

# Aligning ECG goals with CSR activities



# ***Branching Out for Change***

Just as life thrives in our hands, the power to create positive change thrives within us. Our commitment to sustainable practices forms the roots that nourish our growth, while each CSR initiative is a flourishing leaf, reaching out to nurture the communities and ecosystems around us.

Through these efforts, we weave a powerful narrative of shared goals, offering support to those in need, one action at a time, gracefully, positively, and sustainably.



***Serving with Purpose:  
ECG's Faith-Driven CSR Endeavors***

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Bismillah hir rahman nir raheem

In the name of Allah,  
the Most Compassionate, the Most Merciful

Embracing the essence of our Islamic values and the profound teachings of the Holy Quran, East Coast Group (ECG) finds deep joy and purpose in steering our impactful Corporate Social Responsibility (CSR) initiatives. Our commitment to making a meaningful difference is not just a corporate duty but a spiritual journey inspired by the Quranic verse,

مَثَلُ الَّذِينَ يُنْفِقُونَ أَمْوَالَهُمْ فِي سَبِيلِ اللَّهِ  
كَمَثَلِ حَبَّةٍ أَنْبَتَتْ سَبْعَ سَنَابِلَ فِي كُلِّ سُنبُلَةٍ مِائَةٌ حَبَّةٌ  
وَاللَّهُ يُضَعِفُ لِمَنْ يَشَاءُ وَاللَّهُ وَاسِعٌ عَلِيمٌ ﴿٢٦١﴾

Masalul lazeena yunfiqoona amwaalahum fee sabeelil laahi  
kamasali habbatinambatata sab'a sanaabila fee kulli sumbulatim mi'atu habbah;  
wallaahu yudaa'ifu limai yashaaa; wallaahu Waasi'un 'Aleem

The example of those who spend their wealth in the way of Allah is like a seed [of grain] which grows seven spikes; in each spike is a hundred grains. And Allah multiplies [His reward] for whom He wills. And Allah is All-Encompassing and Knowing.

[ SURAH AL-BAQARAH 2:261 ]

“

Every religion touches upon the importance of giving back to the community.

Reminding the responsible to engage in acts of charity, gratitude, and compassion. By reaching out a helping hand, we not only uplift others but also cultivate a more connected and harmonious world. This is our aim.



# A TRIBUTE TO COMPASSION AND KINDNESS



**Bakhtunnessa Chowdhury**  
15 August 1932 - 02 March 2021

## HONORING THE LEGACY OF LATE BAKHTUNNESSA CHOWDHURY

Late Mrs. Bakhtunnessa Chowdhury was more than just a mother and a wife; she was a beacon of compassion whose kindness touched the lives of many. Her unwavering dedication to helping others, from caring for her neighbors to nurturing her own family, left an indelible mark on all who knew her.

Today, her son, our honorable Chairman, Mr. Azam J Chowdhury, carries forward her legacy with humility and pride. Inspired by her selfless example, he has extended a helping hand to countless individuals, embodying the values instilled in him by his dearest mother. Under his leadership, East Coast Group has embraced Corporate Social Responsibility as a guiding principle, making a meaningful difference in our communities.

*As we honor the memory of Late Mrs. Bakhtunnessa Chowdhury, we are reminded of the profound impact of her kindness and empathy. Though she is no longer with us, her work continues to inspire and uplift. Let us carry forward her spirit of compassion and dedication, spreading kindness wherever we go.*

Her legacy of compassion and service lives on in our hearts, guiding our actions and shaping our endeavors. May we honor her memory not only in words but also in deeds, striving to make the world a better place each day.

*Together, let us emulate her spirit of generosity and love, creating a lasting legacy of kindness that illuminates the path for generations to come.*

# EMPOWERING WOMEN AND NURTURING COMMUNITIES



**Marina Yasmin Chowdhury**

05 June 1963 - 19 June 2021

## HONORING THE LEGACY OF LATE MARINA YASMIN CHOWDHURY

In communities where marginalized children yearned for education, the Late Mrs. Marina Yasmin Chowdhury emerged as a beacon of hope. Tirelessly, she provided study materials, food, and support, prioritizing the education of young girls to empower them as future leaders. Her mission was to restore to women the respect and rights they deserved.

Her advocacy extended to combating child marriage, ensuring a brighter future for girls in the community. She also championed child rights, established a Madrasa in her birthplace, and consistently donated to various Madrasas and Orphanages in Dhaka. Moreover, she selflessly donated winter blankets and humanitarian aid to those in need, embodying her commitment to nurturing and protecting her community.

*As the beloved wife of our esteemed Chairman, Mr. Azam J Chowdhury, Late Marina Yasmin Chowdhury's dedication to women empowerment left an indelible mark on our collective conscience. Inspired by her unwavering commitment to uplifting women and girls, our honorable Chairman continues to champion their cause, ensuring that her legacy of empowerment and compassion lives on through East Coast Group's acts of Corporate Social Responsibility.*

An ideal woman of kindness and religious devotion, she dedicated herself to the betterment of the community and its people. We pay tribute to her enduring kindness and generous spirit, knowing that her legacy lives on in the hearts of many despite her physical absence.

*May her tradition of kindness inspire us to illuminate paths of compassion, ensuring her spirit lives on in our actions.*

## FOREWORD FROM THE HEAD OF CSR

On 03 October 2021, my journey as Head of Corporate Social Responsibility at East Coast Group began, unveiling a landscape of CSR initiatives awaiting unification. Under the wise guidance and inspiration of our esteemed Chairman, Mr. Azam J Chowdhury, we embarked on a journey to consolidate our efforts into a cohesive vision of purposeful giving.

*Inspired by the legacy of our Chairman's late mother, Mrs. Bakhtunnessa Chowdhury, and beloved wife, Mrs. Marina Yasmin Chowdhury, we pay homage to their unwavering compassion and dedication in shaping our CSR activities. Across five pillars: healthcare access, educational empowerment, community development, agricultural development, and humanitarian aid, we endeavor to leave a lasting impact for generations to come.*

Join us as we traverse through time, pioneering advancements in healthcare and education in the Kulaura region, nurturing community development through the enhancement of diagnostic centers, Madrasa, and Mosque infrastructure, agricultural initiatives, and extending aid during times of crisis. Together, we weave a tapestry of hope and social responsibility, guided by the leadership of our Chairman, Mr. Azam J Chowdhury, and the collective efforts of our team.

In this context, I must express gratitude for the invaluable contributions of Mr. Tanjil Chowdhury, Chairman, Prime Bank and Managing Director, ECG; Ms. Dilruba Chowdhury, Director, ECG; Mr. Tanveer A Chowdhury, Director, ECG; and Major General Nayeem Ashfaque Chowdhury (Retd), Executive Director, ECG; Mr. Masudur Rahim, Chief Executive Officer, ECG; and Mr. Md. AKH Hasif Sowdagar, FCMA, FCA, Chief Financial Officer, ECG, whose dedication propelled our CSR initiatives to greater heights. Lastly, I express profound gratitude for the guidance and mentorship of our honorable Chairman.

