



## AN OVERVIEW OF SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS: IN A COMPONENT OF CORPORATE SOCIAL RESPONSIBILITY

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### ABSTRACT

The readymade garment (RMG) sector plays an important role in developing the economy of Bangladesh. The RMG sector contributes around 76 percent to the total export earnings. More than 4.0 million people are working in this sector, about 80 percent of who are women (Haider, M. Z. 2007). The garment sector is the largest employer of women in Bangladesh. It has provided employment opportunities to women from the rural areas. But the status of the women workers in RMG sector is very low in terms of wages, job security, accommodation, education, health & safety, human rights issue, cultural and social aspects. They have lack of adequate knowledge in sexual & reproductive health, also rights. Most of them live in unwholesome rented slums grappling with the shortage of basic rights of human. For this social issue arise, there have some responsibilities also and that is Corporate Social Responsibility (CSR). Corporate Social Responsibility aims to embrace responsibility for corporate actions and to encourage a positive impact on the environment and stakeholders including consumers, employees, inventors, communities and other members of the community, and contribute to their obligations by promotion and encouraging community development and eliminating the practices that harm it. CSR concept understands today in Bangladesh. It includes health & safety, human rights (Sexual and Reproductive health & rights), child labor, compliance, Good governance, environmental and climate issues, those are becoming increasingly important in Bangladesh economy, especially in businesses, related with international exports. CSR cannot be ignored because it brings economical profit to company and country also.

**Keywords:** Corporate Social Responsibility (CSR), Human rights, Sexual and Reproductive health & rights (SRHR), Ready-made garment (RMG), Sustainable and Economic development, Social and environmental factor.

### 1. INTRODUCTION

The Ready-Made Garment (RMG) industry has radically changed the millions lives of Bangladeshis over the last two and half decades. It has contributed significantly to the economic growth at macro level, thus reduced poverty rates that develop the society (Figure-1). In 2013, The RMG industry was worth \$20 billion, comprising 80% of its export GDP (Al Mahmood, S. 2013). The industry consisted of more than 5,000 garment factories and more than 3.2 million workers,

most of them are women (Ali Manik, J. and Yardley, J 2013). But at present, our garment sector is facing negative impression in international markets for following a series of tragic incidents including the Tazreen Fashions fire and Rana Plaza building collapse (Muhammad A. 2014). Workers satisfaction in workplaces is very essential for productivity (Gregory, K. 2011). The management should improve the working environment to increase productivity. The concept of CSR has gained unprecedented momentum in business and public debate and become a strategic issue crossing the departmental boundaries, and affecting the business strategy. It has become so important that many organizations have rebranded their core values to include corporate social responsibilities.

The term "corporate social responsibility" became popular in the 1960s and has remained a term used indiscriminately by many to cover legal and moral responsibility more narrowly construed. There were four types of CSR conceptualized, these are economical, legal, ethical and discretionary (Carroll, 1979). ISO 26000 is the recognized international standard for CSR (Pojasek, R. B. 2011). International organizations The United Nations adhere to the triple bottom line (Figure 2). There is no universally accepted definition of CSR. There are different types of views on CSR. Corporate Social Responsibility can be explained as: CSR as meaning open and transparent business practices those are based on ethical values and respect for employees, communities and the environment. And also it is the continuing activities that respond to our fundamental obligation to society and value creating that have synergy with our growth strategy (Porag R. S. 2014). EU Communication 2011- "CSR is: a process to integrate social, environmental, and ethical and human rights concerns into their business operations and core strategy, in close collaboration with their stakeholders to enhance positive impacts to minimize and prevent negative impacts".

