



UNITED INTERNATIONAL UNIVERSITY

Report On-

“Sustainability Measurement of Prime Bank Limited”

Course Code: INT 4399

Submitted to

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Submitted by

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Report On-
Sustainability Measurement of
Prime Bank Limited



Prime Bank Limited
a bank with a difference

Letter of Transmittal

Date: 04-12-2018

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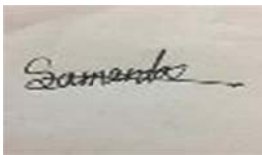
Subject: Submission of Internship Report.

Dear Sir,

With respect I state that, it's a matter of pleasure to me that I am going to submit the report on "**Sustainability Measurement of Prime Bank Ltd**" which was observed by you.

I have tried my best to follow your rules and guidelines while preparing the report. I tried to collect and gather important information to make the report more specific and valuable. I want to thank you for your help regarding this report. I will be very grateful to you if you accept my report. Your support in this regard will be highly appreciated.

Sincerely yours,



.....
Rimsha Taimy Samanta

ID- 111 151 027

Acknowledgement

First of all I would like to thank and show my gratitude to almighty Allah to give me the ability to fulfill this report. As an internee, I learned a lot of things from Prime bank Ltd, Dhanmondi Branch; which will be an asset for my lifetime. Though the time was short to gather enough knowledge, it was a great opportunity for my career. I am so grateful to my supervisor, **Nahid Alam** (Assistant Professor; Accounting, School of business and Economics, United International University) for his incredible suggestions and guidance. I would like to thank all the employees of Prime Bank Ltd, Dhanmondi Branch for the unconditional love and support they have shown to me. They always treat me as a member of their team. Besides I have special appreciation towards following resource person for helping me:

1. Md. Nazrul Islam, Manager of Branch.
2. Faria Azad, Manager Operation.
3. Sharmin Rahman, Executive Officer.
4. Sikdar Abul Hasem, Senior Officer.
5. Rumana Haque Urmi, Junior Officer.
6. Masuma Begum, Senior Officer.

Finally, I am grateful to my parents, family members and my friends who helped me to complete my report even in hard situation.

Table Of Content

Chapter	Chapter Name	page
	Executive Summary	06
Chapter 01	Introduction	07 - 09
	1.1 Origin of the report	08
	1.2 Objective of the report	08
	1.3 Scope of the report	09
	1.4 Potential problems	09
	1.5 Methodology	09
Chapter 02	Overview of Sustainability Report	10 - 18
	2.1 Industry Analysis	11
	2.2 HSBC- Sustainability is the growth	13
	2.3 Eastern Bank Ltd.- Priority is sustainability	14
	2.4 Bank Asia-Sustainability for better Tomorrow	15
Chapter 03	Analysis & Discussion	19 - 23
	3.1 Prime Bank Limited- Sustainability rests in the heart	20
	3.2 Findings	21
Chapter 04	Conclusion & Recommendation	24 - 26
	4.1 Conclusion	25
	4.2 Recommendation:	25

Executive Summary

After studying numerous theoretical concepts during the various coursework's of my BBA program at Majoring in Accounting, United International University understanding the practical implications and applications is the next step in the learning process. The BBA internship program provides an opportunity for such steps. In due course of completing my internship project and compiling this report I came to learn about the Sustainability issues and activities of the Prime bank ltd. as well as their sustainability position in banking industry.

This report is an effort to reflect a clear idea about the measuring the sustainability of Prime Bank Ltd. regarding the comparison among other three leading bank's sustainability- Eastern Bank Ltd, Bank Asia and HSBC. PBL is committed to build a sustainable business that brings benefit to the society, environment and the economy of Bangladesh. The Bank has already developed Green Office Guide and circulated it to all employees for creating awareness on green banking activities & providing instructions on efficient use of energy, water, saving paper, etc. Unfortunately, the current situation and demand for sustainability in society is not enough to reach the level of sustainability banking for most banks. But PBL maintain an unwavering commitment to honesty, integrity and fairness in all CSR practices; show compassion by becoming involved with and supporting local and national communities; and consistently act in a manner that fosters their stewardship and sustainability.

Chapter 1

Introduction

Like any other emerging market economies, commercial banks in Bangladesh economy are to face an increasing competition for their business in coming days. This report is an effort to reflect a clear idea about the measuring the sustainability of Prime Bank Ltd. regarding the comparison among other three leading bank's sustainability- Bank Asia, Eastern Bank Ltd. and HSBC.

Prime Bank Limited currently operates in 4 countries- Bangladesh, Singapore, Hong Kong and UK. Under Companies Act 1994, PBL was incorporated as a public company in Bangladesh.