Col Liaquat Ali Khan (Retd)  
Head of CSR, East Coast Group

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Every act of compassion is a beacon of light,  
guiding us toward a more empathetic world

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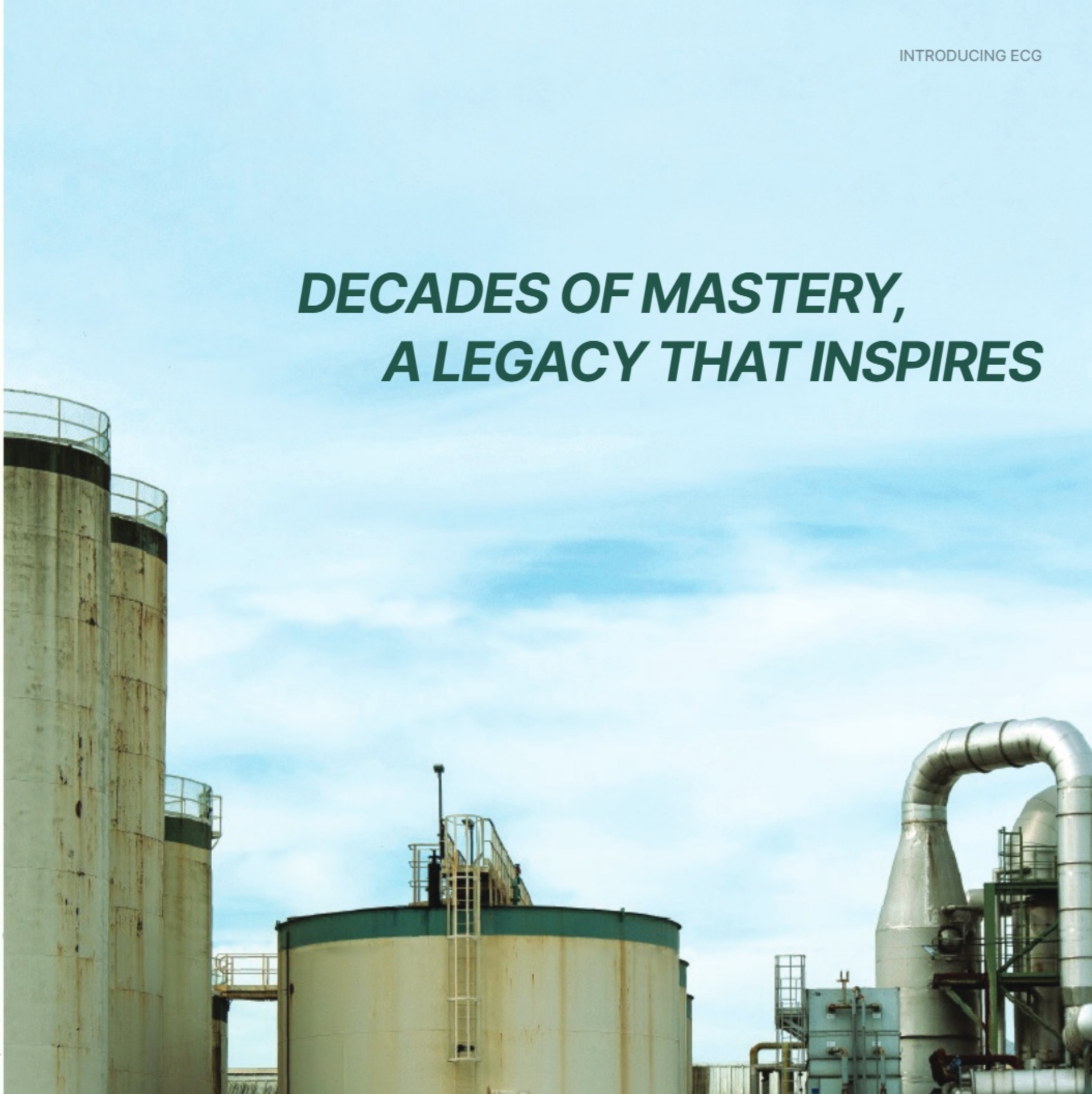
## *Over Four Decades of Dynamic Growth*

Celebrating 42 years of unwavering dedication, East Coast Group has emerged as a dynamic business conglomerate in Bangladesh. Our diversified portfolio encompasses Trading, Power Generation, Downstream Petroleum, Renewable Energy, Manufacturing Plastics and Ceramics, Construction Consultancy, Wood Processing, Corporate Finance, Banking, Insurance, Tea Production Logistics, and Distribution. Originating from pioneering ventures in the oil and gas industry, our dedication to propelling growth and creating enduring value remains steadfast.

## *Strategic Investment Excellence*

Guided by foresight, we strategically expanded our investment arm, obtaining a merchant-banking license. This empowered us to efficiently manage in-house assets, solidifying our role as a trusted financial intermediary. In pursuit of opportunities within an open consumer market, we also proudly introduced our distribution company, specializing in the importation and seamless delivery of consumer goods.

# *DECADES OF MASTERY, A LEGACY THAT INSPIRES*







## Cultivating Growth: Empowering Lives Through CSR Initiatives

## Committing to CSR Endeavors

East Coast Group's journey goes beyond corporate milestones; it is rooted in a deep commitment to community well-being that predates the 1980s. Our foray into Corporate Social Responsibility (CSR) during the 1980s marked the beginning of a sustained effort to make a positive impact on society through the initiatives of our Chairman, Mr. Azam J Chowdhury. From educational initiatives and healthcare support to disaster relief and environmental conservation, our CSR activities have evolved with the changing needs of the communities we serve.

*Our foray into CSR during the 1980s marked the beginning of a sustained effort to make a positive impact on society through the initiatives of our Chairman, Mr. Azam J Chowdhury.*

## **ECG's Legacy of Social Responsibilities**

Our unwavering commitment to social responsibility, impacting lives across diverse communities, and pioneering a greener, sustainable future.

**15+**  
Major CSR Projects

**10+**  
Yearly Humanitarian Aid Projects



## *East Coast Group's Accountability in Social Responsibility*

In today's global landscape, businesses bear an increasing responsibility to consider the societal and environmental impacts of their operations. CSR has evolved from a respected business practice to a consumer-driven demand, reflecting a growing social consciousness. East Coast Group recognizes this imperative and acknowledges the profound connection between business, society, and the environment.

## *Implementing CSR Endeavors*

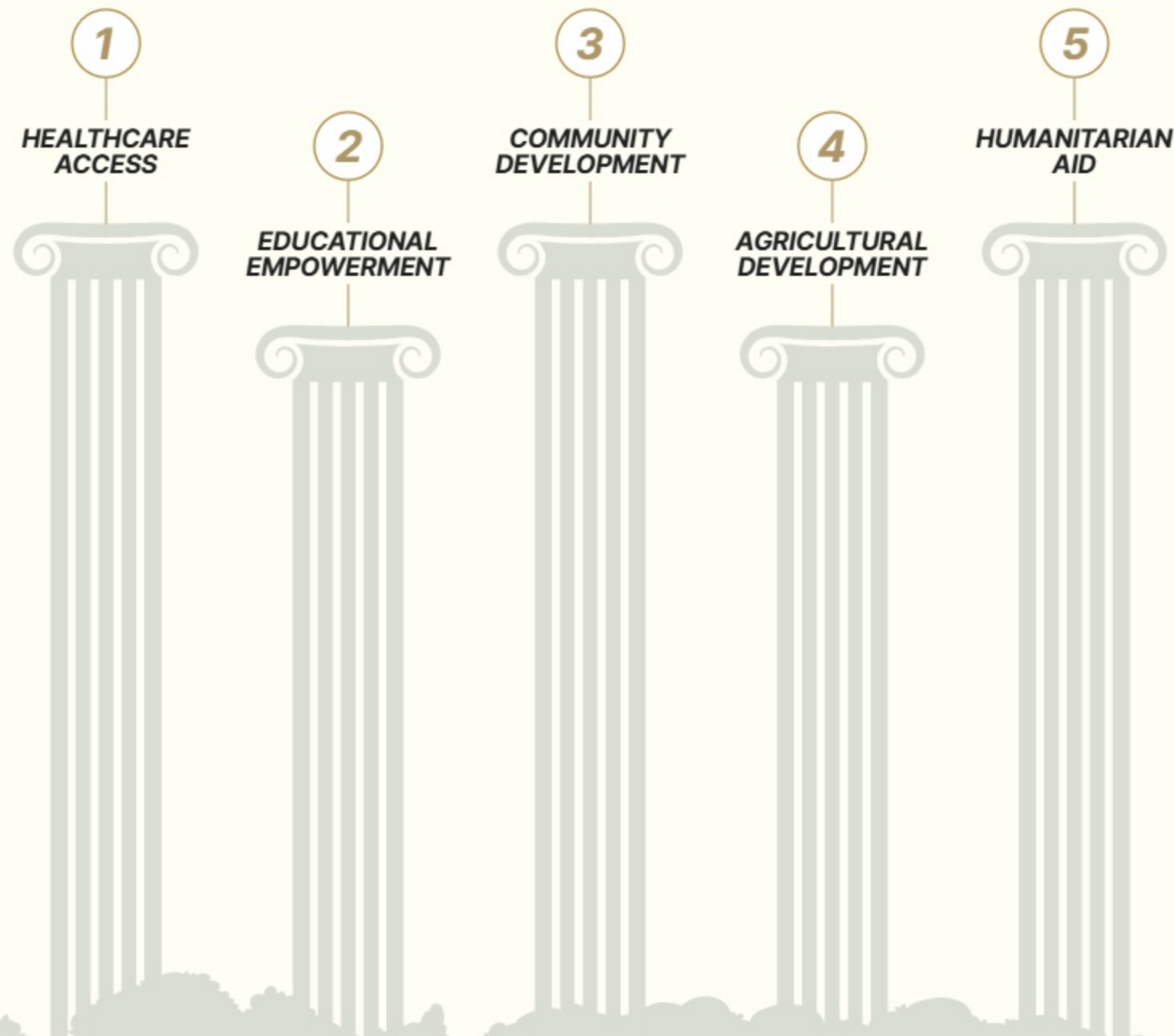
Implementing a robust CSR model transcends environmental and societal benefits; it profoundly influences a business's reputation. In an era where social consciousness prevails, consumers prioritize companies demonstrating a commitment to social responsibility. CSR practices not only contribute to a healthier environment and society but also elevate employee morale, instilling a greater sense of purpose in their work.



