CSR Activities of Banking Sector in Bangladesh: Factor Analysis

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 ABSTRACT: Banks just give back a portion of the revenue to the society and society member & customer always expect some volunteer activities from the banks. So always there is a gap of CSR between expectation by the society and performance by the bank. This study aims to investigate the bank's influential CSR initiatives with factor analysis. The banks should contribute more in the education, environmental issues, health, and employee welfare and social welfare most. A theoretical framework is developed from the findings of factor analysis.

Keywords: Corporate Social Responsibility (CSR), Bangladesh, Banking Sector, Factor Analysis.

1. INTRODUCTION

Banking service pays a vital response to any economy of any country in the World. It also plays an important role especially in micro and macro performance of the country, on the other hand including these activities bank also should play a role for the society in order to enhance their brand image, market share and as well as for the society member which is called Corporate Social Responsibility (CSR). Banks just give back a portion of the revenue to the society and society member & customer always expect some volunteer activities from the banks. So always there is a gap of CSR between expectation by the society and performance by the bank. It is important to know the degree of obligation toward the general public (worker, client, society member). Bangladesh bank (National bank of Bangladesh) authority will really focus on CSR exercises of business banks in Bangladesh when they proclaim their long term (2010-2014) smart course of action. The power of JBL as of now has pronounced that they will give five to fifteen thousand taka for purchasing manure for each minor rancher as a piece of their CSR

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exercises. In this report a field overview were led in light of a few assessments and examined information in view of distinct measurements to gauge the effect of "CSR of banking area in Bangladesh". In this report, three different types of banks—Citi NA (a multinational bank), Dutch Bangla Bank Limited (a private commercial bank), and Janata Bank Limited (a state-owned bank)—are highlighted in relation to significant practices and developments in corporate social responsibility (CSR) by banks.

The report's main conclusions center on evaluating the performance of banks and how accountable they are to society, their employees, and their clients.All the job of business overall and explicitly in the created economies has developed throughout recent a very long time from traditional "benefit boosting" way to deal with a social dependably approach, where organizations are capable to its investors as well as to its partners in a more extensive comprehensive sense. Nonetheless, unfortunately however universally it is being drilled generally, Bangladesh is as yet lingering behind in corporate social obligation (CSR) exercises Azim [2].

Truth be told, CSR involves personal circumstance for the corporate area in Bangladesh, Azim and Islam [1]. In any case, among the corporate houses banks have shown nearly better propensities to achieve CSR exercises. Bangladesh Bank as the national bank in Bangladesh has taken drives to spur the financial organizations to assume part toward the government assistance of the general public by guaranteeing CSR. Remembering this reality, this study is an endeavor to investigate how many the recorded banks in Bangladesh is taken part in CSR exercises. The review is directed with the goals of investigating the areas of CSR exercises of banks and to analyze the exhibitions of the bank in connection with CSR exercises and related exposures.

Till currently explores have been finished on CSR practices of various assembling organizations as well as a couple of on business banks, and very little number of investigates featured on Islamic Banks' CSR practice in Bangladesh. Be that as it may, no mentionable thorough examination has been found consolidating explicit areas of CSR and applicable exposures in yearly reports of the recorded banks in Bangladesh. Consequently, this paper will add new information in the space of CSR of business banks in Bangladesh as would be considered normal to help the approach creators to ponder the approach to guaranteeing better dependable exercises of corporate bodies, particularly the banks, towards the general public which propelled the creators to take such an undertaking to examine the current degree of CSR of business banks and applicable revelations. In prior explores CSR exercises of

various organizations have been uncovered in various structures. For instance, Farook [10] has shown two classifications of CSR for Islamic monetary foundations required and suggested and based on his recommended rule. Samina [21] investigated 100 percent cooperation of the example banks in required CSR yet deliberate CSR shifts altogether. This study varies from the previous investigations as in it classifications CSR exercise into six significant areas specifically a) Schooling b) Well being c) Climate d) Culture and Legacy e) Social government assistance and f) Sports. It likewise underscores on the CSR related exposures of the banks in Bangladesh through an unweighted Revelation Record.