Sustainability rests in heart of PBL's business. They maintain strong strategic view of business to be a good corporate citizen. They create their strategy according to their sustainability framework which help to fulfill the obligations towards stakeholders. As a sustainable company, Prime bank believes that business strategy depends on maintaining sustainable financial growth as well as on constructing a strong corporate governance and financial controls environment. They give focus on safeguarding the environment for future generations and supporting communities. As part of achieving the responsibilities to the stakeholders, they contribute to protecting the future generation and environment as a sustainable place.

1.1 Origin of the report:

This report is originated having three months long internship program originated after completing the BBA program from Department of BBA under United International University. During the internship a student has to undertake an arena of investigation of any organization for in depth study. This report is assigned for internship, suggested by the human resource department of Prime Bank Limited, Head Office.

1.2 Objective of the report:

In this report, I tried to gather information about sustainability of banking industries through global and local analysis and compare the sustainability reports of Prime Bank Ltd. with two other renowned banks sustaining in Bangladesh to get an overall idea about PBL's sustainability in market. The objectives and purposes of this report is summarized below-

- Focus on the sustainability analysis through global and local analysis.
- Analysis and gain knowledge about sustainability of banking sector.
- Ranking bank's performance in social and environmental activities.
- Discuss about customer satisfaction as well as risks minimization.
- To specify some findings on given topic.
- To reveal some recommendation.

1.3 Scope of the report:

Banking sector is a large and difficult area. It has different types of products, different services and customers. However, the scope of present study was limited Prime Bank Limited, Dhanmondi Branch. There was the opportunity to observe practically how the branch sustain as an art of whole organization and how they satisfy their stakeholders and customers. There was referable information available in the sustainability report of PBL. There was score to know about the sustainability position of other branch so that a good and basic comparison can be make.

1.4 Potential problems :

Some of the limitations faced in preparing this report are:

- There was some restricted official data.
- Using of previous year's data for analysis.
- Time limitation.
- As an intern I was not allowed to know all information because bank has to maintain lot of secrecy
- It is difficult to comment and suggest based on only the sustainability report and other written documents.

1.5 Methodology

The methodology of this report is quite different from other conventional reports because I focused on the practical observation and also some primary and secondary data. But mostly I tried to focus on my practical observation and findings.

Data collection sources: I have collected information from the following sources for preparing the report-

- **Primary Sources:**

Banking activities observation.

Discussion with the officers of Prime Bank Limited, Dhanmondi Branch.

Practical working experiences of internship program.

- **Secondary Sources:**

Notes of Daily activities maintained by me,

Personal investigation with bankers,

Different websites related sustainability (Sustainability reports of selected banks and other local and global articles on sustainability)

Chapter 2

Overview of Sustainability Report

Sustainability is highly recognized as central to the growth of market economics. Sustainability is not just environmentalism. It includes the concern for social equity and development of economy. Sustainability efforts offer a great opportunity for the banking industry to demonstrate their commitment to operating efficiently and making a positive impact. Recently Banks play a major roles in our economy by providing vast amounts of capital, influencing other companies and customers through the products and services. This industry tries to focus on various environmental, social, and governance issues, like- ethics violations or human right implications. Banking industry holds a unique position in sustainable development because the relations between depositors and borrowers. For Banking industry, sustainability comes with a demand for social and environmental responsibility as well as great business opportunity.

Bouma, Jeucken, and kilkers (2001) wrote a book, “**Sustainable Banking- The Greening of Finance**” with ground breaking impact on banking activity on sustainability development. By contributing to economic and social development, sustainability ensures the long term business success with good environment and stable society.

2.1 Industry Analysis

Industry analysis indicates the understanding of any company's position with their competitors on related products or services. It consists of three major elements: 1. Forces that underlie in the industry; 2. Whole attractive issues of the industry; and 3. Critical factors which drive the company toward succeed. Industry Analysis can help the business owner to formulate an effective strategy, position the company for success, and make the most efficient use of the limited resources of the business and the firm can identify its strengths and weaknesses relative to the industry. The common industry forces are- Ease of Entry, Power of Suppliers, Power of Buyers, Availability of Substitutes, Competitors. Sustainable development is thus a constitutional obligation of Bangladesh and sustainable banking is the front line frontier of sustainable development. Bangladesh Bank has been pursuing the implant of a socially responsible financing culture in the corporate goals and objectives of banks. To foster green banking practices in the country, Bangladesh Bank formulated the ‘Green Banking Policy and Strategy framework’ and ‘Environmental Risk Management Guidelines’. Many banks are now financing environmental friendly projects to reach the goal of green banking like- Online banking, Remote deposit/ bKash. Ucash etc., Green Accounts (ATM Service), Save Paper etc. Energy efficiency has also received significant attention of Bangladesh Bank in recent years. Compliance with government and regulatory agency’s regulations is not only the top driver for sustainable banking. There are some other incentives for increasing value to shareholders, lower risk and better returns, and client demand are critical factors to be a sustainable bank. In the past situation, banks looked only for the highest rate of return. But now banks give focus on the highest sustainable rate of return so that they can make profit in the long run. It is proposed that other banks and financial institutions should work under the leadership of Bangladesh Bank to accelerate the process of activities related to sustainability in this sector.