# ECG's CSR Pillars

Under the esteemed leadership of Chairman Mr. Azam J Chowdhury, East Coast Group's CSR activities move ahead, spearheading a humanitarian cause. Our honorable Chairman's visionary directives guide our CSR initiatives, focusing on five distinctive pillars.

Behind each CSR endeavor lies an emotional connection and a purpose rooted in sustainable development. It is not just about meeting Sustainable Development Goals (SDGs) but about creating lasting impacts on the lives of individuals and communities.



## Connecting Pillars with Sustainable Development Goals

In the context of Bangladesh, our pillars address critical challenges such as inflation, loss of arable lands, pollution, poverty, job insecurity, unemployment, and educational inequality.

**Healthcare Access** becomes a lifeline for communities facing health crises, while **Educational Empowerment** combats inequality. **Community Development** and **Agricultural Development** tackle poverty and environmental concerns, contributing to economic sustainability. Lastly, **Humanitarian Aid** offers essential support to a nation grappling with various socio-economic challenges.

Through these pillars, East Coast Group strives to catalyze positive change, fostering a more resilient and empowered Bangladesh. Our CSR pillars are intricately woven into the fabric of the United Nations' Sustainable Development Goals (SDGs), reflecting our commitment to global sustainability.

*This booklet covers the CSR activities spanning the timeline of October 2021 to current.*



Empowering Communities, Nurturing Lives:  
Our Commitment to Accessible Healthcare

**HEALTHCARE  
ACCESS**

## BAKHTUNNESSA CHOWDHURY DIABETES CENTRE UPGRADATION, KULaura, MOULVIBAZAR

In the heart of Kulaura upazila, the Bakhtunnessa Chowdhury Diabetes Centre began its journey in 2000. Established by East Coast Group, this centre, named after Bakhtunnessa Chowdhury, the revered mother of our Chairman, Mr. Azam J Chowdhury, emerged as a beacon of compassion.



Alongside our honorable Chairman, the inauguration ceremony of the newly upgraded Bakhtunnessa Chowdhury Diabetes Centre was graced by the presence of key figures from East Coast Group, including Mr. Tanjil Chowdhury, Managing Director; Ms. Dilruba Chowdhury, Director; Major General Nayeem Ashfaque Chowdhury (Retd), Executive Director; Col Liaquat Ali Khan (Retd), Head of CSR; and Mr. Md. Shipar Uddin Ahmed, the honorable Mayor of Kulaura City Corporation.

*The mission was simple yet profound – to provide free medical treatment to impoverished diabetic patients. Every year, it has now become the lifeline for nearly 9000 patients who found solace within its walls, receiving not just treatment but diagnostic facilities and subsidized medicine.*



### The Vision for Modern Healthcare

As the sun set over Marina Square, Dakkhin Bazar, Kulaura- the need for modern healthcare became more apparent, this being the only diabetes center available in the entire Kulaura upazila. With minimal facilities and only two dedicated doctors, the challenges were evident.

Our honorable Chairman, Mr. Azam J Chowdhury, during his visit on 14 February 2022, witnessed the need for an upgrade from a specialized Diabetic Centre to a multipurpose medical treatment hub. Motivated by the desire to enhance medical facilities for diverse areas, the Chairman envisioned a modern haven for health.

The upgrade, completed on 16 September 2023 and inaugurated by the honorable Chairman, unveiled a state-of-the-art Medical Centre. The centre now has specialists from various sectors, including medical specialists, gynecologists, child specialists, ophthalmologists, orthopedists, and many more. This has increased the number of doctors from only two to more than eight.

## Addressing Local Healthcare Needs

Bakhtunnessa Chowdhury Diabetes Centre's upgrade was not just about medical progress; it was a response to the intricate healthcare needs of the local community. Complications related to various health challenges and diseases, once undiagnosed locally, found attention and care.



Inauguration ceremony of the opening of the newly upgraded Bakhtunnessa Chowdhury Diabetes Centre at Kulaura, Moulvibazar



The upgraded centre, now a symbol of hope, is equipped with state-of-the-art technology, including the FUJIFILM FDR SMART f 500 Ma X-Ray, 4D Color Doppler Ultrasound Machine, Fully Automated Biochemistry Analyzer, Fully Automated Immunochemistry Analyzer, Hematology Analyzer, ECG Machine, and ESR Machine, poised to address complexities.

# BAKHTUNNESSA CHOWDHURY DIABETES CENTRE



বখতুনেছা চৌধুরী ডায়াবেটিস সেন্টার  
BAKHTUNNESSA CHOWDHURY DIABETES CENTRE





**Partnering with Alo Bhuban Trust: Sonography Camp & Training Initiative**

Bakhtunnessa Chowdhury Diabetes Centre, in collaboration with Alo Bhuban Trust, orchestrated a sonography camp and training program on 01 and 02 December 2023 in Kulaura, Moulvibazar.

*Over 50 patients benefited from free sonography diagnoses led by renowned German gynecologist Dr. Brigette Schumann.*



*Training program on sonography organized in collaboration with Alo Bhuban Trust on 01 and 02 December 2023*

*The event was graced by the esteemed presence of key figures from East Coast Group's top management, including Major General Md. Nayeem Ashfaque Chowdhury (Retd), Executive Director and Col Liaquat Ali Khan (Retd), Head of CSR, alongside Prof. Dr. Hasin Anupama Azhari, Secretary-General, Alo Bhuban Trust, and renowned German gynecologist Dr. Brigette Schumann.*



*Handing over training certificates to the trainees on "Training for Sonologist"*

**Chairman's Commitment to Health**

This signifies East Coast Group's commitment to steer healthcare improvement. The training program was created to recognize the local need to address an essential gap in healthcare services. Under the visionary guidance of Chairman Mr. Azam J Chowdhury, our involvement in similar initiatives aligns with our core values. We are actively exploring plans to promote such activities, ensuring a sustained impact on community health.

**Social Impact**

Aligned with Sustainable Development Goals 3 and 8, the Bakhtunnessa Chowdhury Diabetes Centre stands as a testament to East Coast Group's commitment to local improvement. By prioritizing access to quality healthcare and fostering economic growth, this initiative ensures a healthier, more prosperous Kulaura.



