



GREEN CHITTAGONG, CLEAN CHITTAGONG: HOW COLLABORATION OF GOVERNMENT & BUSINESS CAN CREATE A BETTER PLACE FOR ALL

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ABSTRACT

Government and Businesses are related to each other for proper maintenance of business environment in a country. It creates new opportunities for the businesses and government. Sometimes campaigns initiated by the government organizations create a positive impact in the society as businesses and people get a favorable business environment and aware about their own social responsibilities. This paper tries to explain the situation with the message: Green Chittagong, Clean Chittagong of the port city of Bangladesh. The initiative was taken by Chittagong Metropolitan Police (CMP) with dynamic coordination of the Police Commissioner Abdul Jalil Mondal and carried out by other government organizations, mass people and the business organizations. The initiatives are: cleaning footpaths, roads & drains of the city; clearing footpaths from unwanted usurpers & rehabilitating them in other places; ensuring an Organized and Systematic Management of Wastes (OSMW); ensuring Flood Management System (FMS) and motivating the business organizations to beautify the city. Main goal of this initiative is to engage mass people into the development activities, businesses to ensure corporate social responsibilities (CSR) and to ensure a healthy living environment for all. This initiative can create collaboration with the government and businesses in an effective way of doing things.

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Keywords: Government & businesses, Private-public partnership, Collaboration initiatives, Corporate social responsibility, Green business initiative, Millennium development goals in Bangladesh.

Contribution/ Originality

This study contributes in the existing literature of collaboration with government & business. This study originates new formula of work that if Government personnel is bold & take risks then collaboration is possible. This study is one of very few studies which have investigated the work on root level.

1. INTRODUCTION

Government and businesses plays an integral part in the development of a country. Government is in charge of establishing rules and regulations while businesses can take advantage from the governments in running their operations. This mutual partnership works in a win-win situation for both of the parties. This joint cooperation is known as Public-Private Partnership (PPP) in many countries. Recently, it has been seen that if government and businesses can work together it can reap benefits for a country as shown by [Gómez-Ibáñez and Meyer \[1\]](#) who found that Countries worldwide with PPP experience include Australia, Germany, Hungary, Italy, Japan, Korea, Spain, the USA, and the UK. [Gómez-Ibáñez and Meyer \[1\]](#) Between 1985 and 2004, there were a total of 2,096 PPP projects worldwide with a total capital value of nearly US \$887 billion [2]. For Bangladesh in its first forty years, the country has gone through rigorous nationalization followed by vigorous privatization. Now the country is scoring positive results and was able to meet most of the Millennium Development Goals (MDG) set by the United Nations and included in the Next 11 powerful economies of the world predicted by Goldman Sachs. The country seeks to become one of the developed nations by the year 2041 as stated by the Prime Minister. This goal can be attained only if businesses and government both play their role effectively in each of theirs sectors and work together. In Chittagong, the port city and the business capital of the country this application is ongoing & it is becoming a role model for other cities to follow. The plot is simple, in order to do business effectively and ensuring environmental sustainability both government and businesses should work closely. In Chittagong, government organizations are working altogether to create a better place for all. The process has altered the expectations and realities in a new heights as the positive ongoing changes are ensuring an overall development process.

2. BACKGROUND OF THE STUDY

2.1. Statement of the Problem

Bangladesh was a war torn country. In 1971 Bangladesh became independent from the rulers of West Pakistan. Situated in the South Asian region the country has a rich history of culture and business. The 1,47,570 square kilometer country had wealth and a powerful economy and was one of the 6th largest economy in its prime back in the 14th and 15th century. The City of Chittagong was also called the gate to enter Bangladesh. The history of business here is old as the country used to do business through the port. The city is also the second largest in size and economy after the capital Dhaka.

