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

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ABSTRACT

This prospective, observational study initiated by one of the leading pharmaceutical company in Bangladesh to practice CSR in their corporate values and accordingly, established a project called Enliven Patient Assistant Program (EPAP) to support low socioeconomic group of Philadelphia Chromosome positive, CML (Chronic Myeloid Leukemia) type of blood cancer patients. The project is continuing 3 years with enlisting 55 patients from 2005 to till now (May 2007). The gender ratio of the project is male: female=41:14. Maximum patients were within the age of 34-43 (30.9%) years, followed by 25-34 (29%) years. Among them, majorities are Muslim 85%. The occupational pattern shows that 45.5% are service holder. The project is serving the low income group those annual income is BDT=500-6600 (US\$=7.00-94.00) covering about 72.7%. The project reflects one of the landmarks for practicing CSR in Bangladesh Pharmaceutical industry.