or tragedies. Through some of the CSR activities children engage in social involvement with a variety of people in the community. They also can be involved in various recreation activities e.g. sports events, small interactive cultural initiatives like face painting, storytelling, etc. There was some CSR environmental activities reported e.g. cleaning of coastal areas and awareness raising program regarding river pollution, etc.

By receiving educational support, the poor and unprivileged children will be able to participate in quality education and eventually make a contribution to their families and society. The children and the community will also be aware of their rights.

Medical facilities provided in emergencies save lives of victims of natural disasters or tragedies. As the victims often are from 'under poverty line', they cannot afford the cost of a clinic or hospital. This free medical help provides appropriate treatment and encouragement to make a recovery following sickness or illness. Sometimes the victims during a natural disaster of tragedy are the main income earning members of the family so this medical assistance not only save the victims; but has an impact on the whole family.

By engaging the children and community the ICT sector is contributing to society as children feel they are integrated into the community. With this kind of positive thinking children are motivated to prepare themselves to engage more in society.

Other CSR activities involve the environment which contribute to the children living a healthy life.

The motivational or driving forces for business to perform CSR activities as illustrated in the above diagram include factories receiving pressure from International Brands. CSR activities related to child rights include

2.3 Motivation or driving forces and barriers to perform CSR activities



prohibition of child labour, decent work conditions including appropriate health and safety of young labourers. Access to international markets are increased by social compliance and CSR activities including provision of child care and health facilities. By maintaining International Rules and Regulations buyers and customer satisfaction is achieved by being assured their products have been produced in an environment that is safe, healthy and rewards the employees with a fair wage. Some business, particularly those that have been established for a number of years have an interest in fulfilling their desire to perform CSR activities as a duty towards society. Corporate philanthropy is most popular way of demonstrating CSR activities by donating cash, food, clothes and educational equipment to local communities. By demonstrating 'internal CSR' in the business, workers are less likely to leave the factory resulting in long-term benefits for the business including staff retention and a good brand image.

Barriers to implementing child rights CSR activities include identifying and develop partnerships to deliver CSR activities. A number of factories are implementing CSR activities but are not aware of the concept of CSR.

Some obstacles, or barriers, for CSR development include the cost/benefit ratio and control of internal and external resources. Barriers can include lack of financial resources for CSR development or when there are trade-offs between profit and ethical choices and actions. Another barrier for integrating CSR is if the company does not have adequate knowledge. The absence of strong leadership and management within the company can also be a barrier.

The detailed information of each garment/textile and ICT/Telecommunication companies about the Organisational Governance, CSR activities and its impacts and motivational or driving forces of performing CSR activities are appended in Appendix 2.

CHAPTER – 3

3.1 Case Study

3.1.1 Garment and Textile Sector

Case Study – 1

Sector	Garment, Knit Composite, Washing, Weaving, Sweater
Name of the Factory	RMG Factory 'A'
Date established	1996
Number of Staff	17,116

The factory started as a small family business of knit apparel manufacturing in 1996. It has grown to be one of the leading multi-dimensional business conglomerates of Bangladesh with spinning, knitting, dyeing, accessories and printing facilities and emerged as group in 2002.

The factory has shown its Corporate Responsibility to respect human rights and business relationships and Corporate Commitment to support advance human rights and partnership working. It is a member of United Nations Global Compact and has included the principles of Human Rights into their company Code of Conducts. The factory has an 'Employment Policy' which includes freedom and rights of workers, no forced labour and equality of treatment. The factory has an effective 'Participation Committee' that ensures freedom and rights of their workers by enabling them to express their views in front of management which indicates the factory's commitment to providing decent work (CRBP 3).

The factory was not familiar with the term 'child rights' however, the company is engaged in a variety of social welfare activities which assist in the medical and educational development of children in its community confirming commitment to reinforcing community efforts to protect and fulfill Child Rights (CRBP 10).

The factory does not employ staff below 18 years and so demonstrates (CRBP 2) – elimination of child labour. The factory verifies the age of the workers by checking the potential, employee's National ID card. The factory has its own medical team who provides verification of the age of the workers.

In 2012 the factory provided an apprenticeship scheme to young workers. Currently the factory runs 'Work to Learn Advanced' programme in their printing unit where the factory provides technical and vocational training to young candidates. After completion of a training programme, successful candidates who are 18 years of age are interviewed and provided with employment.

The factory makes its own raw materials and has full control over its suppliers. The factory regularly monitors and evaluates suppliers in the supply chain to ensure there is no child labour and does not engage in outsourcing.

The factory manufactures children's wear including t-shirt and polo shirts. The factory follows a range of safety measures when producing children's' wear by using a metal detector machine and operating a button pull test demonstrating their commitment to testing and research of products as detailed in (CRBP 5).

