

History of Biman

It all started some 45 years ago, when the free people of our newly liberated country had, perhaps, looked up into the skies and imagined a dreamboat of their own which could fly them to far away places. The hopes and aspirations of the people of Bangladesh gave birth to Biman—the wings that would carry them beyond the sunset. Under the auspices and personal intervention of the Father of the Nation, Bangabandhu Sheikh Mujibur Rahman, the dream came true on January 4 1972. The beautiful airline was born with a unique birthmark—the only one born without any aircraft or ancillary.

The journey began with a DC-3 aircraft-an air force plane gifted to the new airline by the government. Biman was finally air borne on March 7, 1972 with flights to Chittagong and Sylhet and on March 9 to Jessore. Thus the domestic operation of Biman began. Since then there has been no looking back for the legacy- carrier.

On 4th March, three days before start of domestic operation, the first flight of Biman's international operation landed in Dhaka from London with 179 passengers on board.

Biman was incorporated as a public limited company in 2007. In 2008 the airline entered into an agreement with Boeing Aircraft Company for acquisition of 10 new generation aircraft 4 Boeing 777-300ER, 2 Boeing 737-800 and 4 Boeing 787, the biggest ever deal in the history of Biman. The Government of the People's Republic of Bangladesh provided the necessary Sovereign Guarantee for procuring the aircraft.

In 2011 the first 02 of 04 Boeing 777-300ERs joined the fleet in October and November, and thus replacing the ageing DC10-30s, the longtime backbone of Biman fleet.

In 2014 the 3rd Boeing 777-300ER joined the fleet on 5th February and the 4th joined the fleet on 27 March. Now the airline has a new backbone comprising of Boeing 777-300ERs, the new workhorses of Biman, named as the Palki, the Arun Aalo, the Aakash Pradeep and the Raanga Pravat. Two Boeing 737- 800s named as the Meghdoot and the Mayurpankhi joined the fleet in 2015. The first of the four Dreamliners (Boing 787) is likely to join the fleet in 2018 and the last one in 2019.

Presently the fleet consists of 04 Boeing 777 300ERs, 02 Boeing 777 200ER, 04 Boeing 737 800s, 02 Airbus 310s and 02 Dash 8 Q400, total 14, most of them are new generation flying machines. The airline is all set to receive 04 Boeing 787 Dreamliner, the first 02 two of which are making way to adorn the fleet in 2018 and the rest duo in the following year. Induction of these four priced jewels of Biman Fleet would make it one of the youngest fleets in the world!

During the four decades of Biman's existence, many types of commercial airliners have adorned the fleet- ranging from the early leader, the venerable DC 3 to the modern Boeing 777. As stated earlier, Biman had placed a firm order for

the fifth generation Dreamliner to complement its fleet in 2008. Fuel-efficient Dreamliner is a new wonder of the skies.

On February 20, 2014, Biman operated the historical final-flight of world's last passenger DC10-30 on Dhaka – Birmingham route and thus could write down its name in the history of world aviation!

A couple of years back, the airline launched its three tiers frequent flyer programme of Green, Silver and Gold. It comes with all the stunning features of an FFP that is featured by simple registration, easy redemption and a host of attractive benefits.

Of Late, the airline has formally introduced the next phase of its upgraded service features in its Business Class including expanded choice of menu items. Great care is being taken for enhancing the quality of in-flight food and service.

A major improvement in the field of punctuality, information technology including website, advanced seat reservation and integrated revenue management system is paving the way for the airline to be the choice of a discerning passenger.

At the moment, Biman, while consolidating its operation is also poised for growth. Along with fleet expansion, also on the planning-board is the matter of route expansion. Possible projected destinations include New York, Delhi, Colombo, Guangzhou, Tokyo and so forth.

Biman management's commitment to ensuring punctuality coupled with stress on improved ground services are aimed at increasing its competitiveness in order to achieve success in today's highly competitive commercial aviation market. With the dedicated efforts of all the airline personnel and the support of our dear countrymen, Biman is poised to fly into an ever millennium of prosperity and happiness.

