

**NOTICE**  
**WORLD BANK & MINISTRY OF HRD, GOVERNMENT OF INDIA**  
**SPONSORED**  
**TEQIP-II**  
**INVITED LECTURE ON**  
**“CORPORATE SOCIAL RESPONSIBILITY”**

Chemical Engineering Department is organizing a Invited Lecture on 27 September 2016 from 10:30 AM onwards at Conference Room in the Department of Chemical Engineering, Faculty of Engineering & Technology, Mahatma Jyotiba Phule Rohilkhand University, Bareilly. The lecture will be delivered by **Prof. Surendra Pal**, Independent Director, B.L Agro Oils Ltd..

Corporate social responsibility (CSR, also called corporate conscience, corporate citizenship or responsible business) is a form of corporate self-regulation integrated into a business model. CSR policy functions as a self-regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards and national or international norms. With some models, a firm's implementation of CSR goes beyond compliance and engages in "actions that appear to further some social good, beyond the interests of the firm and that which is required by law." The aim is to increase long-term profits and shareholder trust through positive public relations and high ethical standards to reduce business and legal risk by taking responsibility for corporate actions. CSR strategies encourage the company to make a positive impact on the environment and stakeholders including consumers, employees, investors, communities, and others.

Thank you

**Date & Time: 27 September 2016 from 10:30AM onwards**

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Faculty of Engineering & Technology  
Mahatma Jyotiba Phule Rohilkhand University, Bareilly