To ensure environmental sustainability, the factory has an Effluent Treatment Plant (ETP) and minimises the use of water by rainwater harvesting, water recycling and measuring and monitoring the usage of water. The company also takes initiative to save energy and complies with globally accepted standards when using chemicals. (CRBP7)

The factory is demonstrating CRBP principles (CRBP 10) by reinforcing the community in efforts to improve health and education. The factory is working with Save the Children, USAID and PVH in a project 'Early Childhood Development (ECD) Programme' where the poor and disadvantaged children from eight pre-primary schools receive free education. The factory is also working with Centre for the Rehabilitation of the Paralysed to provide vocational training to physically challenged children. These activities express commitment to (CRBP1) and (CRBP 10).

The factory established a school named 'BIKASH' for children who are physically challenged and underprivileged. (CRBP 1 and CRBP 10)

The factory believes a healthy and educated population is needed to develop society and that businesses can play a leading role in ensuring education and health facilities are available to poor and underprivileged children. The factory group has invested over BDT 16 million to

develop their community and society as a whole and makes a significant contribution to the community and society through its health care and education programme for children. The factory is committed to Good Child Rights practices and considers good co-ordination among the Brands, Government Department and Factory Representatives essential to make this happen.

Case Study - 2

Sector	Garment
Name of the Factory	RMG Factory 'B'
Date established	1986
Number of Staff	12,000

This factory is part of a Group that commenced business in 1986. The Group produces woven and knit wear products. The manufacturing processes includes using a washing plant, printing house, knitting unit, embroidery, dyeing and finishing of knitted fabrics, embroidery, trims manufacturing, paper converting and packaging, apparel trading etc. It also has local fashion wear retailing outlets to meet a growing local demand for its products.

The factory was very enthusiastic to share their views on child rights issues and CSR which reflected their commitment to respecting and supporting Child Rights (CRBP 1). To ensure they are not recruiting any employees less than 18 years of age, the factory carries out various age verification mechanisms. Each worker has their aged confirmed by a medical test carried out by a factory doctor. The factory also checks National Identity Cards, school certificate and/or local Chairman's certificate. These policies and procedures indicate the factory is demonstrating its commitment to eliminate child labour (CRBP 2).

The factory informs employees about various company policies such as workers' right, health and safety and other compliance issues through training programmes, counselling by Welfare Officers, posters displayed on a notice board and PA system. The factory has a Workers' Participation Committee. Different policy related issues are discussed between management and workers at regular intervals which demonstrate the provision of decent work conditions. (CRBP 3)

New workers receive orientation and in house training. The factory funded and equipped a

training institute so young people can receive training in using modern equipment prior to joining the factory.

A number of major buyers have classified the factory as an 'approved supplier'. There is a dedicated Human Resources Team who regularly checks and monitors the factory's suppliers to ensure the buyers' codes of conduct are followed.

The factory provides scholarships to poor and meritorious students. Decent work conditions (CRBP 3) and reinforcement of community and government efforts to protect and fulfil Child Rights (CR10) are evidenced by the factory providing a day care centre where free meals and an education facility are provided to the children of the workers. The children are educated through a TV channel programme.

The factory performs a number of tests to ensure that global standards regarding safety of children's products are monitored. These tests include a metal detector machine test to check whether any tiny metal part is attached to the products, a chemical test to prove non-existence of any harmful chemicals and a button pull test. These tests link to the testing and research of products regarding safety as stated in (CRBP 5).

The factory has a modern ETP at its dyeing and washing plants to carry out correct treatment of industrial waste before it is released in the environment. Each factory has standard sanitation facilities. These facilities recognise the factory's commitment to providing a clean and safe environment (CRBP 7) to impact future generations so children under five will not die due to environmental-related diseases.

The factory has a health care centre where local people can get medical care with very minimum cost. As a commitment to reinforcing community and government efforts to protect and fulfil Children's Rights (CRBP 1 and CRBP 10) during natural disasters such as flood, drought, cyclones, the factory donates money to victims in partnership with the Government and other donor agencies. During the winter season, the factory provides clothes to community people and particularly to the people who live in the northern districts. In order to nurture future leaders of the country the factory has developed several initiatives such as hand writing competitions, drawing training sessions by eminent artists of the country. The activities are prioritised for children who are disadvantaged.

Case Study - 3

Sector	Weaving
Name of the Factory	RMG Factory 'C'
Date established	2004
Number of Staff	Over 6,000

CRBP's (CRBP 2) are reflected in decent work which is incorporated in the Compliance Policy and Workers rights and Privilege policy.

The factory practices CRBP's by having no child labour, (CRBP 2). The factory employs young workers from the age of 16 years and 9 months in accordance with Government of Bangladesh Laws and Regulations. Workers are informed about the employment policies in three ways:-

1. Posters displayed on notice boards written in Bangla
2. On-the-job training and instruction
3. Counselling

In case of any violation or abuse of the workers, the workers can directly contact the management.

The factory has full time doctors who verify the age of the workers. The factory also checks the birth certificate of the new workers.