The city in recent years has been developed but with increasing number of population is facing challenges of sanitation, waste management, flood management and crime problems. In order to bring a positive change and development in the city the officials are working together closely. There are government organizations working to develop the city. In Chittagong, a number of large corporations operating in Bangladesh have their factories and offices like: M.M. Ispahani, PHP Group, Abul Khair Group, BSRM, KSRM, RSRM all steel mills, ship breaking yards, Glaxo Smith-Kline and so on. So with the existing problem in hand these government organizations must work together with the businesses if they want to ensure a quality and sustainable environment in the city.

2.2. Objective of the Study

This study follows the following objectives:

- (a) To analyze Policies taken in the previous years in the development of the city of Chittagong
- (b) To illustrate the current situation of development in the Chittagong city with its slogan: Clean Chittagong, Green Chittagong
- (c) To critically analyze the steps taken by the government agencies and businesses to develop the city with environmental sustainability and better business environment
- (d) To suggest new opportunities and challenges in light of the recent developments

2.3. Literature Review

The literature followed in this study circles within the business environment, environmental sustainability, green business and Corporate Social Responsibility.

Environmental Sustainability:

As stated, the process of economic growth must be equitable as well as environmentally sustainable. Sound environment is a multisectoral concern and it contributes towards capacity building of other sectors and helps to facilitate effective coordination among sectors. Such an integrated pathway is crucial from the perspective of longer term development sustainability and for leaving the environment, as inter-generational equity considerations demand, in such a state that the future generations can meet their needs. [3]

2.3.1. Corporate Social Responsibility

Bangladesh has a long history of philanthropic activities which includes donations to different charitable organizations, poor people and religious institutions. Miyan [4] the term popularly known in today's world as Corporate Social Responsibility (CSR). Bangladesh Civil society, businesspeople and politicians view CSR in terms of philanthropy, particularly in the schools and the healthcare sector. This focus is also rooted in the country's Islamic tradition of calling upon those with more resources to help the disadvantaged. Accordingly, companies are expected, most of all, to engage in charitable works, for example by providing donations or in-company training programs. All companies need to consider their CSR because there is an intensifying pressure from stakeholders to do so [5]. Moreover, because it makes sound business sense, CSR enhances the reputation of an organization, brings in new business and improves stakeholder return. Companies are also expected to participate in solving social problems, such as poverty and infrastructure. These motivations also influence businesses to engage in joint cooperation with the government to develop the society and environment in which people live in.

2.3.2. Green Business & Corporate Sustainability

The third literature brings Green Business or Sustainable business, is an enterprise that has minimal negative impact on the global or local environment, community, society, or economy—a business that strives to meet the triple bottom line. [6]

Corporate sustainability strategies can aim to take advantage of sustainable revenue opportunities, while protecting the value of business against increasing energy costs, the costs of meeting regulatory requirements, changes in the way customers perceive brands and products, and the volatile price of resources. Not all eco-strategies can be incorporated into a company's Eco-portfolio immediately. The widely practiced strategies include: Innovation, Collaboration, Process Improvement and Sustainability reporting. [7]

2.4. Methodology

This exploratory study has been prepared on the basis of primary as well as secondary data and thus is a qualitative research. Primary data was gathered through face to face conversation and interview with government officials of Bangladesh, various CEOs and Chairpersons from various business & corporate affiliations. Besides this, information has been gathered by talking to a number of people from the grass root level. The pertinent secondary information was accumulated from relevant articles, newspapers, different position papers and action plans of the government, and relevant websites.

2.5. Limitations

As this study has been conducted on the basis of mostly the secondary data, it poses a limitation. Besides, interviews conducted with various professionals may include their emotions. Some commented from a neutral point of view, but to get the true nature of the respondents more in depth analysis would have been needed. The time frame & idea on which the study is conducted is only of 6 months. Consistency will ensure that the idea is working properly. Finally, limitations of researcher and the research design are also present. No advanced statistical tools are being used and the research is qualitative in nature. This study has the potential to be more significant if an in-depth quantitative research is being conducted.

