

# Doha Bank wins Golden Peacock Award

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DOHA

DOHA Bank has won the prestigious Golden Peacock Award for Corporate Social Responsibility in Global Category.

Instituted by the Institute of Directors (IOD) in India in 1991, the Golden Peacock Awards are now regarded as a benchmark of corporate excellence worldwide.

The awards were presented at the 11th International Conference on Corporate Social Responsibility Bengaluru, India, on Saturday.

Giving a keynote address on the penultimate day of the event, Doha Bank Group CEO R Seetharaman said, "Corporate Social Responsibility (CSR) contributes to sustainable development in the areas such as Economic Growth, Social Development and Environmental consideration."

The corporate competitiveness needs to be integrated with social development. There is an inevitable link between business and society. A healthy business depends on



Doha Bank CEO R Seetharaman receives the Golden Peacock Award in Bengaluru.

**Doha Bank CEO R Seetharaman says corporate competitiveness needs to be integrated with social development**

a healthy community to create demand for its products and provide a supportive business environment, he added.

CSR activities have the potential to create several distinct forms of value for customers. It is the customer perception of this value that mediates the relationship between CSR activities and subsequent financial performance."

Seetharaman highlighted how Green Banking can contribute to CSR and sustainable development.

He said, "Banks as responsible corporate citizens adopt Green Banking in their strategy to promote Corporate Social Responsibility (CSR) and Sustainable development. Green Banking will blend customers' financial interests with the interests of the environment.

"Green Banking will also enable environmental sensibility to pay off for clients and for the planet. Green Banking promotes environmental-friendly practices and reducing carbon footprint from the banking activities. Green Banking is an innovative solution for sustainable development."

Giving insight on the CSR initiatives of the bank, he said, "Paperless banking, free access to do all the banking transactions through internet banking, SMS banking, phone banking, ATM banking as well as online channels such as Doha Souq, e-remittances and online bill payments are some of the offerings of Doha Bank.

Highlighting the need for banks to undertake greater environmental responsibility, he said, "Banks should align lending activities with those factors that impacted the environment. They should develop environmental and Social Risk Management (ESRM) - expand the scope of risk management to include social and environment risks as well."