**BHUTAN NATIONAL BANK LTD**

**FORMAT & GUIDELINES FOR SUBMISSION OF CSR PROPOSALS**

1. **Organisational Background**

*[Tell us about who you are, why you are? Your legal position, including information on registered office, registration and licensing status (with copies of relevant documents), financial status and reference from previous sponsors, if any. Enclose certificate of tax clearance from RRCO, if you are a tax paying entity]*

**2. Past Experience**

*[Provide a summary of projects and activities you have implemented in the past. You may present your information in a matrix/tabular form, including activities, sponsor/financier, partners, beneficiaries, money spent, year of implementation, etc]*

1. **Objectives and Target Groups**

*[Clearly detail out the purpose and objectives of the proposed project as well as the beneficiaries of the project. Questions to answer: What will you do? With whom will you do? How will you do? Where will you do? For whom will you do?]*

1. **Outcome and Benefits**

*[What will happen if you are able to successfully implement the project? What are you intending to achieve? What would be the benefits of the project and its outcome to the target group/society?]*

1. **Visibility and Branding of BNB**

*[What kind of efforts will you make to provide publicity for your project and the BNB? Please specify what will you do during the course of implementing activities under the proposed project that will help the image and market presence of BNB to grow? How will the project improve/enhance public image about BNB translating into better perception about the Bank? What kind of publicity, advertising and media releases will you create/make such that BNB gets positive publicity in the media? You may also mention if you already have an ongoing partnership with media and other organisations that will help you publicize your project?]*

1. **Budget Requirements**

*[Provide the amount of money you need to implement the proposed project. Include details of cost breakdown and basis for costing]*

1. **Execution Plan**

*[Provide a timeline for every activity of your project, leading to the successful conclusion of the project.]*