

Full Length Research Paper

An assessment of the impact of corporate social responsibility on Nigerian society: The examples of banking and communication industries

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In the Nigerian society, Corporate Social Responsibilities [CSR] has been a highly cotemporary and contextual issue to all stakeholders including the government, the corporate organization itself, and the general public. The public contended that the payment of taxes and the fulfillment of other civic rights are enough grounds to have the liberty to take back from the society in terms of CSR undertaken by other stakeholders. Some ten year ago, what characterized the Nigerian society was fragrant pollution of the air, of the water and of the environment. Most corporate organizations are concerned about what they can take out of the society, and de-emphasized the need to give back to the society [their host communities]. This attitude often renders the entire community uninhabitable. A case in mind is the Niger Delta area of Nigeria. This translated to negative integrity and reputation on the part of corporate identity as people perceived this as exploitation and greed for profitability and wealth maximization within a decaying economy of Nigeria. However, the general belief is that both business and society gain when firms actively strive to be socially responsible; that is, the business organizations gain in enhanced reputation, while society gains from the social projects executed by the business organization. In modern day however, having seen the benefits and average favorable pay-back period of their investment in CSR, corporations are now seriously involved in this project, which had impacted in the society wonderfully and profitably. This study is therefore, intended to consider the imperative and benefits of CSR on the Nigeria society. The perceived gap supposedly created is harnessed and investigated for possible resolution, using the banking and communication industries as a case study. The research approach is both descriptive and analytical. Data collected for this study are from both primary and secondary sources, relying heavily on the relevant information available from both banking and communication sectors, and other sources. Tests were conducted using both regression and correlation analysis. The regression result reveals a strong and significant relationship between CSR and Societal Progress such that the relationship between CSR and Societal Progress is statistically significant. It is thus conclusion that CSR plays a significant role in Societal Progressiveness in terms of environmental and economic growth. The study recommends that, while improvement in the depth of participation by banking and telecommunication industries in economic and environmental development is desirable, they are encouraged to close ranks and forge common interest in addressing certain social responsibilities, especially those bothering on security and technological advancement of the polity.

Keywords: Corporate Social Responsibility, societal Progressiveness, Banking, Communication, Environment.

INTRODUCTION

At an earlier point in history, societal expectations from business organizations did not go beyond efficient resource allocation and its maximization. But today, it has changed and modern business must think beyond profit

maximization toward being at least socially responsible to its society.

Today's heightened interest in the role of business in society has been promoted by increased sensitivity to the

awareness of environmental and ethical issues. It means our society has become increasingly concerned that greater influence and progress by firms has not been accompanied by equal effort and desire in addressing important social issues including problems of poverty, drug abuse, crime, improper treatment of workers, faulty production output and environmental damage or pollution by the industries as it has overtime been reported in the media. It is therefore very essential for all to realize that public outcry for increased social responsibility will not disappear if business organizations fail to respond to the challenges these had posed for the society.

In view of the perceived information gap, it is therefore worthwhile collating and aggregating in a more organized manner, the contributions of Nigerian corporations [using banking and communications industries as a focus] to the well-being of the society. This is necessary if only to show, in a graphic and mathematical ways that the industries seriously identify with the aspirations of the communities and the general public. In the early years of this century, two Americans independently and without knowing of each other were among the first businessmen in the world's history to initiate major community reforms. Andrews Carnegie preached and financed the free public library. Julius Rosenwald fathered the country farm agent system and adopted the infant 4-H CLUBS. Carnegie was already retired from business and one of the world's richest men. Rosenwald who had recently bought a near bankrupt mail order firm called Sear Roebuck and Company, was only beginning to build both his business and fortune.

The two held basically different philosophies. Carnegie believed that the sole purpose of being rich is to be a philanthropist, that is, the "social responsibility of wealth". Rosenwald believed that you have to be able to do good to do well, that is, the "social responsibility of business".

J. Irwin Miller of the Cummins Engine Co. Ltd in Columbus, Indiana, has systematically used corporate funds to create a healthy community which, at the same time is a direct, though intangible investment in a healthy environment for his company. Miller specifically aimed at endowing his small industrial town with the 'quality of life' that would attract to it the managerial and technical people on whom a big high-technology business depends.

Only if business and particularly Nigerian business learns that to do well it has to do good, can we hope to tackle the major challenges facing developing societies today. The economic realities ahead are such that 'social needs' can be financed increasingly only if their solution generates commensurate earning which precisely is what business is known for. We can actually say firms involved in Corporate Social Responsibility are actually not regretting because of the increase it has made on their sales leading to profit and how they have impacted the environment.

The significance of corporate social responsibility as a

vital tool for the societal progressiveness cannot be over emphasized. This can be seen from the points of view of showing concern for the welfare of the community in order to reap peace, competent and cheaper manpower, a platform for a better community; by making the host community worthy of livelihood in terms of infrastructural development; and by boosting their image, reducing advert cost, gaining an edge over competitors, and making your name as a firm an household name in the society.

Theoretical and Conceptual Framework

Overview of The Concept of Corporate Social Responsibility

The Bali Roundtable on developing countries in 2002 recognized the business sector as a primary driver of economic development and the World Summit For Sustainability identified business involvement as critical in alleviating poverty and achieving sustainable development.

Corporate social responsibility has to do with an organization going out of his way to initiate actions that will impact positively on its host community, its environment and the people generally. It can be seen as a way of acknowledging the fact that some business fall outs have adverse effects on the citizens and society and making efforts to ensure that such negative impact are corrected. Posk, et al (1999) as a matter of fact, believe that corporate social responsibility means that a corporation should be held accountable for any of its actions that affect people, communities, and its environment. It implies that negative business impacts on people and society should be acknowledged and corrected, if possible. It may require a company forgoing some profits if its social impacts are seriously harmful to some of its stakeholders or if its fund can be used to promote a positive social good.

Definition of Corporate Social Responsibilities

There are a myriad of definitions of Corporate Social Responsibilities [CSR], each considered valuable in their own right and designed to fit the specific organization. The majority of definitions integrate the three dimensions to the concept, that is, economic, environmental and social dimensions.

CSR had also been commonly described as "a demonstration of certain responsible behavior on the part of public and the private [government and business] sectors toward society and the environment".

Business for Social Responsibility (BSR), a leading Global Business partner, in a Forum held in 2006 defined

CSR as achieving commercial success in ways that honors ethical values and respect people, communities, and the natural environment. For BSR, CSR also means addressing the legal, ethical, commercial and other expectations society has for business, and making decisions that fairly balance the claim of all key stakeholders. In its simplest terms, it is: “what you do”, “how you do it” “and when and what you say”. In this sense, CSR is viewed as a comprehensive set of policies, practices and programmes that are integrated into business operations, supply chain, and decision making processes throughout the company and wherever the company does businesses that are supported and rewarded by top management. It also includes responsibility for current and past actions as well as future impacts. The issues that represent a company’s CSR focus vary by business, size, sector and even geographical region. It is seen by leadership of companies as more than a collection of discrete practices or occasional gestures or initiatives motivated by marketing, public relations or other business benefits.

Also, the World Business Council on Sustainability Development, 1998 described CSR as “the continuing commitment by Business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large”.

“CSR is the concept that an enterprise is responsible or accountable for its impact on all relevant shareholders” [European Union, 2006].

According to Macmillan [2005], “CSR is a term describing a company’s obligation to be accountable to all its stakeholders in all its operations and activities. Socially responsible companies will consider the full scope of their impact on communities and the environment when making decisions, balancing the need of stakeholders with their need to make a profit”.

“CSR is concerned with treating the stakeholders of the firm ethically or in a socially responsible manner. Since stakeholders exist both within a firm’s and outside a firm, hence, behaving socially and responsibly will increase the human development of stakeholders both within and outside the corporation” [Clarkson, 1995].

A reputable author, Kenneth Andrews Steiner (1977) defined Corporate Social Responsibilities (CSR) “as the intelligent and objective concern for the welfare of the society that retains the individual and corporate behavior from ultimately destructive activities, no matter how immediately profitable and leads to the directions of positive construction of human betterment”.

As an improvement on the above definitions, Koontz and O’Donnell (1968) defined social responsibility as the personal obligation of everyone, as he acts in his own interests, but he must always have due regard that his freedom does not restrict others from doing the same thing. He further noted that a socially responsible individual or organization will obey the laws of the land

because the rights of others are at stake.

In emphasizing the ecological conceptualization of social responsibility, Buchholz (1991) noted that any good definition of social responsibility must contain if not all, most of the following; Responsibility that:

- goes beyond the production goods and services at a profit.
- helps in solving important social problems those that the organization are responsible for creating.
- makes corporations have greater constituency than stockholders alone
- makes corporations have great impacts that goes beyond marketplace transactions, and
- makes corporations serve a wider range of human values that can be captured by a sole focus on value.

CSR can therefore be referred to as decisions and actions taken by organizations for reasons at least, particularly beyond the organization’s direct economic or technical interest. For many corporate bodies giving to charities is a struggle really, their objective do not usually build-in the strategic need to support the communities that they serve. The focus totally is to maximize profit or financial returns. The thrust of their arguments centre around balancing their obligations to stakeholders, especially the shareholders.

Corporate social responsibilities should be strategic no doubt. Engaging in strategic philanthropy is done by even the best corporate bodies in the world. It should however have an underlying compassionate foundation. There should be a symbiotic relationship between corporate organization and the host communities, a sort of on-going reconciliation between the organization’s economic orientations. There should be an unwritten “social contract”, so that it should not be forced responsibility like Education Trust Fund tax but a voluntary social service based on the needs of the community.

Socially responsible business practice implies that CSR is the social practice where the corporation adapts and conducts discretionary business practices and investments that support social causes to improve community well-being in order to protect the environment. Key distinctions include focus on activities that are discretionary, not those that are mandated by laws or regulatory agencies or are simply expected, as with meeting moral standards. Community is interpreted broadly to include employees of the corporation, suppliers, distributors, non-profit and public sector partners as well as members of the general public. And well-being can be referred to health and safety as well as psychological and emotional needs.

It is also about capacity building for sustainable livelihoods, respect for cultural difference and finds a business in building the skills of employees, the community and the government. Indeed it is about business giving back to society.

Generally speaking, Corporate Social Responsibility, whether in the banking sector or otherwise refers to:

- A collection of policies and practices linked to relationship with key stakeholders, values, compliance with legal requirements, and respect for people, communities and the environment.

- The commitment of business to contribute to sustainable development

According to the European Commission, CSR involves companies integrating “social and environmental concerns into business operations and in their interaction with stakeholders on a voluntary basis”. The key to this definition lies in the word “voluntary”.

According to Nigeria Social Enterprise Reports Vol.2, CSR is generally understood to be the way a company achieves a balance or integration of economic, environmental and social imperatives while at the same time addressing shareholders and stakeholders expectations.

It went further to say that CSR is generally seen as the contribution of business to sustainable development which has been defined as “development that meets the needs of the present without compromising the ability of the future generations to meet their own needs”.

In Nigeria, the federal Executive Council (FEC) on Wednesday May 2008 approved the development of a CSR policy for the country, to instill ethical behavior in Nigerian Businesses. The minister of National Planning Commission, Dr Sanusi Daggash, who gave details of the memorandum, said it referred to the adoption of responsible business practices by organizations, to improve the society at large”. He said the policy would include “beyond law commitment” and activities that would necessitate an expectation to ‘give back’ to the society.

He reiterated that the policy would ensure corporate governance and ethics, health and safety, human rights, human resource management, anti-bribery and anti-corruption measures. One reckons that the policy formulators will take note of similar global policies that might point Nigeria in the direction of developing a viable CSR policy.

Carroll’s Pyramid of Corporate Social Responsibility

Although no single commonly accepted definition had been ascribed to the subject, which had evolved since 1970s, Archie B. Carroll had said that “there had been economic, ethical, legal and philanthropic aspect to the subject”.

