

Matiur Rahman, chairman of Uttara Group, and Nayeemur Rahman, head of business planning, jointly unveil Suzuki XL6, a premier six-seater vehicle, at the Suzuki showroom, Uttara Centre in Tejgaon, Dhaka yesterday. XL6 is available in six colours and the ex-showroom price is Tk 28 lakh.



UTTARA MOTORS

CSR in the era of climate change and sustainability

FROM PAGE B4 It has become common knowledge that, decades of unmonitored, harmful, and reckless behaviour by businesses is the primary cause of this global crisis. Accordingly, it is no longer an option for business entities to place serious focus on CSR and environmental responsibility.

ENVIRONMENTAL RESPONSIBILITY AS A VITAL COMPONENT OF CSR

One of the primary facets of CSR is environmental responsibility and this focuses on the understanding that corporations should act in an environmentally friendly way as possible. Under this approach of "environmental friendliness", businesses try to embrace environmental responsibility and they may accomplish it by various actions, such as reducing pollution, greenhouse gas emissions, plastic product usage, water usage and general waste.

At the same time, they may also increase their reliance on renewable energy sources, sustainable resources as well as recycled materials. A business may also decide to go above and beyond and become even more proactive by planting trees, funding external research that may lead to greener and eco friendliness and also by donating to similar and related causes.

An important point to note is that environmentally focused CSR can also lead towards a company becoming more efficient, cost effective and profitable.

There are genuine and real commercial advantages of environmentally focused CSR because

it can reduce business risk, provide many opportunities for cost savings and of course, improve reputation.

Easily and simply initiated energy efficiency measures can directly lead to making commercially favourable differences to the overall business. Increases in revenues may also be achieved because nowadays, many highly conscious customers actively choose to only purchase from environmentally responsible businesses.

THE EMERGENCE OF THE CSO Over the last 2 decades or so, many companies have started to make the environment a priority while conducting their core business operations and this has led to the creation of a critical position within those companies' executive branch.

A sustainability officer or chief sustainability officer (CSO) is exactly such an executive within a business enterprise whose duty it is to analyse and forecast a company's future outlook, current stability status and environmental impact.

This officer will set goals, policies, and objectives to ensure that the company maintains or exceeds productivity and profitability but also at the same time, it meets or exceeds the requirements of its environmental policy.

The CSO generally reports directly to the CEO of the company or sometimes to an executive management committee. The position of a CSO requires a person who is going to be dedicated to reducing the company's carbon footprint and be in or above regulatory compliance requirements set by the government. Such a position is multi-

dimensional, and it provides the person the opportunity to be directly involved at almost every level of production and value addition. The emergence and acceptance of a CSO as a required executive position within a company further shows how serious businesses have become in their goal to become much more environmentally friendly.

NOTE OF CAUTION TO THE PUBLIC

Although the CSR initiatives and actions being taken by companies to become more environmentally friendly are noteworthy and deserving of praise, policy makers, regulators and especially the public should also be wary of superficial programs that are classified as "green" on the outside but in reality, might actually be designed to be commercially beneficial.

Such gimmicks and schemes have little or no beneficial impact on the environment but are primarily designed to be a marketing tool to mislead and give the impression that such business entities are trying to be environmentally conscious.

Therefore, it is recommended to be especially wary of over-hyped, so called green initiatives by companies which may utilise the media to impress the public on being environmentally focused.

True environmentally beneficial initiatives need to be proven and should have actual and measurable impacts backed by facts and figures which disclose the carbon footprint.

The author is a partner at PwC Bangladesh. The views expressed in this article are his own.

Government of the People's Republic of Bangladesh

Bhawal Badre Alam Govt. College Gazipur Memo No. BBAGC/CEDP/2021-22/e-GP/C-11/641 Date: 21/12/2021

e-Tender Notice: 01/2021-22

Table with 5 columns: Sl. No., Tender ID No., Name of package, Last date and time of tender security submission, Tender closing date & time.

This is an online tender, where only e-Tender will be accepted in the National e-GP Portal and no offline/hard copy will be accepted. To submit e-Tender, registration in the National e-GP Portal (https://www.eprocure.gov.bd) is required.

The fees for downloading the e-Tender documents from the National e-GP System Portal have to be deposited online through any registered banks branches up to 05-Jan-2022 16:00pm.

Further information and guideline are available in the National e-GP System Portal and from e-GP help desk (helpdesk@eprocure.gov.bd).

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গণপ্রজাতন্ত্রী বাংলাদেশ সরকার স্থানীয় সরকার প্রকৌশল অধিদপ্তর

নির্বাহী প্রকৌশলীর কার্যালয় ফরিদপুর www.lged.gov.bd Memo No. 46.02.2900.000.07.001.21.3704 Date: 21-12-2021

e-Tender Notice No. 23/2021-22 (OSTETM)

Table with 4 columns: Sl. No., Tender ID No., Package No., Name of work.

This is an online tender, where only e-Tender will be accepted in the National e-GP Portal and no offline/hard copies will be accepted. To submit e-Tender, registration in the National e-GP System Portal (http://www.eprocure.gov.bd) is required.

The fees for downloading the e-Tender documents from the National e-GP System Portal have to be deposited online through any registered banks branches up to 12.30pm on 20-01-2022. Further information and guidelines are available in the National e-GP System Portal and from e-GP help desk (helpdesk@eprocure.gov.bd).

K. M. Faruk Hossain Executive Engineer Phone No. 0631-63574 E-mail: xen.faridpur@lged.gov.bd



Shippers' Council gets new office bearers

STAR BUSINESS DESK

Md Rezaul Karim, proprietor of SN Jute International Ltd, has been elected chairman of the Shippers' Council of Bangladesh (SCB) for a two-year term (2022-2023), according to a press release.

Md Ariful Ahsan, chairman of Silk Container Lines Ltd, and AKM Aminul Mannan (Khokon), proprietor of East West Jute Trading Company Ltd, have respectively become senior vice-chairman and vice-chairman.

Nike reported increased quarterly profits on higher sales in North America amid strong pricing on Monday, even as supply chain woes in Asia dented results.

Government of the People's Republic of Bangladesh Local Government Engineering Department Office of the Upazila Engineer Chuadanga Sadar, Chuadanga www.lged.gov.bd

Memo No. 46.02.1823.000.14.001.21-780 Invitation for Tender (Works) (LTM) Tender Notice Number: 02/2021-2022 (ADP/UDF)

Large table with 6 columns: Package No., Name of works, Estimated cost (Tk), Tender security (Tk), Time of completion (days), Price of tender documents (Tk). Contains multiple tender items.

Table with 7 rows: 1. Name of project, 2. Source of funds, 3. Date, time and place of pre-tender meeting, 4. Last date, time and places of selling tender documents, 5. Last date, time and places of receiving tender, 6. Date, time and place of opening of tender, 7. Tender shall be valid for a period of 60 days after tender opening and must be accompanied by the tender security specified above.