

Conference on Corporate Social Responsibility

Shimla Chapter of the Public Relations Society of India is organising a North Zone Conference on *Corporate Social Responsibility* on 4-5 October 2014 at the Hotel Holiday Home, Shimla.

The purpose of the Conference is to create an awareness amongst the corporate and private sector organizations that have been established in the State and are also in the process of their responsibility towards the people in their area of operation. Several organizations which have done good work about their CSR are likely to give their showcase of activities in the proposed Conference which would be an eye opener to those who are yet to do this.

Corporate Social Responsibility has invited attention of all right thinking persons/organization in the recent past in larger interest of the society and role of the Corporate in general and corporate communicators in particular has become all the more important in this respect. A number of Corporate have done remarkable work in this direction but the message is not percolating down to the masses in the right perspective. The need of the hour is how best we can reach them. Keeping this in view the Shimla Chapter of Public Relation Society of India (PRSI) has decided to organize a two-day Conference on “Corporate Social Responsibility” on 4-5 October, 2014 at the Hotel Holiday Home, Shimla. Well known experts in the field are invited to the conference to express their views. Public Sector Undertakings, Government organisations, Corporate Communicators have also been invited for this event. They can also sponsor delegates/executives from their organisations for participation in the Conference. The registration fee for participation would be as follows:

- Corporates: Rs.3000 per person
- PRSI Members: Rs.1500 per person
- Spouse: Rs.1000 per person
- Students of PR: Rs.500 per student

For any further information please contact:

Shri B. D. Sharma, Chairman, PRSI Shimla Chapter
Tel.0177-2670680/094184-85090, Email : bdsharmasm1@gmail.com OR

Shri Ashok Sharma, General Secretary PRSI, Shimla Chapter
Mob.098160-74357, email: sharmajeevesh02@gmail.com