## LAND DONATION TO THE HEALTH AND FAMILY WELFARE CENTER, KADIPUR UNION, KULaura

In a heartening display of philanthropy, East Coast Group generously donated 7 Kathas of land to the Ministry of Health, Government of Bangladesh, on 26 September 2003. This notable act responds directly to the pressing healthcare challenges faced by the residents of Kadipur union in Kulaura.



The Health and Family Welfare Center building at Kadipur union, Kulaura.

With limited access to the latest medical facilities, locals have grappled with the absence of essential primary healthcare services. Recognizing these hardships, Chairman Mr. Azam J Chowdhury deemed it vital to take action- a vital step toward realizing a Health and Family Welfare Center.

## A Beacon of Hope Emerges: East Coast Group's Commitment in Action

As construction on the donated land progresses, this initiative stands as a testament to our unwavering commitment to community well-being. East Coast Group, guided by Chairman Mr. Azam J Chowdhury's vision, not only addresses immediate healthcare gaps but also lays the foundation for a healthier and more resilient community in Kadipur union.



Health and family welfare building premises at Kadipur union, Kulaura

The Kadipur Union Health and Family Welfare Center is fortified by the steadfast service of two doctors, who tirelessly provide essential care from 9 AM to 5 PM on weekdays throughout the year. Their unwavering commitment ensures that all members of the community receive timely and quality healthcare.

*This invaluable facility has brought about profound benefits to the locals, setting a distinct standard unmatched by any other union.*

### Social Impact



Our philanthropic efforts harmonize seamlessly with the global objectives outlined in Sustainable Development Goals 3 and 8. By facilitating modern healthcare infrastructure access and fostering economic development, this initiative contributes to the broader agenda of creating healthier and more prosperous communities.



**A Lifesaving Gesture:  
ECG's COVID-19 Response**

## DONATION TO THE UPAZILA HEALTH COMPLEX, KULaura MOULVIBAZAR

In the profound display of CSR activities during the COVID-19 pandemic, a substantial donation of medicine and medical equipment worth BDT 15 Lakh was made to establish a 10-bed Corona Isolation unit at Upazila Health Complex in Kulaura, Moulvibazar, dedicated to the Late Mrs. Marina Yasmin Chowdhury, our Chairman Mr. Azam J Chowdhury's beloved wife.



ECG's response to COVID-19 at Kulaura dated 31 July 2021

### Compassion Continues: A Ceremony of Hope Amidst Crisis

Amidst the pandemic, the donation ceremony was held on 31 July 2021 at Kulaura Health Complex. During the ceremony, Mr. Azam J Chowdhury, our honorable Chairman, with great emotion, highlighted his late wife's philanthropic legacy. In the face of the COVID-19 pandemic, he recognized the need for medical assistance, swiftly acting to provide support to the Upazila Health Complex.

*The donation ceremony brought together key figures from East Coast Group, including Ms. Dilruba Chowdhury, Director; Mr. Chowdhury Tanzim Karim, Legal Advisor; Mr. Masudur Rahim, CEO; and Mr. Shakil Chowdhury, President, Kulaura Press Club. The event, presided by Dr. Ferdous Akther, the Upazila Health Complex and Family Planning Officer, featured guests, including Mr. ATM Farhad, UNO, Kulaura and Mr. Binoy Bhushan, OC, Kulaura.*



Donation ceremony of medical equipment and medicines during the COVID pandemic on 31 July 2021

### Nurturing Dreams: Honoring Marina Yasmin Chowdhury's Legacy

Mrs. Marina Yasmin Chowdhury's generous spirit, known for aiding those in need, inspires East Coast Group's CSR activities. Her legacy guides Chairman Mr. Azam J Chowdhury, who is committed to fulfilling her dreams of helping societies. In acknowledging the pandemic challenges, he stressed the need for government-private sector collaboration, showcasing swift action and unwavering steadfast to his late wife's philanthropic legacy.

#### Social Impact

East Coast Group's COVID-19 response aligns with Sustainable Development Goals 3 and 8. By providing medical assistance and fostering economic development in global pandemic situations, we contribute to creating safer and more prosperous communities.



## DONATION TO THE FOUNDATION FOR AUTISM RESEARCH AND EDUCATION (FARE)

### About FARE

Founded on 02 October 2007, the Foundation for Autism Research and Education (FARE) is a parent based organization solely focusing on the health crisis of autism in Bangladesh situated opposite to the Sadarghat Police Station (Close to Islamia College), Sadarghat Road, Chattogram. With the lifelong obstacles faced by people with autism and the absence of a special education system, FARE aims to provide education and support to autistic children.

### Autism Advocacy: ECG Stands with FARE

Aligned with our commitment to societal welfare, we proactively support FARE as a crucial part of our Corporate Social Responsibility initiatives. Our ongoing commitment started on 06 October 2021, with the first donation of BDT 30 Lakh, followed by a BDT 20 Lakh donation on 17 September 2022, BDT 20 Lakh on 19 October 2023, and another 10 Lakh on 10 March 2024. This cumulative donation of BDT 80 Lakh underscores our commitment to the cause.



In respect for Chairman Mr. Azam J Chowdhury's vital role, FARE bestowed upon him a lifetime membership with an honorary certificate. On another occasion of a cheque-giving ceremony in 2024, our Head of CSR, Col Liaquat Ali Khan (Retd) and FARE's Vice President, Mr. Muhammad Mahbulul Haque Khan, among others, were present.

# MARINA YASMIN CHOWDHURY THERAPY CENTER INAUGURATION

## Inaugurating Hope: Paving the Way to Modern Therapy Treatment

The formal inauguration of the new 'Marina Yasmin Chowdhury Occupational Therapy Centre,' a significant addition to FARE's facilities dedicated to providing advanced treatment for children, was a heartfelt occasion. The ceremony, held on 23 October 2023, marked a poignant tribute to the Late Mrs. Marina Yasmin Chowdhury, embodying her philanthropic spirit and enduring impact on initiatives that enhance the lives of those in need.



FARE committee handing over flowers of appreciation to the Chairman of East Coast Group

## Honoring Our Chairman's Vision

FARE took this opportunity to honor the visionary leadership of our Chairman, Mr. Azam J Chowdhury, whose unwavering commitment has been instrumental in shaping initiatives that uplift communities. The occasion served as a testament to his philanthropic legacy and the vital role he plays in steering FARE's endeavors toward a brighter and more inclusive future.



Inauguration of Marina Yasmin Chowdhury Occupational Therapy Center on 23 October 2023

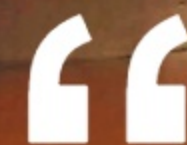
## Social Impact



Our collaboration with FARE in the inauguration of Marina Yasmin Chowdhury Occupational Therapy Center directly contributes to achieving SDG 3 (Good Health and Well-being) by addressing the autism health crisis and promoting well-being. Simultaneously, it supports SDG 10 (Reduced Inequalities) through our commitment to inclusive education and healthcare for autistic children.



# EDUCATIONAL DEVELOPMENT



Fostering Knowledge, Building Futures:  
Our Dedication to Educational Excellence

## MOHTASIN ALI HIGH SCHOOL, KADIPUR, KULaura UPGRADATION TO COLLEGE

In 1989, Chairman Mr. Azam J Chowdhury founded Mohtasin Ali High School, naming it after his late father, Mr. Mohtasin Ali in Kadipur, Kulaura. This educational initiative continues to make a lasting impact under his visionary leadership.

As time progressed, our honorable Chairman recognized the importance of providing quality higher education, envisioning the transformation of Mohtasin Ali High School into a college for the benefit of local students.