Types of Banks	Annual Allocation of Fund (in million Taka)				Utilization of Funds, December-13 (in million Taka)			
	Green Finance	Climate Risk Fund	Marketing, Training and Capacity Building	Total	Green Finance	Climate Risk Fund	Marketing Training and Capacity Building	Total
SCBs	3,915.00	94.70	86.20	4,095.90	1,251.27	11.14	3.80	1,266.21
SDBs	5,000.00	433.20	40.10	5,473.30	1,394.75	0.00	0.00	1,394.75
PCBs	275,024.34	540.22	273.69	275,838.25	85,970.58	151.18	27.18	86,148.93
FCBs	79,990.62	128.04	126.34	80,245.00	17,355.06	13.31	19.48	17,387.85
Total	363,929.96	1,196.16	526.33	365,652.45	105,971.66	175.63	50.46	106,197.74

Table- Total Allocation & Utilization of funds in Banking Industry of Bangladesh

Linking local and global sustainability

A study by **Khan et. Al** (2011) describe the tendencies of sustainability reporting by major commercial banks in Bangladesh and make a comparison with global sustainability reporting indicators outlined in the Global Reporting Initiatives (GRI) framework based on the GRI G3 guidelines. The study helps to investigate reporting of bank in five broad areas of sustainability- Environment, Labor Practices, Product responsibilities, Human rights, Society. The concept of Green Banking is relatively new in Bangladesh and not yet at a satisfactory stage at all. According to the IFC (2007), individual banks must devise their own unique business case for sustainable banking.

The United Nations Conference on Sustainable Development in 2012 was an opportunity to focus on the links between global and local sustainability. High-profile global processes have aimed to unite action at a global level to address sustainability challenges. The IDS-based STEPS Centre is currently undertaking work around aligning the Sustainable Development Goals (SDGS) and post 2015 framework processes. Introductions to sustainability at community meetings generate discussion of global and other issues.

Sustainability issues are so broad and challenging to spend considerable time discussing global problems rather than local solutions. The relationship between global and local scenarios must be stressed to emphasize the collective responsibility of local communities. For example, I tried to make relative discussion among three leading banks which are chosen randomly- Bank Asia and Eastern Bank Ltd. for the local sustainability and HSBC bank for global sustainability.

2.2 HSBC- Sustainability is the growth

Group chairman of HSBC **Douglas Flint** told that- “Future economic prosperity has to be based on more efficient consumption of scarce natural resources if targeted economic growth is to be sustainable.” Team HSBC focus on improving society. By focusing on the aim to be the world’s leading and most respected international bank, HSBC try to fulfill the needs of customers and the societies by delivering long-term sustainable value to all stakeholders. They have to fulfill the target of cutting annual employee carbon emissions from 3.5 to 2.5 tones by 2020. Sustainability is the most important policies of business of HSBC which includes taking a long-term outlook, understanding impact of actions on stakeholders, branding and reputation. They think that Sustainability is not their parallel accountability but the core of the financial system of the bank. So that they have folded their Corporate Sustainability Committee responsibilities into a new context i.e non-executive oversight of, all aspects of HSBC policies etc. The Committee responds to changing expectations from society and the key stakeholders.

- In case of meet the sustainability level HSBC focus on six key areas: strategy; customers; sustainability risk; operations; people; and community investment. **Community investment** includes working with charity partners to help young People. **Strategy** focuses on how sustainability fits into organizational strategy. **Sustainability risk** manages risks and support customers.
- Urban freshwater research projects of HSBC Water Program are running in 24 cities. Science Leaders have been trained to collect data on freshwater quality and biodiversity and over 400,000 people have access to safe water and over 500,000 have better sanitation through their partner WaterAid.
- Depends on pre-defined strategic actions across three areas: capital deployment, organization and cost efficiency, and growth, the announced strategy by team which create value for their customers and shareholders, and contribute to the long-term sustainability of HSBC.