Vision

To establish Biman Bangladesh Airlines Limited in the aviation market as a world-class airline.

Mission

To provide, safe reliable, efficient and economical air transport services and to satisfy customers' expectations while earning sustainable profit and continuing to be a caring employer.

Objective

To provide and develop safe, efficient, adequate, economical and properly coordinated air transport services, domestic as well as international.

Biman at a Glance

Company Name	: Biman Bangladesh Airlines Limited
Company Registration Number	: Registration No. C-67807(358)/07 Dated 23 July 2007
Registered Office	: Biman Bangladesh Airlines Limited Head Office, Balaka, Kurmitola Dhaka-1229, Bangladesh
Year of Conversion into Public Limited Company from Corporation	: 2007
Date of Incorporation	: 23 July 2007
Date of Commencement of Business	: 23 July 2007
Core businesses/activities	: • Air transportation of passenger. • Air transportation of cargo.
Non-core businesses/activities	: • Ground and cargo handling services for own and foreign airlines • Engineering services • Bangladesh Airlines Training Centre (BATC) • Biman Flight Catering Centre (BFCC) • Biman Poultry Complex (BPC) • Biman Printing Press • Partnership Business with Sabre Travel Network BD Ltd.
Authorised Capital	: BDT 15,000 crore
Paid up Capital	: BDT 2,082.40 crore
Face Value Per Share	: BDT 100/- each

Passenger Service

Web-site and Internet Booking

Biman has redesigned its Web-site and has implemented new Internet Booking Engine (IBE) for the airline's reservation and ticketing system from August 4, 2011 . Initially web sale was 0.5 percent of total sale, which has increased up to

3.5% of total sales. Biman has a target to increase the IBE sale up to 10% by 2017.

With the help IBE passengers are now able to book their flights through Internet from anywhere in the globe and at any time. They are also able to purchase their tickets by using credit/debit card. Currently, our system is capable of payment through Visa / Master debit/credit cards and mobile banking option. We are also in process to adapt Bikash payment option. Through IBE, Biman Bangladesh Airlines has extended its market globally. IBE will help Biman to cut off extra expenses on GDS and to support instant booking and payment.

Travel Agent Portal (TAP)

Biman Bangladesh Airlines has started 'Travel Agent Portal (TAP)' from October'2014 as a pilot scheme in Dhaka and Chittagong. Now 147 TAP agents throughout Bangladesh are issuing tickets on Biman web portal. By using TAP travel agents are able to sale Biman's flights from anywhere at any time by using Biman's website.

Electronics Miscellaneous Document (EMD)

Electronic Miscellaneous Document stand-alone (EMD- S) has been implemented on 01 June'2013 in host system followed by EMD-A migration on 15May'15. Now, we are capable to collect around 44 different service fees through EMD. It is mentionable, our host SITA developing EMD platform to issue EMD - A on interline partners for flight related services such as excess baggage, in-flight services etc. It is further mentionable that we need to develop different products such as pre-paid baggage, meal, ASR, baby cot etc. to sell through EMD by GDSs.

Access to Information (a2i)

Biman has signed agreement with 'Access to Information (a2i)' in July 2015. Through signing of this agreement, the Digital Centers; located at Union Parishad, Pourashava and City Corporation are enabled to sell domestic flight tickets of Biman by using TAP. Access to Information (a2i) Program is GoB run and UNDP & USAID supported project (program). In the future, both Biman and a2i will identify areas of work that may mutually benefit both, the two parties under mutual agreement can pursue interventions in the identified areas as well.

Frequent Flyer Program (FFP)

Biman has introduced its Frequent Flyer Program (FFP) on 5th November 2013 under the name of Biman Loyalty Club (BLC). BLC is a loyalty program of Biman with a purpose to reward our frequent travellers and thus keep them loyal towards Biman.

It is the only marketing program of Biman that is actively playing a role in Customer Retention and keeping them satisfied by recognizing them as valued customers and giving them Loyalty Rewards.