Therefore, one of the most used and quoted model is the Carroll’s pyramid of CSR, 1991. Carroll considers CSR to be framed in such a way that the entire range of business responsibilities is embraced. These four responsibilities

can be illustrated as a pyramid. The economic component is about the responsibility to profit which serves as the base for the other components of the pyramid. With regard to the legal aspect, society expects organizations to comply with the laws and regulations. Ethical responsibilities are about how society expects organization to embrace values and norms even if the values and norms might constitute a higher standard of performance than required by law. Philanthropic responsibilities are those actions that are expected from a company as a good corporate citizen.

Implicit Versus Explicit Corporate Social Responsibility

Matten and Moon (2004) presents a conceptual framework for understanding corporate social responsibilities the, ‘implicit’ versus the ‘explicit’ corporate social responsibilities.

Explicit CSR is about corporate policies with the objective of being responsible for what the society is interested in. Explicit CSR can for example be voluntary, self-interest driven corporate social responsibilities policies and strategies.

Implicit CSR is a country’s formal and informal institutions that give organizations an agreed share of responsibility for society’s interests and concerns. Implicit CSR are values, norms and rules which result in requirements for corporations to address areas that stakeholders consider important. Business associations or individual organizations are often directly involved in the definition and legitimization of this social responsibility requirement.

The Three Components of Sustainability - The Triple Bottom Line

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs (World Commission on Environmental and Development, 1987)

The triple bottom line is considering that companies do only have one objective, profitability, but that they also have objectives of adding environmental and social value to society (Crane and Matten, 2004).

The concept of sustainability is generally regarded as having emerged from the environmental perspective is about how to manage physical resources so that they are conserved for the future. Therefore, economic sustainability is about the economic performance of the organization itself. A broader concept of economic sustainability includes the company’s impact on the economic framework in which it is embedded.

The development of the social perspective has not developed as fast as the environmental and economic

perspectives. The key issue in the social perspective on sustainability is that of social justice. It can be seen from above that economic and environmental sustainability involved in the concept of externalities is mostly engendered in the importance placed by comparatives in the concept of social responsibilities.

The European Foundation for Quality Management [EFQM] defines CSR as “a whole range of fundamentals that organizations are expected to acknowledge and to reflect in their actions. It includes among other things respecting human rights, fair treatment of the workforce, customers and suppliers, being good corporate citizens of the communities in which they operate and conservation of natural environment”. These fundamentals are seen as not only morally and ethically desirable ends in themselves and as part of the organization’s philosophy; but also as key drivers in ensuring that society will allow the organization to survive in the long term, as society benefits from the organization’s activities and behavior” (The EFQM Framework For Social Responsibility, 2004).

CSR is the concept that an organization needs to consider the impact of their operations and business practices on not just the shareholders, but also its customers, suppliers, employees, members of the community it operates in, and even the environment. It is a way of saying thank you and expressing appreciation to all stakeholders in the business. It is a conscious effort to give back to the society in which the corporation has benefitted immensely.

Characteristics of Corporate Social Responsibilities

The European Foundation for Quality Management [EFQM] presents some common characteristics for CSR which are:

- Meeting the need of current stakeholders without compromising the ability of future generations to meet their own demand.
 - Adopting CSR voluntarily, rather than as legal requirement, because it is seen to be in the long-term interests of the organization.
 - Integrating social, environmental and economic policies in day to day business
 - Accepting CSR as a core activity that is embedded into an organization’s management strategy.
- The three dimension of CSR with specific examples of areas particular to each dimension are:

Economic Responsibility

Integrity, corporate governance, economic development of the community, transparency, prevention of bribery and corruption, payments to national and local authorities, use of local suppliers, hiring local labour and

similar areas.

Social Responsibility

Human rights, training and developing local labour, contributing expertise to community programs and similar areas.

Environmental Responsibility

Precautionary approaches to prevent or minimize adverse impacts support for initiatives, promoting greater environmental responsibility, developing and diffusing environmentally friendly technologies and similar areas.

Lohman and Steinholtz (2004) view the CSR concept as a combination of three separate agendas, namely Corporate Sustainability, Accountability and Governance. Corporate Sustainability derives from the United Nation meeting in Rio de Janeiro in 1992 and the Agenda 21. This refers to how we address and balance the social, economic and environmental areas in the world so that our long term survival is not threatened. Corporate Accountability focuses on the credibility of the organization and is used in situations where discussions are held about the ability of the organization to manage. Corporate governance is used in the discussion about how an organization is being run. It deals with transparency and in the long run trustworthiness. Bowen (1953) defined it as the obligation of business men to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of objectives and values of the society.

A number of studies have been carried out on CSR since the idea was floated in the twentieth century. For, example, a Business week/Harris poll (1993) revealed that U.S. top-level corporate executives (69% of those polled) and MBA students (89%) believed that corporations should be more involved in solving crucial problems. Also in a study of 107 Europeans corporations, majorly of the chief executives cadre surveyed agreed that addressing social issues, such as substance abuse, health care and education, was needed (Mathison, 2003). Business in any society needs to take responsibility, for every decision that is made, every action that is taken, must be viewed in the light of that kind of responsibility. Social responsibility requires business organizations to balance the benefits to be gained against the costs of achieving those benefits. There is the general belief that both business and society gain when firms actively strive to be socially responsible. While business organizations gain in enhanced reputation, society gains from the social projects executed by the business organization.

In the early 1970s, companies began to appreciate community service as a way to improve their images, internally and externally, as well as to serve the

communities in which the business operates. A study carried out by the National Volunteer Centre in U.S. in 1977 shows that more than 1,100 major U.S. corporations had established structured activities to involve their workers in community volunteerism by 1990. A survey of 180 leading U.S. companies found that 79% of them had volunteer programmes.

Also, a study conducted by IBM and the graduate of School of Business at the University of Columbia in 1994 showed a clear link between volunteerism and return on assets, return on investments and employee productivity. A company with a strong community involvement programme is likely to score high in profitability and employee morale. Social responsibility should, in fact, reflect cultural values and may differ in forms from one society to the other. What is socially acceptable in Japan may differ in forms from that of Germany, Brazil or Indonesia.

Japanese firms have proved themselves models citizens on many dimensions of Corporate Social Responsibility. Their support of local community activities and other philanthropic endeavours have led to increased goodwill in the communities where they operate. The firms help society in areas directly related to the operations of the business.

A survey conducted by the Japanese External Trade Organisation (JETRO) in 1997 shows that approximately 80% of Japanese affiliated operations in the United State which were covered by the survey engaged in corporate philanthropy. Making cash contributions was the most common form of philanthropy (about 91%). Community development and education were the primary beneficiaries of cash donations and encouragement of employee volunteerism was up to 36% from 1992. Over 95% of responding organizations maintained or increased both cash donations and other philanthropic activities since the last survey in 1992.

Being socially responsible by meeting the public's continually changing expectations requires wise leadership at the top of the organization. Miles (1987) observed that "corporate leaders who possesses this kind of social vision believe that business should help create social change rather than block it. With such attitude, they know that their own company will have a better chance of surviving in the turbulent social currents of today's world".

Frooman (1997) further observed that companies which are socially responsible are guided by enlightened self-interest, which means that they are socially aware without giving up their own economic self interest. Profit are the reward for the firm as it continues to provide true value to its customers, to help its employees to grow, and to behave responsibly as a corporate citizen. An emphasis on social responsibility can attract customers. A poll conducted by Opinion Research Corporation shows that 89% of purchases by adult are influenced by a company's reputation. Social responsibility also benefits

companies by enabling them to recruit a high quality labor force. The reputation of the firm and the goodwill associated with socially responsible actions attract talented prospective employee, that is, people seeking an employer for whom they would be proud to work.

At Cadbury Nigeria plc, the concept of CSR is seen as a continuing commitment by business to behave ethically in ways that will contribute to economic development of the nation. It is also expected to improve the quality of life of not only the company's workforce and families but also that of the local community as well as the society at large. (Business Day, Newspaper, 13th October, 2003)

Over the last decades there has been an apparent shift from adopting more responsible business practices as a result of regulatory citations, consumer complaints and special interest group pressures, to proactive research exploring corporate solutions to social problems and incorporating new business practices that will support these issues.

This shift has been due to:

- increasing evidence being documented and shared, demonstrating that socially responsible business practices can actually increase profits.
 - the fact that in our global market place, consumers have more options and can make choices based on the criteria beyond product, price and distribution channels. Research emphasized that consumers are also basing their purchase decisions on reputation for fair and sustainable business practices and perceptions of commitment to the community's welfare.
 - the fact that Investors and other stakeholders may also be the driving force with increased public scrutiny and use of more sophisticated pressure tactics, including use of technology and power of internet.
 - Interest in increased worker productivity and retention which has turned corporate heads towards ways to improve satisfaction and well being. (Cocacola bottler in South Africa launching an HIV/AIDS prevention program in the work place).
 - Technology and increased third party reporting having been given increased visibility and coverage of corporate activities, especially when things go wrong, as with current corporate scandals that have made the public more suspicious of business creating the need for business to put a positive shine on their activities. This is even more critical today with instant access to twenty four (24) hours news channel such as CNN outline news articles and e-mail alerts.
 - The bar for full disclosure appears have been raised, moving potential customers from a "consumer beware" attitude to an expectation that they will be fully informed as regards practices including product content, sources of raw materials and manufacturing processes.
- Advocate of CSR argues that companies with good social and environmental records will perform better in the long run than those that do not behave responsibly. This is because customers will like to patronize any

company with good social and environmental records more than companies without such records as they will be seen to have identified with the community.

It has been argued that since Corporate Social Responsibility can enhance a company's image, it raises the question of whether or not CSR was embarked upon solely for corporate self interest, company or their chief executives may be politically motivated when making corporate donations. But Black (1989) objecting to this self interest motive maintains that in CSR, the company giving funds does not attempt to gain any advertising benefit or undue identification. The company is contented with the belief that CSR is good business.

Responsibilities of a firm

To achieve set objectives, every firm owes various duties to all the stakeholders, and these must be fulfilled. These responsibilities are discussed below:

- Duty to protect the well-being of people in its environment. A firm's primary duty is to protect the well being of those living in its environment; its operations or practice. For example, a firm wishing to carry out banking business must first be incorporated under the Companies and Allied Matter Act (CAMA), 1990 and then valid licence from the governor of the Central Bank of Nigeria (CBN). Its operations should be in line with the provisions of the Bank and Other Financial Institutions Acts (BOFIA), 1991, the CBN Act, the Nigerian Deposit Insurance Corporations (NDIC) Acts, the Money Laundry Act 2004 and other banking laws.

- The firm should produce goods and services that are not harmful to the people. A manufacturing company should not produce goods that may cause death to people. Similarly, in the course of maximizing profit, a bank should not finance illegal projects, say, provide finance for the illegal purchase of ammunition, or abet illegal transfer by unpatriotic citizens or politicians.

- A firm should not deceive others. Deception, in this way, can take various forms, namely; failing to include all the required quantities and quality materials for producing a particular product, but may still indicate on the package that the normal quality were involved; colluding with the external auditor to render false financial statements to shareholders, regulating authorities and members of the public, with a view to declaring false profit; preparing two sets of accounts or returns, i.e. accurate and false accounts, and sending the false one to the regulatory authorities and the accurate one to the shareholders, to conceal some facts in the course of bank supervision and examination.

- An organization should enter into fair binding contract with its customers, creditors, employees, suppliers etc. all terms and conditions of the contract should be well stated by the firm and well understood by the parties concerned. It is important for a firm to

discharge its duties under the contract at all times. For example, a customer granted credit facility should be allowed to repay under the agreed terms and conditions for which the loan was granted.

