

Fiinnovation Join Hands with IOD for 9th International Conference

21th January, 2015



- *Fiinnovation participates in the 9th International Conference as principal knowledge partner*
- *Two-day event witnesses active participation from business luminaries*

'CSR should be in the DNA of every business' was the popular sentiment at the 9th International Conference on Corporate Social Responsibility held from January 19-20, 2015 in Mumbai. Organised by Institute of Directors (IOD), the event hosted eminent leaders from across the business fraternity, representing responsible business. Fiinnovation joined hands with IOD as the principal knowledge partner to lend its expertise and experience in the field of CSR and sustainability domain.

The event kick-started with opening remarks from Govind Swarup, IAS (retd.), Chairman–Mumbai Region, Institute Of Directors and special address from Namita Vikas, Sr. President and Country Head-Responsible Banking, YES Bank Ltd; S. Chakraborty, Chief Executive, Innovative Financial Advisors; Ranjan Dhawan, Executive Director, Bank of Baroda; Dr. Jaco Cilliers, Country Director, UNDP India; and The Rt. Hon. Baroness Verma, Minister for Energy & Climate Change, Govt of UK.

Chairing the session on 'Social Innovation for Economic Growth and Business Sustainability', **Mr. Soumitro Chakraborty, Chief Executive Officer, Innovative Financial Advisors Pvt. Ltd.**, said, "Probably this is the best time for social innovation to take place, which are accountable and indigenous in their own area of functions. We have a very young diaspora of youth in this country which is about 65% of the population, and is below the age of 35. With youth comes opportunities and we need to focus on sustainable opportunities."

He added, "Corporate social responsibility is not the social responsibility limited only to corporates. It may have been defined for companies but it needs to be an amalgamation with the government or the local government structure. We also cannot deny the need for alignment of technology with the delivery platform as far as the social sector is concerned."

A two-day long event, the conference highlighted the need to integrate CSR in corporate strategy and revolved around how dimensional changes are required that trickles down from top and permeates the bottom line. It also focused on the critical role and responsibility of the board for CSR. The second day was dedicated to the discussion on the role of social media as a driver of CSR, vital HR insights highlighting success stories through case studies.

Felicitating businesses that have incorporated best practices in their operations, the event hosted Golden Peacock Awards. The event was graced by Shri Eknathrao Ganpatrao Khadse, Hon'ble Minister for Revenue, Relief and Rehabilitation, Govt. of Maharashtra and the Rt. Hon. Baroness Verma, Minister for Energy & Climate Change, Govt. of UK as Guest of Honour. The Chief Guest Dr.S.S Kshatriya, IAS, Chief Secretary, Govt. of Maharashtra State addressed the audience and shared words of wisdom.

About Fiinnovation

Fiinnovation, a research based organization, is an integrated solution enabler in the CSR and sustainability domain. It is focused towards enhancing quality across organizational value chain through meaningful innovation thereby ensuring sustainability. Over the last five years, the organization has created a niche for itself through its extensive work in the corporate social responsibility arena. It has been helping corporations as well as civil society organization (CSOs) engage in value based CSR initiatives by aligning the objectives of corporations with their social objectives. The organization has been assisting corporations through its research on policy drafting and implementation design to achieve competitive advantage in their respective arenas.

For more information, please click here: <http://www.fiinnovation.co.in/>

Contact Us:

To learn more about this conference, please contact:

Fiinnovation
24/30, Ground Floor Okhla Phase - III, New Delhi
email : aditi@fiinnovation.co.in | www.fiinnovation.co.in

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