It investigated the most noteworthy CSR use of the example banks in Training area which is around 26.72% of the all out portion while the Wellbeing area has the second need with 20.49 %. Under the SRO No. 270-Ain/2010, gave 01.07.2010 from the Public authority of Bangladesh, has indicated 22 areas of CSR exercises for appreciating 10% duty refund. The regions incorporates (1) Gift to associations participated in clean water the board (2)Donations to association took part in afforestation; (3) Gifts to association participated in beautifications of urban communities; (4) Gifts to association participated in squander the executives; (5) Gifts for reviewing the difficulties brought about by regular catastrophes, for example, twister, tremor, tsunami and flood tested through Government associations;

(6) Gifts to associations participated in foundation and the board and the executives of old people homes; (7) Gifts to associations participated in the government assistance of intellectually or genuinely impaired; (8) Gifts to instructive establishments run with the end goal of schooling of rootless youngsters; (9) Gifts to associations participated in projects on convenience for the ghetto tenants; (10) Gifts to social associations took part in exposure of developments connecting with women‟s privileges and hostile to endowment rehearses; (11) Gifts to associations took part in taking care of and clothing and protecting and recovery of vagrant/rootless youngsters;

(12) Gifts to associations took part in research on autonomy war, recapturing and extension of the cognizance of the freedom war and the demonstration of decent residing of the political dissidents; (13) Gifts to associations participated in wellbeing some circumstance in Chittagong Slope Lots, roast regions and regions encompassing separating of bank of waterway; (14) Awards to associations took part in treating congenital fissures, waterfall, malignant growth, and disease; (15) Awards to associations participated in treating corrosive casualties; (16) Gifts to emergency clinics participated in giving free clinical therapy to unfortunate patients and particular for fostering

the nature of therapy, like malignant growth, liver, kidney, thalassemia, eye and cardio; (17) Gifts to associations conveying openly at the degree of purpose of birth - control items with the end goal of tackling the populace issue and to direct camps for willful disinfection; (18) Awards to State funded colleges; (19) Consumption caused through instructive foundations perceived by Government for giving specialized and professional training to exemplary unfortunate understudies;

(20) Cash put resources into laying out lab for giving preparation on PC or data innovation and in laying out framework or in buying instructive materials for carrying out English instruction in broad daylight/confidential instructive foundations (under Regularly scheduled Pay Request or MPO); (21) to associations took part in giving specialized and professional preparation to untalented or semi-talented work for commodity of HR; and (22) Gifts to associations engaged with foundation of sports and arrangement of preparing at public level.

2. LITERATURE REVIEW

All the job of business overall and explicitly in the created economies has developed throughout recent a long time from traditional 'benefit expanding' way to deal with a social obligation approach, where organizations are mindful to its investors as well as to its partners in a more extensive comprehensive sense. Due to worldwide seriousness and request, the CSR practices and guidelines are being carried out in Bangladesh Alimullah [7]. Hackston and Milne [12] utilized six classifications: climate, energy, HR, item and wellbeing, local area inclusion, and other. A strategy ordinarily utilized in friendly obligation exploration to gauge the meaning of content is to count the quantity of words used to depict a specific issue Hackston and Milne [12]. Wartick and Cochran [24] portrayed the advancement of the corporate social exhibition model by zeroing in on three difficulties to the idea of corporate social obligation: monetary obligation, public obligation, and social responsiveness. It is one of premium in our review to distinguish whether corporate social obligation divulgences made in the Bangladesh banking area center around financial obligation, public obligation or social responsiveness. Further examination of a comparative sort could possibly find where Bangladesh lies regarding Cochrane‟ s transformative model. Lately friendly obligation normally alludes to the goals or thought processes that ought to be given load by the business notwithstanding those managing financial execution (e.g., benefits). Banks across the globe have gotten extensive measure of tension from its different partners including investors, financial backers, media, NGOs and clients (Bhattacharya et al. [5]; Ogrizek

[20]; Frenz [11]; Jeucken [14]; Coupland [7] to do business in a dependable and moral way. Thus, expanded cognizance with respect to manageability issues for monetary organizations has been seen across the globe during the last 10 years. Essentially, the other strong partners that have fundamentally formed the issues and brought these to public opinion are the state administrative bodies, medias, NGOs in tending to social obligation issues in financial area.

 Jeucken, [14], Bhattacharya [5], Decker [8] and these stakeholders" solid commitments have the possible effect on be a primary driver to change in CSR and CSR detailing practice. The conservative could consider this to be a contention between a company's "interests for benefits" versus its "worry for society," yet it is recommended here that this is a misrepresentation. Masud [14, 8] found CSR practices of PCBs are very insufficient as opposed to benefit. Dusuki and Dar [9] contended that Corporate Social Obligations frame the norm of conduct to which a firm should buy into influence society in a positive and a useful way simultaneously as maintaining values which bar benefit looking for at any expense.