Till now, around twenty nine thousand members have enrolled in this program, where more than 6,500 are active members who are giving significant portion of revenue by travelling frequently on Biman's flight.

There are three Tiers in Biman's Loyalty Program, such as Green, Silver and Gold. Green Tier is the entry level status and a member can reach upper Tier status to Silver or Gold status by accumulating required miles in a calendar year or last 12 months. At present, 28,814 are Green, 146 are Silver and 308 are Gold members.

Membership is open to all, just a click away, where a person can become member anytime. To become a BLC member, a person must enroll on-line at Biman's website, www.biman-airlines.com/LC and filling a form therein. The system will automatically send membership number and log-in ID and password at member's e-mail address just after on-line submission.

The whole program is easy to manage where each member has unique FFP account which can be viewed and managed on-line. Here, members can reconcile thier own account and claim the missing miles.

Presently, BLC members can enjoy following four benefits by redeeming thier earned miles:

- a) Reward tickets at Free of Cost (FOC). Only member has to pay applicable Government Taxes.
- b) Upgrade from Economy class to Business class.
- c) Excess Baggage.
- d) Lounge Access at airport through-out Biman's online Network.

Air-Fare Re-price & Refund (ARR)

Biman had introduced SITA Air-Fare in the year 2000 for passenger fares automation. Since then, we could issue tickets in automated environment but could not re-price issued tickets for reissuance & refund in automated way. During that period everybody was required to come Biman's own office/counter for ticket reissuance with manual pricing which was against the industry practice as agents could do reissuance of OAL tickets at their end through GDS systems. However, of late, we have overcome this situation from January, 2015 when we have introduced ARR in Biman by filing Auto reissue & refund data (category-31/33) with ATPCO for GDS uses. Since JAN'15, all agents are enjoying this feature to reissue & refund Biman's tickets worldwide without coming to Biman's own offices/counters anymore.

Short Message Service (SMS)

Biman Bangladesh Airlines has introduced Short Message Service (SMS) for informing its valued passengers regarding schedule change (flight delay/early/cancel). After a long testing, Biman's SMS service has been implemented in November 2014 through the gateway of Banglalink mobile operator. After successful completion of testing, SMS service is effectively working in Biman since August 2015. Currently, SMS service is available in Bangladesh only; we will extend service to International destinations soon. SMS is a very common service for informing mass people in a single application. It will also help Biman to promote its product and services, special offers to its valued customers.

Acceptance of Credit Card through Point of Sale (POS) device

Biman has started accepting debit/credit card through Point of Sale (POS) terminal from 31 March 2011 throughout the Biman's domestic locations. Now POS machine made available in all Biman sales outlets through which passengers can make payment of their ticket and excess baggage charges by debit/credit cards.

Through Check-in

Biman Bangladesh Airlines has introduced 'Through Check-in' through its DCS. Now Biman is able to issue the boarding passes for entire journey of a passenger. By through check-in, passenger can collect all the way boarding pass from 1st check-in point for a multi sector journey. Recently, Biman has completed testing for Through Check-in with other carriers. By implementing the Through Check-in with other carriers, Biman will be able to issue boarding pass on their flights from Dhaka.

Call Center

Biman has introduced a Call Center for general information where customers can get answer to their queries. In addition, a separate Call Center for Frequent Flyers has also been established. Call Center for general information is open from 0800LT to 2030LT whereas the Call Center for Frequent Flyers is outsourced which is serviceable 24 X 7.

Ground Handling

Passenger Handling

Biman Bangladesh Airlines provides ground handling services mainly through 02 departments – Airport Services department and Ground Services Equipment department. Biman is the sole ground handler of 26 International carriers in

Dhaka Airport Services department's main functions are – passenger and baggage check-in, transit & transfer desk service, flight loading and offloading, baggage delivery, lost & found service, providing special services to VIP, CIP, unaccompanied minors and reduced mobility passengers. Ground Service Equipment department, with their specialized vehicles and equipment, supports Airport services department to deliver ground services to all Airlines.