*Inauguration of Mohtasin Ali High School on 1989*



*Old Gate of Mohtasin Ali High School (Established on 07 August 1989)*

The school's inaugural ceremony was graced by our honorable Chairman, Mr. Azam J Chowdhury, alongside Mr. Mohtasin Ali Chowdhury, the father of our Chairman; Mr. Ali Haider Khan, Divisional Commissioner of Chittagong; Mr. AKM Mosaddek Ahmed Noman, Chairman of Kadipur Union; and Mr. Rezwanul Haq, Deputy Commissioner of Moulvibazar. Additionally, the event was adorned by Mr. Kutubul Alam Chowdhury and Mr. Suleman. Their presence significantly elevated the prestige of the occasion, underscoring a collective commitment to the educational endeavors undertaken.

### **Educational Stewardship: The Making of a College**

Recognizing the vital role of competent educators in shaping young minds, our Chairman took a pivotal step toward establishing a college. After relentless efforts spanning two years, the college received official approval on 02 December 2021.



*ECG's Chairman, Mr. Azam J Chowdhury personally oversaw the land acquisition process*

The personal touch of the Chairman Mr. Azam J Chowdhury in convincing six landowners played a pivotal role, leading to the start of the new college building project. The emotional investment in every brick laid reflected a commitment to a future where schooling is easily accessible.

As the aspirations for quality education soared, the institution faced the challenge of space constraints. Responding with characteristic decisiveness, our Chairman assisted in the acquisition of an additional 45 Decimal land adjacent to the school in February 2022, ensuring local children no longer needed to travel long distances for quality education.



*Subsequently, on 14 February 2022, to further enhance the college's establishment, our respected Chairman personally selected 11 skilled teachers across various subjects through a comprehensive assessment. This hands-on approach was the first step for shaping the dream college for the locality.*

### Building Dreams: The Inauguration of the College Construction

With the new land secured, the subsequent steps unfolded seamlessly. The saga continued with the commencement of the construction of the 6-story college building construction, a venture expected to cost around BDT 26 Crore, to which our Chairman is committed to overseeing the entire process.



*Inauguration of college building foundation construction on 29 October 2022*

On 29 October 2022, the foundation of this long-awaited project was inaugurated by our Chairman, who, joined in prayer, planted a flame tree, marking a pivotal moment in the institution's journey. The event was attended by government and non-government officials, adding vibrancy to the inauguration.

### Envisioning a Transformative College

On 19 March 2023, our Chairman, Mr. Azam J Chowdhury, inaugurated the college construction and launched the college website simultaneously, ensuring unified academic operations. This inauguration marked the beginning of accessible and quality education, setting the stage for a brighter future that emphasizes technical subjects like IT, agriculture, and practical science.



*College construction inauguration on 19 March 2023*



### Proposed New College Building 3D View

The piling work for the sub-structure of the college building has been completed. The full construction of the building is expected to start in May 2024.



# MOHTASIN ALI HIGH SCHOOL AND COLLEGE



Computer Lab



Chemistry Lab



Conference Room



Teacher's Room



Library



Class Room



Prayer Room



Indoor Games Room



Canteen

## Achievements of the School and College

In the last HSC examination, our school proudly attained the highest passing rate of 86% among all 14 colleges in Kulaura. This commendable achievement is attributed to the impactful guidance provided by our esteemed Chairman, Mr. Azam J Chowdhury, whose leadership inspired the governing body to work tirelessly day and night.



Chairman Mr. Azam J Chowdhury with the students of Mohtasin Ali High School & College



Additionally, Towhidul Ferdous Nadia, a student from the inaugural batch of HSC in 2023 at our college, has been awarded a stipend for two years to support her higher education at the university level, demonstrating the tangible impact of our commitment to educational excellence.

Our College triumphed at the Science and Technology Exhibition, winning 1st prize in the Olympiad quiz test among 21 competing institutions under the Kulaura upazila administration on the 23 and 24 January 2024.



On 10 January 2024, during a heartwarming occasion, our Head of CSR seized the moment to connect with both SSC and HSC students, along with their teachers. In a motivational session, he inspired them to study hard and sincerely.

He emphasized the importance of giving the student's best in the upcoming SSC and HSC exams. The message was clear – with dedication and hard work, they have the potential to achieve greatness and become successful professionals.

## Social Impact



Aligned with the United Nations Sustainable Development Goals 4 and 8, this initiative reflects East Coast Group's dedication to quality education and sustained economic growth. By providing accessible and advanced education locally, the institution contributes to creating inclusive and equitable learning opportunities, embodying a community based approach to sustainable development.

## ESTABLISHMENT OF THE MARINA YASMIN CHOWDHURY (MYC) CRICKET ACADEMY

In response to the alarming surge in drug abuse and anti-social activities plaguing the youth of the Kulaura region - an issue of grave concern - Mr. Tanjil Chowdhury, the Managing Director of East Coast Group, took a commendable step in January 2021 by founding the MYC Cricket Academy.

*This proactive and impactful initiative not only sought to provide a haven for the self-development and recreation of young individuals but also directly confronted the urgent challenges facing the community.*



Honorable Chairman and key figures of East Coast Group with the MYC Cricket Academy players and management

By highlighting the transformative power of sports in steering youth away from detrimental influences, this 68 by 22 Yards academy stands as a poignant tribute to the Late Mrs. Marina Yasmin Chowdhury, former Vice-Chairperson of East Coast Group. It symbolizes an unwavering commitment to cultivating a wholesome and constructive environment for the region's youth amidst challenging societal issues.

## Beginning of an Extraordinary Journey

Later, the academy was formally inaugurated on 01 January 2022 by the hands of our Chairman, Mr. Azam J Chowdhury. Our Chairman, moved by the passion of local players, pledged to construct a miniature Cricket Stadium in Kulaura for the MYC Cricket Academy, which is now underway, promising modern facilities that brought tears of joy to aspiring cricketers.



Inauguration of MYC Cricket Academy on 01 January 2022

The visionary leadership of East Coast Group's Chairman, Mr. Azam J Chowdhury, and the proactive efforts of Mr. Tanjil Chowdhury, Managing Director, ECG, were evident in later developments. The academy saw significant improvements, ensuring enhanced water facilities, electricity connections, comfortable seating arrangements, a dedicated office space, and proper washroom facilities.

## MYC Academy Activities

### Bijoy Dibosh Tournament 2022

In 2022, the Bijoy Dibosh Tournament served as a vibrant get-together for both old and new students of MYC Academy. Commemorating Bangladesh's Victory Day on 16 December, friendly matches between Team Padma, Meghna, and Team Jamuna added a festive touch to the occasion, fostering camaraderie among players.



### Academy Cup Cricket Tournament 2023

From 05 to 28 February 2023, MYC Academy hosted the Academy Cup Cricket Tournament in Kulaura. Sixteen teams from various regions, including Rajshahi, Comilla, Srimongal, Hobigonj, Sylhet, Dhaka, and Moulvibazar, showcased their cricket prowess. The MYC Cricket team emerged victorious, claiming the championship and receiving a prize of 50,000 BDT.



## Two-Days Intensive Training Camp 2023

In July 2023, MYC Academy organized a two-day intensive training camp and selection round for the under-18 team. The event featured experienced and renowned trainers, Mr. Rasel Ahmed, District Coach at BCB, and Mr. Aslam Khan, Trainer at Prime Bank Cricket Club. Young talents aged 12 to 18 gathered at Kulaura to refine their cricket skills under the guidance of these accomplished coaches.



## Social Impact



MYC Cricket Academy aligns with SDGs, promoting health and well-being and offering sports education for quality learning (SDG 4). We contribute to reducing inequalities (SDG 5) through inclusive events by providing diverse opportunities for aspiring cricketers, reflecting a commitment to global sustainability goals.

## DISTRIBUTION OF 70 COMPUTERS TO 42 INSTITUTIONS OF KULaura UPAZILA

Realizing the critical need for enhanced digital literacy, Chairman Mr. Azam J Chowdhury orchestrated a formal computer distribution program on 28 February 2023. This impactful initiative provided 70 computers to 42 institutions, initiating the new era of digital education across Kulaura upazila.



