



NETAJI SUBHAS UNIVERSITY

JAMSHEDPUR

(A Unit of Sitwanto Devi Mahila Kalyan Sansthan)

Estd. Under Jharkhand State Private University Act, 2018

Approved by UGC under Section 2(f), AICTE, PCI, BCI, NCTE, INC & JNRC

Ref. No. : NSU/320/2025

Date : 24/04/25

NOTICE

This is to inform that the Training and Placement Department of Netaji Subhas University in association with the prestigious Jamshedpur Management Association (JMA) has the privilege to organize a seminar on "Beyond Greenwashing: Authentic CSR as a Tool for deep brand Affinity" on 25th April 2025 (Friday) at the University campus premises.

The session will be conducted by Mr. Keshav Kumar Ranjan, he has a decade of experience in communication across national and international platform. With proficiency over hundred software tools on AV and AI based communications tools and drafting over 5000+ press releases, 200+ designing end to end campaigns, he has proven himself to be a dynamic force in corporate world.

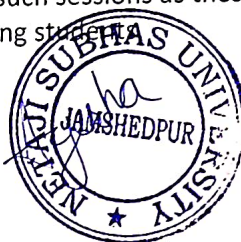
The contents to be covered are as follows :

This Talk will delve into how organization can build genuine connections with their stakeholders through meaningful and authentic Corporate Social Responsibility initiatives.

Mr. Ranjan is a postgraduate diploma in rural management at Institute of Rural Management Anand (IRMA) in Gujarat. He is an accomplished CSR manager with a history in mining and metals industry.

It is mandatory for the students to participate in such sessions as these sessions will offer valuable insights and encourage meaningful dialogue among students.

Ms. Ayesha Chakravarty
Assistant Director – Training and Placement
Training and Placement Cell



Copy to

- Office of VC
- Director – IQAC Cell
- Dean Academic
- IT HOD
- Management HOD



NETAJI SUBHAS UNIVERSITY

JAMSHEDPUR, JHARKHAND

Approved by UGC

1st Private University in Jamshedpur included under section 2(f) of UGC Act

Approved by AICTE, PCI, INC, JNRC, NCTE, BCI

Beyond Greenwashing: Authentic CSR as a Tool for Deep Brand Affinity



25th April, 2025



2:30 PM - 4:00 PM



Auditorium, Shaheed Bhagat
Singh Block, NSU

FOR STUDENTS OF
BBA, B.COM & MBA



Mr. Keshav Kumar



1800-8899-022



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