## **2. MATERIALS AND METHODS**

### **2.1 RESEARCH DESIGN**

The Concept of CSR is based on health & safety, human rights, child labour, environmental and climate issue and has some responsibilities to society including economic, legal, ethical, social & philanthropic activities (Jamali, D. 2008).). Based on components we have discussed one component elaborately, that is about "Sexual and Reproductive Health & Rights" (SRHR). SRHR are human rights and play a vital role in human development and poverty eradication (Brolan, C. E., & Hill, P. S. 2014). International Meeting on Women and Health in Amsterdam in 1984 expanded the concept of "Human rights" to include "Reproductive rights" (Correa, S., & Reichmann, R. L. 1994). In 1993 at the World Conference on Human Rights, participant countries agreed to regard any violation of the specific rights of women as "human rights violations" (Cook, R. J. 2012). SRHR- The right to exercise control over one's own sexuality and reproduction is fundamental for all people. Sexual and reproductive health and the associated rights (SRHR issues) extend to the equal opportunities, rights and conditions of all people to have a safe and satisfying sexual life, and to be able to decide over their own bodies without coercion, violence or discrimination ( WHO, 2004)

SRHR is important for any company. For the economical growth of company employee should be healthy in terms of physical and mental health. Assuring SRHR and its training among employee basically healthy workforce come out that results more concentration in work (Figure 3) thus better quality and output achieved. Globally consumers will get better quality at cheap price. If the

rejection percentage decreases then product price will also be decreases. As the maximum workforce of RMG sector are women then RMG sector of Bangladesh will get more economical profit as the good quality production come out. This is possible by establishing SRHR training to the workforce. (Figure 4)

### **3. RESULTS**

Sexual rights protect all people's rights to fulfill and express their sexuality and to enjoy sexual health, with due regard for the rights of others and within a framework of protection against discrimination (Germain, A. et al 1994). Society should take some initiatives for building capacity to address issues of SRHR, gender and emotional wellbeing in technical, vocational, higher and general education.

3.1 Comprehensive sexuality education (CSE): Providing CSE can help young women develop healthy behaviors and can generate positive SRH (Sexual & Reproductive Health) outcomes. However, most young women in or out of school do not have access to CSE and many teachers are not provided with the necessary training to effectively deliver CSE programs to young women. So, improving access to education for young women and girls can improve SRHR demand in society & remove barrier against SRH and can also empower young women and their communities.

3.2 Improvement in the quality of SRH services: The provision of quality public and private SRH services (accessible, acceptable and affordable for young people) to meet the increased demand. By strengthening the provision of services the supply increases (srhralliance.org).

3.3 Supportive environment for SRHR: Creating an enabling environment for SRHR, within and outside communities and through lobby and advocacy. Community sensitization, participation and mobilization activities are implemented to create an environment that accepts adolescent SRHR and increases community support for sexuality education and youth-friendly SRH services (srhralliance.org).

3.4 SRHR promotion among young people: Organizations that work with young people and vulnerable groups are supported in developing and implementing interactive, participatory methods to promote SRHR and prevent HIV and addiction that are suitable for young people.

3.5 Increase Global Awareness: Sexual and Reproductive Health and Rights (SRHR) are issues of global concern.

### **GLOBAL ISSUES ON SRHR**

SRHR is a difficult and controversial issue in international contexts. Sexual Rights Initiative at the United Nations Human Rights Council- Since 2005, CREA (<http://www.creaworld.org/>) has been part of a global collaboration, called the Sexual Rights Initiatives (SRI). SRI works at the United Nations Human Rights Council (UNHRC) to establish an expanded notion of gender and sexual rights and to increase participation of global South activists at the Council. The SRI is presently comprised of Action Canada for Population and Development, Canada; Akahatá, Latin America; Coalition of African Lesbians, Africa; CREA, India; Egyptian Initiative for Personal Rights, Egypt; and the Federation for Women and Family Planning, Poland (<http://sexualrightsinitiative.com>).

### **In Bangladesh context**

Currently, the government has policies and programs focusing on certain aspects of SRHR. However, the issue of SRHR in Bangladesh remains a difficult issue to discuss openly, particularly among adolescents despite its importance in this delicate stage of their life. Embassy

of Sweden, Dhaka and Reproductive Health Services Training and Education Program (RHSTEP) have signed an agreement on “Sexual and Reproductive Health and Rights Program” on 31 July 2014. The Netherlands’ development cooperation with Bangladesh helps improve the living conditions of the poor, particularly in three areas: water, SRHR and food security (Figure 5) (Ministry of foreign affairs, Bangladesh).

