

**Interactive Session on
"Awakening Rural Public with Banking Services"**

27th September 2011: Chaupal, Village-Kanwara

(An initiative of Corporate Social Responsibility Cell-Lingaya's University)

Corporate Social Responsibility is not just an add-on for Lingaya's Group. The Vision & Mission of Lingaya's Group and our social commitment are mutually reinforcing. We have a continuing social responsibility towards our stakeholders and more so towards the people of the area in which we operate. It has been our constant endeavor to facilitate and promote studies; research and extension work with a focus on professional education in the emerging areas of higher education in Engineering, Technology and Management. We have made a public commitment to carry on these trusted relationships across the globe.

About CSR initiative on Banking Services in Rural India

With years, banks are also adding services to their customers. The Indian banking industry is now more focused on customer centric market. The customers have more choices in choosing their banks. A competition has been established within the banks operating in India. With stiff competition and advancement of technology, the services provided by banks have become more easy and convenient and must be availed by one and all.

Recognising the imperatives of Banking Services in Rural India, an Interactive Session on "**Awakening Rural Public with Banking Services**" is being organised by the **Department of Business Administration** in collaboration with **Bank of India, Nachauli Branch**. Mr Shashi Bhushan, the Branch Manager of Bank of India, Nachauli has agreed to address the audience on various aspects of Banking Services across the country and also on the latest banking instruments. The session will be held on Tuesday, 27th September 2011 at the Chaupal, Village Kanwara from 12.15 pm to 3 pm.

S/d
(Prof Anita Saxena)
(Incharge Business Administration)

S/d
(Mr Rajan Mittal)
(Jt. Registrar)