3. ANALYSIS

3.1. Private-Public Partnership (PPP)

PPP is a contractual agreement formed between public agency and private sector entity to meet public demand for goods and services, where public sector maintains an oversight and quality assessment role and private sector is involved in delivery of service or project. In PPP Risks, Rewards and Responsibilities (the 3Rs) are shared judiciously, according to their competence, by both public and private sectors. In this study sewerage & drainage, city & property development, dredging, and Environmental, industrial & solid waste management are the main concern of PPP that Chittagong is solving right now. [8]

3.2. An Overview of the City of Chittagong

Chittagong is a port city surrounded by hills to the east & bay of Bengal to south-west is situated in the southern region of Bangladesh. Chittagong Municipality was upgraded to City Corporation in July 1990. It is the second largest city corporation with an area of 168.07 sq. km. The 2001 national census determined that the Chittagong statistical metropolitan area had a

population of approximately 3.2 million in approximately 430,000 households. Literacy rate (more than 7 years old) according to the 2001 census is 65 percent. Chittagong's status as a port city has attracted significant industrial development. Most of the industries have been built near the Bay of Bengal and the Karnaphuli River. Industries include ship-breaking, steel production, food processing, textiles, petroleum products, chemical manufacturing and many others. [9]

3.3. Ongoing Development Policies

The two government organizations that are in charge of the development of Chittagong are Chittagong City Corporation (CCC) and Chittagong Development Authority (CDA). These two organizations have plans and projects under them and working side by side for the development of structural, transportation and other areas of the city.

3.3.1. Chittagong City Corporation

Chittagong City Corporation (CCC) is a self-governing organisation which governs the municipal areas of Chittagong and some adjoining areas of south-eastern Bangladesh. The activities and development initiatives of the corporation includes education, city beautification, road management, certificate of trade and households, tax collection, urban primary healthcare, solid waste management etc. The city corporation also plans on projects of elevated expressway, marine driveways, two level highways, five star hotels, 10 megawatt power generation plant, high rise dormitories, development of garments village, resort facilities, satellite town projects, observation tower, liberation monument, and city disaster prepare plan. [10]

3.3.2. Chittagong Development Authority

Chittagong Development Authority (CDA) is the statutory planning and development authority for the Chittagong Metropolitan Area (CMA), was established to provide Development; Improvement and Expansion of the town of Chittagong and certain areas in its vicinity. Major Role of CDA includes development control, development promotion and development permission. The authority also works on infrastructure development, roads & traffic congestion control, residential/housing facility, commercial zone development and tourism. [11]

3.3.3. Other Organizations

Besides these two main development organizations operated by the government in Chittagong there are other government organizations also working such as: Chittagong Metropolitan Police (CMP), Water and Sewerage Authority (WASA), Chittagong Port Authority (CPA) etc.

3.4. Clean Chittagong, Green Chittagong – From Theory to Reality

People want change; but encouraging the community spirit is essential for mass change. The clean Chittagong initiative came from this concept. If the city is clean then people will have a fresh mind, they will refrain from doing bad things and eventually will create a more favorable environment for all. This simple message was carried out by the Chittagong Metropolitan Police on October 24th 2014 when a number of Police members came out of their regular duties of law

enforcement and cleaned the city on their own led by the new dynamic police commissioner Abdul Jalil Mondal, he said;

CMP took the initiative in a bid to create awareness among the people on community efforts and it is also our duty. We always admit that government and city corporations are only responsible to clean the garbage dumps lying all over the city. But it would be better for all of us if people came up with their responsibilities and dump their wastes in dustbins. [12]

His voice received positively by the people & since then Chittagong is going through a lot of positive changes. Chittagong Metropolitan Police is also taking other steps to ensure a better Chittagong:

3.4.1. Rescuing the Roadsides from Unwanted Usurpers

The road from Chittagong International Airport to the main city had a number of roadside shops which sat everyday from morning to night creating a huge traffic jam. Police Commissioner wanted to free the road. So he went there and had a meeting with the people. Local people placed their demands and he also told what he wants from them. He gave people one week to leave the road and reassigned them in other places and weekend markets. People listened and within one week the roads are cleared of the unwanted usurpers and traffic jam became less intense. Before it almost took 90 to 120 minutes to reach airport from the city but now it only takes 60 minutes because of less traffic congestion in the area.