The computer distribution ceremony attended and adorned by Col Liaquat Ali Khan (Retd), the Head of CSR of East Coast Group, alongside the Chief Guest Mr. Mahmudur Rahman Khandakar, UNO, and Heads of respective 42 institutions.



Computers organized for each Institutions to be distributed at the ceremony.

The strategic allocation aims to empower students and educators, fostering technological proficiency for a transformative educational landscape in line with the vision of digital Bangladesh.

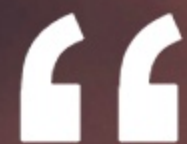
### Social Impact



In line with Sustainable Development Goals, our computer distribution initiative strategically addresses SDGs 4 and 9. By providing access to modern technology, we promote inclusive education, support sustainable economic development, and contribute to advancing technological infrastructure for the overall betterment of communities.



# COMMUNITY DEVELOPMENT



Nurturing Communities, Creating Impact:  
Our Commitment to Community Development

## DONATION TO FIVE MADRASAS IN KULUARA UPAZILA

East Coast Group, in a gesture of profound respect for the spiritual and educational foundations in Kulaura upazila, donated BDT 50 lakh to five local Madrasas. This was led by Mr. Azam J Chowdhury, our Chairman, who aimed to support the Madrasas' development, ensuring they can effectively cater to the needs of the Muslim community and contribute to the education of the students.



Our honorable Chairman handing over the donation to the five Madrasas in the Kulaura upazila



On 29 April 2022, the ceremony for the initial donation of BDT 25 lakh took place at our honorable Chairman Mr. Azam J Chowdhury's house in Kulaura, where Jamia Mohammadia Darus-Sunnah Madrasa, Monsur Ashrafia Darul Ulum Madrasa, Hazrat Shahjalal (R) Hafizia Madrasa, Babnia Hashimpur Nizamia Madrasa, and Jamia Islamia Bhukshimoil Madrasa each received BDT 5 lakh. Recognizing the impact of this support, East Coast Group, on 12 April 2023, made a second contribution of BDT 25 lakh to the same Madrasas.

### Social Impact



Our commitment to SDG 11 propels us to provide sustainable community development through our philanthropic endeavors. By ensuring access to quality contemporary education and a dynamic environment in Madrasas, we strive to create better communities.

## IFTAR MAHFIL FOR MADRASA

### Tradition of Compassion: A Heartfelt Ramadan Legacy Continues

In continuation of a cherished tradition, Iftar mahfils were organized for 11 Madrasas in Dhaka and 5 Madrasas in Kulaura during the holy month of Ramadan, from 11 to 23 April 2022. This heartfelt gesture, reminiscent of the Late Mrs. Marina Yasmin Chowdhury's benevolence, was seamlessly carried forward by Chairman Mr. Azam J Chowdhury, in honor of his late wife.



Arrangement of iftar mahfils for Madrasas



Extending the spirit of generosity, Iftar mahfils were also organized for 12 Madrasas in Dhaka during the subsequent Ramadan, from 09 to 13 April 2023. These initiatives reflect the commitment of East Coast Group to uphold traditions of compassion and community support, fostering a sense of unity and goodwill among beneficiaries.

### Social Impact



Aligning with Sustainable Development Goals, particularly SDG 2 and SDG 17, these initiatives contribute to societal well-being and collaborative efforts for a better future.



## IMPROVEMENT OF HOSSAINPUR MODDHO JAM-E-MASJID

### Sustainable Mosque Upgrades for Community Development

Hossainpur Moddho Jam-E-Masjid witnessed transformative upgrades, reflecting the profound generosity thanks to a substantial donation from Chairman Mr. Azam J Chowdhury, symbolizing East Coast Group's commitment to community well-being. The project, executed from 01 March to 31 August 2022, encompassed the upgrades to the mosque facilities.



Hossainpur Moddho Jam-E-Masjid

*To enhance the community's access to accurate and contemporary Islamic knowledge, we initiated the placement of an Imam equipped with a post-graduate degree in Islamic Studies and proficiency in Arabic. Handpicked from a pool of 20 candidates under the personal guidance of our Chairman, this decision reflects our unwavering commitment to providing valuable resources for the community's religious and educational advancement, with all associated expenses covered by us.*

The impact has been significant, drawing people from distant areas to the mosque, eager to listen to the Khutba delivered by the newly appointed Imam. This noteworthy development has garnered high appreciation for our honorable Chairman, Mr. Azam J Chowdhury, among the locals.



Improvements made to the Hossainpur Moddho Jame-Masjid

*On 05 April 2022, six air conditioning units were installed, offering worshippers comfort, particularly during the holy month of Ramadan. The initiative also included slope protection for the mosque pond, improvements to the porch and ablution space, and construction of the Imam's accommodation, emphasizing holistic development.*

### Social Impact

These endeavors align with Sustainable Development Goals 9 and 11, promoting sustainable and resilient infrastructure for strong communities.



## INAUGURATION OF MARINA YASMIN CHOWDHURY JAM-E-MASJID, KHULNA

In 1965, this mosque was initially established for the use of officers and employees of the then East Pakistan's Forest Industries Development Corporation. In 2003, we acquired this area from the Bangladesh Forest Industries Development Corporation for the employees of Nordic Wood Limited, a subsidiary of East Coast Group. However, over time, the condition of the mosque deteriorated, leading to its partial usability. Eventually, in 2015, due to safety concerns, the mosque was demolished, and an alternative prayer area was established.



Newly constructed Marina Yasmin Chowdhury Jam-E-Masjid

With the welfare of the community in mind, our esteemed Chairman, Mr. Azam J Chowdhury, directed the construction of a larger mosque with contemporary Islamic architecture in 2017. Despite a brief halt during the COVID-19 pandemic, construction resumed, and the two-story mosque, capable of accommodating up to 700 worshippers, was inaugurated on 27 August 2022 in Khulna.



Our honorable Chairman, Mr. Azam J Chowdhury, inaugurated Marina Yasmin Chowdhury Jam-E-Masjid

Equipped with modern amenities such as sanitary and ablution facilities, air conditioning, and more, the mosque prioritizes the comfort of worshippers. Additionally, an Imam, a Muezzin, and a Khatib have been appointed to oversee its operations. A substantial investment of 1.5 Crore was made to construct this architectural marvel, symbolizing our commitment to providing a sacred space for the employees of Nordic Wood Limited and the local Muslim community.

### Social Impact

These endeavors align with Sustainable Development Goals 9 and 11, promoting sustainable and resilient infrastructure for strong communities.



## CONSTRUCTION OF FAMILY GRAVEYARD

### Reconstructing Graveyard for Community Development

In a heartfelt gesture, our honorable Chairman, Mr. Azam J Chowdhury, initiated a comprehensive renovation project for the family graveyard, aiming to enhance its condition and create a dignified space for cherished memories. Commencing civil works on 28 October 2022, the project concluded on 15 November 2023, reflecting a substantial investment.



Reconstructed family graveyard at Kulaura



Entrance of the newly constructed graveyard

### Commitment to Community Spaces and Preserving Memories

The graveyard serves as a memorial for the Chairman's family and contributes to the betterment of the local community. Personally, overseeing the construction, our Chairman, Mr. Azam J Chowdhury, infused the endeavor with hope and reverence.

*The revamped family graveyard stands as a testament to East Coast Group's commitment to providing the community with free-of-cost cleansing of the deceased body (Ghusl) and temporary mortuary facilities for the local community.*



# AGRICULTURAL DEVELOPMENT



Cultivating Futures:  
Nurturing Agriculture for Sustainable Growth



*The earnings from these flourishing fruit gardens go back into our community projects through our CSR activities.*

## AGRO PROJECTS AT KULaura UPAZILA

In a proactive initiative, Chairman Mr. Azam J Chowdhury led two impactful agro projects in Kulaura, demonstrating his commitment to community welfare. The Brahman Bari Fruit Garden, spread across 14 Bigha, and the School Chamouhani Fruit Garden, spanning 2.5 Bigha, collectively introduced 1063 fruit trees, including mango, orange, malta, lychee, and dragon trees.