- Duty to make reasonable return to shareholders in accordance with the level of investment. The ordinary shareholder takes the highest risk in business, hence it is the duty of management of a company to utilize the resources of the company effectively to generate profit, the bulk of which should go to the ordinary shareholder. The firm should ensure that the market price of the company's share is attractive to the public. When this is done, the owner's economic welfare is maximized through high return on capital usually reflected on the market price of shares of the company.

- Duty to minimize harmful effect of substance. In the course of doing business, firms are bound to engage in activities whose effects may be harmful or distasteful to the members of the organization and the public. For example, hospital, police, radio, and television stations, telecommunication business provide twenty-four hours service to their customers and client, an indication that the employees of these organizations must be on duty every hour of the day. To be effective and efficient, there is need for shift duty. Although coming to work at night or very early in the morning might not be palatable with all employees, this is in evitable; thus, a fair compensation, in terms of shift hazards and inconvenience allowances, should be paid to the employees concerned. This will strengthen their commitment. Similarly oil and gas industries should pay high compensation to the people living in the area where oil and gases are produced, as this could compensate for the environment degradation of the area and other problems encountered by the people living in the community. Also bank staff that work outside the normal banking hours should be paid compensation allowance.

- Duty to pay reasonable salaries and wages to the employees. It is the duty of the firm to use the revenue generated from its business activities to pay fair and reasonable compensation in the forms of salaries and allowances to workers. This should be commensurate with the services rendered. However, it will be unethical, unfair and an act of irresponsibility for a firm to ask the workers to perform task that will expose them to serious danger, risk, or unprofessional practices, all in the interest of robust salaries and allowances. For example, a situation where banks set unachievable deposit targets for staff by employing 'beautiful' ladies and 'handsome' men to run after money-bags to attract deposits. This encourages fraud and prostitution. A staff that fails to meet the target knowing full well that he would be sacked might resort to stealing to raise more funds or resort to prostitution. In like manner, a firm that pays reasonable returns on capital will enjoy continuous investment of shareholders.

- Duty to use part of the firm's profit to provide

amenities that promote the common good of the community in which it operates.

- Duty to embark on projects that brings about the expansion and improvement in the company's operations. Firms that expand create additional employment opportunities to the community, and this will lessen crime rates. Similarly goods are made available at affordable prices, thereby meeting the needs and satisfaction of the consumers. This encourages good standard of living of people in the community.

- Duty to honor obligations to the government in terms of payments of taxes and levies, thereby making fund available to the government to provide infrastructure facilities and meet the recurrent expenditures with a view to promoting national development.

Social responsibility to stakeholders

An organization should fulfill its social responsibilities to the following stakeholders for it to achieve its set objectives. For instance, using a Bank as a case study, the stakeholders will include:

a. Customers

- Offer efficient services
- Make savings and withdrawals of money less time consuming by reducing the waiting time;
- Ensure adequate liquidity so that cash withdrawals is met promptly;
- Pay competitive rate of interest on saving and deposit, in line with the CBN's credit and monetary guidelines;
- Charges reasonable interest rates and commissions;
- Ensure safety of deposit so much so that the customers can deposit his money in the bank and go to sleep;
- Provide a conducive environment for banking activities, e.g. spacious and well ventilated banking hall, security for valuables and vehicles within the bank premises' and
- Make secret of the affairs between the bank and customers to protect the interest of the customers.

b. Shareholders

If banks are to guarantee continuous investment of their shareholders, they have the duty of:

- Ensuring effective performance by utilizing the capital invested in the bank to maximize profit.
- Paying good dividends, i.e. reasonable returns commensurate with the capital investment.
- Maximizing the owner's wealth by ensuring good

market prices of the shares of the bank in the stock market;

- Ensuring safe investments through good and sound management to prevent distress;
- Issuing bonus share from time to time;
- Keeping the shareholders informed of the bank's performances through annual general meetings, newsletters and information bulletins.

c. Employees

- Provide a conducive working environment i.e. make available modern working tools and equipment, ventilated offices, good infrastructure, decent and official cars, health and safety equipment at the workplace etc;
- Pay competitive salary remuneration commensurate with the level of commitment
- Offer opportunities for career development, e.g. inducement for taking professional examination;
- Train and develop employees through continuous learning at seminars, conferences, workshop, with the view to update their knowledge base, to meet rapid changes in the banking environment.;
- Keep employees adequately informed on the policies, procedures and rules relating to day-to-day banking operations. This can be done through newsletters, bulletins, meetings, etc;
- Involve employees in decisions affecting them, to ensure their total commitment and loyalty;
- Maintaining equal opportunities among employees, i.e. there should be no preferential treatment or favourism;
- Establish clear cut bargaining and grievance procedures that will be known and followed by all employees.

d. Government

- Being a responsible corporate entity or citizen, provide credit facilities to various sectors of the economy, with a view to ensuring the economic development of the country;
- Comply with the laws and regulations prescribed by regulatory authorities like the Central Bank of Nigeria, the Nigeria Deposit Insurance Corporate, etc;
- Assist government in funding and promoting social activities, such as sponsoring sports programmes, contributions towards combating diseases e.g. AIDS, etc.

e. The Public

Banks are socially responsible to the banking public, in general, and members of the community in which they are situated, in particular, in the following ways:

- Development of the environment through provision of basic facilities like good drinking water, donations to development associations, bringing banking services to the rural areas, indigenous lending, etc.
- Creation and maintenance of employment opportunities to qualified members of the community. This encourages loyalty, commitment and cooperation from the community.
- Participation in community activities, such as donations to community to celebrations, awarding scholarship to deserving members of the community, etc, and
- Using the skills of employees to develop charitable goods and services.

MODERN CORPORATE SOCIAL RESPONSIBILITY

Modern CSR was born during 1992 Earth Summit in Rio de Janeiro when United Nations sponsored recommendations on regulation were rejected in favour of a manifesto for voluntary self-regulation put forward by a coalition of companies called the World Business Council for Sustainable Development (WBCSD). Its version of events was endorsed by the US, the UK and other Western governments. The British government for example, is still a vocal supporter of voluntarism. Such resistance to regulation seem to have left the worst corporate abusers effectively unrestrained and the victims of their actions adequate means of redress. Whatever responsible initiatives companies choose to carry out on their own behalf binding international standards of corporate behavior must be established to guarantee that the rights of people and the environment in developing countries like Nigeria are properly protected.

It is hence recommended that there should be international regulation backed up by national legislation, to ensure the enforcement of real social responsibility on the corporate world. Introducing the threat of prosecution and legal action with resulting detailed disclosure of company documents would create powerful incentives for companies to behave responsibly.

At a national level, Government should

- Adopt new laws to make corporate social and environmental reporting and disclosure mandatory for British companies including the disclosure of payments to overseas government, information on the social and environmental impact of overseas operations and details of legal actions against companies.
- Frame new responsibilities for companies directors to give them a 'duty of care' for communities and their environment, making them legally accountable for the actions of their companies overseas.
- Change the law to enable people harmed by British companies' overseas operations to seek redress in UK court and to provide the resources to enable them

do so.

What Drives Corporate Social Responsibilities

Defending public image

If companies behave improperly, they can be got at through the court of international public opinion. The first CSR initiatives were a response to public pressure and media exposure of poor company behavior. CSR was supposed to show that companies were capable of cleaning up their act. Prof. Michael Porter of the Harvard Business School argues that CSR is all defensive effort, a PR games in which companies primarily react to deal with the critics and the pressure from activists.

Attracting investors

companies that proactively engage with sustainable development agenda and its advocate in the investment world should generate support, interest and understanding among investors. This will ultimately ascribe a premium to share price. CSR makes companies attractive to both mainstream investors and to the fast growing ethical-investment sector. Many investors now believe that social and environmental risk-management improves a company's market value in the long term.

Permission to operate

CSR has, of late become a vital component in companies' effort to gain approval for projects carrying significant political and social risks.

Lobbying against regulations

"one of the key functions of CSR is to enable further deregulations by pointing to the involvement of business in ethical and sustainable activities and to indicate that multi-stakeholder dialogue with civil society obviates the need for binding regulation" (David Miller, Sterling Media Research Institute). I believe that companies' voluntary measures can help improve private-sector behavior. But voluntary activity is no substitute for regulation and there is evidence that companies that espouse voluntary approaches to meeting social and environmental standards are also involved in resisting external regulation, especially by government.

Concept of corporate social responsibilities in Nigeria

To be able to understand CSR from a Nigerian perspective it is of value to explore the drivers for, and

the history and development of CSR in Nigeria. The World Business Council for sustainable Development has discussed CSR with business and non-business stakeholders in a number of countries in the world with the objective of understanding local perspectives better and to get different perceptions of what CSR should mean from a number of different societies. (<http://www.cecodes.org.co>).

One important finding in this study was that people were talking about the role of the private sector in relation to a social agenda and they saw that role as increasingly linked to the overall well-being of society. Therefore the chosen priorities differed according to the perception of local needs.

The key CSR issues identified in the study included Human rights, Employee rights, Environmental protection, Community involvement and Supplier relations.

The book "Corporate Citizenship in Developing Countries" (Pedersen and Huniche, 2006) contains a chapter about revisiting Carroll's CSR pyramid from a Nigerian perspective. Most of the research on Carroll's CSR pyramid has been in an American context and in this report an attempt is made to look on how CSR manifests itself in a Nigerian context. In Nigeria, economic responsibility still get the most emphasis while philanthropy is given second highest priority, followed by legal and then ethical responsibilities.

According to the report there are many reasons for this. Firstly, the socio-economic needs of the Nigeria societies in which companies operate are so huge that philanthropy has become an expected norm. Companies also understand that they cannot succeed in societies that fail. Secondly, many Nigerian societies have become dependent on foreign aid and there is an ingrained culture of philanthropy in Nigeria. A third reason, according to the report, is that CSR is still at an early stage in Nigeria, sometimes even equating philanthropy.

It is important to stress that in Nigeria philanthropy is more than charitable giving. HIV/AIDS is an example where the response by business is essentially philanthropic but clearly in companies own economic interests. The low priority for legal responsibilities is, according to the study, not due to the fact that Nigeria companies ignore the law but the pressure for governance and CSR is not so immense. Ethical perspective seems to have the least influence on the CSR agenda. This is not to say that African businesses are unethical. For example, the King Report in 2003 (http://www.corporate_compliance.org) was the first global corporate governance code to talk about 'stakeholders' and to stress the importance of business accountability beyond the interests of shareholders.

Ajadi (2006), in a conference paper on Corporate Social Responsibility in Nigeria delivered at British Council conference on CSR in Nigeria, 2006, specifies some additional specific drivers for CSR in Nigeria:

- The failure of centralized, government controlled economy to develop the country
- The extraordinary transaction cost to business of corruption and other failures of social capital
- The history of conflict and waste in the extractive industry exemplified by the Niger Delta saga
- The Nigerian population whose majority is under the age of 25 and is largely ignored despite the fact that they are critical to the survival and future prosperity of business and the country at large.
- The potential benefit of a commercially active and productive country of over 140 million potential consumers.

The drivers for CSR in the west are to be found within areas such as increased brand value, greater access to finance, a healthier and safer workforce, stronger risk management and corporate governance, motivated people, customer loyalty, enhanced confidence and trust of stakeholders as well as enhanced public image. These drivers may not necessarily be applicable to Nigerian companies. Most indigenous companies in Nigeria are privately held, family owned and operated. Local consumer and civil society pressures are almost non-existent and law enforcement mechanisms are weak. (Amaeshi, Adi, Ogbechie and Amao. 2006).

There are numerous ways of implementing CSR in an organization. CSR practices can address environmental issues, social issues or both. The implementation can be done by integrating CSR in the business or it can be run as a project. Sometimes there are CSR strategies and policies framing the CSR agenda, sometimes there are not.