3.4.2. Community Development Program

Chittagong Metropolitan Police encouraged community development program to encourage people to clean the place of their living by themselves; and to ensure that no drug, gambling & other illegal events can take place. People responded well & Police patrol ensured the execution. A number of criminals are being handed to the police by the mass people. Law and order situation in Chittagong is also tolerable and people can move freely whenever they want and wherever they want.

3.4.3. Removing Illegal Billboards

There are 422 illegal billboards in the Chittagong city alone. [Chowdhury \[13\]](#) Chittagong Metropolitan Police along with the help of the Chittagong City Corporation has taken the initiative to remove these billboards from the city. The initiative was positively received by the mass people. There are a number of people who came to stop the initiative but they're later charged with obstructing Police work and been taken into custody. Some business people were unhappy with the decision but a large number of businesses appreciate the initiative.

3.4.4. Rehabilitating Roadside Businesses

In the industrial areas of Kalurghat, Chittagong, there are a number of shops that are situated just besides roads. This creates a harmful situation for the vehicles and the area was more prone to road accidents. Police Commissioner went there and held meeting with the industrialists. Then he held meeting with the shop owners and promised them to build a separate complex with the help of

the industrialists. Industrialists agreed and the work is almost finished. The project is completed and rehabilitates more than 400 petty shopkeepers.

3.4.5. Awareness Campaigns

Chittagong Metropolitan Police Commissioner also became involved in various awareness raising campaigns. He went in ward to ward of the city corporation and held meetings with people, encouraged them to help police. He also went to mosques, temples and urged people to become ideal person for the society. In his doing, he encouraged people to adapt cleanliness, improve personality and work hard.

3.4.6. City Beautification

Chittagong Metropolitan Police has also initiated city beautification in a new way involving business organizations into it. Roadside gardens and isles become more beautiful because of it. Police commissioner motivates the tiles businesspersons to beautify the cities and they responded well. Most of the isles of the cities are covered in tiles now. Also, people are taking initiatives themselves to raise gardens in it.

3.4.7. Self Development Programs For Police Officials

Chittagong Metropolitan Police has taken initiative to develop the state of the police officials from the top to bottom. For that reason, weekly meditation and discussion session has been conducted every Friday evening chaired by the Chairperson of Police Female Welfare Association Shahida Jalil. The program is organized by Quantum Foundation, a non-profit organization operating in Bangladesh which is working to promote self and societal development of a human being since 1993.

3.4.8. Night Patrol from High Officials

Police Commissioner patrols at evening in disguise. He goes to different places, talks to different people, visits police officials and evaluated their activities.

3.4.9. Dredging the Canals with Joint Cooperation of Chittagong City Corporation and Chittagong Development Authority

Almost every year Chittagong faces flood due to improper drainage system. The canals are not properly dredged and the aftermath is rise of water during rainy season starting in April. This term the works of Metropolitan Police Commissioner has attracted eyes of others and the commissioner also vows to work in favor of the problem and wants to remove it. Thus the other 2 organizations are now working closely together to remove the problem once it for all. The work is ongoing and the results will be visible during the rainy season starting next month.

3.4.10. Result of the Efforts

The initiatives have started since last October. The first wave was a bit challenging. People are not accustomed with changing on their own; but motivation speeches in different wards and areas

made people concern about their own responsibilities. This in turn has created a positive uplift of the mass people. The commissioner is a person who related his speeches to every religion, every sect, and every occupation. He urged everyone to join the cause: to ensure a better living environment.