The factory provides an adolescent employment scheme for young people when they are 16 years and 9 months. These young people are provided 3 months' orientation training and 1 years' safe job training. These adolescents are provided with all the employment benefits as stated by Government of Bangladesh Employment. The working hours for them are 5 hours and no overtime is allowed. To ensure a safe working environment the factory identifies hazardous places and marks those areas. To ensure their health and safety in the workplace, the factory runs safety awareness programmes. Posters showing information in Bangla regarding workers' rights and health and safety issues are displayed on notice boards throughout the factory.

The factory demonstrates CRBPs (CRBP 3) and (CRBP 10) by providing free schooling to the children of every employee. This involves 12 schools located in the neighbourhood and reinforces community and Government efforts to protect and fulfil Child Rights. The factory has an agreement with the schools to pay all expenses such as school fees, books, uniforms etc. This facility is available to children up to the

age of S.S.C. The factory also covers the expenses for a small number of their workers' children so they can continue their education in colleges. The factory makes unannounced visit to schools to monitor the school activities to ensure that the children are receiving quality education.

The factory also provides free medical check-ups, first aid and medicines to the staff. If any employee gets injured or hurt for any reason within or outside the facility campus, the factory covers expenses for clinical facilities and hospitalisation. The factory has a 15 child place day care centre where the children receive free food each day.

The factory follows their buyers' code of conduct when manufacturing making children's products. All the clothes are checked through metal detection machine so that no needle or harmful metal item is in place. The buttons of children's' clothes are checked through 'button pull test'. CRBPs are evidenced in these policies and processes and reflect the factory's commitment for producing safety of products (CRBP 5). The factory complies with globally accepted standards when using chemicals.

The factory is ISO 14000 certified. Commitment to respecting children's rights in relationship to the environment by reducing damage to the environment and natural resources is demonstrated by the factory having a functional ETP system and all waste water is treated and then discharged into the drain, pond, river etc. (CRBP 7)

The factory undertakes philanthropic activities including donating money to local mosques which reflects commitment to (CRBP 10) its social investment in the community.

The business has a disaster recovery plan for the workers which reflect commitment and support to Child Rights in emergency situations (CRBP 8). If any worker is affected from any natural disaster, the factory has a strategy so affected workers can recover from the situation as soon as possible. If any worker receives injures, the factory bears all the medical expenses and allows leave until he/she fully recovers. If the worker is unable to work, the factory offers the job opportunity to any adult member of the worker's family or provides a generous amount of money so that he/she can start a business.

Case Study - 4

Sector	Knit Composite
Name of the Factory	RMG Factory 'D'
Date established	1994

The company does not employ anyone less than 18 years old. The factory verifies the age of the workers by examining their National Identity Card, D, birth certificate. The factory practices (CRBP 2) related to eliminating child labour.

Doctors are employed full time to carry out medical tests to verify the age of the young workers.

A comment was made by the interviewee that Bangladesh Labour Law does not state clearly the salary for adolescent workers. According to the law, the age range of adolescent workers starts from 14 years of age. If any factory employs an adolescent who is 14 years of age then clarification is needed regarding the amount and length of time the salary is to be paid.

The factory regularly checks and monitors their supply chain and most of the suppliers follow the buyers' codes of conduct.

All workers, following the first birth of a child receive a gift from the factory. The factory reinforces community and Government efforts to protect and fulfil Child Rights by encouraging children and young people to receive education (CRBP 1) and (CRBP 10). The factory provides scholarships to poor and meritorious students of both workers and officers of the company. There is a fixed quota for the number of workers' children receiving educational stipends which are available up to graduation level. The factory provides books, tuition fees and other items.

The factory has a child care centre and demonstrates the practice of providing decent work. The factory provides free medicine to its employees from its medical centre based in the factory premises which enable employees to make a quick recovery. The factory organises free Medical Health Camps staffed by specialist doctors as awareness raising regarding the promotion of healthy lifestyles.

The staff are well-trained and informed about safety issues when involved in the production of children's products. The factory has metal detector machines. All garments are checked by these machines so that not a tiny metal part exists in clothes. The factory is Oeko-tex 100

certified. The factory ensures global uniform testing and certification of raw textile materials and checks are carried out at intermediate and final stages of production. These practices are evidence of the factory being committed to (CRBP 5) – ensuring the safety of products produced for children.

Environmental issues are important to the factory and is evidenced in the factory by having a functional ETP system (CRBP7). The factory has taken initiatives on how to use less paper. The factory has encouraged University students (North South University) to use both sides of paper. The factory donates the paper to Centre of Rehabilitation of the Paralysed who manufacture toys from the paper. Each year the factory observes tree plantation week.

The factory provides a health camp in Gazipur where local people receive medical facilities. The factory sponsors the Grameen/Yunus centre. The factory donates funds to local schools. People affected by the winter season receive clothes distribution from the factory. The factory provides raw materials to the training centres of UCEP. The factory reinforces community and government efforts to protect and fulfil Child Rights (CRBP10).