Grow the business and dividends

Implement Global Standards

Streamline processes and procedures

- Four global businesses of HSBC– Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking – serve 54 million customers and are supported by 11 global functions, including Global Corporate Sustainability with their strong international connectivity.
- Through the CLIENT ENGAGEMENT PROGRAM, they measure the satisfaction of the commercial banking clients which is conducted by an independent third party. Team get a valuable insight into customer demand which helps them to tailor solutions to meet customers’ needs. They took a new incentive program for Wealth Management relationship managers to align employees’ remuneration with

customers' interests. Their asset management business has a separate engagement policy on sustainability issues. They try to engage with customers, where appropriate, and support them in moving towards good practice by which they can contribute to sustainable development. HSBC offered immediate financial support to affected customers. HSBC also telephoned agricultural customers affected by flooding to offer help. They are helping customers with disabilities by improving physical access to our branches for customers with disabilities.

- Climate business is long-term commercial business opportunities that arise in the transition to a low-carbon economy. These types of opportunities arise in the solar, wind, biomass, energy efficiency, low-carbon transport and water sectors. These cover three areas:
 1. Increasing the share of low-carbon energy production,
 2. Improving energy efficiency in buildings, industry and transport,
 3. Adapting to the impacts of climate change
- HSBC was one of the first banks to introduce a Forest Land and Forest Products Policy to tackle issues such as deforestation and the rights of forest communities. They engaged PROFOREST, an independent international organization that advises on sustainable natural resource management.
- In 27 countries, HSBC's network of specially trained Sustainability Risk Managers supports policy implementation in each region. They also provide online sustainability risk training through a tailored e-module.
- HSBC contributes to the ongoing development and update of the Green Bond Principles as an active member of the Green Bond Principles Executive Committee. Its award-winning research on climate change from the HSBC Climate Centre of Excellence and its work with the Climate Bond Initiative (CBI) is really appreciated. HSBC's first green bond are helping clients turn their green aspirations into reality, building a more sustainable future.

HSBC is focused on delivering sustainable approaches to support client's financing requirements.

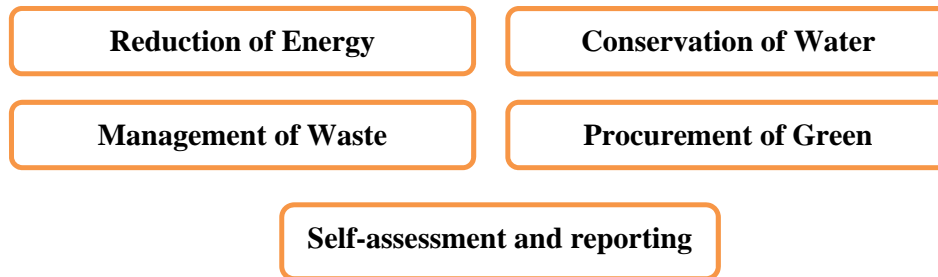
2.3 Eastern Bank Ltd.- Priority is sustainability:

Eastern Bank Ltd. believe that responsible banking addressing social, environmental and financial conditions are key to long term success and beneficial for immediate community that includes clients, employees and the operating place. The principles of sustainability are integrated with business practices of the bank. They adopt – **'People, Planet and Profit'** – the triple bottom-line ethos for sustainability leadership. EBL determine to deliver value broadly in society riding on principles of sustainability. They have started journey towards sustainable financing by supporting cleaner and efficient energy projects and programs.

- EBL contribute to real economy by offering ethical and appropriate products to the right customer. The way they promote the sustainable growth in the real economy is

the core business of banking. They are determined to prevent their services from being used for criminal financing activity. It can erode the positive impact of banking on the economy.

- In 2012, EBL continued to demonstrate support for SMEs by increasing lending to the sector by more than 28% to BDT 13.39 billion, and enhancing SME products and services. They also remain committed to agricultural and rural credit (micro finance).
- For promoting Sustainable Finance they launched '**EBL Green Credit**' on targeting areas of renewable energy, energy efficiency, and cleaner technology. The bank took advisory assistance from IFC (International Finance Corporation) and trained their staffs on '**Sustainable Energy and Cleaner Production**'.
- They fulfill some responsibilities to the community in which they operate. As a leading commercial bank in the country, they try to influence their customers to reduce their carbon footprint that will contribute to ease climate change effects on the community.
- EBL have relatively little impact on the environment (based on its own consumption of resources and emissions). Their strategy is to do the best to ensure that the credit extended by them is utilized for environmentally sound and sustainable purposes. For using resources responsibly, EBL adopted some rules and procedures published in 'Green Office Guide' -

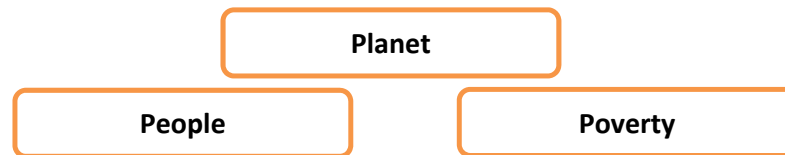


Eastern Bank Ltd. aim to run a sustainable business for the long term. This is about achieving sustainable profits for their shareholders, building long-lasting relationships with customers, valuing highly committed employees, respecting environmental limits and investing in communities.