According to world Business Council for sustainable Development (Lohman and Steinholtz, 2003) an active CSR work might include areas such as:

- The management of the organization clearly declares its views and obligations towards the society and its stakeholders.
- The organization develops and implements clear policies.
- The organization has rules for purchasing including social and environmental concerns.
- The organization reduces its "ecological footprints", both in production and in the process of production.
- The organization has objectives with regard to environmental and social concerns.
- The organization shows an active engagement with regard to the development of its local society.
- Consumers are educated on how products ought to be used.
- The organization informs about all its different business areas in a transparent manner.

For most businesses operating in Nigeria whether small or large, local or national, the transaction cost of operating is often unpredictable. At the heart of this difficulty is the obvious problem of operating in a low trust

economy. For many businesses the cost of paying upfront on cash flow or delayed payment; the difficulty of investing in people development; the challenge of high volume cash transactions are all part of a severely eroded social capital. At the core of this issue is the role of business partnership with government and others to exemplify and model behaviors that restore optimism and improves trust. The challenges that face a business in Nigeria are unique because CSR can probably not be optional in such a climate. In a country where the social, health, education and environmental needs are so prevalent, where government resources are so stretched, where everyday people live on the breadline, business any other way is not only unethical, it is most probably not sustainable.

Implementation of corporate social responsibilities in Nigeria

Annually, limited liability companies in Nigeria give reports of their social responsibility efforts. These are in four major identifiable areas; viz:

a. The immediate environment of the company where the interest of the neighbours of the given companies are taken care of as much as is practicable (Bello, 1988)

b. Locating worthy national or state activities to support. In this respect, educational, sporting and cultural activities are sponsored by companies as forms of social responsibility. Also, scholarships, training facilities, and other forms of support are often provided for students.

c. Responding to major disasters. Such disasters may originate from nature or it may be accidental like the bomb explosion at the Ikeja cantonment on Sunday, January 27, 2002. In the oil industry, there had been several reported cases of oil spills damage farmlands, crops, forests and water. Others like fire, flood, drought and erosion are also responded to. Various types of materials are made available to victims of such disasters.

d. Diversification of activities to areas of importance in the nation's economic development. For example, Guinness plc invested funds in two major eye-clinics in Nigeria, and Texaco Oil Producing and Marketing Company diversified into agricultural activities of cultivating cassava and processing Garri [Cassava flour].

Before the United Kingdom developed its CSR policy, Gordon Brown, prior to becoming the prime Minister said; today CSR goes far beyond the old philanthropy of the past, donating money to good causes at the end of the financial year and is instead an all year round responsibility that companies accept for the environment around them... now we need to move towards a challenging measure of corporate responsibility, where

we judge results not just by the input but by its outcomes: the difference we make to the world in which we live, and the contribution we make to poverty reduction" (Corporate Social Responsibility - A Government Update: www. Csr.gov.uk).

There is no doubt the committee saddled with the responsibility of developing a CSR policy for Nigeria will learn from the countries (especially developing ones) that have adopted and are implementing such policies successfully.

Prior to the above declaration of the Federal Government, Nigeria did not have a CSR policy. Several companies operating here took the initiative to develop a CSR guideline or code for themselves. It is not out of place for a study to have found that indigenous firms perceive and practice CSR as corporate philanthropy aimed at addressing socio-economic development challenges in Nigeria. This finding confirms that CSR is a localized and socially embedded construct, as the 'waves', 'issues' and 'modes' of CSR practices identified amongst indigenous firms in Nigeria reflect the firms' responses to their socio-economic context" (Amaeshi et al: 2006)

One of the leading telecommunication companies in Nigeria, MTN Nigeria, developed a CSR policy direction document in 2004 in conjunction with a consulting outfit. The company has since gone ahead to establish MTN Foundation to lead its CSR policy implementation locally.

A search for Best Practices in Corporate Social Responsibility by indigenous firms in Nigeria by Dotun Atilade, mentioned that elements of social responsibility include investment in community outreach, employee relations, creation and maintenance of employment, environmental responsibility, human rights and financial performance. It is about producing and / or delivering socially and environmentally responsible products and /or services in an environmentally and socially responsible manner while openness, accountability and transparency are some of the new key words covering a vast range of issues.

A sustained bench mark for studying CSR practice, as suggested by Moon (2002), emphasizes waves, issues and modes; 'waves (1) community involvement (2) socially responsible production process and (3) socially responsible employee relations, issues CSR practices emphasizes e.g. environmental, education, employee welfare, health and safety and modes through which they are implemented e.g. philanthropy foundation and codes. The result of these activities has been discovered to be shaped by Nigerian corporate Governance framework and socio-economic conditions as reported in some research on the CSR activities of indigenous companies.

The European Union's Green Paper on CSR defines it as a concept whereby companies integrate social and environment concerns in their business operations and in

their interactions with their stake holders on a voluntary base.

Mark Maxwell and Siegel (2001) as actions that appears to further some social groups beyond the interest of the firm and that which is required by law while the CSR constructs is a new coinage, it is not a new practice. It could be traced back to such example as the Quakers in 17th and 18th Century whose business philosophy was not primarily driven by profits maximization but to add value to the society at large. Business was framed as part of the society and not separate from it.

The resurgent interest in the practice provides a fertile ground for different discourses and actors which lends it to multiple and contested. (Moon, 2002). A common strand that runs through most of these studies suggests that meaning and practice of CSR is social culturally embedded.

CSR in Nigeria would be aimed towards addressing the peculiarity of the social economic development challenges of the country (poverty alleviation, health care provision, infrastructure development, structure, education, etc and would be informed by social cultural influences (e.g. communalism and charity). This might not necessarily reflect the popular western standard/expectations of CSR (e.g. consumer protection, fair trade, green marketing, climate change concerns, and social responsible investments) etc.

At Zenith Bank, Corporate Social Responsibility is not just a buzz word; it's a way of life. To emphasize this belief Zenith Bank set up Zenith philanthropy, a fully functional department responsible for identifying areas, sectors and causes of the serving of philanthropic aid. Zenith philanthropy is the channel through which Zenith bank gives back to the society. Zenith bank sees giving back to society as a serious and passionate cause.

Today CSR goes far beyond the old philanthropy of the past donating money to good causes at the end of the financial year, but rather, an all year round responsibility that companies accept the environment around them for the best working practices for their engagement in their local communities and for their local communities and for their recognition that brand names depends not only on quality, price and uniqueness but on how cumulatively they interact with companies work force community and environment.

There are a lot of damages these companies are doing to the environment like local air pollution such as particulates, and the damage caused by the over-use and pollution of fresh water, the "social impacts" such as the migration of people driven out of affected areas, the toxic waste heavy waters users like food, drink and clothing companies are releasing into the environment. The aim of this study is to encourage and help investors lobby companies to reduce their environmental impact before concerned governments act to restrict them through taxes or regulations. The companies can give up the

excess profit now, if they want a world in which it's possible to make any money at all, later. If we go on failing to put a price on the environment, we'll make the planet uninhabitable.

The entire basis for freedom and for a sound economy is that if you want something, you have to pay for it. And right now, we're not paying for the environment, we're taking from it. What happens when the resources we have effectively doled out for free run out? We're already getting an idea with the oceans, where CO2 pollution is making them so acid that it is literally dissolving the shells of shellfish and killing them off.

Literally, Nigerian banking industry and telecommunication industry today operate in what can be described as the "enemy's territory", with hardly any identifiable friend in the polity. Everyone has an axe to grind with them, the fact that they are needed to foster individual and collective business growth notwithstanding. While government sees them as being selfish and responsible for most of the problems of the economy, the regulatory authorities look at them and their operators with suspicion.

To the public, employees of banking industry and telecommunication are privileged, over-pampered and over-paid "cheats" and "liars" who thrive at the expense of the rest of the society. Banking industry and the telecommunication industry are seen as making "huge" profits in a depressed economy. In effect, they are milking the economy dry instead of growing it. This perception is in fact miles away from the impression of renowned economist of yester-years. They are believed to foster economic growth in any economy. Adams Smith (1910) left no doubt as to what the role of banks in economic growth should be.

However, the allegations leveled against banking and telecommunication industries can never be wished away and these are impacting negatively on their images. The segregated, individualistic image promotion efforts of the banking and telecommunication industries cannot reasonably change the prejudice of the public. Nigerian banks in reality may be ranking among the best in terms of good corporate citizenship and social responsibility efforts vis-à-vis other sectors of the economy.

Whether in the quantum of taxes and levies paid; employment; health services, sports, arts and culture, or other community development, activities etc, Nigerian banking and telecommunication industry have continued to make enormous contributions to the development of the economy and society. But all these have remained largely unsung or noticed, save for individual banks' publicity efforts in prosecuting.

Over the years, many businesses in Nigeria, especially, telecommunication companies, manufacturing companies, but mainly banking institutions have spent millions of naira as their contribution towards protecting the environment, provision of infrastructures in host communities, outright charities such as donations of relief

materials to refugees or disaster victims, as well as scholarship schemes and sponsorship of sport programmes. Although, most of these companies try to publicize these contributions, their main stakeholders, namely, the host communities, local, state and federal government are usually not aware of their effort.

It is obvious that virtually all the companies in Nigeria have paid lip service to corporate social responsibility. Corporations have inundated the people with business promos through advert blitz that are primarily geared towards increased sales and enhanced profit. They continue to give the impression that the people are being empowered. These pretentious acts have actually progressively emasculated the lean financial resources of the poverty stricken people, because they spend so much money to purchase variety of products without winning any of the specified prizes. A dangerous dimension that has been entrenched in this pretention which has implanted negative influence on the consciousness of the people cannot be overlooked. A company that surreptitiously promotes promiscuity via its promos laden with seductive dresses and amorous innuendoes and gesticulations cannot be said to be socially responsible. In like manner, a company that places a public notice in its premises that "cars parked at owners risk" is exhibiting the height of corporate insensitivity and social irresponsibility.

According to a follow-up study, the "Cone Corporation citizenship study 2004" (<http://www.coneinc.com>) a company's negative corporate citizenship practices may have the following consequences:

- Consider switching to another company's products or services (90%)
- Speak out against that company among my family and friends (81)
- Consider selling my investment in that company's stock (80%)
- Refuse to invest in that company's stock (80%)
- Refuse to work at that company (75%)
- Boycott that company's products or services (73%)
- Be less loyal to my job at that company (67%)

The membership Organization, EFQM (The EFQM Framework for Corporate Social Responsibility, 2004) presents a number of direct benefits for the organizations:

- Increased brand value
- Greater access to finance
- A healthier and safer workforce
- Stronger risk management and corporate governance
- Motivated people
- Customer loyalty
- Enhanced confidence and trust of stakeholders
- An enhanced public image.

HISTORICAL BACKGROUND OF MTN NIGERIA

MTN Nigeria is part of the MTN Group, Africa's leading cellular telecommunications company. On May 16, 2001, MTN became the first GSM network to make a call following the globally lauded Nigerian GSM auction conducted by the Nigerian Communications Commission (NCC) earlier in the year. Thereafter the company launched full commercial operations beginning with Lagos, Abuja and Port Harcourt.

According to the Company's available information, MTN's over-riding mission is to be a catalyst for Nigeria's economic growth and development, helping to unleash Nigeria's strong developmental potential not only through the provision of world class communi-cations but also through innovative and sustainable corporate social responsibility initiatives.

The arm of the company that formulates its CSR policies is called The MTN Nigeria Foundation Limited. This CSR arm of MTN Nigeria was established in July 2004 for the purpose of focusing MTN Nigeria's efforts in terms of its Corporate Social Responsibility (CSR) initiative whose guiding principle is to help reduce poverty and foster sustainable development in Nigeria.