Case Study - 5

Sector	Garment, Sweater
Name of the Factory	RMG Factory 'E'
Date established	1986
Number of Staff	Over 8000

The factory has a child rights policy where it is mentioned that the factory will work in improving the education of children (CRBP1, CRBP3 and CRBP10). The factory emphasises the importance of education to its workers to encourage them to educate their families.

The factory established a school in 2005 for children of the workers and provides free education for children from the age of play school to class four. The factory pays all expenses including tuition fees, school uniform, books and other items. To motivate children to participate and continue education the factory provides a gift and certificate to students who achieve high marks during an exam. In addition to education facilities, the factory also provides medical assistance to children of the workers.

The factory has a day care centre where workers can receive child care for their children up to 6 years of age. The mothers can attend the centre at any time to breast feed their child. The factory provides free food (CRBP 1, CRBP3, CRBP10).

The factory has no child labour. The factory has a policy to employ adolescents as per Government of Bangladesh Laws and Regulations.

The factory verifies the age of the workers by checking birth certificate, National ID, and an education certificate. In addition, the factory has doctors who certify the age of the workers (CRBP2).

The factory employs adolescents who work as helper assistants. The factory is flexible in the working hours of work by adolescents who go to school. The salary of the adolescents is 3000 BDT The factory does not permit any heavy job for them (CRBP 2, CRBP3, CRBP10).

The buyers nominate the suppliers and factory representatives to visit every six months the working conditions of sub-contractors to monitor the working conditions CRBP 3, CRBP 4, CRBP 10).

The factory has a strict control system when producing children's products. The factory has a metal detector machine. The workers are provided awareness training regularly regarding the safety issues of kids' products (CRBP 5).

The factory delivers the garment wastes to the authorised person in the factory who arranges disposal of materials in an appropriate manner. The factory regularly checks the generator and boiler so the noise level is minimised. The factory has an emergency sustainable policy. (CRBP 1, CRBP4, CRBP 7).

3.1.2 ICT/Telecommunication Sector

Case Study - 1

Sector	ICT/ Telecommunication
Name of the Factory	ICT/Telecom Company 'A'
Date established	2001
Number of Staff	18

Company 'A', founded in July 2001 is a "new age" market Communication Company which designs identity and communication strategies/tools for communication needs in all

forms of media including product/service promotion or social awareness. This company is well recognised in the ICT/ Telecommunication sector and has received accreditation and awards including ISO 9001, International Star Award for Quality" in Gold Category, GENEVA 2010 and 2012, Best IT User Award 2009 by BASIS, Bangladesh Brand Forum Award 2009.

Brand Identity Development, Audio Visual Productions, Graphic Design and Productions, Web and New Media (Social and Mobile), Campaign, Event and Activation and Interactive Kiosk are their most recognised products and services.

Company 'A' is aware of its responsibility to children. This company has first-hand experiences of working with Catalyst, Save the Children, UNICEF, ILO, giz and IFC etc. This experience has helped Company 'A' to develop an ethos that reflects CRBP principles 'best interests to the child' and of reinforcing community and government efforts to protect and fulfil child rights. (CRBP 1) and (CRBP 10).

The company has never engaged child labour and is not supportive of the concept. Considering the present economic and social scenario of Bangladesh Company 'A' thinks it may not be possible and appropriate to eradicate child labour from all sectors. The company supports the strategy of giving present child workers safe and suitable jobs.

The company made an interesting comment regarding child labour stating "in the ICT/ Telecom sector it is easy to deny the existence of child labour in any company but if we can go deeper in the supply chains of other sectors there will be children involvement in any part of the chain". This respondent commented that child labour in Bangladesh cannot be eliminated overnight as so many families depend on these children for financial support. The company also indicated that opportunities should be made available for child labourers to be engaged in less hazardous jobs and that education could be provided for them. These comments endorse principles of providing decent works to the children (CRBP3), ensuring their safety in work place (CRBP 4) and eliminating child labour (CRBP 2).

In 2007, the company worked with ILO on their IPEC project on workplace safety, child labour issue, etc. While working with UNICEF, Save the

Children, Catalyst, etc. the company always tried to engage in improving the lives of children which demonstrates the company's effort of reinforcing community and government efforts to protect and fulfil child rights (CRBP 10).

Company 'A' does not have any policy statement or code of conduct focussed on child rights. The company's moral ethics are strong. Government rules regulations are followed. The company has no standard procedure to check the age of recruits. The company policy does not allow any employment for anyone under 18 years old. All employees are required to have at least a HSC degree.

Practices of following CRBP principles regarding the 'environment' (CRBP 7) and 'emergencies' (CRBP 9) were also observed in this company. The company provides a friendly working environment for its staff. Parents can have emergency leave if children are sick even if they themselves are engaged in important work related projects. There is a rest area/ dining room with refrigerator and microwave oven facility. The company provides government approved maternity leave/emergency leave. The company provides full health insurance which also covers the employees' family members. The administration team of the company also provide assistance with hospital duties if required by the staff. There is no in house medical facility. Health insurance is made available to employees and their family members. All these activities reflect the company's commitment to CRBP principles (CRBP 10) and (CRBP1) regarding health and human rights respectively.