In a review "Corporate Social Revelation in Bangladesh: An Investigation of the Monetary Area", Azim et al. [2] contended that corporate social obligation isn't the main moral problem that monetary foundations face in an air of degenerate corporate practice. These organizations are additionally worried about responsibility for manageable turn of events. A well-working money area in any nation can contribute straightforwardly to a sound economy. This area assumes a significant part in a country's monetary turn of events. Progressively, are feeling the squeeze, frequently from lobbyist non-administrative associations, to take on unambiguous corporate social obligation (CSR) commitments.

In any case, the way that CSR is being requested, and once in a while yielded, doesn't guarantee clearness about either its reasoning or the manners by which it ought to be embraced Bhagwati [4] Obalola [17] in his review found Nigerian Protection industry has major areas of strength for a for social obligation and the interpretation of this help right into it through contribution locally based projects. Proof from the concentrate likewise recommends that social obligation is still generally seen as a humanitarian motion. Hossain and Haque [13] found a critical factual contrast in deals income and in worker size between organizations having natural exposure and organizations not having ecological divulgence wins in Bangladesh Victoria and Mahboob [23] investigated the nature and degree of CSR detailing in the ordinary financial area in Bangladesh and to survey the need to further develop CSR by such

firms further stretches out their work by concentrating to the nature and degree of corporate social obligation exposure in the financial area in Bangladesh. Samina [21] in her review Practice of Corporate Social Obligation in Islamic Banks of Bangladesh attempted to track down the current degree of compulsory and deliberate CSR of the undeniable Islamic banks in Bangladesh. Subsequently, there is an exploration hole to track down the area wise CSR of the recorded business banks in Bangladesh and the significant revelations in yearly reports. The banks in Bangladesh are rehearsing CSR and uncovering significant data in their yearly reports in six unique regions called a) Schooling b) Wellbeing c) Climate d) Culture and Legacy e) Social government assistance and f) Sports.

3. RESEARCH OBJECTIVES

This study's broad aim is to investigate the bank's influential CSR initiatives. The specific objective is to determine the bank's responsibility towards the employee, customers and the society member.

4. METHODOLOGY OF THE STUDY

4.1 Survey Instruments

The data have been collected through the primary mode using a structured questionnaire containing 28 statements based on 5 point likert scale where Strongly Agree=2, Agree=1, Indifferent=0, Disagree=-1 Strongly Disagree=-2. The respondents are asked to indicate the level of agreement on different related issues.

4.2 Sample

This research is to identify the CSR activities by bank in Bangladesh, where the collection of primary data is involved. Data were collected from employees of commercial banks to find out their CSR activities. With a view to gaining qualitative and quantitative information, the data are taken randomly from three types of commercial banks (national, foreign, Islamic) of Dhaka city. The sample size is 388.

4.3 Variables used in the study: Employees' opinion on CSR activities

	Activities
X_1	Salary Sufficiency
X_2	Transport and allowance facilities
X_3	Interest free loan

X_4	Overtime package
X_5	Healthy work environment
X_6	Educational and training facilities
X_7	Concern about human right
X_8	Security and quality of service
X_9	Service to disabled
X_{10}	Pays dividend and interest
X_{11}	Latest banking services
X_{12}	Program for low income
X_{13}	Fairly treats new and old customer
X_{14}	Satisfaction of loan's interest rate
X_{15}	Maintain long term relationship
X_{16}	Support on natural disaster
X_{17}	Help disabled members
X_{18}	Support to governmental activities
X_{19}	Work for antipollution
X_{20}	Engaged in clean water management
X_{21}	Engaged in afforestation
X_{22}	Beautification of the city
X_{23}	Waste management
X_{24}	Old persons home
X_{25}	Accommodation for the slum dwellers
X_{26}	Rehabilitation of orphan
X_{27}	Hospitals engaged in providing free medical treatment to poor patients
X_{28}	Sports and provision of training at national level

4.4 Statistical Test

Factor Analysis: The factor analysis has been used to identify the important CSR activities in banking sectors in Bangladesh. The Principal Components Analysis has been used to explore and confirm the inter-relatedness between the occurrences of variables pertaining to CSR activities. The number of principal components to be retained has been decided based on Kaiser's criterion of Eigen value>1 and Bartlett's test. The Bartlett's test of significance led to acceptance of significant principal components. The PCA with varimax rotation method has been used to maximize the sum of squared loading of each factor extracted in turn. It explained more variance than the loadings obtained from any other method of factoring. The factors loaded by variables having significant loadings of the magnitude of .5 and above have been interpreted.