Emphasis On Corporate Social Responsibilities by the Telecommunication Industry in Nigeria

MTN universities connect project

This is an innovative project designed to provide digital access to information and infrastructure to Federal Universities in Nigeria. This project facilitates access to a collection of digital resources from over 5,500 libraries to assist university students and lecturers with research work. The project is implemented in partnership with Net Library Nigeria Limited. The beneficiary schools of the Universities Connect project are for approximately 600 students and 120 lecturers:

For Phase 1- University of Lagos, Akoka, Lagos State
For Phase 2- Ahmadu Bello University, Zaria, Kaduna State

For Phase 3- University of Nigeria Nsukka, Enugu State
For phase 4- University of Benin, Benin City, Edo State
"ABU UC Students and Lecturers Awareness Workshop: Cross-section of participants at the workshop"

The scope of the project is as follows:

1. 28 networked computers, 3 servers, 2 high capacity printers and 100KVA generator
2. VSAT equipment and internet connectivity bandwidth with 2 years subscription
3. 2 years subscription to electronic resources through the Net Library network (Journals, Books, etc)
4. Conducive study environment through space

renovation, provision of adequate lighting,
Furniture and alternative power supply

5. Technical training for 12 members of existing library staff to work with Net Library over 2 years to build capacity
6. One-week library awareness to be held annually for students and lecturers
7. One-week awareness workshops to be held annually lecturers
8. Initiate a 5-year maintenance contract with the University to ensure a conducive environment with a clear sustainability strategy
9. Two years comprehensive insurance cover to take care of theft and fire
10. An interactive student's website – "www.universitiesconnect.com"

Highlights

1. Successful commissioning of phase 1 @ UNILAG, Akoka in December 2005
2. Phases 2 and 3 @ ABU, Zaria and UNN, Nsukka respectively have been completed and to be commissioned in 2009
3. A total of 2,542 students and 113 lecturers have been trained as "UC Champions" in both UNILAG and ABU to drive the usage of the virtual libraries
4. A total of 50 existing library staff have been trained by Sabinet SA in phases 1 to 3 as a form of capacity building strategy for management and maintenance of the library

MTN FOUNDATION SCHOOLS CONNECT

The MTNF is in partnership with SchoolNet Nigeria for the SchoolsConnect project designed to enable teachers and students in Nigerian public secondary schools to gain confidence and understanding of how Information and Communication Technology (ICT) can add value to their lives and learning.

MTN Foundation Schools-Connect project provides the following to the beneficiary schools:

1. A server computer with 21 workstations, fully networked
2. Subject software to serve as teaching aids
3. One (1) 30KVA generator
4. A networkable printer
5. Ten (10) stabilizers and Four (4) 1.5HP air conditioners
6. Multimedia projector and white board
7. Electrical works for the computer lab
8. Furniture to seat 42 students in the lab
9. VSAT equipment and internet connectivity bandwidth subscribed for 1-year
10. Teacher training at a selected location in the state for 6 teachers
11. Technical training for lab attendants
12. Insurance cover for 1-year

13. Retainer fees of the local technical company for 1-year.

Highlights

- Successful commissioning of phase 1 schools in Kaduna, Enugu and Lagos states in December, 2004
- Successful commissioning of phase 2 schools in Rivers, Kwara and Abuja (FCT) in July and August 2005
- Successful commissioning of phase 3 schools in Bauchi, Cross River, Ogun states and Kings College Lagos in August and September 2006
- Commissioned part of phase 4 in Ekiti state in August 2007. Imo and Niger states planned for commissioning in 2009
- Direct impact: 108,302 Students and 5,036 Teachers in 49 schools across 12 states have benefited from this initiative.

MTN Foundation/UNICEF Child Friendly School Initiative (CFSI)

The CFSI is aimed at improving infrastructures in primary schools and strengthening the school management mechanisms and the quality of education. This project is implemented in partnership with UNICEF.

The phase 1 beneficiary states are Lagos, Bauchi and Delta states.

MTN Foundation supports this project by providing funds to cover the following

1. Up-grade of the physical infrastructure and provision of essential furniture
2. Provide/rehabilitate water and sanitation facilities in each school
3. Provide basic teaching and learning materials
4. Teacher training in key subjects using primers for English Language, Mathematics and Science

Highlights:

- Teacher training in key subjects English Language, Mathematics and Science conducted for selected teachers in the 3 states.
- Project implementation completed in Bauchi and Delta states.
- Implementation of the extra work by Ravega Constructions Limited at the Lagos school site is on-going.

The MTN Foundation-muson music scholars programme

The Music Scholars programme is designed to offer talented young people from less privileged backgrounds

the opportunity to acquire qualitative music education leading to the MUSON Diploma in Music. This is implemented in partnership with the Musical Society of Nigeria (MUSON).

The sponsorship programme is aimed at providing scholarships to about 220 students over a five year period. The project has moved into its 3rd year with the intake of the 3rd batch of students to study for a two-year MUSON diploma in music.

This programme provides students with a scholarship to cover both tuition, books allowance and transport subsidy

Highlights:

1. MTNF Music Scholars first graduation ceremony concluded. 21 students of the 2006 set graduated
2. 55 students are currently being sponsored in the 2nd and 3rd year plan of the programme
3. Annual appreciation concerts held by the students in appreciation of the sponsorship support.

MTNF – Junior Achievement Nigeria “Company Program”

This is an initiative that enables students to learn how to set up a company by selling shares of stock and other business related activities with the aid of their teacher and two volunteer business consultants. Implementation of the program is in partnership with JA Nigeria

The program runs from thirteen to fifteen weeks and gives students hands-on experience of owning and running a real company. The program provides students the opportunity to:

Develop skills needed for working in small and large group situations

Apply thinking and decision-making processes through activities that call for analyzing and evaluating business and economic issues

Develop attitudes and behaviour supportive of the market economic system

Develop an appreciation for the economic and personal value of staying in school to acquire a diploma

Highlights:

Phases 1 and 2: Successful completion of program in SchoolsConnect phases 1 and 2 schools with JA Nigeria certificate of recognition awarded to the students

Phase 2: Selected 22 students enrolled by JA Nigeria for the Young Enterprise Cambridge Examinations were successful

A total of 1,080 students in SchoolsConnect phases 1 and 2 schools have benefited from this program

The Foundation plans to implement more JAN programmes in the phases 1, 2 and 3 MTNF SchoolsConnect schools in Enugu, Kaduna, Lagos,

Kwara, Rivers, Bauchi, Ogun, Cross River and the FCT in 2009.

Beautification of kings college Lagos football pitch

The project was commissioned in November 2007. Kings College Lagos is also one of the beneficiaries of the MTNF Foundation Schools Connect Project phase 3.

The renovation project is in partnership with Newton and David Floral Decorators to create an appealing environment for recreation and physical development of students.

It is also aimed at creating the opportunity for Kings College, Lagos to generate revenue through renting of the Football pitch

MTNF Learning Support Materials Initiative

The objective of the Initiative is to distribute resource materials to primary and secondary schools throughout the six geo-political zones in Nigeria, to welcome students into a new school year, thereby demonstrating the MTNF's commitment to assist the nation's young people. The Purpose of the Initiative include:

- To have an alternative form of assistance for schools that we are unable to reach through our projects across the country

- To distribute items to beneficiaries of our MTNF Partners Against Aids in Communities and MTNF Children At Risk Empowerment Scheme Projects

- To distribute items to identified beneficiaries from Motherless homes in relation to the Y'ellocare event

Highlights:

In 2008, the MTNF distributed a total of 44,808 exercise books, 7,316 school bags and 11,620 toys to 189 schools nationwide as part of the MTNF CSR strategy of providing learning and play support items to children and youth. The foundation has also provided these items to several schools during their sports day, fun-days, anniversaries, and other events across the country. The schools that have benefited from the initiative are spread accross Minna, Niger State; Jos, Plateau State; Ayingba, Kogi State; Makurdi, Benue State; Wukari, Taraba State; Patiskum, Yobe State; Gombe state; Yola, Adamawa State;

Ayah, Katsina State; Birnin-kebbi Road, Sokoto State; Zamfara State; Zaria, Kaduna State; Ugbowka, Enugu; Umuri, School, Imo State; Aba, Abia State; Onitsha, Anambra State; Imogu-Omagwu, Rivers State; Ughelli-North, Delta State; Kaiama, Bayelsa State; Oron, Akwa Ibom State; Kuto, Abeokuta, Ogun State; Jericho, Ibadan; Ikere, Ondo State; Ogba, Benin-City, Edo State.

Economic Empowerment Portfolio: A People Against Poverty

The Economic Empowerment Portfolio is designed to empower people:

1. By providing affordable capital, appropriate technology, and capacity building resources they need to lift themselves out of poverty.
2. By providing them with opportunities through various microfinance based projects to help them reap the rewards of their own labour. Examples of relevant slogans: "Take a walk with us and be empowered"; "Empowering women through rural telephony"

The MTNF Rural Telephone Project (RTP)

RTP is essentially a universal project leveraging on micro-finance to provide access to ICTs and empower women entrepreneurs referred to as "Phone Ladies"

The project helps the low income earners increase income, build viable businesses, and reduce their vulnerability to external shocks. It is a powerful instrument for self-empowerment by enabling the poor, in this instance RTP Entrepreneurs, to become economic agents of change.

With RTP Entrepreneurs, it is found that income generation from the business helps the business activity expand and also contributes to household income as well as its attendant benefits on food security, children's education, socio-economic well being, etc.

The main aim of the RTP is to create wealth by leveraging the combined power of micro-credit and ICTs

Micro finance organizations administer micro-credit as they are community members they are able to monitor RTP Entrepreneurs closely and to build strong relationships with them. This ensures repayment of the micro loans.

The project has impacted about 1,500 rural women in about 21 states and over 200 communities across Nigeria (Akwa-Ibom, Anambra, Adamawa, Borno, Bauchi, Enugu, Ekiti, Jigawa, Kaduna, Kano, Kogi, Kwara, Plateau, Nasarawa, Niger, Osun, Oyo Ondo, Imo, Rivers and the FCT). Plans are underway to expand the project to involve additional 3, 000 RTP Entrepreneurs in thirty (30) states in Nigeria.

The project is in partnership with Growing Businesses Foundation (GBF) and the International Finance Corporation (IFC)

Empowering the RTP Entrepreneurs: Each of the RTP Entrepreneurs will be provided with the following to enable them provide telephone call services within their communities: an equipment (a mobile phone), MTN SIM, recharge cards, MTN branded promotional materials (t-shirt, face cap, banner, money pouch, umbrella etc), external antennae (if required) and power re-charge

solution (solar panel charger). They will repay the cost of the equipment over a 6-month period. The Community Based Organizations (CBOs) will administer and monitor the activities of the RTP Entrepreneurs to ensure that they are well supported during the repayment period.

1.8.10 MTNF'S 'CALL CENTRE HOW TO SET UP YOUR OWN' HANDBOOK

Following the success of the Rural Telephone Project, there was a demand for a similar project in the urban areas particularly amongst the youths. As such, the Board of Directors of MTNF in December 2006 approved the MTNF 'Call Centre- How to set up your own' project. The project is in partnership with FATE Foundation and Growing Businesses Foundation (GBF). The main objectives of the project are:

1. To publish a hand-book of international standard that will assist entrepreneurs turn good business ideas into profitable business endeavours in Nigeria.
2. To facilitate wealth creation and poverty eradication leading to the economic empowerment of a large number of Nigerians through small business opportunities.
3. Extend Rural Telephone Project (RTP) to urban youth by addressing their specific needs.
4. To provide promising young entrepreneurs with the initial 'Start-up' funds needed to establish a small business.