Beside Dhaka, Ground handling services provided in Chittagong, Sylhet, Cox's Bazaar, Barisal, Jessore, Rajshahi and syedpur airports by these two departments. From July 2015 to June 2016, Biman provided ground handling services to 15874 Biman's own flights which carried 23.18 lakh passengers. At the same period, Biman provided ground handling services to 30,151 other Airlines' which carried 43,36,208 passengers. So in total, in that period, Biman provided ground handling services to more than 6.2 million passengers and 46,000 flights.

Cargo Handling

Biman cargo export operation

Space Reservation section : Space reservation is the most important section where revenue takes its shape and yield management can be ensured. Considering rates, commodity and calculating gross/volume shipment can maximize revenue of single flight. Biman is planning to introduce express shipment service point to point with premium rates.

Space reservation is now fully automated.

All flights' space allocation finalized before twelve hours of flight departure. In the space reservation list it is clearly marked if any express or special shipments so that cargo export section can take proper care of the shipments including loading and delivery at destinations.

Cargo Export section : This section deals with physical movement of cargo. It accepts documents as well as cargo for export and dispatch the cargo. This section handles both Biman cargo and other airlines cargo namely TRM cargo. It also handles dangerous goods and special cargo shipments procedure and physical dispatch. They handle documents and shipments together. Export section has two wings: International export handling & domestic export handling. At this moment Biman's export section creates flight cargo manifest through automated system CARGO SPOT-a web based program which is enabled to support updated data transmission as per world wide customs requirements.

Cargo HDQ Section : Biman is an operator and at the same time Ground Handling Agent (GHA) at Dhaka for other airlines, Cargo HDQ set all cargo programs for Biman and for other airlines (OAL) operating at Dhaka. HDQ section is

responsible for automation of AWB/Stock control/ Cash management system (CR)/ all cargo related issues both export side & import side for Biman and foreign carriers. This section is also helping all Biman foreign stations to set up automation for generating optimum cargo revenue.

Cargo Foreign carrier handling unit : As GHA this unit is responsible for handling all foreign carriers both schedule and non-schedule flights. They handle over 40 flights and around 500M/tons of shipments a day. They are responsible for documentation/acceptance/build up ULD/manifest/ reweight and dispatch flights. They are also responsible for handling bills of foreign airlines/sliding charges and storage charges etc.

Cargo Domestic & Post Flight Analysis (PFA) Section : All transfer cargo is being forwarded by Cargo Domestic section to CGP and ZYL customs Airport. Post flight analysis, monthly activities reporting, and different types of OAL billing is done by Cargo PFA section.

Cargo Sales Promotion : Coordinatities with Biman Approved Cargo agents to increase Cargo sales and also looks after Cargo Pricing and Special Pro-rate Agreements (SPA).

Biman Cargo Import Operation

Flight checking Section (FT) : Flight checking section is the most important section for import operation. Incoming cargo is first accepted at this section. This section, then arranges to send cargo to warehouse/cold/storage/DG store/canopy etc. If flight checking section works smoothly and reduce discrepancies then total import operation becomes hassle free. Presently Bangladesh customs became automated and all airlines submitts (FFM/FWB/FHL) data electronically and FT section is receiving all data automatically in the system. Proper data entry and good management of FT section ensures best warehousing and lower discrepancies to ensure smooth import delivery.

Import section central : This section deals with all type of paper work related to import. The major function are to delivery AWB to consignee, amended record (if any), collecting handling and storage charges and keep record all paper documents.

Transit/Cool/Provisional delivery : This section deals with cold storage, handle transit shipments, express courier delivery, diplomatic mail delivery and emergency provisional delivery including human remains. This is very important section considering its nature of work and also vital work place if Biman plans to develop its cargo business.

