

The UC Santa Cruz Foundation presents the 10<sup>th</sup> annual

Sidhartha Maitra Memorial Lecture

Why should we be good?  
What exactly is dharma?

The *Dharma* of *Capitalism*  
*Gurcharan Das*

With flair, wit and effortless erudition that have made him a bestselling author around the world, Gurcharan Das talks about his own personal search for a more meaningful life. On this journey, he turns to the epic, Mahabharata, which is preoccupied with questions of right and wrong. Please join us for a conversation with Das about his new book, "The Difficulty of Being Good", which illuminates the ethical dilemmas that we all face.

**Sunday, October 17, 2010 at 3 PM**

UCSC Recital Hall, Music Center, University of California, Santa Cruz

Event is free and open to the public. Space is limited, go to [community.ucsc.edu/maitra](http://community.ucsc.edu/maitra) for complimentary tickets to ensure seats.

GURCHARAN DAS, former CEO, Proctor & Gamble, India, columnist, and author of several books including the highly acclaimed "India Unbound."



UC SANTA CRUZ