Child in Need Institute (CINI) and ACC Limited, Sales Unit, Kolkata cordially invites you to the ‘UNVEILING OF CINI CALENDAR 2014.’

CINI strongly supports children’s Right to Play. CINI’s institutional journey has been guided by its concern for ‘children in need’. Along with ensuring other rights, children’s Right to Play has been a central thought for CINI over the last few years. We dedicate the 2014 Calendar to promote the cause of Right to Play. We would like to thank international photographer Brett Cole for capturing the moments of our calendar. ACC limited, Sales Unit has come forward to support us in bringing out this calendar.

Famous film personality Ms. Sudeshna Roy and eminent theatre personality Mr. Sujoy Prasad Chatterjee, along with the children of CINI would formally launch the calendar and advocate their ‘Right to Play’.

**Date:** Thursday, December 26, 2013  
**Time:** 2.30 pm  
**Venue:** ACC Ltd.,  
Bombay Mutual Building (1st Floor),  
9, Brabourne Road, Kolkata 700001  
West Bengal, India

The press meet would be followed by high tea.
ABOUT CINI:

Child In Need Institute (CINI), a leading Non Government Organization (NGO) with its head office in Kolkata, India, was founded in 1974. Under the governance of esteemed pediatrician and Founder Director Dr. Samir Chaudhuri, we have been operating for the last 38 years in the some of the poorest communities in the states of West Bengal, Jharkhand and Chattisgarh. Our core activities are in the areas of Health, Nutrition, Education, Protection and Environment. We reach out to over five million people both directly and indirectly. Our mission is – ‘Sustainable development in health, nutrition, education and protection of child, adolescent and woman in need.’ CINI has won the National award for Child Welfare from Government of India twice, once in 1985 and then in 2004.

Media Contact :

Sreoshi Ghose, Officer, Digital Media and Communication,

E-mail id: cinicommunication@cinindia.org,

Contact No -9830489225.

For more information please visit us at http://www.cini-india.org/

ABOUT ACC Limited:

ACC Limited is India's most recognized name in cement and concrete, with 77 years of service to the nation. We wear this mantle not by financial excellence or scale of operations alone, but by the blessings of enduring relationships with all the stakeholders we serve.

ACC has undertaken social volunteering practices almost from its inception, – long before the term corporate social responsibility was coined. The company’s earliest initiatives in community development date back to the 1940’s at Virar a village on the outskirts of Mumbai while the first formal Village Welfare Scheme was launched way back in 1952. Our community development activities revolve around the under-privileged community that lives in the immediate vicinity of our cement plants. Our activities begins with extending educational and medical facilities and goes on to cover vocational guidance and supporting employment-oriented and income-generation projects like agriculture, animal husbandry, cottage industries by developing local skills, using local raw materials and helping create marketing outlets. At all our cement factories we share our amenities and facilities with members of the local community. This includes sharing education and medical facilities, sports and recreation. Wherever possible we share access to Bore Wells, drinking water and the usage of colony roads.