The CRBP principle concerning the environment (CRBP 7) is practised by Company 'A'. The company stated it is constantly aware of the external environment and the impact it has on the community. Company staff started using low energy consuming pc monitors when those monitors were not available in Bangladesh. The company imported these PC's to Bangladesh. The company uses LED lights in its office space. The lights are very costly but consume a low amount of energy and are environmentally friendly.

Laptop donations to children with disabilities are donated each year. These activities are considered as one of the company's CSR activities for children. Company staff have taken

initiatives to visit rural areas of Bangladesh with family members. The staff communicate with underprivileged children from the village. The motive for these visits are not to spend vacation time but to closely observe, entertain, (with cartoon artists, story teller) and to teach rural children something of value. These activities are examples of reinforcing community efforts to protect and fulfil child rights (CRBP 10). Company staff take their own children on these visits in order to compare life style in the rural areas compared to their own in Dhaka. All company staff cover expenses of the visit for their own families and themselves from 'their own pocket'.

The company believes it is possible for the ICT/Telecom sector to be committed and demonstrate Good Child Rights practices if they are initiated by the managers and there is good coordination.

Case Study - 2

Sector	ICT/ Telecommunication
Name of the Factory	ICT/ Telecom Company 'B'
Date established	2012 (2000)
Number of Staff	150

Company 'B' communications is a premium telecommunication service company providing SIM cards.

Company 'B' is aware of Children Rights and has undertaken CSR practice of donating PC's to selected orphanages to improve child education. The company also has a plan to extend their CSR related activities which reflects the CRBP principle related to reinforcing community effort to protect and fulfil child rights. (CRBP 10)

Company 'B' stated in ICT/ Telecommunication sector child labour is not a big problem. There may be some children (aged between 14 and 18) in the IT sector who are working as trolley pullers, cleaners or administration assistants in some hardware shops around the country but they do not carry out any hazardous jobs. These children have the opportunity of acquiring safe jobs within the sector. This view of the company indicates that it observes CRBP principle regarding decent work facility for the children (CRBP 3). Company 'B' does not actively contract with companies in their supply chain who may have child labour.

The company is not engaged with other businesses, local communities, child rights organisations and government to promote children's education. The company occasionally takes part in seminars which promote youth employment, skills development and job training opportunities for young workers. These activities are evidence of the company's commitment to the CRBP principle regarding community and social investment to protect and fulfil child rights (CRBP/ 10).

The company has rules not to employ persons aged between 7 to 18 years though there is no actual policy statement regarding children rights. Company 'B' inspect CVs of prospective employees and carry out interviews prior to offering employment.

The company provides standard conditions of employment for all staff e.g. payment of salaries, increments, bonuses and emergency leave, etc. Government approved maternity leave/ emergency leave for pregnant and breast-feeding women is also provided. Staff can apply for emergency leave and can leave the work place if allocated tasks have been completed. Providing support to staff in emergencies reflects the CRBP principle regarding 'emergencies' (CRBP/ 9). The working environment is very friendly and flexible. There is a dining space cum rest area in the office premises where the employees can have lunch and relax during working hours. It does not have any system to monitor the use of facilities provided to the staff. The company provides decent work conditions (CRBP/ 3).

The company markets an US product named 'Children's Play', an interactive learning software programme for children. In a programme organised by UNICEF Company 'B' presented pen drives to children with 'UGI Trade Co. only for Children'. Company 'B' thinks these marketing activities can be considered as an indirect promotion for encouraging child education. These actions relate to the CRBP principle referring to (CRBP/ 1) and social investment in education (CRBP/ 10).

Practice of CRBP principle regarding the 'environment' (CRBP/ 7) was also detected in

Company 'B'. It follows standard procedures to keep the office surroundings safe e.g. fire safety. Company vehicles are properly maintained to prevent air pollution from exhaust smoke.

The company never considered that child rights could be a commercial priority for them. The company considers they have responsibility to society and they are considering to expand their CSR activities in future whenever possible – this is evidence of commitment to (CRBP/10) social investment in health, education and reinforcing community to protect and fulfil child rights.

Case Study - 3

Sector	ICT/ Telecommunication
Name of the Factory	ICT/ Telecom Company 'C'
Date established	2003/ 2008
Number of Staff	35

Company 'C' is a world leader in infrastructure software and developer tools for IP communications service providers, device makers, and application developers.

It has been operating for over 10 years. Company 'C' provides complete IM, VoIP, Video telephony and NAT traversal solutions that guarantee outstanding call quality and 100% call completion on any network, through any firewall, and to any device. Their patented technology and solutions currently serve more than 200 licensees and 20 million end users around the world. It has 12 patented technology innovations, primarily related to NAT traversal techniques. They hold technology patents in 5 countries around the world.