The MTNF Children's Development Centre (Cdc)

"Disability and U Road Show and Seminar"

The MTNF-CDC 'Disability and U' Road Show and Seminar started in 2006 and since then MTNF has been the sole sponsor of the annual event. The road show is in its fourth year .

The objectives of the program:

1. To create public awareness on disabilities.
2. To continuously remind Nigerian communities of the importance of accepting and respecting people living with disabilities.
3. Assess how CDC could partner with other related organizations across the country and provide assistance
4. Meet with families, interested partners and people with disabilities

Disability and U Roadshow along major street in Lagos State, Nigeria. The Disability and U programme is highly successful and has received several commendations and endorsements from various quarters including Lagos State Commissioner for Education, the Special Olympics of Nigeria, The Lions Club and Women's Optimal Development Foundation (WODEF).

In all, a total of 20 states within the six geo-political zones plus FCT have been covered by the program.

MTNF Low Cost Housing Project

“Shelter For Comfort ”

The MTNF Habitat for Humanity Low Cost Housing Project is aimed at addressing poverty and homelessness through the provision of simple, decent and affordable houses to low income earners. This is aimed at supporting government’s social and economic development efforts.

MTNF in collaboration with HFH partners built 100 housing units. Each housing unit has 2bedrooms, a living room, toilet/shower and kitchen, electricity, running water and sanitation facilities.

A layout of MTNF low cost housing Estate in Karu, Nassarawa State. The Foundation is committed to building 600 low cost housing units in blocks of 100 units each in the six geo-political zones, which will be sold to Nigerians in the low income bracket through a mortgage. The loan is repayable over a 15-year period and the loan interest is fixed over the period. Loan repayments will be used to build more houses for others.

In the first phase, 100 housing units were constructed in New Karu, Nasarawa state (North Central). The second and third phases of the project will be implemented in South East and South West regions respectively.

The pioneer project in Nasarawa State has received both local and international recognition from organizations such as Harvard Business School, the Bill and Melinda Gates Foundation, Stanbic Bank, US Aid Agency, the Clinton Foundation to name a few.

This project has a huge positive and economic impact as individuals and their families secure permanent shelter and enjoy all the attendant benefits of home ownership – improved economic status and an appreciating asset to pass on to the next generation. This legacy of pride and achievement is an important tool in improving the lives of ordinary people in communities all over Nigeria.

MTNF Lady Mechanics Initiative (LMI)

In line with the Foundation’s continuing efforts in women’s empowerment, MTNF established a partnership with the Lady Mechanic Initiative (LMI). The initiative is innovative as it aims to rehabilitate and empower disadvantaged young women by providing them with skills in the auto care industry (a profession that is traditionally perceived as ‘men only’).

During a three year period, the selected women will receive training from auto care garages in Lagos as well as the Peugeot Automobile Nigeria (Kaduna) and Coscharis Motors, Lagos. Upon completion of the training, these women are equipped to work in the garages of commercial filling stations, auto care garages and automobile companies.

Some LMI trainees at the Peugeot Automobile Nigeria

Centre – Kaduna Nigeria

What is particularly laudable about the project is that it has been able to attract young women from all walks of life. In addition, the project has facilitated the involvement of other private sector organizations.

MTNF Milk F.L.O.W (Fulanis Living Optimally Willingly)

PROJECT

Agriculture is Nigeria’s biggest employer of labour accounting for about 60% of the national workforce. Together with livestock raising, it provides more than a third of gross domestic product of this country. However, the methods and tools still being employed in this critical sector of economy are largely rudimentary. The MTN Foundation took cognizance of this need and in a bid to foster the development of Agriculture in the country gave birth to the MTNF Milk F.L.O.W. Project.

Inspection of a Friesian bull delivered to the Fulani Cooperatives in Bokkos Plateau State.

The Objective of the project is to empower our traditional cattle rearers by showing them how to produce more milk, using the best of cross breeding techniques and taking advantage of modern veterinary care.

The ‘Milk FLOW’ (Fulanis Living Optimally Willingly) project will empower the nomadic cattle rearers in Plateau, Bauchi and Kaduna States, through the sale of improved quality and quantity of milk.

With an enhanced and steady source of income, the cattle rearers will adopt an increasingly sedentary lifestyle willingly, which will facilitate their access to education, healthcare and other much needed amenities.

This is one of the few direct partnerships with a private sector organisation. Integrated Dairy Farms (IDF) provides the cattle rearers with equipment and expertise in cross breeding techniques and animal husbandry as well as veterinary drugs. In addition to this, cattle rearer co-operatives are provided with Friesian bulls for breeding and this will result in enhanced milk production. The partnership with IDF will ensure that there will be a ready market for the milk produced by the cattle rearers.

MTNF Health Portfolio

Health first, then...U CAN

The key goal of the Health portfolio is to alleviate the health challenges facing Nigerians through feasible and sustainable projects geared towards improving life in various communities across Nigeria.

MTNF Partners Against Aids In The Community (Mtnf Paac)

MTNF through this project aims to increase the level of HIV/AIDS awareness in Nigeria by integrating

comprehensive HIV/AIDS response into community structures in 6 States each from the six geopolitical zones of Nigeria. The Objective of the MTNF PAAC include:

- To engender an awareness of the HIV/AIDS epidemic through accurate and culturally sensitive behavioural change messages in target communities
- To build the capacity of health care workers to provide user-friendly HIV/AIDS information and services
- To empower teachers and in-school youth through the provision of interpersonal skills positive decision making Healthy baby on the MTNF PAAC PMTCT PROGRAMME

The project has in the last four years contributed immensely to mitigating the impact of and reducing the spread of HIV/AIDS in the country.

This initiative is being implemented in partnership with Hope World Wide Nigeria and other Partners to provide a comprehensive HIV/AIDS awareness campaign, prevention, care and support, voluntary HIV Counseling and Testing (HCT) and prevention of mother -to -child transmission (PMTCT) etc. in 6 states of Nigeria.

Replacement feeding materials for babies on the MTNF PAAC PMTCT

Other components of the programme

- The installation of self-instructional, interactive HIV/AIDS touch screen in various strategic locations.
- Capacity building of 300 health care workers
- Comprehensive Prevention of Mother To Child Transmission (PMTCT) services across 6 states in Nigeria
- Replacement feeding for over 300 babies

The MTNF PAAC is now in its 4th phase, with a malaria component that includes

- Awareness,
- Capacity building,
- Vector control
- ITN's distribution and IPT administration

Summarily, the project is designed to reach millions of Nigerians with information through the mass media , interpersonal communication and the self instructional HIV/AIDS touch screens installed in strategic places ; provide confidential HIV voluntary counseling and testing and PMTCT services through the fully established HIV counseling centers; provide people with HIV/AIDS counseling and testing; 700 positive pregnant mothers with PMTCT services and build the capacity of health care workers and in-school youth through refresher training, to provide user-friendly services and the installation of 12 HIV/AIDS interactive information touch screens at strategic locations across the country.

HIV Screening Lab for the MTNF PAAC Interactive Touch screens on HIV/AIDS MTNF

The Highlights of the programme include:

HIV voluntary counseling and testing, Care and Support activities were carried out with the following results in the last quarter of 2008

- 3,674 people were counseled.

- 3,924 people were tested
- 536 people tested positive
- 68 pregnant women enrolled in the PMTCT scheme
- 59 babies were placed on replacement feeding
- 12,281 in school youth reached through one on one communication and 19,685 through group sessions
- 12,284 community people reached one-on-one communication while 33,894 reached through group sessions/special event.
- Distribution of culturally sensitive Information, Education and Communications (IEC) materials across the country.

The touch screens which provides information on HIV/AIDS in various locations across the country are similar to automated teller machines and they feature general information on HIV/AIDS in English language, Pidgin English and the three major Nigerian languages of Yoruba, Igbo and Hausa

Also, over 200 HIV positive women have been empowered through a 6-8 months skill acquisition training in embroidery making, fashion designing, soap and candle making and have been empowered with basic equipment needed for takeoff upon their graduation.

MTNF Project C.L.E.A.N.

Cleaning the Local Environment Around Nigeria (C.L.E.A.N.) is an Environmental Health Initiative designed to improve environmental health and sanitation in urban areas.

The project aims to establish a replicable environmental sanitation and waste to wealth model using Markets/motor parks as target locations. The pilot phase which commenced at Alesinloye Market in Ibadan, Oyo State, is being implemented in partnership with the Nigerian Network for Awareness and Action for Environmental Health (NINAAFEH), the Market Association and the Ibadan Southwest Local Government Authority. The second phase is slated for Ose Market-Onitsha, Anambra State in 2009.

MTNF Project CLEAN Waste Recycling Plant (Fertilizer component)

Highlights of the MTNF project CLEAN:

- Construction of a waste recycling plant which includes a plastic recycling plant and organic fertilizer plant
- Provision of public conveniences (toilets) and safe water in the market
- Provision of Jobs to Nigerians working at the facility
- Provision of waste disposal drums for waste collection and separation in the market environment and more

MTNF Sickle Cell Project

Nigeria, and in general the African race, is highly vulnerable to the sickle cell genetic disorder.

Unfortunately with the growing number of carriers and sufferers in Nigeria, little is being done in the area of genetic counseling, provision of drugs and capacity building of health workers. The MTN Foundation, in response to this great need embarked upon a partnership with the Sickle Cell Foundation of Nigeria in 2006.

The main objective of the project is to alleviate the suffering and anxieties of sickle cell carriers and sufferers in Nigeria.

Through this project, MTNF provides support to the Sickle Cell Foundation of Nigeria to establish 5 Sickle Cell Clinics in Lagos (2 clinics), Benin, Asaba and Kano for the provision of quality health care services to sickle cell sufferers and carriers.

This initiative involves the provision of basic drugs, furniture and equipment, training of health workers on genetic counseling; production of a video documentary on the sickle cell disorder in Nigeria and the installation of a Polymerase Chain Reaction machine for DNA analysis. The 2nd phase of the project includes the establishment of a worldclass, state-of-the-art DNA laboratory within the National Sickle Cell Centre in Lagos state.

Testimonial of MTN Corporate Social Responsibility

Someone testified about MTNN's CSR efforts. He said, he had always had reservations about the big telecommunication companies in Nigeria, including MTN. This is largely because, despite the fact that they are making a lot of money, the quality of their service still leaves a lot to be desired. Yet, they are always wooing Nigerians with all sorts of promos that are basically more self-serving, than beneficial to their customer. However, he had a personal experience of MTN's medical assistance to a family recently, which I consider not only a good example of Corporate Social Responsibility, but that gesture has also made me realised that the company actually identifies with and support humanitarian causes. I know about this action of MTN, because it happened to a family he knows very well-the Ademola Aminu family, who are based in Ipetumodu, a small town in Osun State. The family is blessed with three children. Their first born, a girl, is about four years old. The wife, Kafilat, who happened to be my immediate younger sister, also delivered two male identical twins about two year ago and since then, the young family had been facing a serious medical challenge, because one of the twins had a heart problem from birth.

The twins spent months at the Obafemi Awolowo University Teaching Hospital, Ile-Ife, where they were referred to after birth, as the babies were delivered prematurely. Apart from this, the young family had been under tremendous strain since then, visiting the hospital all the time on account of the heart problem of one of the twins.

It was at OAU Teaching Hospital that doctors told them

the baby must have a very expensive corrective heart surgery, if the baby is to have a chance to live a healthy life. They were told that the surgical operation can be done in Nigeria but further enquiries revealed that the operation is better done abroad, where the required facilities and manpower are available. Then, the problem of how to raise the funds for such an operation arose. Both husband and wife are middle-level civil servants, working in a local government establishment in Ipetumodu, Osun State, and obviously cannot finance such operation on their own.