5. ANALYSIS AND RESULTS

5.1 Reliability Analysis

The scale of measurement was tested using Cronbach α reliability test. It was found to be .767 which is considered a satisfactory level of construct reliability.

Table 01: Reliability Statistics.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.767	.769	28

5.2 Sampling Adequacy

The tests have been conducted to know that whether the sample is adequate or not. The sampling adequacy is depicted in table 2:

Table 02: KMO and Bartlett's Test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.716
Bartlett's Test of Sphericity	Approx. Chi-Square	396.933
	Df	153
	Sig.	.000

KMO recommends accepting value greater than .5 as barely acceptable and Bartlett recommends the accepting value less than 0.05.Since the accepting value for variables is .716 (more than .5) for KMO and .000 for Bartlett' test(less than .05), these measures indicate that the set of variables is appropriate for factor analysis and the analysis can be continued for next stage.

5.3 Component Factor Analysis: Deriving the Factors

Factor analysis procedure is based on initial computation of a table of correlations among the variables that is, correlation matrix. This matrix is then transformed through estimation of a factor model to obtain the factor matrix containing the loadings for each variable on each derived factor. The table 3 contains the information regarding the factors and the relative explanatory power as expressed by their eigen values. As per the latent root criteria of retaining the factors, those factors should be retained that have eigen value>1. The Eigen values, the percentage of total variance, and rotated sum of squared loadings have been shown in table 3. The factor matrix as

obtained in the principal component analysis has also been further subjected to Varimax Rotation. An examination of Eigen values has led to the retention of ninefactors. These factors have accumulated for 12.59%, 10.3%, 9.03%, 8.84%, 8.35%, 7.91%, 7.84%, 6.44%, and 6.06%of variation. This implies that the total variance accumulated for by all nine factors is 77.35**%** and remaining variance is explained by other factors.

Table 03: Total Variance Explained.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.759	24.139	24.139	6.759	24.139	24.139	3.528	12.599	12.599
2	2.773	9.905	34.043	2.773	9.905	34.043	2.884	10.300	22.899
3	2.359	8.427	42.470	2.359	8.427	42.470	2.528	9.030	31.929
4	2.174	7.763	50.233	2.174	7.763	50.233	2.477	8.846	40.775
5	2.004	7.157	57.389	2.004	7.157	57.389	2.339	8.353	49.128
6	1.764	6.299	63.688	1.764	6.299	63.688	2.215	7.912	57.040
7	1.492	5.329	69.017	1.492	5.329	69.017	2.185	7.804	64.844
8	1.258	4.493	73.510	1.258	4.493	73.510	1.803	6.440	71.285
9	1.076	3.843	77.353	1.076	3.843	77.353	1.699	6.068	77.353
10	.845	3.018	80.371						
11	.809	2.888	83.259						
12	.752	2.687	85.945						
13	.650	2.321	88.266						
14	.630	2.250	90.516						
15	.581	2.074	92.590						
16	.527	1.881	94.472						
17	.415	1.484	95.955						
18	.381	1.360	97.315						
19	.323	1.155	98.470						
20	.248	.884	99.354						
21	.181	.646	100.000						
22	2.095E-16	7.484E-16	100.000						
23	1.519E-16	5.425E-16	100.000						

24	8.716E-17	3.113E-16	100.000					
25	-3.677E-17	-1.313E-16	100.000					
26	-7.734E-17	-2.762E-16	100.000					
27	-1.148E-16	-4.100E-16	100.000					
28	-1.818E-15	-6.492E-15	100.000					

Extraction Method: Principal Component Analysis.