The company has some knowledge about child rights. It is not sure about its specific responsibilities to children or society. The company is so focused on their business that they usually do not find time to carry out any CSR activity.

The company thinks that as this sector requires only skilled persons, there is no opportunity for child employment and child labour therefore is not an issue in this sector. The company has never monitored their supply chain for child labour.

The company never worked in partnership with other companies to eradicate child labour. Company 'C' has not engaged with other businesses, local communities, child rights organisations and government to promote children's education. The company does not

have any promotional activities regarding youth employment, skills development and job training opportunities for young workers, etc. The company stated it is too focused in their work to use marketing to raise awareness and promote children's rights.

The company has no policy or guideline regarding child rights however there is a rule not employing persons under 18 years old. The company only recruits graduates or more experienced persons.

Partial reflection of CRBP principles about 'emergencies' (CRBP/ 9) and 'recreation' (CRBP/ 10) was noticed. The company has an indoor recreational facility for their staff. The company provides government approved maternity leave/ emergency leave for pregnant or breastfeeding women. The company has no other special facilities at present.

The company stated that they do not have an adverse impact on the environment. They do not have any specific monitoring process.

Case Study - 4

Sector	ICT/ Telecommunication
Name of the Factory	ICT/ Telecom Company 'D'
Date established	1997
Number of Staff	245

Company 'D' is a trusted name for Internet Service, e-commerce Service, IT Infrastructure Development and Industry Standard Software. From the beginning COMPANY 'D' envisaged 'Total Excellence' as its principle. With the unique vision, COMPANY 'D' is the forerunner in the value centric service market place and an architect of high value end-to-end ICT solutions and software for both National and International market.

COMPANY 'D' plays a significant role in domestic and export market, especially in Internet and Custom Software Development, Corporate Business solution for Pharmaceutical, Telecommunication and ISP's, Hi-end OS level products in C/C++ and recently in Customized Hardware and Network Infrastructure development.

COMPANY 'D' is aware about child rights in Bangladesh though they do not have any

significant activities in this regard. BDCPM does not undertake any CSR activities.

COMPANY 'D' thinks that child labour is not a problem in the ICT/ Telecom sector. The company has rules not to employ persons under 18 years of age. There is no policy or guideline regarding child rights in the company.

COMPANY 'D' does not have any engagement with other businesses, local communities, child rights organisations and government to promote child rights or to eliminate child labour from Bangladesh.

The company provides government approved maternity leave/ emergency leave for appropriate staff. There is no special rest area in the company premises.

COMPANY 'D' thinks the company should not have any hazardous impact over the environment because they maintain underground fibre facility to keep the upper surface clean and also follow the international standards for transmitting the wireless signals.

Customer satisfaction is the primary concern of COMPANY 'D'. Their vision is to become the 'Premier Company' in IP-centric Service Provider in Bangladesh dedicated to continuous innovation and extend computing technologies and applications into areas unexplored.

Case Study – 5

Sector	ICT/ Telecommunication
Name of the Factory	ICT/ Telecom Company 'F'
Date established	2005
Number of Staff	2,500

Company F has been operating in Bangladesh as one of the leading telecommunication companies since 1989. It is the only CDMA mobile operator in the country and aims to provide innovative, reliable, excellent telecommunication and mobile internet services/solutions.

The company's aim is to contribute to the happiness and prosperity of all Bangladeshi's by providing innovative communication, information and technology solution. The company endeavors to achieve its vision by: - delighting customers, being an employer of choice and delivering sustainable shareholder values.

The Chief Executive Officer and Human Resources Director participated in the interview.

CHAPTER – 4

The company display 'decent work conditions' by providing a very good quality child day care center, up to one-year maternity leave and the opportunity for staff to work 'flexi -time. It was reported that "the company indirectly considered children when providing the child day care center – its priority being to enable staff to work productively having no anxieties about child care". The company is considering, depending on the availability of premises, a second day care center. (CRBP/1, CRBP/3, CRBP/10)

The company in association with South Asian Basketball Association and Bangladesh Basketball Federation has sponsored a number of tournaments including the National under 16 Boys Team. For eight years the company has held Gala Evening Music Awards which reflect commitment of the company to promoting Bangladesh Culture. (CRBP/1, CRBP/10)

The company demonstrates excellent Public Relations with the use of its website and monthly newsletter from the Chief Executive Officer. (CRBP/4, CRBP/6)

The company does not have specific policies related to children. Child Labour is not considered a problem in the sector. (CRBP/2)

Safety for children and young people regarding internet use is considered to be the responsibility of parents. (CRBP/5)

CSR activities include blanket distribution during winter months. Free daily telephone service and free bus services are provided to people who are travelling to participate in the Hajj pilgrimage. (CRBP/ 10)

Laptops including modems have been donated by the company to create an IT lab in a local school. (CRBP/10)

During iftar orphan children receive gifts from the company. Dates and water are handed to people who are travelling when commencing and closing their fast. (CRBP/10)

The company and its staff demonstrate its commitment to the environment by organizing a 'beach clean-up' at Cox's Bazar. (CRBP/1, CRBP/7, CRBP/10).