Cycle seller Hasan says,

“The new Commissioner Mondal has us all concerned. Now we know we can’t leave any wastes outside our cycle store. He lets his patrol out here at any time. It’s a good thing; at least we are not alone doing it; everybody’s doing it.”

Chairman of Pacific Jeans Mr. Nasir Ahmed says,

“Mr. Mondal is doing great things in Chittagong. People love him, we love him. It’s also affecting our business. Foreign buyers are coming in such a difficult situation of the country when we told them Chittagong is free from this because we have a dynamic leader now.”

Managing Director of M.N. Group Mohiuddin Ahmed Minto says,

“Don’t get it as I am saying something extraordinary, but what Mr. Mondal does here is truly great. My workers are happy, the environment is good, people feel safer. They can count on the commissioner. This is something that you don’t always get. I salute him for his efforts.”

Like these professionals people from all sects, all religions and all occupation has a positive mindset about the new commissioner and his works. Due to research purpose only a handful of comments has been presented in this case.

3.4.11. Business Impact

Businesses are accepting the new trend of doing business in Chittagong as the government development organizations are working altogether. Businesses are becoming environmentally conscious & doing more CSR activities. Police commissioner himself has a good relationship with the business organizations as well as mass people. The foreign buyers are also becoming more interested in new opportunities it creates.

4. CHALLENGES AND OPPORTUNITIES

As stated before, Chittagong is a port city of Bangladesh and the most prime spot of doing business after the capital Dhaka, the opportunities lie in every sphere of the city. It has been said that in Chittagong money flies, if you can catch them. The big industrialists, business persons, rich people all live in Chittagong. The opportunities that lie in front of Chittagong are:

- a) Chittagong is a big city with top business magnets of Bangladesh. They can pose to be a great chance of doing businesses with.
- b) The number of flyovers have been constructed recently and work is ongoing on three more. This ensures easy movement to parts of the city.
- c) In Chittagong number of private organizations e.g.: Banks, financial institutions, and other organizations are increasing. Real estate developments are also solid in Chittagong. Main 3 players in this industry in Chittagong are Sanmar, Equity and Epic Builders.

- d) Crude oil extracts are also becoming available in Chittagong as new players are stepping into this industry. One notable organization is CVO petrochemicals which have already started its production of oil extracts and if the product comes in the market it will be able to meet the internal demands of oil extracts.
- e) New universities are being formed in Chittagong and currently it has 9 private universities. Schools and colleges are also large in numbers. These students hangout more often in places and new hangout places are being opened. There are a number of world class restaurant chain that are operating in Chittagong.
- f) Presence of World Class hotels are increasing. There are 4 four-star hotels in the city now. This creates new opportunities for business.
- g) Number of crime has been reported low from the year 2014. In 2015 a handful of big political violence that has been reported in Chittagong. Whoever did those incidents brought into hands of justice very soon and had been taken into custody.
- h) New plans for development have been initiated by Chittagong Development Authority. These include International Conference Center, Nilachol residential area, IT tower, Elevated expressway, Satellite Town, Underground tunnel under Karnaphuli River and many more.
- i) Bangladesh hasn't been hit by the economic recession back in the year 2008. While all the neighboring countries had some effects Bangladesh maintained a steady growth of its GDP. Growth rate of Bangladesh is also positive in light of the recent years and so does the inflation rate. From the staggering rate of 10% in the year 2008 the inflation rate is now at 6.14% for February, 2015 [14] besides that government pay scale is going to be increased.
- j) Government of Bangladesh has set target of 2021, 2041 as their target of becoming developing & developed nation, respectively. The Digital Bangladesh Slogan is also motivating the mass people at large.