They tried some organisations to seek help, but failed to get any assistance. Then, the husband, Mr Ademola Aminu, heard about the MTN Foundation and wrote to the foundation for assistance. To his pleasant surprise, the organisation invited them for discussions. After an examination of the baby, MTN decided to assist by sponsoring the operation. The MTN Foundation also agreed that the operation could be better done abroad. In December 2009, MTN flew the mother and the baby to Apollo Hospital, India, where the baby, Taye, had his operation. The mother and child were there for about three weeks at the expense of the MTN, which also settled the medical bills. Thanks to God, the operation was successful and mother and child came back happily on 9 January, 2010 to rejoin the family. Baby Taye, before the operation, hardly smiled because his breathing was always laborious. But since they returned, the boy is always grinning. MTN has helped put smiles on the face of baby Taye.

HISTORICAL BACKGROUND OF GUARANTEE TRUST BANK NIGERIA

Guarantee Trust Bank plc was incorporated as a limited liability company licensed to provide commercial and other banking services to the Nigerian public in 1990. The bank commenced operations in February 1991, and has since then grown to become one of the most respected and service focused banks in Nigeria.

Five years later, in September 1996, Guarantee Trust Bank plc became a publicly quoted company and won the Nigerian stock Exchange Presidential Merit Award that same year and subsequently in the year 2000, 2003, 2005, 2006, 2007, and 2008. In February 2002, the bank was granted a universal banking license and later appointed a settlement bank by the Central Bank of Nigeria (CBN) in 2003.

Guarantee Trust Bank undertook its second share offering in 2004 and successfully raised over N11billion from the Nigerian investors to expand its operations and favourably compete with other global financial institutions. This development ensured the bank was satisfactorily poised to meet the N25billion minimum capital base for banks introduced by the Central Bank of Nigeria in 2005, as part of the consolidation exercise by the regulating

body to sanitize and strengthen Nigeria Banks.

Post-consolidation, Guarantee Trust Bank made a strategic decision to actively pursue retail banking. A major rebranding exercise followed in June 2005, which saw the bank emerge with innovative, cutting edge service offerings, aggressive expansion strategies advertising policies and its new trademark vibrant orange.

In 2007, the bank entered the Africa business landscape history books as the first Nigerian financial institution to undertake a \$350 million regulation Eurobond issue and a \$750 million Global Depository Receipts (GDR) offer. The listing of the GDRs on the LSE in July that year made the bank the first Nigerian company and African bank to attain such landmark achievement.

In December 2009, Guarantee Trust Bank once again set the pace by successfully completing the first tranche of its \$200million dollar Corporate Bond – The first corporate bond in Nigeria for a very long while

Over the years, the bank has been a recipient of numerous accolades and commendations for exceptional service delivery, innovation, corporate governance, corporate social responsibility and management quality. A few of these are : the Best Bank in Nigeria by EuroMoney, the 2007 Most Respected Company in Nigeria in a survey by Price Water House Coopers and Business Day, multiple honors in the vanguard Newspaper Banking Awards as winner in three categories: 2007 Best Bank in Corporate Governance, Bank of the Year and 2007 Most Customer-Friendly Bank.

More recently, the bank clinched the KPMG 2009 Most Customer-focused Bank: Retail Award and the Most Socially Responsible Bank in Nigeria at the Social Enterprise Reports and Award, SERA 2009. The bank also won the Best ICT support Bank of the year award at the 2009 National ICT Merit Awards while its CEO, Tayo Aderinokun was named the African Banker of the year by the African Banker Magazine; CEO of the year by ThisDay Newspapers and the Sun Man of the Year in 2009.

Review of Corporate Social Responsibilities Effort in Guarantee Trust Bank

Support For African Community

On the wake of our recent entry into the international market, the Bank launched several strategic partnerships which include "Double Club" collaboration with PRADA S.A and the Thisday Music/Fashion festival aimed at promoting Africa to the International community.

The "Double Club" collaboration undertaken in 2008 is a cultural integration partnership developed by artist Carsten Hoeller and sponsored by PRADA South Africa

and GTBank. The initiative is a simultaneous display of African and European cultures to the international community.

The "Double Club" as it is called is a bar, club and restaurant designed to showcase a medley of African and Western cultures using music, decor, art, food, culture or festival. It is an unequalled novel concept in the London environment.

Other programmes expected to emanate from the GTBank-PRADA partnership are the "projection of the Nigerian film industry to the international community" and a celebration of African music, comedy, fashion, art and literature at the Double club tagged the "African Nights" initiative.

Another strategic international collaboration that took place in 2009 is the Bank's partnership with the Swiss Red Cross (SRC) Society famed to be the oldest and largest humanitarian organization in the world. This initiative involved sponsorship of the organization's 2009 "Magic of Africa" annual fund raising ball in June 2009. The proceeds will be used to finance SRC's "Victims of Forgotten disasters" programme in Bolivia, Ecuador, Paraguay, Bangladesh, Swaziland and Southern Africa. The event is showcased in the depth of the African community.

Support For Health

The Massey Street Children's Hospital initiative remains the Bank's flagship and major project in the area of healthcare. The Bank's renovation of the healthcare facility in 1996 earmarked the start of a relationship where it annually supports the hospital structural renovation, equipment purchase, quarterly equipment maintenance and an annual Yuletide visit to celebrate the festive period with in-patients at the facility.

The Bank's involvement in the affairs of the child specialist facility has helped the hospital provide life saving services for children in the Lagos metropolis. The Bank's long term goal is to continually assist the hospital to meet its increasing healthcare demands.

In 2007, the Bank started a partnership with Zamarr Institute for Autism and Patrick Speech and Languages Special Education centre to promote Autism awareness through several publicity campaigns including the production of the first Factbook on Autism in collaboration with the National Society for Autism in Nigeria in collaboration with the National Society for Autism Nigeria.

Other Health and Childcare Initiatives that have benefited from the Bank's support over the years include the Stop Hunger in Nigeria initiative, Nigerian Orphaned and Vulnerable children (Hope Worldwide), Children Living with Cancer Foundation and the Neuropsychiatry Hospital Aro, the Sickle cell Foundation and the Royal Marsden Hospital Cancer Campaign London. The bank supports these healthcare initiatives to upgrade the

standard of medical and related services available even at the grassroots level.

Support For arts

Art has always been a part of Guaranty Trust Bank plc. The Bank has supported all forms and genres of Art since inception including music, painting, play, drama, poetry and exhibitions. The bank has an enviable art collection of over 700 painting and sculptures, most of which are displayed at our branches to the public as part of our architecture signature.

In 2007, the Bank sponsored the first Nigerian "Living Masters" exhibition that featured the works of nine internationally recognized indigenous artists, most of them Masters of their craft. The event featured works of Abayomi Barber, Bisi Fakeye, Bruce Onobrakpeya, David Dale, El Anatsui, Isiaka Osunde, Kolade Oshinowo, Muraina Oyelami and Yusuf Grillo to participants, art lovers and the public.

Guaranty Trust Bank has also sponsored two Edo Bronze festivals in Edo State in an effort to re-stimulate interest in the lost art of bronze casting and showcase it to the world.

The annual festival which involves a practical workshop, a cultural float along major streets of Benin City, a gala night and an exhibition of 3,000 Bronze pieces; features prominently the works of the Benin Guild of Bronze Casters; a people who are sole custodians to the art of Benin bronze casting passed on from generation to generation.

Other initiatives supported by the Bank include the "Theatre at Terra" which is an appreciation of African literature through drama produced by Terra Kulture.

Staff Volunteerism and Development Programmes

The Bank commenced a staff volunteerism business mentorship programme on the 22nd of November 2008 in collaboration with the Youth Business Initiative (YBI); a non-governmental charitable organization whose core business is to address unemployment, poverty alleviation and job creation amongst youth.

The program requires volunteering mentors to provide financial guidance, marketing strategy and monitoring for youths and small businesses. 15 GTBank staffers are presently involved in this initiative which was launched with the help of Direct Impact Consultants. The program is scheduled to run for a period of one year.

Support For Autism

The prevailing lack of societal awareness about these disorders in Nigeria and non existence of training facilities

for affected children influenced Guaranty Trust Bank to become an advocate for Children living with developmental disabilities in 2006. Since then, we have partnered with like-minded organizations to create awareness for developmental disabilities through sponsored campaigns, training workshops, infomercials and advocacy competitions to;

- Encourage national discourse on Autism
- Reawaken social consciousness about the plight and requirements of children with developmental disabilities
- Encourage advocacy at all levels of government to create inclusive schools for affected children and integration centers for adults
- Support legislation seeking to protect the rights and provide support for people with developmental disabilities

The presence of the symbol of the Bow of the ribbon of the logo of the bank, which forms the symbol of love represents our desire to show care, love and support for those living with developmental disabilities, and the Colour (Orange) represents brightness and warmth. Let's bring warmth into the lives of millions living with developmental disabilities.

Child developmental disabilities encapsulate Autism Spectrum Disorders and other challenges arising from insufficient development of a child's physical, emotional or intellectual capacity. These disorders which are largely misunderstood by society make it difficult for affected children to cope with the everyday demands of their environment and may lead to varying stages of social stigmatization.

Autism is a lifelong developmental disability that affects the way a person communicates and relates to people around them. Children and adults with autism have difficulty with everyday social interaction.

Related to all these are the efforts of the banking and telecommunication industries at branding and rebranding. Corporate branding or rebranding has in fact, become part of the competitive tool in the industry. Under this the banking and tele-communication industries not only strive to wear new 'corporate look' but also undertake several other activities to get their 'new identity' ingrained in the minds of stakeholders. This has translated into varieties of CSR activities: painting of schools, civic centres and other public places in a particular bank's identity or colour. This trend is also reflected in the sponsorship of some kinds of social activities that provide the opportunity for the bank's 'new identity' to be flaunted; for example, seminars, workshops, trade fairs, symposia, etc.

The branding propensity is also visible in many public structures. The Banking and the telecommunication industries either build or refurbish such structures just to paint them in their corporate colors and affix/display their logo on them. These places and structures include airport departure/waiting halls, hospital wards/ waiting rooms and receptions, lorry bodies and tail boards, school

gates, stadia, bus stops, among others. Elaborate celebrations are also being organized to mark the founding of some banks and telecommunication companies and these are usually used as avenues to 'sell' their new identities and dish out promotional gifts to members of the public. Product launch and promotions have become more or less quasi-CSR efforts to 'thank' or 'appreciate' stakeholders for their patronage and support.

Going forward, corporate social Responsibility among Nigerian Banking and telecommunication industries will continue to be an instrument of competition, product branding and success measures. Factors within and outside the banks will continue to drive and influence the variety and level of CSR exposure among the banking and telecommunication industries. The more successful a bank is, the more it will get involved in CSR, all things being equal. Also, the more international/global a bank becomes, the more it will get involved in CSR initiatives for CSR has become a key factor in corporate governance and overall corporate success. Corporate social responsibilities are considered to be an important aspect of business success through efficient resource management, environmental protection, employment, eco friendly atmosphere etc., to impact the society and the company which leads to the progress of both.

METHODOLOGY

Data Collection Methods

The research was conducted using both primary and secondary data which are descriptive and analytical, with more emphasis on the descriptive part. The study involves a guided approach to data collection of the population of study (officials and customers of the banks and communication industries specifically MTN Nigeria and GTBank Plc), using structured questionnaire sampling method and procedure to analyze the data. Responses received focusing on a survey into the impact of corporate social responsibility in the banking industry and telecommunication industry was analyzed. It was further basically designed to analyse the impact, benefits, and contribution of Corporate Social Responsibility on/of/to economic and social development.

The primary data sources specifically include administration of questionnaire, observations and personal interviews, while secondary sources rely heavily on internet records and information from the relevant sector of the banking system, books, journals, and publications from relevant authors.

Primary Data were also obtained from schools, hospitals, non-governmental organizations, charitable homes etc.