*Alongside our honorable Chairman, the inauguration ceremony of the newly announced Agro Projects were adorned by the presence of key management figures from East Coast Group, including Major General Nayeem Ashfaque Chowdhury (Retd), Executive Director; Col Liaquat Ali Khan (Retd), Head of CSR; and Mr. Masudur Rahim, Chief Executive Officer.*



*Our honorable Chairman overseeing the plantation progress of Agro projects in Kulaura upazila*

The earnings from these flourishing fruit gardens go back into our community, supporting initiatives that directly impact the people around us through our CSR activities.

This intentional effort not only enhances the local ecology but also acts as a catalyst for agricultural development, fostering increased food production and creating valuable employment opportunities for the community. By thoughtfully addressing the needs of the area, these projects become integral components of East Coast Group's commitment to sustainable development.



*Inauguration of Brahman Bari fruit garden*

### Social Impact



East Coast Group's agro projects at Brahman Bari and School Chamouhani play a vital role in addressing SDG 2 through enhanced local food production, contributing to SDG 8 by creating job opportunities and supporting SDG 15 by fostering biodiversity and sustainability in the region.





Empathy in Action:  
Transforming Lives Through Humanitarian Aid

**HUMANITARIAN AID**



**MYC** Charitable Foundation



## **BAKHTUNNESSA CHOWDHURY CHARITABLE FOUNDATION (BCCF)**

In homage to the revered mother of our Chairman, Mr. Azam J Chowdhury, the Bakhtunnessa Chowdhury Charitable Foundation undertakes impactful welfare projects, notably the Bakhtunnessa Chowdhury Diabetes Centre, sonography camp & training program, and initiatives such as emergency relief distribution and winter clothing distribution.

Driven by unwavering humanitarian values and under the steadfast leadership of our Chairman, the foundation stands as a beacon of commitment to fostering compassion and philanthropy, shaping a brighter and more compassionate tomorrow.

## **MARINA YASMIN CHOWDHURY CHARITABLE FOUNDATION (MYCCF)**

Continuing the legacy of compassion and generosity left by the Late Mrs. Marina Yasmin Chowdhury, MYCCF, the charitable foundation established in her memory, remains committed to impactful philanthropy. Guided by the visionary leadership of Chairman Mr. Azam J Chowdhury, MYCCF continues to play a pivotal role in shaping the CSR landscape.

Among its notable initiatives is the transformation of Mohtasin Ali High School into a college, now planning to be housed in a new 6-storied building. MYCCF extends support through Mosque and Madrasa donations, year-round relief distribution, zakat initiatives across 13 unions in Kulaura, the nurturing of talents via the MYC Cricket Academy, and various other meaningful endeavors.



## WINTER BLANKET DISTRIBUTION AT KULaura 2021

### Warming Hearts in Winter: Distributing Blankets to the Needy

East Coast Group (ECG) initiated a heartfelt response to the winter challenges faced by the people of Kulaura upazila. Under the leadership of Mr. Azam J Chowdhury, Chairman of ECG, a humble memorial program unfolded at Mohtasin Ali High School on 01 November 2021. The distribution of multiple blankets to the poor locality during this event marked the beginning of a compassionate journey.



Distributing winter blankets to the needy on 01 November 2021

### Legacy of Compassion Continued

During the remembrance program, Mr. Azam J Chowdhury, Chairman, ECG, inspired by the kindness of his late mother and wife, pledged ongoing support to the needy that resonated with the legacy of kindness passed down through generations. The subsequent distributions, conducted by Ms. Dilruba Chowdhury, Director, ECG, and Mr. Chowdhury Tanzim Karim, Legal Advisor, ECG extended this legacy to local Madrasas and orphanages in Kulaura upazila.

### Spreading Warmth Even Further

In a ripple effect of warmth and generosity, Ms. Dilruba Chowdhury, Director, ECG and Mr. Chowdhury Tanzim Karim, Legal Advisor, ECG carried forward the noble cause, distributing an additional 600 blankets to Madrasas and orphanages. Witnessing the immense joy and gratitude of the recipients, we reaffirmed our commitment to serve for humanitarian purposes.

## WINTER BLANKET DISTRIBUTION AT KULAURA 2024

We initiated a compassionate endeavor by distributing winter blankets to the Kulaura region. This dedicated effort, in memory of our Chairman's late mother, Mrs. Bakhtunnessa Chowdhury, and his wife, Mrs. Marina Yasmin Chowdhury, was conducted by Col Liaquat Ali Khan (Retd), our Head of CSR, on behalf of our honorable Chairman, Mr. Azam J Chowdhury.



*The blankets were distributed by Col Liaquat Ali Khan (Retd), our Head of CSR. Guided by our esteemed Chairman, this impactful initiative provided significant assistance to those in need, setting a compassionate tone for the year ahead.*



## WINTER BLANKET DISTRIBUTION AT KURMITOLA GOLF CLUB 2024

We commenced the year 2024 with a compassionate act – distributing winter blankets to the Caddies and Ball Boys of Kurmitola Golf Club. This initiative, dedicated to the memory of our Chairman's late mother, Mrs. Bakhtunnessa Chowdhury, and his wife, Mrs. Marina Yasmin Chowdhury, was led on behalf of our honorable Chairman by Col Liaquat Ali Khan (Retd), our Head of CSR.

Under the guidance of our esteemed Chairman, Mr. Azam J Chowdhury, this impactful effort provided significant assistance to those in need, setting an empathetic tone for the year ahead.



Distributing winter blanket to the Caddies and Gold Boys of Kurmitola Golf Club on January 2024

## RELIEF DISTRIBUTION TO THE FLOOD-AFFECTED KULAURA REGION 2022

In the aftermath of a tragic flood in the greater Sylhet area, our Chairman, Mr. Azam J Chowdhury, demonstrating his unwavering commitment to the community, initiated relief distribution in the affected Kulaura region.



Distributing flood relief commodities to the flood affected people of Sylhet from 28 to 30 June 2022



Through our Kulaura representative, relief efforts were conducted from 28 to 30 June 2022, covering a total of 9 wards in the Kadipur union. Additionally, the Chairman's College complex gave shelter for 150 flood victims, while 5000 pieces of blankets were distributed to distressed people of Kulaura on 11 to 13 December 2022, extending warmth and support during challenging times.

### Social Impact



These proactive relief measures underscore Chairman Mr. Azam J Chowdhury's compassionate leadership, aligning with SDG 1 by addressing immediate needs, SDG 2 by ensuring access to basic necessities, and SDG 3 by prioritizing health and well-being for those affected.

## DISTRIBUTION OF ZAKAT CLOTHING AMONG THE NEEDY

Our Chairman, Mr. Azam J Chowdhury, embodying compassion, personally distributed 4000 pieces of saree and 4000 pieces of lungi to the local distressed people of Kulaura on 29 and 30 April 2022 and 01 May 2022. This heartfelt Zakat initiative sought to provide essential clothing, reflecting our commitment to the well-being of our community.