2.4 Bank Asia-Sustainability for better Tomorrow

Bank Asia assist in bringing high quality service to their customers and participate in the growth and expansion of national economy. Bank Asia puts an effort to draw the attention of all stakeholders regarding the adversaries of e-wastage in their Sustainability Report. Their slogan is “**Let recycle today, for a better tomorrow.**” They ensure their sustainability by setting high standards of integrity and bring total satisfaction to the clients, shareholders and employees. Bank Asia achieved award for Best Sustainability Report in Overseas catagory in the 13th Sustainability Reporting Awards (SRA) 2017 by NCSR, Jakarta, Indonesia for

Sustainability Report 2016. Their vision is to build a society where human dignity and human rights receive the highest consideration along with reduction of poverty. Their three bottom line for sustainability-



Bank Asia contribute significantly for the betterment of society. They are committed to protect the environment and go green. Bank Asia believes in giving back to the community and it will continue to promote education, fulfill its commitment to community health, disaster management, clean environment, sports, art and culture.

- Bank Asia promotes financial inclusion for combating poverty which the Bank firmly believes to achieve by its deposit services, small enterprise financing for productive new off farm, Solar home system projects with NGO-MFI partners, foreign remittance of poor migrant workers channeling, Agent Banking channels, domestic remittance distribution through bank branches and agent banking outlets, Social Safety net Programs in collaboration with Social Welfare Department under Ministry of Social Welfare.
- Bank Asia is sincere to create higher **customer satisfaction** and loyalty by its brand enhancement programs & creating brand ambassadors, personalized banking, online product innovation, and reduce customer efforts for greater value proposition.
- Green banking is firmly promoting by Bank Asia to reach its long term strategic objective to be a green, triple bottom line bank where every decision will be taken with both financial and environmental considerations in mind. The Bank's green banking initiatives includes Online & paperless banking, reducing greenhouse gas emission, mapping bank's carbon foot print, efficient energy use, environment friendly projects, plant nursery and horticulture projects etc.
- Bank Asia always plays a very dynamic role in contributing to the society through its CSR program, which are thoroughly illustrated in CSR section. They have achieved operating profit and Net profit per employee was Tk.3.2 million and Tk. 0.98 million respectively during 2017.
- Bank Asia Foundation has started its noble operation in the meantime to strengthen CSR operation. Initially, the foundation has a plan to construct a 250 bed hospital cum medical college at Malkhanagar, Munshigonj. They think that corporate social responsibility is an integral part of our mainstream operation. The Bank spent Tk.184 million in 2017 for CSR activities having growth of 69% over previous year.
- Scholarship is one of our most focused CSR initiative under which poor and meritorious students are receiving Tk. 51,000 every year for this higher studies. So far, 1,547 students have been awarded the scholarship.

- Bank Asia has adopted measures to reduce energy usage in its daily operational activities such as installed solar panel in its 11 branches, utilization of maximum natural day light, energy savings bulbs, green computing based data center etc.
- Bank Asia signed an agreement with United Purpose funded by Coca Cola Foundation to leverage the impact of Woman Business Centre (WBC) by linking them to formal financial services and empower the woman entrepreneurs towards the sustainability.
- To achieve the business at the optimum level and to sustain with the changing nature of business environment, Bank Asia always puts enormous emphasis to improving staff competency even for environmental and social responsibility. Bank Asia also organized a seminar in collaboration with IFC on ‘Seminar on Sustainable Energy Financing’.
- Bank Asia is very concern about the present situation of our environment because of wastes so the future of the people is threatened with boundless destruction. Environmental problems like unplanned urbanization, industrialization, disposal of hazardous wastes, rivers, lakes and roads, soil pollution, water shortage, and water logging are only a few to mention. In this situation, during 2017, Bank Asia disbursed Tk. 37.54 million for the treatment plant of liquid waste to Winter Dress Ltd.