5.4 Scree Plot

The application of Cattell's (1966) scree test (Figure 1) resulted in acceptance of Factors. The Scree plot shows the factor eigen values in descending order .The eigen values of a factor represents the variance explained by each factor. An elbow in the Scree plot occurs at Factor 9, which indicates the point at which the inclusion of additional factors does not contribute significantly in explaining the variance of the data set. The results of the analysis are presented in the form of factor pattern matrix. Factors above the elbow of the plot are retained. A set of 9 Factors that were chosen accounts for about 77.35 % of the variations in data.
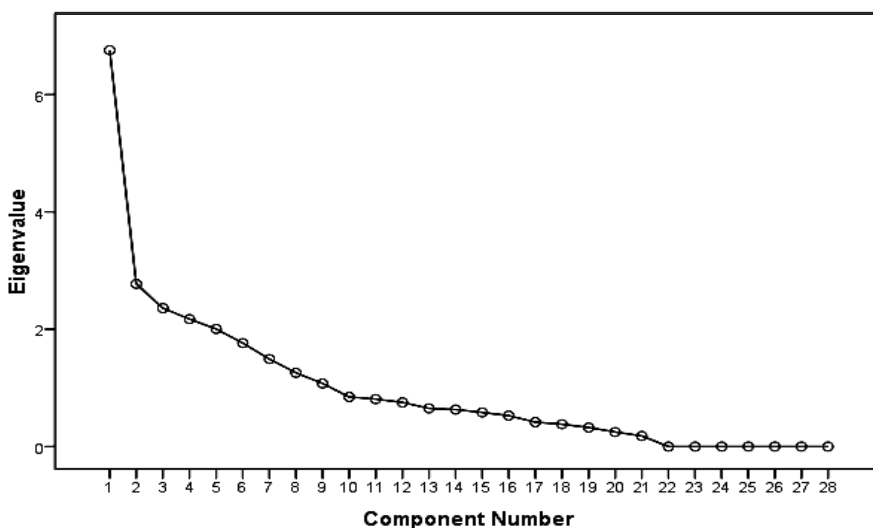

Figure 01: Scree Plot.

5.5 Examining and identifying the significant Factors loading

After studying the Eigen values for the components, the next step is to study the factor matrix and the respective factors loadings. The loadings above 0.41 have been considered for the study. For obtaining the rotated factor matrix, orthogonal rotation method, viz, VARIMAX rotation has been used. The results are displayed in table 4.

Table 04: Rotated Component Matrix[a].

	Component								
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**
x_{22}	.888	.134	-.028	-.085	.060	.206	.075	-.033	-.027
x_5	.888	.134	-.028	-.085	.060	.206	.075	-.033	-.027
x_6	.695	.017	.074	.311	-.118	.159	.406	-.147	-.081
x_{23}	.695	.017	.074	.311	-.118	.159	.406	-.147	-.081
x_{15}	.515	.177	.189	-.063	.305	-.200	.060	.013	.376
x_8	.117	.874	-.008	.189	.004	.111	.180	.000	.101
x_{25}	.117	.474	-.008	.189	.004	.111	.180	.000	.101
x_3	.011	.488	.244	-.361	.377	.032	-.010	.120	-.089
x_{11}	-.017	.021	.935	.114	.102	.068	.097	.009	.068
x_{28}	-.017	.021	.935	.114	.102	.068	.097	.009	.068
x_{12}	.235	.369	.441	.181	-.253	.135	.124	-.056	.109
x_9	.037	.186	.191	.885	.082	.186	.095	.013	.032
x_{26}	.037	.186	.191	.885	.082	.186	.095	.013	.032
x_{27}	.031	-.003	.060	.073	.967	.026	.023	-.050	.026
x_{10}	.031	-.003	.060	.073	.467	.026	.023	-.050	.026
x_{19}	.182	-.049	.300	-.050	.014	.726	-.008	-.028	-.036
x_{16}	.001	.043	-.143	.305	.099	.711	.115	.125	.158
x_{17}	.356	.189	-.025	.189	-.009	.663	.185	.138	.078
x_{18}	.259	.284	.122	.117	-.091	.589	.168	-.100	-.348
x_{24}	.307	.215	.164	.068	.067	.154	.835	.007	.041
x_7	.307	.215	.164	.068	.067	.154	.835	.007	.041
x_{20}	.137	.385	.106	-.299	.136	.056	-.415	.223	-.169
x_2	-.020	.022	-.063	.074	-.098	.091	-.064	.872	-.048
x_1	-.216	-.054	.024	-.132	-.004	.041	.005	.804	-.016
x_4	.273	.168	.377	.286	.074	-.147	.034	.457	-.110
x_{14}	.004	.146	.066	.102	.064	.072	-.002	-.060	.842
x_{21}	.261	.441	.020	.220	-.002	-.034	-.274	.002	-.552
x_{13}	.081	.485	.231	.142	-.190	-.085	.027	-.142	.526

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 11 iterations.

