

IICA collaborates with Coca-Cola to promote social development across India

The Indian Institute of Corporate Affairs (IICA) and CoCa-Cola India Foundation signed a memorandum of understanding (MoU) at IICA campus, Manesar on *May 9, 2014*, with the objective of promoting social development projects across various parts of India.

IICA and CCIF explored ways to collaborate and arrived at a broad consensus towards associating with each other in the areas of water sustainability, environment management, healthy living, social advancement and community development that primarily benefits the backward communities, tribal areas, and rural clusters of India.

The MoU was signed by *Dr. Bhaskar Chatterjee*, DG&CEO, IICA and *Mr. Yogesh Chandra*, Chief Executive Officer, CCIF.

Calling the occasion of MoU signing a 'red letter day' for IICA, Dr. Chatterjee said "with Coca-Cola's reach and experience and IICA's mandate and cross cutting nature of its function, the synergies are immense".

Mr. Chandra said that "institutes like IICA in the future will act as a light house to guide people on CSR", and expressed hope that "this 5-year-long memorandum will carry the message of CSR to all parts of the country."

Others present at the MoU signing ceremony were *Mr. Devda Baliga*, Vice-President-Legal, *Ms. Parvati Krishnan*, Programme Manager from CCIF, *Mr. Atul Dev Sarmah*, Head-Centre for IP&CC, *Mr. Rajesh Batra*, Head- Centre for MSME, *Prof. Rajendra Prasad*, Head, School of Corporate Law, *Mr. N.K Bhole*, Director, ICLS, *Dr. Navneet Sharma*, Head, School of Competition Law, *Ms. Divya Rajput*, Head, Centre for Business Innovation & IT, *Ms. Garima Dadhich*, Assistant Professor, School of Corporate Governance and Public Policy, *Ms. Gayatri Subramainam*, Chief Programme Executive, NFCSR, *Ms. Chetna Kaura*, Chief Programme Executive, NFCSR, *Ms. Swagata Sen Pillai*, Senior Programme Executive, IP&CC, and *Ms. Geetanjali Gaur*, Programme Executive, NFCSR from IICA.