

Framework to Benefit the Marginalised Communities - Fiinnovation

20th October, New Delhi: The Indian business association, CII - Northern Regional Committee on Affirmative Action in collaboration with Fiinnovation, a CSR global consulting firm, conducted a webinar on 'Promotion of Supply Chain Management, Affirmative Action & CSR' on 17th October, 2016. The webinar aimed to highlight the importance of aligning the business operations with affirmative action, corporate social responsibility (CSR) and effective supply chain management (SCM) to promote inclusive growth among the marginalised sections of the society.

The webinar was mentored by Mr. Soumitro Chakraborty, CEO-Fiinnovation who emphasized on the concepts of SCM, Affirmative Action and CSR to the audience and highlighted its importance in the country's development agenda. The session further elaborated insights and urged the government and corporations to integrate affirmative action and CSR with supply chain management for creating opportunities for the socially backward communities by formulating policies and strategies.

The marginalized section are the most vulnerable to social adversities. If India aspires towards being a developed country and an economic superpower, it needs to address the social development challenges with a holistic approach.

Through the series of webinars, Fiinnovation has emphasized the fact that various Affirmative Action policies have been drafted for the historically marginalised people. Even several companies and associations in India have formulated affirmative action policies, however there is still a lot of work that needs to be done. Experts suggest that effective supply chain management not only helps in enhancing the quality of products and services from the suppliers, but also bring about positive impact on the business and the community in which they operate.

The webinar concluded, highlighting a way forward, focusing the need to make policies easier for the private sector suppliers to transact and build relationship with stakeholders while encouraging corporations to streamline and invest in businesses for a conducive environment for promoting inclusive growth of the marginalized communities. Corporations should implement CSR initiatives in SME clusters for tapping the potential opportunities of the SMEs in the rural areas as well.

About Fiinnovation

Innovative Financial Advisors Pvt. Ltd. (Fiinnovation) is a CSR global consulting firm operating in multiple disciplines of the social development sector with emphasis on Corporate Social Responsibility (CSR) and Sustainability programmes.

Fiinnovation started its journey in the year 2009 under the guidance of Mr. Soumitro Chakraborty and has grown phenomenally in every aspect of operations in the social sector. It has also been successful in bridging the gap between businesses and communities through value based CSR Projects by engaging with various corporations and credible NGOs in the field of health, environment, education and livelihood. Fiinnovation offers CSR consulting services which have helped organizations pave their path and explore mediums through which corporate funding can be channelized for the upliftment of community on societal, economical and ecological aspects considering multiple stakeholders and sustainable programme management.

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Press Contact Information

Innovative Financial Advisors Pvt.Ltd(Fiinnovation)
 24/30, Ground Floor, Okhla Industrial Estate, Phase III
 New Delhi - 110020, Delhi, India
 Phone: 011-42332200 | Fax : 011-42332205
 Email : media@fiinnovation.co.in, Publications@fiinnovation.co.in
 Website: www.fiinnovation.co.in

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