

## THE INSIDE STORY

“ FIINOVATION MAKING AN  
IMPACT IN THE HEALTHCARE  
SECTOR THROUGH ITS BLOOD  
DONATION INITIATIVE

5th October 2017, New Delhi



Fiinnovation, a global Corporate Social Responsibility consulting company, organized its 5th Blood Donation Camp on 4th October 2017 at its premises in Okhla Phase III, New Delhi. The camp was organized in association with Deen Dayal Hospital, New Delhi to create awareness on the increasing demand – supply ratio for blood and to motivate individuals to donate blood to impact other lives. The camp also aimed to extend support to various hospitals and blood banks grappling with the shortage of blood necessitated by increasing demands for medical cases of traumas, surgeries, complicated pregnancies, illness treatment like cancer, sickle cell anemia, etc.

Fiinnovation has been consecutively organizing this drive for the last 4 years as a mark of 'Celebration with a Cause' on the occasion of the Foundation Day which is observed on 29th September. This year, amidst the festivity period, the Blood Donation camp, with the message 'Donate Blood, Save a Life', 'Be a Proud Blood Donor', received an overwhelming response with a foot fall of over 144 volunteers. The success of the campaign can be gauged from the fact that 92 units of blood were collected in one single day. The camp was attended by the volunteers from the nearby offices like PTC News, GNext Media Ltd, Gloria Jeans, Sonata Software Limited, Shivalik, Glatt India, My Dala, Emporio, B3 Intelligence apart from the members of the Fiinnovation family.

The initiative is conducted with a view to create awareness amongst individuals, and further with businesses to invest on interventions in the sector of health care sector which struggling to cater to demands and requirements of the communities. For over a decade now, Fiinnovation has conceived various programmes and also facilitated partnerships between corporation and civil societies for such initiatives in the social sector. The company has been assisting them by providing effective CSR ideas and CSR strategies as well.

**Mr. Soumitro Chakraborty, Founder & CEO, Fiinnovation,** said, “It is a perfect way to celebrate with a cause. It gives us immense pride to share that our engagement was constructive, meaningful and will bring huge impact in other's lives. The company stands on the strong foundation of facilitating services to those who need it and this drive as a mark of celebration with a cause for our annual day is symbolic of our beliefs. We are pleased that this small initiative will help save lives.”

“We thank the volunteers – professionals from the nearby offices who have participated at our camps each year and supported us in our endeavour. We were a bit concerned on the turn up because of the festivity and holidays. Our sincere gratitude to the volunteers and we respect their spirit. Without their active participation, the drive would not have been possible. Donate Blood & Save Lives. Be a proud Donor and impact lives”, he added.

The company is committed to continuing its legacy on a larger scale next year.

### **About Fiinnovation**

**Innovative Financial Advisors Pvt. Ltd. (Fiinnovation)** is a global consulting company operating in multiple disciplines of social development sector with emphasis on Corporate Social Responsibility (CSR) and Sustainability. Fiinnovation offers end-to-end CSR consulting services and simplified solutions that have helped various corporations channelize their resources for the upliftment of community in social, economic and ecological aspects in accordance to their CSR charter. Since its inception, Fiinnovation has grown phenomenally and has made a benchmark in the sector through its service quality. It has been able to bridge the gap between businesses and communities through value-based CSR programmes in association with credible civil society organizations across India in health, environment, education and livelihood.

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