5.6 Assessing Communalities

After identifying the significant factor loadings, next step is to study the communalities of the variables, representing the amount of variance accounted for by the factor solution for each variable. It is generally assumed that variable with communalities>0.5 should be retained for the study; the communalities of the variables have been shown in the table 5.

Table 05: Communalities.

	Initial	Extraction		Initial	Extraction
x_1	1.000	.716	x_{15}	1.000	.615
x_2	1.000	.794	x_{16}	1.000	.685
x_3	1.000	.593	x_{17}	1.000	.698
x_4	1.000	.576	x_{18}	1.000	.691
x_5	1.000	.868	x_{19}	1.000	.657
x_6	1.000	.819	x_{20}	1.000	.539
x_7	1.000	.899	x_{21}	1.000	.692
x_8	1.000	.869	x_{22}	1.000	.868
x_9	1.000	.908	x_{23}	1.000	.819
x_{10}	1.000	.949	x_{24}	1.000	.899
x_{11}	1.000	.917	x_{25}	1.000	.869
x_{12}	1.000	.531	x_{26}	1.000	.908
x_{13}	1.000	.657	x_{27}	1.000	.949
x_{14}	1.000	.758	x_{28}	1.000	.917

Extraction Method: Principal Component Analysis.

5.7 Factor Analysis Results

The principal component analysis using varimax rotation of 28 variables has led to the extraction of nine factors. Following tables represent the final results of the study and reflects the extraction of the factors that are considered more influential by the respondents.

Factor Analysis: The rotated factor matrix has been shown in Table-4. This shows that variables understudy have constituted nine groups. These have been discussed in the following paragraphs.

Factor-I: Educational and Environmental Issues: Factor-I explains 12.59% of the total variations existing in the variable set. This includes variables- x_5, x_6, x_{15}, x_{22}, and x_{23}. This factor has significant factor loadings on these variables which have formed this major cluster. So, this factor provides a

basis for conceptualization of a dimension, which may be identified as 'Educational and Environmental Issues*'*.

Table 06: Educational and Environmental Issues.

Factor I	Variables	Score
x_{22}	Beautification of the city	.888
x_5	Healthy work environment	.888
x_6	Educational and training facilities	.695
x_{23}	Waste management	.695
x_{15}	Maintain long term relationship	.515

Factor-II: Poverty alleviation: Factor-II explains 10.3% of the total variations existing in the variable set. This includes variables-x_8, x_{25}, x_3. This factor has significant factor loadings on these variables which have formed second important cluster. So, this factor provides a basis for conceptualization of a dimension, which may be identified as 'Poverty alleviation *'*

Table 07: Poverty alleviation.

Factor II	Variables	Score
x_8	Security and quality of service	.874
x_{25}	Accommodation for the slum dwellers	.474
x_3	Interest free loan	.488

Factor-III: Sports and quality services: Factor-III explains 9.03% of the total variations existing in the variable set. This includes variables- x_{11}, x_{28}, . This factor has significant factor loadings on these variables which have formed third cluster. So, this factor provides a basis for conceptualization of a dimension which may be identified as *'Sports and quality services'*.

Table 08: Sports and quality services.

Factor III	Variables	Score
x_{11}	Latest banking services	.935
x_{28}	Sports and provision of training at national level	.935
x_{12}	Program for low income	.441

Factor-IV: Rehabilitations: Factor-IV explains 8.84% of the total variations existing in the variable set. This includes variables- x_9, $x_{26,}$. This factor has significant factor loadings on these variables which have formed fourth cluster. So, this factor provides a basis for conceptualization of a dimension, which may be identified as 'Rehabilitations*'*.

Table 09: Rehabilitations.

Factor IV	Variables	Score
x_9	Service to disabled	.885
x_{26}	Rehabilitation of orphan	.885

Factor-V: Health issues: Factor-V: explains 8.35% of the total variations existing in the variable set. This includes variables- Z_1 and Z_2. This factor has significant factor loadings on these variables which have formed fifth cluster. So, this factor provides a basis for conceptualization of a dimension which may be identified as 'Health Issues*'*.

