

## Benchmarking, monitoring, evaluating and improving SR activities

A large amount of money is already given by Banks and business houses in Bangladesh for community development. The question yet to be answered is 'what effect is it having'? Little effort has been put into measuring the 'value for money' achieved in this community investment or the 'cost benefit' achieved from this use of companies' funds. The same applies to SR expenditure 'inside the factory gates'. Without data, it is not possible to 'benchmark', to contrast and compare the effectiveness of the various SR initiatives that are taken by the company. Through benchmarking the company SR, the SR performance of the business and the relation to a particular Key Performance Indicator (KPI) will be clear.