Cargo as a Whole

Biman Bangladesh Airlines is the sole Ground Handling Agent (GHA) in HSIA

Two different locations are used in airside area for handling incoming and outgoing cargo named Biman cargo terminal (BCT) (1,46,137.12sqft) and Biman cargo village(BCV) (1,02,683.00) respectively.

From BCT about 500-750 M tons cargo breakdown and delivery is done everyday.

From BCV about 700-850 M tons cargo build up and dispatch are done in a day.

Cargo security is controlled by CAAB and Biman security.

Cargo operation system is CARGOSPOT .

All kinds of handling and storing charges are collected by system generating invoice/payment

Biman has started issuing of System Generated Airway Bill .

Engineering Services

Biman Engineering & Material Management (E & MM) Directorate is headed by Director (E & MM) and consists of three divisions each headed by a Chief Engineer. Responsibility of the Engineering Directorate is to provide the airline with safe and airworthy aircraft to cater the operational needs of Passenger and Cargo. By performing all activities, Biman Engineering is maintaining Approved Maintenance Organisation (AMO) and Air Operator Certificate (AOC) in regard to continuing airworthiness, approved by CAA, Bangladesh.

Engineering & Material Management consist of following Divisions and Departments

- Engineering & Planning Services
 - a. Engineering Services
 - b. Engineering Planning

- Engineering Production
 - a. Line Maintenance
 - b. Base Maintenance
 - c. Component Maintenance

- Quality Assurance
 - a. Quality Services Cell
 - b. Quality Audit

- Material Management
 - a. Purchase, Material Planning & Inventory Control
 - b. Technical Stores

Biman's Present Maintenance Capabilities

Biman Engineering is responsible:

- To provide the airlines with safe and airworthy aircraft to meet the operational Schedule
- To maintain Aircraft & Equipment considering maintenance & engineering economics.

As an Approved Maintenance Organization, Biman Engineering & Material Management is currently providing engineering & maintenance support to the following Biman aircraft types including in-house repair/overhaul of significant numbers of components.

Aircraft	Line Maintenance	Base
Boeing 737-800 Phase Check, C- Phase Check	PDC, Daily, Bi-weekly Inspection	A
Boeing777- 300ER Check	PDC, Daily, 60 Hour Check	A Phase
Boeing777- 200ER Check except 28, 56, 72 & 144	ALC, PFC, Daily, RAMP (8 Days) Check	All Phase
A310-300 Check, C Check and Structural Inspection	PFC, 36 Hours Inspection, 8 days Inspection	A-
Dash8-Q400	PDC, ALC, Weekly	A-Check

Biman Engineering has taken extensive program to enhance its maintenance capabilities to perform the next 'C' Phase checks of all four 777-300ER aircraft which will be due from January 2017 with own manpower.

Engineering/Technical and Maintenance Services to 3rd Parties

Apart from the day-to-day line and base maintenance and certification prior to each flight, Biman Engineering is providing technical & maintenance services to foreign airlines operated to/from Dhaka base under following Agreements.

- Technical Handling Agreement (THA)
 - Technical Assistance Agreement (TAA),
 - Ground Handling Agreement (GHA), and
 - Maintenance Support Agreement (MSA),
- a. Technical Handling and aircraft Certification Agreement (THA)

Under Technical Handling Agreement (THA), Biman Engineering is providing Transit certification to following airlines.

- PIAC for A310-300 aircraft at DAC
- Oman Air for Boeing 737-800 aircraft at Chittagong and Dhaka
- Malaysia Airlines for Boeing 737-800 aircraft at Dhaka

b. Technical Assistance Agreement (TAA)

Biman Engineering provides technical assistance services like calibrations, NDT, Wheel build-up, Oxygen charging, Nitrogen charging, HST test etc. to the local operators / airlines under Technical Assistance Agreement (TAA).

c. Ground Handling Agreement (GHA)

Technical assistance functions like Interior Cleaning of Aircraft, Technical handling, Ground to cockpit communication with headset, Connection/disconnecting tow bar, Break cooling, Nitrogen and Oxygen charging, Trestle support, Wheel chocks and safety cones, Firefighting and other protective equipment, Fumigations services, Tow tractor, Water Servicing, Toilet Servicing etc are provided by engineering under Ground Handling Agreement. Presently Biman has GHA with 42 Airlines at Dhaka, 07 Airlines at CGP and 01 Airlines at ZYL. Biman Engineering is providing engineering and technical services on an average of 1200 foreign flights per month.

d. Maintenance Support Agreement (MSA)

Under this agreement Biman is providing maintenance support to US-Bangla 737NG fleet up to A Check level.