Table 10: Health issues.

Factor V	Variables	Score
x_{19}	Work for antipollution	.726
x_{16}	Support on natural disaster	.711
x_{17}	Help disabled members	.663
x_{18}	Support to governmental activities	.589

Factor-VI: Disaster Management and supportive services: Factor-VI explains 7.91% of the total variations existing in the variable set. This includes variables -x_{16}, x_{17}, x_{18}, x_{19}. This factor has significant factor loadings on these variables which have formed sixth cluster. So, this factor provides a basis for conceptualization of a dimension which may be identified as 'Disaster management and supportive service *'*.

Table 11: Disaster Management and supportive services.

Factor VI	Variables	Score
x_{27}	Hospitals engaged in providing free medical treatment to poor patients	.967
x_{10}	Pays dividend and interest	.467

Factor-VII: Social welfare: Factor-VII: explains 7.80% of the total variations existing in the variable set. This includes variables –x7, x20, x24. This factor has significant factor loadings on these variables which have formed seventh cluster. So, this factor provides a basis for conceptualization of a dimension which may be identified as *'social welfare'*.

Table 12: Social welfare.

Factor VII	Variables	Score
x_{24}	Old persons home	.835
x_7	Concern about human right	.835
x_{20}	Engaged in clean water management	-.415

Factor-VIII: Employee Welfare: Factor-VIII explains 6.44% of the total variations existing in the variable set. This includes variables -x_1, x_2, x_4,. This factor has significant factor loadings on these variables which have formed eighth cluster. So, this factor provides a basis for conceptualization of a dimension which may be identified as 'Employee Welfare *'.*

Table 13: Employee Welfare.

Factor VIII	Variables	Score
x_2	Transport and allowance facilities	.872
x_1	Salary Sufficiency	.804
x_4	Overtime package`	.457

Factor-IX: Agriculture and Customer services: Factor-IX explains 6.06% of the total variations existing in the variable set. This includes variables -x_{13}, x_{14}, x_{21},. This factor has significant factor loadings on these variables which have formed ninth cluster. So, this factor provides a basis for conceptualization of a dimension which may be identified as 'agriculture and customer services *'.*

Table 14: Agriculture and Customer services.

Factor IX	Variables	Score
x_{14}	Satisfaction of loan's interest rate	.842
x_{21}	Engaged in a forestation	-.552
x_{13}	Fairly treats new and old customer	.526

5.8 Summary of Findings

Finally, the rankings obtained on the basis of factor wise scores are shown in the following table:

Table 15: Rankings of the Factors.

	Factor	Average Score	Rank
I	Educational and Environmental Issues	0.89	1
II	Poverty alleviation	0.55	6
III	Sports and quality services	0.64	5
IV	Rehabilitations	0.37	9
V	Health issues	0.76	3
VI	Disaster Management and supportive services	0.45	7
VII	Social welfare	0.72	4
VIII	Employee Welfare	0.84	2
IX	Agriculture and Customer services	0.42	8

Note: Data have been compiled by the researcher.

The ranking shows that *Factor-I: Educational and Environmental issue* is most important activities that the banks practice in Bangladesh. The second important factor is the 'Employee welfare' which indicates that the banks are providing facilities to their employees. The third factor is the 'Health Issue 'which indicates that the banks are spending in health sector for betterment of the society.

5.9 Theoretical Framework

On the basis of findings from analysis, we have proposed a theoretical framework in the context of Bangladesh.

Figure 02: CSR Practices in banking sectors in Bangladesh.

6. POLICY RECOMMENDATIONS

The commercial banks play vital role in social development. The following measures should be taken for the involvement of banks in social responsibility.

a. The government should prepare CSR policy for banks.
b. The government can take steps to raise CSR fund for social development.
c. The banks should develop monitory policy for CSR activities.
d. The central bank can establish a CSR monitoring and research cell to improve CSR activities.

7. CONCLUSIONS

Banks just give back a portion of the revenue to the society and society member & customer always expect some volunteer activities from the banks. So always there is a gap of CSR between expectation by the society and performance by the bank. We have identified the important CSR activities of the banks in Bangladesh. The banks should contribute in the education, environmental issues, health, and employee welfare. This research outcome will help the banks and other stakeholders for setting their CSR goal.

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