

## BOOK LAUNCH ON WORLD CSR DAY

The U.S Consul General, Mr. Craig Hall, on the occasion of the World CSR Day formally released the Book, 'Corporate Social Responsibility in India: Cases and Developments after the legal mandate' in a program titled 'CSR: American and Indian Approaches' at the Lincoln Room, American Center on February 18, 2017. Editor, Ms. Nayan Mitra was present along with the authors, Dr. Bhaskar Chatterjee, Ms. Sukanya Patwardhan and Dr. Sumona Ghosh and peer practitioners, Ms. Sarbani Bhattacharya of AMWAY Foundation and Dr. Tehnaz Dastoor of UNICEF. Six NGOs viz. Kadam, Antara, NBIRT, World for Better Living, Smile Foundation and Iswar Sankalpa also graced the occasion. The event was a grand success with over 120 participants from various walks of life. It was very gracious of Ms. Mitra to invite the Principal, faculty and the present students of the department of Advertising, Sales Promotion and Sales Management on behalf of Gokhale Memorial Girls' College Alumni Association to attend the program. Few students also got the opportunity to assist as volunteers and received appreciation for their efforts.



 

Saturday, February 18, 2017  
3:00 p.m. - 5:30 p.m.  
Lincoln Room, American Center  
38A, Jawaharlal Nehru Road, Kolkata - 71

**Corporate Social Responsibility:  
American and Indian Approaches**

On the occasion of World CSR Day, the U.S. Consulate General Kolkata in collaboration with Nayan Mitra invites you to a panel discussion by eminent CSR policy-makers on "Corporate Social Responsibility: American and Indian Approaches."

Kindly RSVP at: [amcenterkolkata@state.gov](mailto:amcenterkolkata@state.gov)

You're Invited! Free Entrance! No Registration!

 [facebook.com/kolkata.amcenter](https://www.facebook.com/kolkata.amcenter)  [usa/kolkata](https://www.linkedin.com/company/usa-kolkata)