BATC

Bangladesh Airlines Training Center is the Official Training Center of Biman Bangladesh Airlines Ltd. Origin of Bangladesh Airlines Training Centre (BATC) was the Ground Training School established in the Engineering Hangar at the old Airport in 1972 immediately after the War of Liberation and subsequently moved to Biman's own building at Farm Gate as Ground Training Center (GTC). In 1984, Biman Management took advantage of an ICAO/UNDP project to establish a training setup initially for developing Maintenance Engineers and Cabin Crew and finally to build a full-fledged aviation training center for the national carrier, local airlines and regional support.

PRODUCT SUPPORT

Operation : BATC operates through six faculties. Operations Technical Faculty is responsible for Cockpit Crew Training. Customer Services Faculty is responsible for training of all kinds of Flight Service and Ground Service Training. Marketing

and Sales faculty is responsible for training of the personnel of Marketing and Sales Department. Aerospace and Avionics Engineering Faculties are jointly responsible for all kinds of maintenance and engineering training. Management Development Faculty provides training for all Biman personnel.

Website : www.batc.ac.bd is the official website of BATC which plays a vital role regarding scheduling training and all sorts of other training activities.

Manpower : There are 36 Instructors and staff at BATC

Commercialization : BATC provides a number of courses for outsiders on commercial basis. 3 years Aircraft Maintenance Engineering is one of those courses offered on commercial basis. Courses are offered for Travel Agency personnel, Freight Forwarder Agency personnel, and other domestic and foreign carriers personnel. Courses are also offered for the Defense Personnel going to UN Mission.

Infrastructure : BATC is established on 36,000 Square feet area with average covered area of 32,500 Square feet in each floor. BATC has Sixteen Classrooms, nine Workshops, one Library, EASA Examination Hall, Computer Center, Language LAB, Mini Hangar, Gymnasium, Swimming Pool, Conference Room, CRS Room, Grooming Room, an Auditorium with seating Capacity of 100 persons.

Approval : BATC holds different kinds of CAAB Approval since the inception of BATC. BATC achieved CAAB ANO (AW) Part 147 Approval since 26th April 2015. BATC achieved EASA approval since 28th February, 2012. BATC is the one and only training center among the neighbouring countries (India, Pakistan, Nepal, Bhutan, Maldives, Sri Lanka, Afghanistan) that has achieved EASA Part 147 approval.

Training Statistics : Every year BATC prepares a Training Calendar for its yearly activities. According to the Training Calendar of 2016 (January 2016 to December 2016) total number of 254 distinct courses were offered by BATC. In Year 2015 (January to December) BATC conducted 661 courses for 5461 participants whereas in Year 2016 (January to Mid-November) BATC conducted 665 courses for 6310 participants.

Future Plan

1. Recruitment of Instructor and other training staff.
2. Facilitate BATC Activity towards CAAB/EASA compliance.
3. Cabin Crew Training by installing new Language LAB.
4. Engineering training by installing new Practical Setup of CAAB/EASA.
5. Pilot Training by installing Full Flight Simulator. After completion of above requirements BATC may be developed as an independent TRTO (Type Rated Training Organization) approved by CAAB.

6. Developing all human resources for more commercialization, business viability and help developing sustainable growth of Biman.

7. Establishing “Biman University of Aviation & Engineering” which was once approved by Biman Board. By materializing that decision in the form of University or Institute affiliated under

Dhaka University, BATC can be turned into a center of excellence through its involvement in the academic arena.

