



Bangladesh NPO teams with SR Asia-Bangladesh in national seminar

The NPO of Bangladesh has been actively participating in the APO's e-learning courses since 2006 and they have been extremely beneficial to Bangladeshi participants. One such participant was Sumaya Rashid, who completed an e-learning course with the APO and went on to establish SR Asia-Bangladesh. The NPO of Bangladesh was pleased to collaborate with it to organize a national seminar on Creating Buy-in for Socially Responsible Products and Services in Bangladesh for Sustainability on 17 May in Dhaka.

The seminar was attended by senior representatives and policymakers from government, a previous government secretary, professionals, corporate leaders, academics, research scholars, and representatives of civil society organizations and international agencies including UNDP and CARE Bangladesh. It was supported by the APO, NPO of Bangladesh, SR Asia, UNDP, CARE Bangladesh, Somra-MBL Ltd., CARA BD, ATN Bangla, Bangladesh Protidin, and Total Compliance.

Many facets of socially responsible buying within organizations were addressed based on a study of 35 buying processes in 10 organizations and an in-depth examination of 21 of those processes. The findings of the study suggest that the presence of skillful policy entrepreneurs, who possess many characteristics of business entrepreneurs but invest their resources in instituting new organizational policies, and the organizational context within which

policy entrepreneurs operate and the society they serve heavily influence the success of socially responsible buying initiatives.

The experts in this seminar deliberated on how corporate strategy and a guid-

ing framework were necessary to offer socially responsible products and services for sustainable businesses. It also set the future agenda for SR Asia-Bangladesh to promote social responsibility, establish relationships in trade facilitation and development within the region and beyond Asia, promote socially responsible products, link them to sustainability, and create a knowledge pool and repository for the future. The NPO of Bangladesh will continue to support the cause of sustainable development by encouraging socially responsible practices among enterprises nationwide.

For more details of the seminar and its proceedings, feel free to contact Sumaya Rashid, Country Director, SR Asia-Bangladesh at sumaya|@sr-asia.org or srasia.bd@gmail.com. *Contributed by NPO Bangladesh.* 



APO Alternate Director Dr. Md. Nazrul Islam (3rd L) with speakers. Photo courtesy of the NPO Bangladesh.