

**ENLIVEN PATIENT ASSISTANT PROJECT: AN INITIATIVE OF  
CORPORATE SOCIAL RESPONSIBILITY AMONG THE BLOOD  
CANCER PATIENTS IN BANGLADESH.**

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**Abstract:**

ORION Laboratories Limited, One of the leading Bangladeshi Pharmaceutical company takes initiative to practice Corporate Social Responsibility (CSR) in their corporate values and accordingly, established a project called Enliven Patient Assistant Program (EPAP) to support CML type of blood cancer patients in Bangladesh. A total number of 21 patients were included in the project for the year 2005 and this ongoing project is very encouraging to form a cancer foundation for the company. Now, this project is running three (3) years with fifty five (55) patients from 2005 to till now (2007). The gender ratio of the total patients is Male: Female=41:14. Maximum number of patients is within the age group of 40-44 (20%) years, followed by that of 30-34 (18.2%) years & 45+ (18.2%) years. Regarding the religious factor of the patients, majorities are Muslim 85% and the others religion are distributed as Hindu 13% and Buddhism 2%. The occupational pattern shows that 45.5% are service holder. The project reflects one of the landmark for practicing the corporate social responsibility in Bangladesh Pharmaceutical industry.