BFCC

Biman Flight Catering Center

Every meal is a celebration

Introduction

Biman Flight Catering Centre (BFCC) is an inflight airlines catering unit of Biman. It was built at a cost of BDT 140 million with a floor area of 67,000 square feet. BFCC came in to operations on October 27, 1989. Complex was designed by ACCA, Australia and implemented by Scandinavian Air Services (SAS). Equipment and machineries were supplied by Electrolux and Flakt, Sweden on turnkey basis. Present Production capacity of the unit is around 10000 meals per day.

Production and Services

The scope of the unit is to provide in-flight services covering food & beverage, cabin dressing, laundry, equipment washing, bonded items, entertainment, reading materials, toiletries etc. BFCC also sells Bakery products through Sky Catering, Sales Centre, HSIA. Culinary courses, affiliated with City & Guilds, UK is offered to external and internal students.

Customers

Now BFCC is providing full catering services to Biman, Malaysia Airlines and Dragon Air, Turkish Airlines and Cathay Pacific on regular basis with casual supply of meal, cabin dressing and other services to fourteen international airlines. BFCC also provides catering support to the VVIP flights. By extending catering support to the pre and post Hajj flights carrying about fifty thousand Bangladeshi Hajjis, the unit is also playing a pivotal role to ease the Hajj flight operations.

Financial Activities

During the year 2015-16, BFCC earned total revenue of BDT. 121.30 crore by providing meals and other services to Biman, Foreign Airlines, UN charters and casual foreign flights. In the aforesaid year BFCC succeeded earning a net profit of BDT. 28.30 crore through its commercial activities and hence the revenue growth is 11.19% higher in comparison with previous financial year.

Accreditations

BFCC is certified on ISO 9001:2008, ISO 22000:2005, BSTI (Bakery Products) and complaint on ICQA, Halal Production and OH&S.

CSR

Corporate Social Responsibility

Organizations are accountable for their actions like never before. Consumers increasingly don't accept unethical business practices or organizations who act irresponsibly. Corporate Social Responsibility should not be viewed as a drain on resources, because carefully implemented CSR policies help the organization in many ways as it is a way for organizations to evaluate their impact on the world around them, and to make changes that create positive effects in their communities.

In businesses, profits are essential, but the corporation has so many more contributions that it can make to benefit their stakeholders. With over six billion people on the planet, only the corporations can meet social needs.

Biman Bangladesh Airlines has never been oblivious of its surroundings and the idea of Corporate Social Responsibility was deeply embedded in its conscience and right from the very beginning of its journey. CSR is no fad to Biman; in a way or other, it has been a practice for the legacy-carrier for the last four decades of its fine flying. Over the years, the airline has made significant contributions in innumerable areas that have benefitted the society and the country, as a whole.

The airline has been fostering and implementing the corporate social responsibility into its business practices ever since its inception through an integrated policy and strategy. An overview of Biman's philanthropic/CSR activities could be summed up as under:

Free Carriage of Human Remains of Bangladeshis Expiring in Foreign Land

Presently some 10 million Bangladeshi make the Bangladesh Diaspora that scatter all over the world and most of them made their maiden voyage on Biman flights to their dream destinations. Their annual remittances, known as 'foreign remittance', help the economy in more than one ways. By an order of the Government of Bangladesh in 2002, Biman has been carrying home the human remains of Bangladesh citizens expiring in foreign lands, for free. In last fiscal year, a total 3051 number of human remains of Bangladeshis were brought to

Bangladesh from different countries under special arrangement. Carried in by Biman, the human remains are delivered at Biman Cargo Complex, HSIA.

Biman is a Big Name in Our Sports Arena

The airline has been contributing profusely to our sports and culture ever since its beginning the journey in 1972. Apart from sponsoring innumerable number of sports and cultural events, the airlines used to maintain its own team of cricket, chess, badminton, swimming etc. This has helped our sports to flourish. A lot many of today's celebrity sports-stars were once in Biman Team. A Quote from one of Biman advertisements that ran in national newspaper during the ICC World Cup in 2011 is worth mentioning.

