

Doha Bank wins coveted award for CSR

The Peninsula

The 11th International Conference on Corporate Social Responsibility & Presentation of Golden Peacock Awards was organised by Institute of Directors (IOD) under the theme "Embedding Corporate Social responsibility (CSR) in Corporate Strategy for Responsible Growth" on January 20-21 at Hotel Lalit Ashok, Bengaluru, India.

Doha Bank won the "Golden Peacock Award for Corporate Social Responsibility in the Global Category" at this event. Dr R Seetharaman, Group CEO of

Doha Bank gave the keynote address on 20th January 2017.

He gave insight on CSR and 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 a healthy community to create demand for its products and provide a supportive business environment. 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 CSR initiatives of the Bank, Dr Seetharaman 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".