

CSR ACTIVITIES

Year 2015

Wish Tree :

A not for profit NGO, Soroptimist work for economic empowerment of girls by providing them education and making them self reliant. In October 2015, a Wishing Tree was set up in the Lobby of The Peerless Inn, Kolkata. This unique tree had wishes written on a piece of paper, rolled and tied to a branch of the plant. Guests in the hotel would open the pieces of paper, read a wish and contribute for making a child's wish come true. The "Joy of Fiving" initiative has received positive responses from the guests.

Towards Nepal Earthquake:

All the hotels combinedly contributed tent, rice, and blanket during Nepal's Earthquake through Goonj, a not for profit NGO.

Contribution to Prime Ministers Relief Fund