Table: Measurement of sustainability issues

Factors	HSBC	Bank Asia	Eastern Bank	Prime Bank
Measurement & Reporting Framework	To guide the selection of indicators against which to report, HSBC consulted the Global Reporting Initiative’s (GRI’s) reporting framework and Financial Services supplement.	Bank Asia has been publishing annual Sustainability Report based on GRI guidelines. (G4)	Eastern Bank does not follow any specific guidelines.	Prime Bank Limited has reported on GRI guidelines. (G4) Implementation Manual issued by GRI.
Materiality Assessment	Strategy, Customers, Sustainability risk, Operations, People, and Community investment. <ul style="list-style-type: none"> • Help clients turn their green aspirations into reality. • Give training on online sustainability risk through a tailored e- 	People, Planet, Profit. <ul style="list-style-type: none"> • Initiatives Higher Studies Scholarship • Development of Nursing Student Hostel • Providing The Daily Star among meritorious students • Contribution to 	People, Planet, Profit. <ul style="list-style-type: none"> • Contribute to real economy by offering ethical and appropriate products to the right customer. • Launched 'EBL Green Credit' on 	Customer, Society and the Community, employees, Environment <ul style="list-style-type: none"> • Promotion of financial independence for customers • Serving a diverse range of clients • Evolving products and

	<p>module.</p> <ul style="list-style-type: none"> • Advises on sustainable natural resource management. • Improve energy efficiency in buildings, industry and transport. 	<p>Child Day Care Centre</p> <ul style="list-style-type: none"> • Prime Minister's Relief Education Assistance Trust. 	<p>targeting areas of renewable energy, and cleaner technology.</p> <ul style="list-style-type: none"> • Influence their customers to reduce their carbon footprint that will contribute to ease climate change. 	<p>services to encourage sustainability</p> <ul style="list-style-type: none"> • Responsible supply chain management • Encouraging a culture of conversation • Promoting diversity, equal opportunities, and clarity • Personal development and training • Power consumption management.
Stakeholder Analysis	<ul style="list-style-type: none"> ▪ For delivering long-term sustainable value, try to fulfill the needs of stakeholders. ▪ Take a long-term outlook, understanding impact of actions on stakeholders, branding and reputation. ▪ Engage with stakeholders, where appropriate, and support them in moving towards good practice. 	<ul style="list-style-type: none"> ▪ Maintained attractive plough back ratio ▪ Timely payment of debt with stated return ▪ Established risk management culture ▪ Maintained consistent ratings through financial commitments 	<ul style="list-style-type: none"> ▪ Determine to deliver value broadly in society. ▪ Run a sustainable business for the long term. ▪ Achieve sustainable profits for their stakeholders. ▪ Build long-lasting relationships . 	<ul style="list-style-type: none"> ▪ Generate profits and ensure optimal return on investment ▪ Proper oversight and control of the Board and management ▪ Bank's Code of Conduct, management oversight and response ▪ Public affairs management

Chapter 03

Analysis & Discussion

3.1 Prime Bank Limited- Sustainability rests in the heart

Prime Bank Ltd. believes that to be a good corporate citizen, sustainability is needed for the operation of the communities. So, sustainability rests in the core of their business. The PBL team have taken a long-lasting strategic planning for their business to attain the sustainability objectives. They create their strategy which support the sustainability framework.

The material aspects for sustainability represent four content areas-



They focus on three broad components of sustainability referred as- **People, Planet, and Prosperity** or **Social, Environmental and economic dimensions**. They believe that Sustainability in banking is about meeting the financial needs of the present without compromising the ability of the future generation needs. It is also about guaranteeing human rights and a life in dignity, free from poverty for all people.

- PBL has declared a comprehensive **Green Banking** Policy according to the circular of Bangladesh bank. For the implementation of green banking activities, they focus on multidimensional areas of markets and economy.
- They arranged soft copy presentation of **paperless** Credit Review Committee meeting for both SME & Corporate level. By using online requisition software, the printing & stationery, office stationery, printing of MICR cheque requisitions are done. "E-DOC" software has successfully introduced by PBL for Credit Administration Division. "Agenda and Compliance Management Software" eliminated the process of presenting paper based memo during the meeting of the Executive Committee of the Board.
- Prime Bank Limited focus on their sustainability issue by financed various projects which are environment friendly. For setting up Bio-Gas plant PBL distributed 0.35 million taka. They are also financing environment-friendly Hoffman Kiln and Zigzag based automated brick fields as green banking initiatives and contribute to the greener climate.
- Prime Bank Foundation is continuing CSR activities for the greater interest of country's socio economic development. They invest in education for continuing their education support program. It is a long term and renewable scholarship program for underprivileged but meritorious students across the country which is launched in 2007. The total number of poor but meritorious students received scholarship from Prime Bank Foundation stipends stood at 490.

- PBL maintains their social responsibilities by supporting many hospitals and nonprofit organizations like- Vellore CMC Health Care, Eye Hospitals and provides facilities for the patients of non-communicable diseases. They also provide health supports to the garment workers. The Prime Bank Foundation started the Dristi Daan project in 2007. They also run Prime bank Eye Hospital. The bank has provided funds for establishing countrywide health centers and a teachers' training college under the supervision of Diabetes Association of Bangladesh. The bank has also provided financial support to an innovative and much needed socio-medical project, popularly known as, "**Healthline**" (accessible by dialing "789" from any mobile phone under Grameen Phone network).
- PBL shows their awareness about the environmental issues by preventing environment degradation and supporting the people who live in coastal areas.
- There are some other activities done by PBL to achieve their sustainability growth. PBL took part in sponsorship of different sports. They also maintain their own Cricket Team. They contribute to the social works by constructing Shahbag Foot Over Bridge, distributing winter-clothes and necessary stuffs among the poor people.