#### **4. DISCUSSIONS**

SRHR is an umbrella for various issues that affect men and women alike. It represents four separate areas: Sexual Health, Sexual Rights, Reproductive Health, and Reproductive Rights (Figure 4).

- I. Sexual health is physical, mental, and social well-being in terms of sexuality. This means safety from sexual illnesses and violence (WHO 2004). Sexual health is very important in work environment as the workers are also asset of that industrial institute. Workers are the asset of any company and there health and safety assuring is becoming the responsibilities of company. So many people lost from earth due to sexual infections, AIDS, uterus cancer, breast cancer etc. For the long term development of company its asset, worker should be healthy, and to ensure their health, awareness about sexual health is essential because only awareness can prevent a lot of these diseases. And it is not also cost effective for company by arranging some of counseling and awareness program. This awareness can improve the global health index and the service or product from healthy workforce always provides good quality. If RMG sector of Bangladesh can implement this issue in their CSR practice they will get more satisfaction from their customer, as customers always feel happy that their penny is using for a developing purposes.
- II. Sexual rights are the ability to decide on your own about sexuality. This means expressing your sexuality by making your own decisions about partners, privacy, and pleasure (WHO 2004). One of the major hindrances to sexual rights is forced marriage, which is typically an issue for young women. To establish sexual rights basically awareness, training and practicing is essential for men and women both. Implementing this issue in corporate sector results job satisfaction of employee good quality as well as profitability comes out for company. Globally this result in poverty reduction like early marriage is the reason of poverty (Figure- 5). 80% of total employee of RMG sector is women if their right established ultimately sector become on the solid basement of business.
- III. Reproductive health ensures a healthy reproductive system and healthy pregnancies through access to healthcare, medication, and education. Reproductive rights include the right to decide if and when to have children (UN 1995).

A couple should be able to plan and make a well-informed decision about having children. Without establishing reproductive health and rights society has so many problems like poverty, over populated, crisis in health and financial issues. To controlling population Establishment of Reproductive health and rights are essential. If embellishment starts from the sector where we earn then it is easy to implement in every individual life. Company can implement like no facilities for third child of individuals family. Benefit will basically come to company as employees are living peaceful life that reflects directly in work and its quality. Globally this issue implementation results more Global GDP (Figure 6) that means reduction of poverty and other development of globe. RMG sector of Bangladesh will get profitability by increasing quality product manufacturing because by implementing SRHR in its business strategy this sector will get more customer satisfaction that can fade the memory of two tragic disasters of this sector.

## 5. CONCLUSION

As the corporation is a part of society and SRHR implementation directly affect society in development of health as well as society, So SRHR become a pillar of CSR and SRHR brings a long term benefit to the corporate sector by providing healthy(both physical and mental) workforce. Sexuality and reproduction are core aspects of human existence, and shape the lives of people in all parts of the world. SRHR has been recognized as an important part of development, allowing population issues to be addressed and giving women the power to make decisions about their own role in society. Implementing the recommendations would be a good start toward improving the effectiveness of SRHR in society. The achievement of SRHR is at the core of sustainable development, contributing to each of its three pillars: social, economic and environmental.