Commitment to CRBP's and CSR activities is both instigated by the Chief Executive Officer and company staff.

4.1 Recommendations and Conclusions

4.1.1 ICT Sector

Conclusions

Child Right's is not a concept or term familiar to most of the companies interviewed in the mapping exercise. 50% of companies were aware of their responsibilities to children regarding child labour. There were a few 29% who were engaged in CSR activities regarding children. 'Broadcasting companies' were aware of child rights and child related issues as this is a legality. 43% of the companies interviewed were aware about child rights.

Respondents were supportive of their company/industry in delivering CSR. Emphasis was placed on the importance of CSR/Child Rights initiatives being initiated by 'Top Management'. Middle Management and staff did not feel empowered to implement CSR/Child Rights unless authorized by 'Top Management/Owners' of the company.

The majority of the businesses evidence CSR and CRBP principles as an "add on". CSR/CRBP activities are not 'core to the businesses. The practice of CSR/CRBP Principles is often the Managing Director or owner donating finance for education or health services to his village which may be 150 kms away from the company.

It is encouraging to identify that in spite of lack of awareness of CRBP by the companies, the study has presented good examples of CRBP and CSR activities within the sector.

Recommendations:-

- SC CRBP related awareness raising seminars, workshops specifically for the ICT/ telecom industry are organised.
- SC provides CSR related awareness raising seminars, workshops specifically for the ICT/ telecom industry.
- SC fosters links with the Electronic Industry Citizenship Coalition (EICC) to explore child rights and CSR.
- SC pursues collaboration with BASIS to promote CRBP.

- SC establishes links with schools, colleges and universities to promote CRBP.
- SC prepares positive examples of CRBP CSR policies.
- SC supports companies to explore the impact of their CSR activities.
- SC promotes concept and practice of CSR in core business activities.
- SC encourages integration of Child Rights in company policies and that demonstrate commitment of Child Rights in the work place, community, environment and market place.
- SC encourages companies to utilise their day care centers to include preliminary education.
- SC identifies win-win opportunities that match company's corporate priorities and weaknesses with social issues and community resources.
- SC encourages the development of partnerships with NGO's, INGO's CSO's that focus on human development and environmental sustainability Child Rights

4.1.2 Textile Sector

Conclusions

The survey identified the term 'Child Rights' is unfamiliar with the Factory Owners and Management. CSR Activities and Child Rights in the Garment and Textile Sector mainly focuses on 'child labour' and issues of compliance. All of the respondents demonstrated some form of CSR activities. There are a small number of businesses who have integrated CSR activities as CRBP into their Governance and Management Systems. The majority of the businesses evidence CSR and CRBP principles as an "add on" – the Owner or Managing Director donating finance, educational or health services to his village which may be 150 kms away from the factory.

The factories that are in receipt of Accreditation processes such as Worldwide Responsible Accreditation Process (WRAP) are not associating CRBP when carrying out the practices required for accreditation. These processes that link to CRBP include:-

- Complying with Laws and Workplace Regulations

- Prohibiting Forced Labour
- Prohibiting Child Labour
- Prohibiting Harassment or Abuse
- Paying minimum wages and benefits as required by Bangladesh Labour Act.
- Not exceeding hours worked each day by employees as required by Bangladesh Labour Act
- Providing non-discriminatory facilities regarding pay, promotion and termination of workers.
- Health and Safety Facilities will provide a safe and healthy work environment. providing Freedom of Association and Collective Bargaining
- Providing facilities which comply with environmental rules and observe environmentally conscious practices.

The factories that observe the Buyer's Code of Conduct including 'Buyer's Social Compliance Initiative' (BSCI) are able to demonstrate CRBP when complying with the COC. The criteria includes:-

- Complying with all applicable laws and regulations
- Right to Freedom of Association and the Right to Collective Bargaining
- Prohibition of discrimination regarding gender, age, etc.
- Paying minimum wages and benefits
- Not exceeding allowable working hours
- Ensuring workplace health and safety
- Prohibition of child labour
- Prohibition of forced and compulsory labour and disciplinary measures
- Provision of health and safety facilities which include safe handling and disposal of chemicals and other dangerous materials.

Recommendations:-

- SC persuades Brands to support Child Rights Business Principles to be included into the Buyers' Code of Conduct
- SC supports Factory Owners to utilise their day care centre to include preliminary education to encourage school attendance when the children leave the day care centre.

- SC provides Factory Owners with an awareness programme on health care issues for the workers.
- SC works with Factory Owners to develop partnerships with NGO's INGO's, CSO's that focus on human development and environmental sustainability
- SC collaborates with Factory Owners to integrate CSR and CRBP as a business strategy into their policies and practices.
- SC identifies win-win opportunities that match corporate priorities and weaknesses with social issues and community resources.
- SC assists with the design and implementation of CSR initiatives that quantify the social objectives and monitor the results
- SC encourages factories to integrate the economic social and environmental impact of their operations.
- SC promotes the integration of CSR as a business strategy into factory's policies and practices.
- SC continues to foster their links with the Trade Associations e.g. BGMEA to further promotion of CRBP and CSR activities
- SC develops partnership with Accrediting Bodies such as WRAP, and Buyers Code of Conduct organisations such as BSCIC to feature CRBP.