PBL wants to bring benefit to the environment, society, and economy by building sustainability. Here are some planning to achieve their sustainability goal-

- They want to increase and maintain direct and indirect Green Financing by following green financing products listed by Bangladesh Bank.
- A Climate Risk Fund will be created for supporting the environmental disaster like flood, cyclone.
- PBL will introduce Alternative Delivery Channel for more creative services.
- They will arrange different seminars and workshops to create customer awareness and provide them the knowledge of green banking.

PBL believe that to be a truly sustainable company is is very important to construct a strong corporate governance, financial controls environment and assist customers and communities with passion and commitment.

3.2 Findings

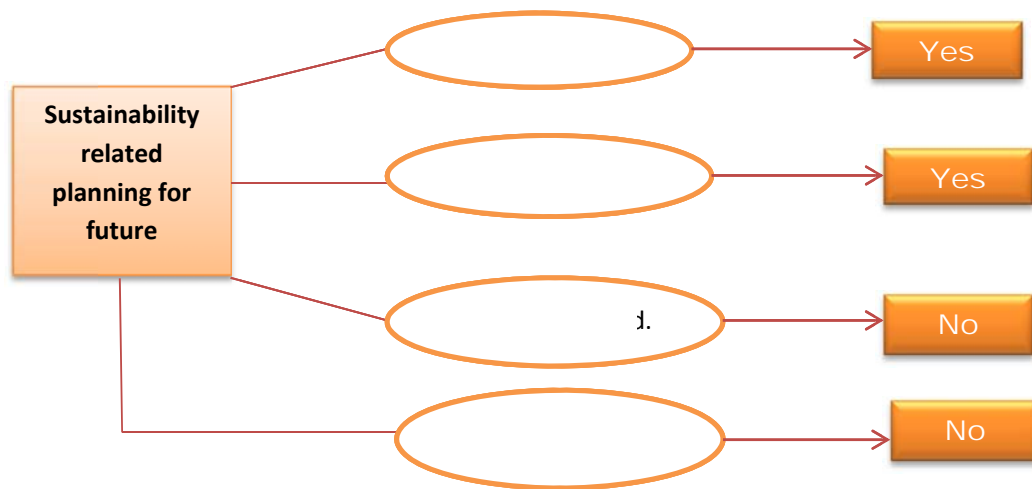
In the previous chapter I have analyzed and discussed about the sustainability issues of four leading banks of Bangladesh- HSBC Bank, Prime Bank Ltd. Bank Asia and Eastern Bank Ltd, tried to specify how the banks maintain their sustainability, what are the important issues they maintain to achieve their sustainability goals and how much they give priority to the issues. From the discussion I have tried to enclose the findings among the banks, make a relative comparison to find out the position of Prime Bank Limited according to sustainability and give some suggestions that what will be better for PBL.

HSBC Bank is most updated and aware about sustainability among those three banks. It's a global organization and its sustainability maintaining policies with a unique strategy. They cope up easily with global and local changes. HSBC maintain strong sustainable position

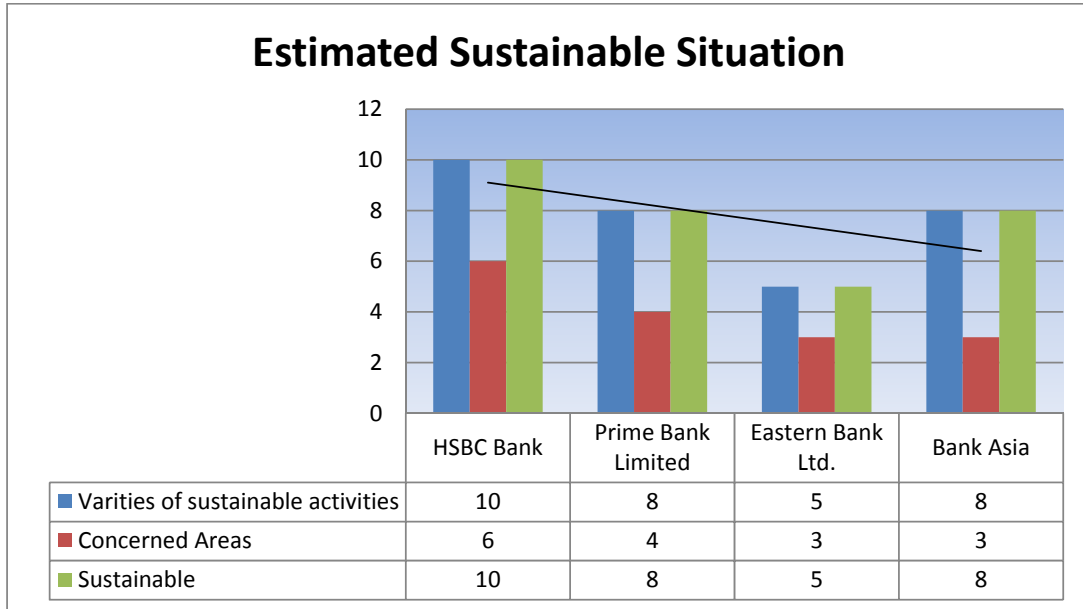
with their innovative study with their customers, strategies, people, economy, and environment. Every year they measure their sustainability Leadership Program and find out their lacking. They also make plan related sustainability activities for the upcoming year and try to fulfill that.