## ACKNOWLEDGEMENT

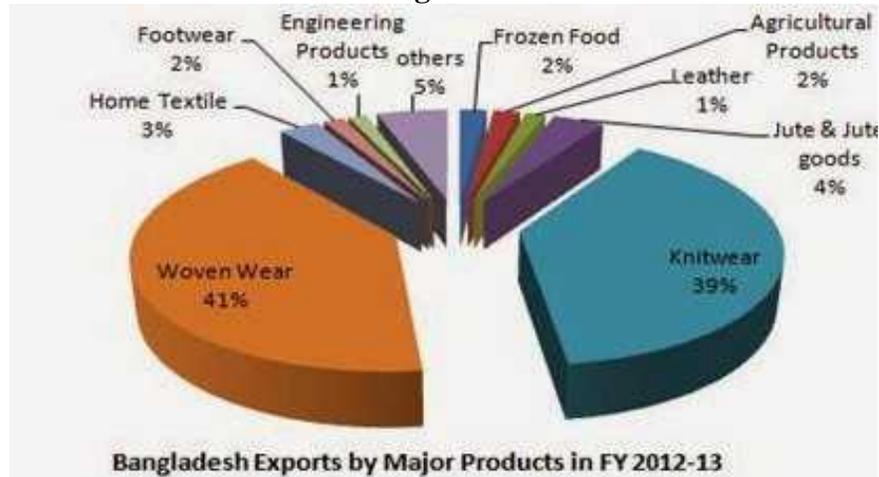
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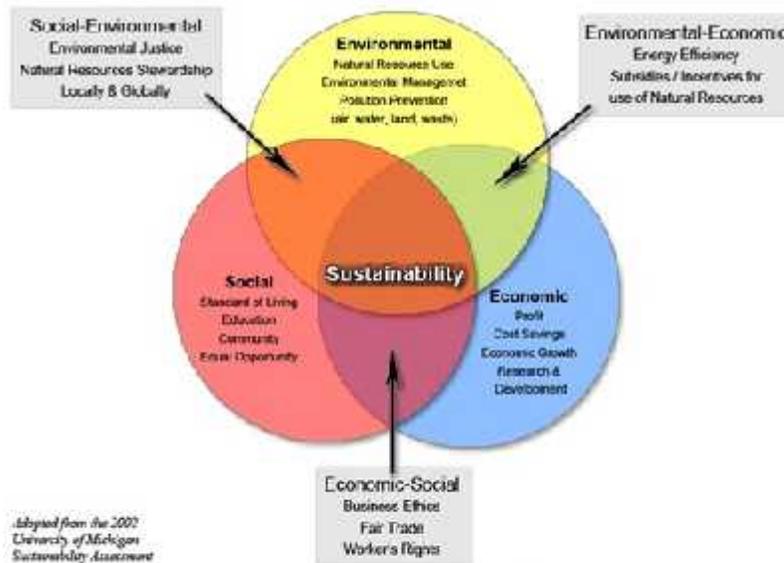
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**Figure 1**



Source: www.bkmea.com

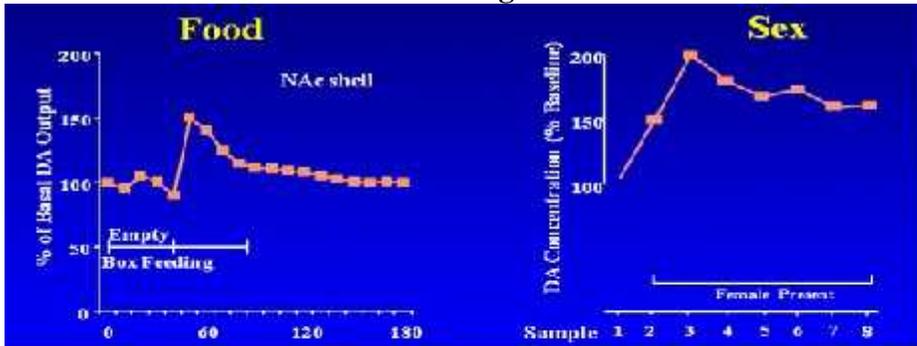
**Figure 2**



**Figure: Triple Bottom Line**

Source: vanderbilt.edu

Figure 3



This graph shows that eating food **often doubles** the level of dopamine in the brain, ranging from a spike of 50% to a spike of 100% an hour after eating. Sex is even more noticeable, in that it increases dopamine levels in the brain by 200%.