Distribution of Zakat clothing among the needy

## MYC CHARITABLE FOUNDATION ZAKAT DISTRIBUTION THROUGH DIGITAL BANKING 2024

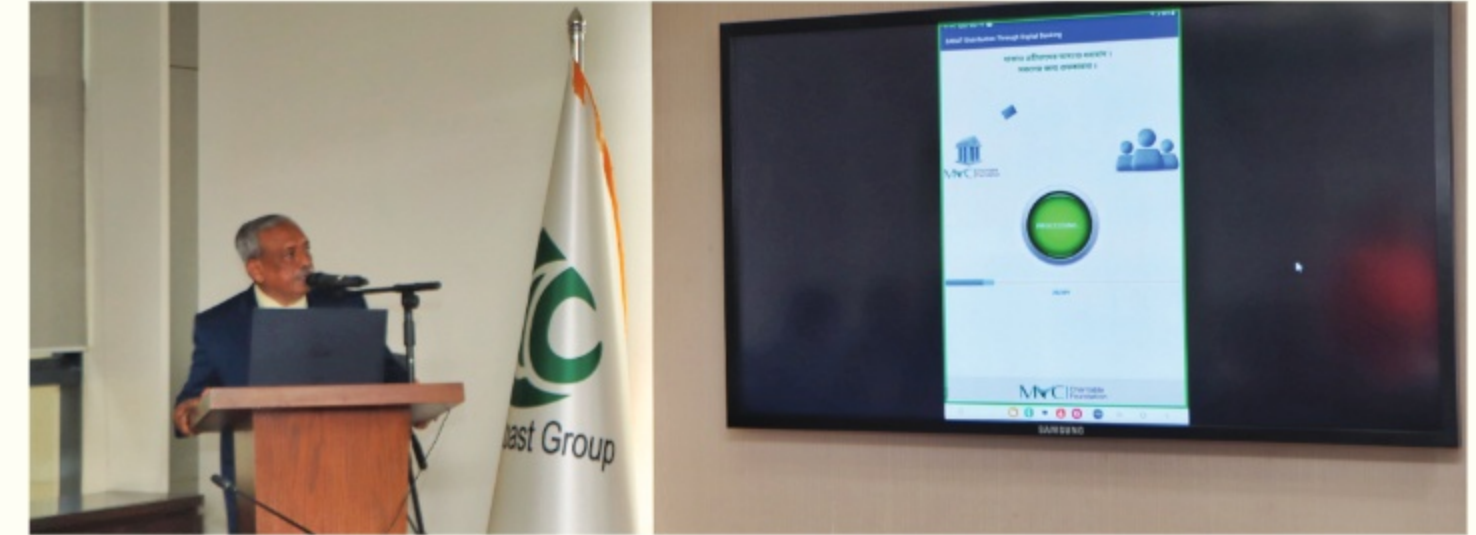
On 25 March 2024, our esteemed Chairman, Mr. Azam J Chowdhury, exemplifying the spirit of compassion during the holy month of Ramadan, distributed Zakat funds of 30,000 BDT to each of the 209 needy families in the Kulaura region. These families, meticulously selected from a pool of 1080, were chosen with the aim of catalyzing positive change in their lives.

With the overarching goal of poverty alleviation and fostering financial stability, Zakat recipients are broadly divided into two categories. The first comprises individuals lacking financial support, land, or a stable income source, while the second encompasses those with minimal resources that cannot meet their basic needs. Our initiative focused on both categories, assisting 209 selected families in investing in small businesses such as shops, livestock rearing, pisciculture, poultry farming, sewing works, agro works, and vegetable gardening, offering them stability for a brighter future.



Digital activation of Zakat distribution initiative by Chairman Mr. Azam J Chowdhury

Our program incorporates regular monitoring and progress tracking, with follow-up every three months. After one year, these families will undergo re-evaluation for further financial assistance, and new families will be included in the program. This heartfelt initiative of the 62,70,000 BDT Zakat fund was distributed at the East Coast Center's Board Room, where the Zakat amounts were digitally transferred to the newly opened bank accounts of the beneficiaries.



The event was graced by the presence of key management figures from East Coast Group, including Mr. Tanjil Chowdhury, Managing Director; Ms. Dilruba Chowdhury, Director; Mr. Tanveer A Chowdhury, Director; Major General Nayeem Ashfaque Chowdhury (Retd), Executive Director; Captain Minhazur Reza Chowdhury (Retd), Chief Executive Officer; Mr. Md. AKH Hasif Sowdagar, FCMA, FCA, Chief Financial Officer; and Col Liaquat Ali Khan (Retd), Head of CSR, among others.



Fostering Positive Change  
Through Thoughtful Actions

**OTHER CSR  
INITIATIVES**

## YEARLY SHIRNI PROGRAM

The year 2024 started with the annual Shirni program organized in memory of our honorable Chairman's late mother, Mrs. Bakhtunnessa Chowdhury, and his wife, Mrs. Marina Yasmin Chowdhury.

Similar to previous years in 2022 and 2023, this heartfelt event, benefiting orphaned children, featured a Doa Mahfil and welcomed distinguished guests, including Mr. Shafiul Alam Chowdhury Nadel, MP; Mr. Md. Monzur Rahman, SP, Moulvibazar; Mr. Dipankar Ghosh, ASP, Kulaura; and Mr. Mohammad Ali Mahmud, Office-in-Charge, Kulaura Thana.



Shirni program 2024

## DONATION OF MEDICAL EQUIPMENT

On behalf of the honorable Chairman, Col Liaquat Ali Khan (Retd), Head of CSR extended support to individuals in need by donating two wheelchairs, a needle-free diabetes machine, and a sleep amnesia machine to Pratham Bangla Foundation, Dhaka and Mr. Nahid, an employee of Sonargaon Hotel.

These items, like wheelchairs once used by Late Mrs. Bakhtunnessa Chowdhury, the mother of our honorable Chairman, were donated on 14 June 2022 and 05 December 2022, holding personal and emotional significance, reflecting a commitment to charity and emotional ties.



Donation of medical equipment

## Extending Our Cause Forward

In a spirit of community support, we at East Coast Group extended donations to various organizations for development purposes, including-

*Mama Bari Trust*

*Shaheed Memorial Garden*

*Bagbari Jame-Masjid*

*Economic Reporters Forum*

*Madani Nagar Complex*

*Moulvibazar Zilla Samity*

*Enayet Nagar High School*

*Raygram Jame-Masjid*

*Providing Support for Hajj*

*English Department Alumni Association - DU*

The contributions also encompassed study assistance, recognition for academic excellence, and medical treatment, embodying a commitment to holistic community well-being and advancement.







Planting Change:  
Cultivating Growth Through CSR Initiatives

## Establishment of CSR Office

As part of our expanding CSR efforts in Kulaura upazila, we have taken a proactive stride by establishing our first CSR office in the area. This decision, made on 14 February 2022, signifies our commitment to sustainable community development, aligning with SDG 11 (Sustainable Cities and Communities).

The project, with an estimated cost of BDT 76 Lakh, is currently underway and anticipated to conclude by the end of 2025.

*This strategic move enhances our local presence, reinforcing our dedication to fostering positive change in the region and contributing to SDG 9.*

# Proposed CSR Office Space at Kulaura



Chairman's Room



Senior Officers' Room



Reception



Lounge Area



Work Station



Conference Room



Dining Room



Single Cabin

## Engaging Community

When we bring healthcare to underserved areas, educate the next generation, empower communities, ensure sustainable agricultural practices, and provide humanitarian aid in times of crisis, we are not just ticking boxes on a global agenda. We are fostering resilience, igniting hope, and contributing to a future where every person in Bangladesh can thrive.

**25,000**  
*Students impacted*

Our CSR initiatives are not merely tasks; they are narratives of compassion, interconnectedness, and a shared commitment to building a more sustainable and equitable world.



# CSR Booklet Committee

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Head of CSR, Chief Editor



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**Saika Mehnaz**  
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### ACKNOWLEDGEMENT

This initiative of publishing the CSR Booklet would not have been possible without the tireless efforts of our colleagues and the cooperation and perceptive guidance of our esteemed Chairman, Mr. Azam J Chowdhury. The CSR Department has tirelessly implemented activities aimed at improving the living standards of the needy and promoting sustainability. The culmination of their efforts is meticulously displayed in this booklet, serving as a testament to our commitment to making a positive impact in the world.



## Harmony in Action: Our CSR Booklet Team Unites for Change



# Aligning ECG goals with CSR activities

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