Focusing area for Sustainability		
HSBC Bank	06	Strategy, Customers, Sustainability risk, Operations, People, and Community investment.
Prime Bank Ltd.	04	Customer, Society and the Community, employees, Environment
Eastern Bank Ltd.	03	People, Planet, Profit
Bank Asia	03	People, Planet, Profit

Prime Bank Ltd. is also very alert about their responsibilities regarding sustainability issues. Their activities are not so far than HSBC. The Bank has already developed Green Office Guide and circulated it to all employees for creating awareness on green banking activities & providing instructions on efficient use of energy, water, saving paper, etc. Recently, PBL provides CHIP CARD to their customers which is more safe than previous cards and customers can do transaction double amount than before and it is a free service.



FI Konsult s.r.o., a Czech Republic based consulting company are engaged with PBL to develop Environment & Social (E&S) Management policy. But in some cases HSBC is more updated, effective and disciplined than PBL. But their planning and sustainability strategy for future make a sign of hope that PBL will be most sustainable banks of Bangladesh in future.



Bank Asia always tries to maintain eco-friendly environment by playing a major role to mitigate Environmental risks which is essential for survival. They are committed to protect the environment and go green. So, Bank Asia has been committed towards Sustainable Development that makes environmentally, economically and socially responsible. Bank Asia developed its own unique Environmental Policies so that they can prove their commitment to future generation by providing sustainable environment.

The responsibilities, strategies and activities of **Eastern Bank Ltd.** is quite narrow regarding the sustainability issues while consider other two banks. They only focus on their customers and services like meeting customer needs, keeping customers data and assets safe etc. which are really very basic responsibilities a bank fulfill for being sustainable. They do not make any planning for the future sustainability.

Chapter 04

Conclusion & Recommendation

4.1 Conclusion:

Prime bank is already familiar with various sustainable products and services like- green banking, Environmental risk rating, diversified deposit & credit base, technological advancement in the banking operation, internet banking & mobile banking service, agent banking etc. PBL always believes that for survival it is important to maintaining eco-friendly environment. PBL always try to make a bridge between development of economy and environment. For being committed to the environment, Prime Bank Limited has made some future planning such as allocating a significant amount for Direct Green Financing for the coming year, installing solar panels in branches, ATM booths & SME Unit Offices etc. In current situation, the scope for sustainability in the society is not enough to reach the sustainability level. But PBL is committed to CSR and ensures sound economy with integrity, social support, and environmental responsibilities. More specifically, PBL maintain sustainability by supporting local and national communities with honesty and integrity which indicates their equality in CSR practices.

4.2 Recommendation:

Prime Bank Ltd. is going to introduce Green Office Guide. It is committed to ensure proactive and prudent management for the environmental degradation as one of the leading commercial banks of the country. Here I have gather some suggestions depends on the analysis and findings for the better sustainability of PBL-

- PBL can improve their internal cost saving strategies which also improve the sustainability.
- They can set up the internal guidelines and management systems to prevent losses result in sustainability issues in financing.
- They can create long term relationship with customers which will make an understanding economics activities and risks.
- They can improve financial sustainability of its client and companies which influence them to contribute to development.
- PBL can focus on their economic sustainability of the projects by contributing host economics.
- The bank should ensure social sustainability by improving living standards, reducing poverty, awareness for social welfare and development of human rights.
- They should focus globally
- PBL should be more aware about their stakeholders vision and ambition.
- For their remote branches, they can use video conference as meeting media; which will reduce the cost of physical visit.
- To maintain the consumption costs of water, gas, fuel, paper etc. the inventory details should be checked by the bank.

- They can provide proper knowledge to their employees and make them experienced about Green Banking by give them training.

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