Correlation and regression analyses were used to test the hypothesis in order to determine the impacts of

corporate social responsibilities or otherwise on the Nigerian society.

For the purpose of analysis and interpretation of findings, the sample size was limited to 100 respondents from MTN Nigeria customers and employees and 100 respondents from Guarantee Trust Bank customers and employee and 90 of these were recovered from Guarantee Trust Bank and 70 were recovered from MTN Nigeria.

Data Analysis and Interpretation

Regression

Interpretation

The regression result as shown below reveals the R is 0.684 that there is a strong relationship between CSR and Societal Progress.

The ANOVA result further reveals that the relationship is significant as the P value (0.00) is less than the Alpha value (0.05).

A closer look at the Pearson Correlation Coefficient (R=0.655) also shows that there is a moderate and significant relationship between CSR and Societal Progress. This is a confirmation of the regression result.

Decision:

Since $P (0.000) < \alpha (0.05)$, H_0 is rejected and H_1 is accepted, meaning that the relationship between CSR and Societal Progress is statistically significant both at 1% and 5% level of significance.

The conclusion therefore is that CSR plays a significant role in Societal Progressiveness.

Analysis for MTN

Road building and maintenance

Source: Field Survey, April 2011

Regression

a Predictors: (Constant), Sponsoring of youth development programmes, Road building and maintenance, Donation to Humanitarian Causes, Funding of research activities, Building of schools blocks, Donations to NGOs and Community Based Projects, Donation of equipment and books to schools, Sponsoring of School Quiz, Debates and Essays.

Interpretation

The regression result as shown above reveals the R is 0.623 that there is a strong relationship between CSR and Societal Progress.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684 ^a	.467	.415	1.404

a. Predictors: (Constant), SPONSORING OF YOUTH DEVELOPMENT PROGRAMMES, DONATIONS OF EQUIPMENT AND BOOKS TO SCHOOL, DONATION TO NGOs AND COMMUNITY BASED ORGANISATIONS, FUNDING OF RESEARCH ACTIVITIES, DONATION TO HUMANITARIAN CAUSES, SPONSORING OF QUIZ/DEBATES/ESSAYS, BUILDING OF SCHOOL BLOCKS, ROAD BUILDING AND MAINTENANCE

Building of schools blocks

	Frequency	Percent	Valid Percent	Cumulative Percent
1	8	11.4	11.4	11.4
2	5	7.1	7.1	18.6
3	15	21.4	21.4	40.0
4	19	27.1	27.1	67.1
5	14	20.0	20.0	87.1
6	9	12.9	12.9	100.0
Total	70	100.0	100.0	

SOURCE: FIELD SURVEY, MAY 2011.

Sponsoring of school quiz/debates and essays

	Frequency	Percent	Valid Percent	Cumulative Percent
1	14	20.0	20.0	20.0
2	6	8.6	8.6	28.6
3	14	20.0	20.0	48.6
4	19	27.1	27.1	75.7
5	7	10.0	10.0	85.7
6	9	12.9	12.9	98.6
99	1	1.4	1.4	100.0
Total	70	100.0	100.0	

SOURCE: FIELD SURVEY, APRIL 2011.

Donation to humanitarian causes

	Frequency	Percent	Valid Percent	Cumulative Percent
1	14	20.0	20.0	20.0
2	6	8.6	8.6	28.6
3	14	20.0	20.0	48.6
4	19	27.1	27.1	75.7
5	7	10.0	10.0	85.7
6	9	12.9	12.9	98.6
99	1	1.4	1.4	100.0
Total	70	100.0	100.0	

SOURCE: FIELD SURVEY: APRIL 2011.

Funding of research activities

	Frequency	Percent	Valid Percent	Cumulative Percent
1	14	20.0	20.0	20.0
2	14	20.0	20.0	40.0
3	20	28.6	28.6	68.6
4	8	11.4	11.4	80.0
5	5	7.1	7.1	87.1
6	9	12.9	12.9	100.0
Total	70	100.0	100.0	

SOURCE: FIELD SURVEY, APRIL 2011

Donations to NGOs and community based organizations

	Frequency	Percent	Valid Percent	Cumulative Percent
1	14	20.0	20.0	20.0
2	16	22.9	22.9	42.9
3	12	17.1	17.1	60.0
4	10	14.3	14.3	74.3
5	7	10.0	10.0	84.3
6	11	15.7	15.7	100.0
Total	70	100.0	100.0	

SOURCE: FIELD SURVEY, APRIL 2011

Donations of equipment and books to schools/colleges/other institutions

	Frequency	Percent	Valid Percent	Cumulative Percent
1	9	12.9	12.9	12.9
2	8	11.4	11.4	24.3
3	13	18.6	18.6	42.9
4	14	20.0	20.0	62.9
5	12	17.1	17.1	80.0
6	14	20.0	20.0	100.0
Total	70	100.0	100.0	

SOURCE: FIELD SURVEY, APRIL 2011.

Sponsoring of youth development programmes

	Frequency	Percent	Valid Percent	Cumulative Percent
1	11	15.7	15.7	15.7
2	11	15.7	15.7	31.4
3	7	10.0	10.0	41.4
4	20	28.6	28.6	70.0
5	6	8.6	8.6	78.6
6	15	21.4	21.4	100.0
Total	70	100.0	100.0	

SOURCE: FIELD SURVEY, APRIL 2011.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.623(a)	.388	.307	1.408

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.551	8	9.569	4.828	.000 ^a
	Residual	120.892	61	1.982		
	Total	197.443	69			

a. Predictors:(Constant),Sponsoring of youth development programmes, Road building and maintenance, Donation to Humanitarian Causes, Funding of research activities, Building of schools blocks, Donations to NGOs and Community Based Projects, Donation of equipment and books to schools, Sponsoring of School Quiz, Debates and Essays

b. Dependent Variable: Do you see your bank as partner in progress?

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.547	.580		.942	.350
	q13	-.016	.017	-.111	-.962	.340
	q16	.385	.126	.339	3.049	.003
	q19	-.003	.017	-.020	-.173	.863
	q21	-.039	.015	-.267	-2.557	.013
	q26	.272	.135	.259	2.018	.048
	q27	.056	.141	.057	.396	.693
	q29	.036	.141	.036	.259	.797
	q31	.166	.139	.169	1.189	.239

a. Dependent Variable: Do you see your bank as partner in progress?

Correlations

		SOCIETAL PROGRESS	CORPORATE SOCIAL RESPONSIBILITY
SOCIETAL PROGRESS	Pearson Correlation	1	.517**
	Sig. (2-tailed)		.000
	N	70	70
CORPORATE SOCIAL RESPONSIBILITY	Pearson Correlation	.517**	1
	Sig. (2-tailed)	.000	
	N	70	70

** . Correlation is significant at the 0.01 level (2-tailed).

The ANOVA result further reveals that the relationship is significant as the P value (0.00) is less than the Alpha value (0.05).

A closer look at the Pearson Correlation Coefficient (R=0.517) also shows that there is a moderate and significant relationship between CSR and Societal Progress. This is a confirmation of the regression result.

Decision:

Since $P(0.000) < \alpha(0.05)$, H_0 is rejected and H_1 is accepted, meaning that the relationship between CSR and Societal Progress is statistically significant both at 1% and 5% level of significance.

The conclusion therefore is that CSR plays a significant role in Societal Progressiveness.

CONCLUSIONS

This study has been able to identify the impact of corporate social responsibilities on the Nigerian society. This indicates that corporate social responsibility contributes to a way of living a healthy life in the community. A company has to give back to the society in which it operates, clean up all forms of pollution it has caused in its course of operation and also provide infrastructural facilities to the society as a way of giving back and developing the society. A company cannot progress positively in a retrogressing society.

The findings of the study are enumerated below:

- Corporate social responsibility is not a new subject, neither is it strange to the telecommunication industry and the banking industry.
- Profit objective is the major and primary objective of every firm, but no responsible firm will neglect the all important corporate social responsibility objective
- There is a well formulated corporate social responsibility policy in virtually all the firms in the banking and the telecommunication sector and which is strictly adhered to. This policy is also made to comply with the directions of regulatory authorities and also government policies.
- Being involved in socially responsible act add to the goodwill of the company thereby increasing their financial worth eventually, boost the image of a company, giving them an edge over other companies through increasing patronage afforded socially responsible firms.
- Social responsibility has a great impact on the society by adding to the infrastructures and development of the society
- One of the fine points of the exercise is the apparent disposition of the institutions covered by the research, to virtually all areas of human endeavour. That is the reason why some of them responded to appeals such as sponsoring of literary activities and public lectures. However, the banking industry and the telecommunication would need to synergize with a view to pooling resources to contain some capital-intensive projects like road building, school blocks in order to break

more grounds in corporate social responsibility planning and delivery.

- It can further be seen that one of the goals of corporate social responsibility is the creation of public good. In that regard, operators have taken it as a challenge to make meaningful impact in areas where they possess superior expertise. Instead, expenses have been committed to many sectors which thinned out and rubbed off the message they were to carry.

- Members of the industries have also taken lightly the need to institute a reliable data bank for corporate social responsibility. One would have expected all to respond to questionnaires sent for this survey and in record time too. This would have afforded the catching of almost every expenditure as it is likely those who failed to respond have undertaken corporate social responsibility activities during the period.

- It is trite that as you lay your bed, so shall you lie on it. If you sow little, there is every likelihood to reap so. Therefore, for a business perceived as being environment-friendly, greater mutual understanding is bound to evolve between it and its publics. The Nigerian banking and the telecommunication industries would have to intensify its corporate social responsibility efforts to disabuse the minds of those who perceived it as being interested in protecting personal gains at the expense of public good.

- As service sectors, the industries is hampered by the lack of product touch and feeling. Luckily, CSR has become a tool by which such service can be projected with human face. The industries should seize that opportunity with open hands.

- With global down turn in economies, climatic changes, deluge of natural disasters, changing technologies approaches to production and resultant high cost of food, goods and services, there is bound to be further pressure on CSR expectations, which ought to be elevated to policy issues through the setting aside of budgetary provisions in annual expenditure profiles.

One appreciates only what one sees or feels. The current lukewarm approach to giving publicity to banking and telecommunication industries CSR's effort could be counter-productive. Banks should participate fully in activities that seek to expose their efforts at rewarding the society for their loyalty. They ought to partner with those wishing to enrich knowledge by providing easy and adequate data whenever such are required. This is particularly necessary as CSR has come to the front burner, albeit globally, and will continue to shape efficiency and well-being of business for a very long time to come.

Since the public outcry for increased social responsibilities will not disappear if business organization fail to respond to the challenges of the society; and some companies will still behave in an unsociably responsible manner, there is need for regulatory bodies and government to carry out some measures and the banking

industry and the telecommunication industry too should do something about it since the global market is now changing.

It is therefore recommended as follows.

- Corporate entities should voluntarily integrate both social and environmental upliftment in their business philosophy and operations.

- Corporate social responsibilities should be seen by the firm as social obligations business concerns owe their shareholders, the local (host) community, general public, customers, employees and the government in the course of operating their legitimate businesses, such that CSR should be included in the law and enforced on the firms accordingly.

- Government should fix a minimum percentage of profit corporate firm should expend on corporate social responsibility activities.

- It should be enforced that all forms of pollution caused by the corporate firm must be eradicated by them; by this all the news like Ogoni water spill and the fire and gas flare polluting the air in the Niger Delta will be eradicated.

- The banking industry and the telecommunication industry should see all the problems in our society as a business opportunity and try to find solution to it and in the process they will discover that the problems are just opportunity in disguise.

- It is recommended that while improvement in the participation volumes by banking and telecommunication industries is desirable, they should close ranks and forge common attention to address certain corporate social responsibility factors, especially those bothering on security or on account of their requiring high capital outlay as in roads mending and construction.

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