Providing Food to the Orphans

The airline offers untouched, fresh left-over food from flights regularly to a good number of orphanages located in and around Uttara Model Town. Biman Flight Catering Centre, liaise with the orphanages that are in close vicinity to the facility and delivers quality food that is left untouched by the passengers. Orphans from four to five orphanages regularly come to the centre for fetching the food from BFCC.

Health Awareness Programme/Seminars

The airline, with the help of different donor agencies and non-profit entities like 'Sandhani' etc. undertakes programmes on regular basis to help the cause of collecting blood, disseminate health information for creating awareness among the employees. Sandhani, the leading blood donor agency of our country has made Biman a hot venue for carrying out their activities. Biman employees, generally respond to the humanitarian cause of this kind very positively.

Offering Free Tickets to Freedom Fighters

The airline is quite mindful in discharging its solemn duties towards her countrymen. Accordingly, Biman has been offering free air tickets to the valiant sons of the soil who fought for the freedom of Bangladesh in 1971. In this regard, the airline has decided to offer free air tickets on Biman sectors to the freedom fighters and recipients of national award for their gallantry in Liberation War. In addition, the awardees are also eligible to avail one FOC ticket for pilgrimage to Makkah.

Taking Bangladesh to the Outside World

Bangladesh Festival, London: Biman Bangladesh Airlines hosted the journey of some 364 people, mainly artistes to attend the month-long festival held in different cities in the United Kingdom in 1999. Honourable Prime Ministers of Bangladesh and the UK were present in the historic festival that helped Bangladesh to showcase its identity, culture, folk-arts and so forth to the outside world.

Since its journey in 1972, Biman, the legacy-carrier of our nation has been playing a crucial role in taking Bangladesh to the outside world and vice versa. One of the glaring examples of that was Biman's active participation in a month-long programme called 'Bangladesh Festival London' held in London and Manchester in July 1999. Under the auspices of the UK Tourism Board and jointly arranged by Arts Worldwide, London and Biman, the festival helped showcase Bangladesh to the outside world. The airline took more than 300 artists of different genres from Bangladesh to London who stage performed there. Both the Prime Ministers of the two countries were present in the opening and concluding ceremony of the festival arranged at Durbar Hall, Westminster, London. The British media fell for it and Bangladesh, its people and culture were known to the world anew.

Hosting Cultural Programmes

When there is an opportunity, Biman invites the well-wishers to enjoy a cultural show that it arranges for and at times sponsors them as they deem necessary. A couple of years back, a cultural night was arranged wherein the maestro rendered the best songs and the audience came from all walks of life to be enthralled. Apart from the responsibility, the kind of programme helps the airline to enhance its image and correctly positioning its product/brand in the minds of the prospective customers.

Scholarships for Employee Children

Biman has been doling out money to the school going children of its employees on a regular basis. Though the amount is scanty, a good number of employees are being benefitted every year by receiving the endowment.

Annual Picnic and Sports Programme

The airline is also offering funds to the employees who go for outdoor picnic every year. Of late, a Day Care centre has been established at the airline headquarters to look after the kids while the employee mothers are at work.

A Greener World is Our Way of Life

Boeing's new generation aircraft have been designed to meet and exceed 'challenging' emission requirements. The 787 Boeing jets reduce fuel use and carbon dioxide emission by as much as 25 percent. The airline closely works with the CAAB to work on the project so that carbon emission could be dwindled down to the acceptable level. Introduction of 787 Dreamliner to Biman fleet would help Biman to lessen the degree of carbon emission to a great length.

Business houses all over the world are realizing their stake in the society and engaging in various social and environmental activities. The need of the hour is to formulate effective strategic policies and adopt various instruments according

to the company history, its contents, job nature in relationship with its different stakeholders so that CSR can be best implemented towards its goal-sustained environmental, social and economic growths, and Biman is already moving towards that direction.