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Appendix

List of Contacts

Garment

SI. Company Name

1. ACS Textiles (Bangladesh) Ltd.
2. Babylon
3. Chaity Group
4. Desh Garment
5. Echotex Ltd (Echo Sourcing)
6. Elegant/Cassiopia
7. EPYLLION GROUP
8. Fakir Apparels
9. GMS Composite Knitting Ind. Ltd.
10. Interlink Dresses
11. Interstoff Apparels Ltd
12. Liberty Knitwear Ltd (Micro Fibre Group)
13. Mark Mode Ltd.
14. Mohammadi Group Limited
15. Newtop Trading
16. Oeko-Tex Limited
17. Panasia Sweater
18. Pioneer Apparels Ltd
19. Promoda Textiles
20. Satexco
21. Swan Garment
22. Target Fine Wear Industries
23. Tung Hai Sweaters Ltd
24. Viyellatex
25. Zaber & Zubair Fabrics Ltd

List of Contacts

ICT/Telecommunication

SI. Company Name

1. ADN Telecom Ltd
2. Always On Network Bangladesh Ltd.
3. Banglalink
4. BDCOM Online Ltd
5. Channel 24
6. Computer Source Limited (CSL)
7. Comviba Technologies Ltd
8. Eyeball Network
9. Grameen Cybernet
10. Independent TV
11. Islamic Television (Broadcast Islamic world Ltd.)
12. Machranga TV
13. mCommerce Services Private Limited (MCSL)
14. MF Infotec
15. NTV
16. Onmobile Bangladesh
17. Pacific Bangladesh Telecom Limited (Citycell)
18. Reach Distributions Ltd
19. Software Technology Park (BASIS)
20. Tiger IT
21. Tradexcel Graphics Ltd.
22. True Services Ltd
23. Webpers
24. WowTel (UGI TRADE CO.)
25. Zanala Bangladesh

List of acronyms

Acronym Meaning

BASIS	Bangladesh Association of Software and Information Services
BGMEA	Bangladesh Garment Manufactures & Exporters Association
BKMEA	Bangladesh Knitwear Manufacturers and Exporters Association
BSCI	Business Social Compliance Initiative
BSCIC	Bangladesh Small and Cottage Industries Corporation
BTRC	Bangladesh Telecommunication Regulatory Commission
COC	Code of Conduct
CRBP	Children’s Rights and Business Principles
CRBP 1	Meet their responsibility to respect children’s rights and commit to supporting the human rights of children
CRBP 2	Contribute to the elimination of child labour, including in all business activities and business relationships
CRBP 3	Provide decent work for young workers, parents and caregivers
CRBP 4	Ensure the protection and safety of children in all business activities and facilities
CRBP 5	Ensure that products and services are safe, and seek to support children’s rights through them
CRBP 6	Use marketing and advertising that respect and support children’s rights
CRBP 7	respect and support children’s rights in relation to the environment and to land acquisition and use
CRBP 8	respect and support children’s rights in security arrangements
CRBP 9	Help protect children affected by emergencies
CRBP 10	Reinforce community and government efforts to protect and fulfil children’s rights
CRGA	Child Rights Governance Assembly
CSO	Civil Society Organisations
CSR	Corporate Social Responsibility
CWCS	Centre for Women and Children Studies
DC	Developed Country
ECD	Early Childhood Development
EICC	Electronic Industry Citizenship Coalition
ETP	Effluent Treatment Plant

GDP	Gross Domestic Product
giz	Deutsche Gesellschaft für Internationale Zusammenarbeit
GRI	Global Reporting Initiative
ICT	Information and Communications Technology
IFC	International Finance Corporation
ILO	International Labour Organization
INGO	International Non-Governmental Organization
IP	Internet Protocol
IPTSP	Internet Protocol Telephony Service Provider
ISO	International Organization for Standardization
ISO 26000	ISO 26000 provides guidance on how businesses and organizations can operate in a socially responsible way
ISP	Internet Service Provider
ITES	IT Enabled Services
LCI	LEAN Continuous Improvement
LDC	Least Developed Country
LED	Light-Emitting Diode
NGO	Non-Governmental Organization
OS	Operating System
PA System	Public Address System
PC	Personal Computer
PPE	Personal Protective Equipment
RCB	Reed Consulting Bangladesh Ltd.
SC	Save the Children
SR	Social Responsibility
SSC	Secondary School Certificate
TV	Television
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNGC	United Nations Global Compact
UNICEF	United Nations Children's Fund
VAS	Value Added Service
WRAP	Worldwide Responsible Accredited Production





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