

## PI Foundation initiates their CSR Programme themed on 'Income Generation through Sustainable Agriculture' in partnership with Fiinnovation & Harsha Trust in Odisha

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In a significant move, PI Foundation, a Trust supported by PI Industries Ltd, which is a BSE and NSE listed leading Agri Input, Custom Synthesis & Manufacturing company, collaborated with Fiinnovation, a global CSR consulting company and Harsha Trust to implement their CSR initiative of 'Income Generation Program through Sustainable Agriculture' among the farmers in Odisha.

At present, Odisha like other states of the country is facing challenges related to water scarcity, soil degradation, productivity, rising costs of labour and energy. The sustainable agriculture practices entails the adoption and mainstreaming of the Good Agriculture Practices(GAP) among the small and marginal farmers. The intervention would lay emphasis on agricultural practices which are less expensive and sustainable that require lesser amount of water, energy resources and labour.

Contextually, the project aims to skill over 1000 farmers by giving hands-on training on the working of seed drillers, sowing method, insect pest management, judicious use of farm inputs and other extended services over the next two years, thereby enabling agriculture on the sustainable lines of production in the Rayagada district of Odisha. The focus is also on product stewardship. The project will be implemented by Harsha Trust which operates in 7 districts of Odisha ensuring livelihood security and improvement in the quality of life of the farmers.

PI industries collaborated with Fiinnovation for an effective intervention design and selection of the implementing partner for the same. Fiinnovation will also be responsible to conduct independent monitoring, evaluation and impact assessment exercises on regular basis to ensure the success of the proposed CSR programme.

On the occasion of the launch of the CSR programme, Mr. Soumitro Chakraborty, CEO - Fiinnovation said, "Being the primary sector of India, Agriculture requires adequate amount of research to ensure there is higher productivity with efficient utilization of natural resources which should be in line with the Sustainable Development Goals and emphasized the need of Monitoring & Evaluation/ Impact Assessment of CSR initiatives for effective programmes at ground."

It is expected that this project will set an example for other corporations too, that investments in sustainable agricultural interventions can surely impact the livelihood of our farmers and also help educate them to practice sustainable methods which are favourable to the ecological support system.

### 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 has helped various corporations channelize their resources for the upliftment of community on societal, economical and ecological aspects in accordance to their CSR charter. Since 2009, Fiinnovation has grown phenomenally and has made a bench mark 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 on Pan India basis in the field of health, environment, education and livelihood.*

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