The brain includes several distinct dopamine systems, one of which plays a major role in reward-motivated behaviors as well as increase the concentration in work.  
 Source: <http://en.wikipedia.org/wiki/Dopamine> and <http://gamertheapist.com/blog/2011/11/05/dopex-about-dopamine-vidaa-games-drugs-addiction/>

Figure 4

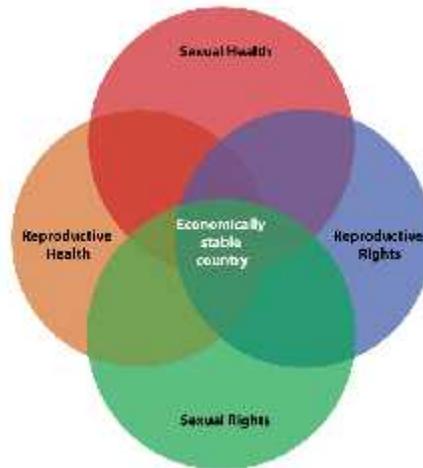
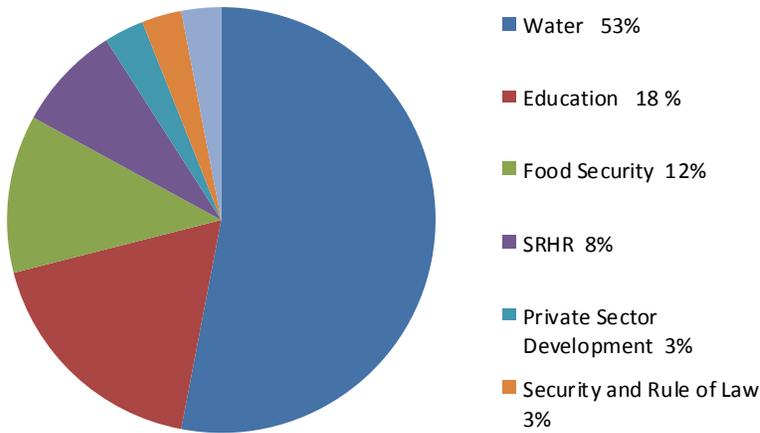


Figure: SRHR assurance out come

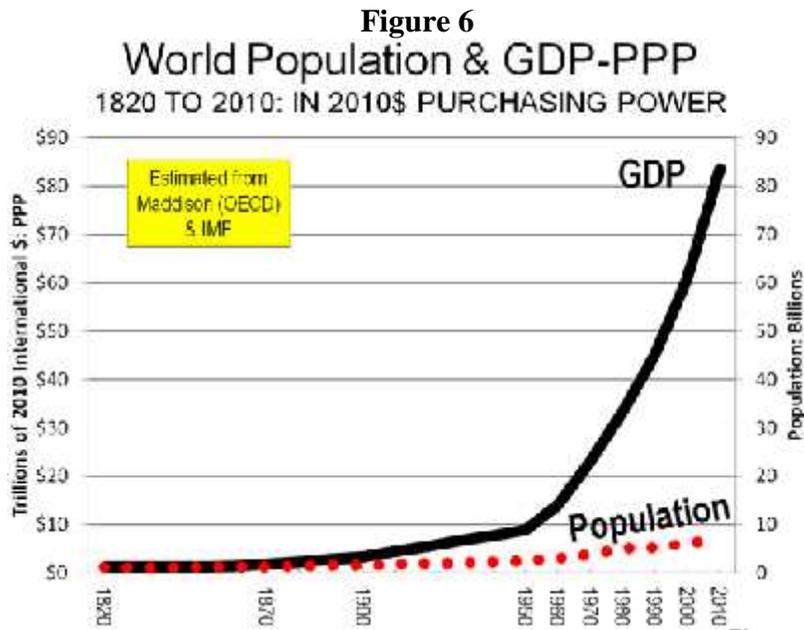
**Figure 5**  
**Summary Multi Annual Strategic Plan (MASP)**

The Bangladeshi-Dutch relationship is in transition from an effective aid relationship to responsible trade links. The Netherlands seeks to tie development cooperation activities to Dutch private sector efforts and investments. Planned contributions and projects align with national policy and development plans. Labor conditions in the ready-made garment (RMG) sector are a priority issue. The Netherlands will continue to address gender equality in all its programs.

**Expenditures 2013 per theme**  
 Total expenditure embassy 53,946,000 Euro



Source: <http://bangladesh.nlembassy.org>



Source: [www.newgeography.com](http://www.newgeography.com)