Although these are the current opportunities that Chittagong has in front of them, still there are some challenges, some issues that stands in the way of proper development, these are:

- a) Political unrest is the most challenging issue of the recent times. Political parties have to understand that development of country is above any personal interest and they should all play their parts in it.
- b) Intentions of change are essential. In order to change something in grand scale everyone must work accordingly in their own individual sectors. This reluctance to change and also changing mentality is a big challenge in front of development.
- c) The person who came ahead with the spirit is from the government. People possess some negative attitude towards government employees as they're bound to do what government does. Although the new commissioner is trying his level best to do things from a neutral point of view not everybody see him favorably as opposites will always fear him and will not cooperate. Gathering everyone under one umbrella with a farsighted approach is always challenging and Chittagong faces that as well.

- d) Governmental organizations still didn't quite free from the bureaucratic approach that has been running for almost half a century. In order to ensure a proper development one stop service is quite essential which is absent in many cases in governmental organizations. Another thing is the trust issue. Governmental organizations don't always get trusted by the public because they don't do what they say.
- e) Private organizations in Bangladesh are also reluctant to change. There are reports that not all private organizations follow the ethical and environmental standards set by the government. Also they don't follow proper tax guidelines. As public don't watch government favorably, government also don't watch private organizations favorably. The trust issue is there as well, only in reverse.
- f) Although governmental development organizations are working together, there are some anti-parties in all of them. Some don't wants to change.
- g) The environment is also one of the challenges. Chittagong is a port city. There are ample scopes of environmental disaster due to global warming. Besides, floods are one of the major issues recently and this is a serious problem in the rainy season.
- h) One of the most serious and final challenge is the consistency of the work. Although people are appreciating the change, it is difficult whether they will adapt it or not.

5. SUGGESTIONS AND RECOMMENDATIONS

What's next? Where the City of Chittagong will go from here? There are existing challenges that needs to be met. But in order to truly build a green city there are some things still to be done:

- (a) Green business policy should be implemented so that each and every business can follow the specific rules and regulations regarding the society and environment. It is not a national issue anymore but an international one.
- (b) Every business organizations should come together in the development of the city from each other's side. They must understand in order to build a green city the ecology should also be up to the standard. These people are getting aware now. But they should be more aware in order to stop the environmental pollution and truly contribute to the society.
- (c) Governmental organizations should also come forward from each of their side. They also don't necessarily need to work jointly. But they can work closely with each other, doing their job more efficiently and honestly. In order to build big things, small things must be taken care of. The people who run these organizations presently are honest. The current chairman of Chittagong Development Authority Mr. Abdus Salam, current Police Commissioner Abdul Jalil Mondal and The mayor AJM Nasir is doing their level best. These people can really make a difference with their personality, attitude and work.
- (d) Political parties should get along with each other for a common interest for the country. It has to be understood that their ideology might be different, their styles might be different but the interest should be for the common welfare of the country.

- (e) Engaging mass people in development effort is essential for development. New commissioner always tries to raise the community spirit in them. The thing that people need to understand that government is responsible for their duties and responsibilities but they can't work alone. People need to come in front with their own individual efforts too. Almost everywhere in Bangladesh people are becoming conscious about their rights. Teachers, media, politicians, religious leaders all are urging people to be aware and do their jobs accordingly.

People of Bangladesh are emotional in nature and wants change rapidly. But in order to ensure sustainable development they have to use more brainpower. They need to follow rules and work calmly. A professional minded approach is essential in this case.

6. CONCLUSION

In 2000 United Nations set Millennium Development Goals prior to the new millennia in which Bangladesh has met most of its goals & set exemplary achievements in front of the other developing nations. The 7th goal was environmental sustainability and Bangladesh has done well in this sector. The new Sustainable Development Goals will also be one of the avenues on which Bangladesh will set its standards. The ongoing development initiative in Chittagong is one of those things that Bangladesh wants to achieve says the current police commissioner along with the help of the society and its people. Government alone can't solve all the problems and businesses alone can't run a fair development in a country. For proper development each component that builds up the society has to work together. Success will come to those who want to change and works for it. People are changing now & are working. To see the success in grand scale maybe it has to wait but the revolution has already begun and slowly but surely a steady development is upcoming.

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