

# Rahimafrooz 'aspires for sustainable CSR'

FE Report

In its effort to promote greater environmental responsibility every year, Rural Services Foundation (RSF) of Rahimafrooz Group holds a quiz competition aiming for candidates of SSC examination all over the country and the topics include climate change, renewable energy technology and 3R (Reduce, Reuse and Recycle) issues.

A total of 4500 students participated in the competition this year from 30 upazilla of Bangladesh on 20th April 2012. The winners will be awarded June 5, World Environment Day.

RSF organizes this campaign from 2008 and till date around 30000 students have been part of this campaign and 1550 students have received the award. The project will directly invoke the future leaders to influence the broader community to take immediate actions at individual and organizational level.

"We set ourselves the highest standards in responsible behavior and our passion for success is aligned with the development of the country" said Mr. Feroz Rahim Group Managing Director of Rahimafrooz Bangladesh Limited.

Rahimafrooz Group received Standard Chartered and the Financial Express Corporate Social Responsibility (CSR) award 2008-2009. Rahimafrooz has been a partner in the development journey of this nation for more than fifty-five years now.

Rahimafrooz Group is a leading business house of the country operating in four broad segments- Storage Power, Automotive & Electronics, Energy and Retail. The Group undertakes its CSR (Corporate Social Responsibilities) activities in a way aiming to make improvement in community and environment. Rahimafrooz CSR vision is "We are passionate to make improvement in community and environment". And from the birth of the company in 1954 Mr. A C Abdur Rahim, founder of Rahimafrooz, not only overcame numerous challenges and obstacles for business growth but also epitomized his social commitments through business activities.

Along with 12 Operating Companies and other business ventures Rahimafrooz Group operates its CSR activities through Rural Services Foundation (RSF), a Not for Profit Social initiative of the group. RSF is committed to work on all areas of environment, social and human development including community development, economic and business development, conventional and renewable energy. Rural Services Foundation (RSF), has installed over 220,000 Solar Home systems out of which 1,286 small SHSs have been installed for the lower income group by its 482 Unit Offices all over Bangladesh. Through these installed SHSs, yearly 4000 Ton kerosene is saved which helps in protecting environment. In addition 1000 biogas plants have been constructed to reduce the air pollution and to save the biomass and firewood for cooking. Moreover 4850 Improved Cooking Stoves (ICS) have been constructed in SIDR affected areas to reduce the in house pollution and to reduce the use of biomass. Impact of all such projects is reduction of carbon emission and to save the fossil fuel.

In addition, the Foundation has programmes focused on education and environment. RSF has set up a free of cost quality residential education institute at Shahjahanpur, Bogra for children from ultra poor families who live in Monga areas. The overall objective of the program is to ensure quality education for the under privilege children, long term poverty reduction and establishment of social, ethical and religious values among the future generation. Currently 176 beneficiary families have been relieved from their expenditure against one of its child who is getting food, clothing and quality education from this program.

RSF is trying to improve the socio economic conditions of rural poor people by holding different types of activities. As a part of this, RSF handed over 3 complete fishing boats to Sidr affected 30 fishers of

Patharghata Upazilla earlier who used to cut wood from Sundarban. 50% of the cost was exempted the rest was used as a revolving fund for poverty alleviation purpose.

The Dhaka Project is a not-for-profit program run by Rural Services Foundation (RSF) - where a family of 500 underprivileged children are provided with free basic education, balanced nutritious food for physical development, and medical support and service for a healthy living. The program was initiated in 2005. In addition to the regular program Dhaka Project organizes Medical Camps and Hygiene Awareness Programs for the parents for the students and also for the adults of the local community. The program offers Children Sponsorship through which individuals and organizations can sponsor a child. The volunteering opportunities of the program attract not only local Volunteers but also volunteers from all over the World.

RSF is operating 4 IT centers for the development of human resource in rural area. So far 1791 youths have been trained up. In addition 77 staff of RSF also been trained from the centers. Four IT centers are situated at Cox's Bazar, Chandpur, Satkhira, Jhenaidah. Through the training the rural youths are introduced with the modern technology as well as basic reporting systems required for any sort of job.

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