

Fiinnovation's successful participation in 8th International Conference on CSR 2014, Bengaluru



New Delhi - pioneer in development sector in providing research oriented services, Fiinnovation establishes itself as an integrated solution enabler and also ensures that quality and simplification is embedded in the complete value chain. Established five years ago Fiinnovation through its research operations have not only crafted a niche for themselves but have also ensured that the complete process of understanding Corporate Social Responsibility is simplified and is made more consumable both for the stakeholders and the shareholders. The primary services provided are Monitoring and Evaluation, CSR-Policy Design and Framework, Project Design and Implementation. The verve to design such a policy comes from the detailed research that is carried out during monitoring and evaluation for implementation in extreme geographic and topographic locations.

Fiinnovation was an integral component of The Institute of Directors - 8th International Conference on CSR -2014 at Bangalore. Institute Of Directors was established on 12 July 1990 in India, as an apex association of Directors to improve their professional competence.

Mr S.Chakraborty - Chief Executive Officer -Fiinnovation, addressed critical subjects pertaining to CSR-in Companies act 2013 providing the much needed insight in a field unfamiliar to many. The primary concerns related to CSR such as –“ Can CSR and other initiatives help to transform public or will these services and have a global impact, was the major focus”.

The inaugural session had Dr.Rebecca Reichmann Tavares, Ed.D.UN Women's representative for India Maldives, Bhutan and Sri Lanka sharing her views, on how women are form a crucial element in the stability of companies and engaging in collaborative efforts and concentrating less on conflict. She shared data on how the leading companies of the world who had women in their Board of directors survived compared to the others who didn't had no women in their BOD.

Hon'ble Krishna Byre Gowda (Hon'ble Minister for Agriculture,Govt. of Karnataka) continued the discussion on the same lines and exclaimed women's participation in leveraging all social activities. Dr Jija Harisingh,IPS (retd), President, Bangalore Chapter, Institute of Directors, and former DGP, Karnataka added how security of women makes a pertinent point as far as empowerment is concerned.

Session on “ CSR-creating Shared Value ” earmarked the event by providing the most crucial excerpts pertaining to CSR. Beginning with an insightful take by Mr.S Charaborty(Chief Executive Officer -Fiinnovation) who emphasized on how long term initiatives should be undertaken in order to bring a real change through CSR initiatives. Followed by Ajay Poddar,(Managing Director, Synergy Environics Ltd) and Namita Vikas, (Senior President and Chief Sustainability Officer, YES BANK)who shared their take and said that businesses should do more than looking into profits. The most incredible panelist Dr.Bindeshwar Pathak, Founder, Sulabh International Social Service Organization,took the audiences through his extraordinary journey of social enterprise which established and example across the world.

The plenary session was followed by the Golden Peacock awards night where the best initiatives of the industry were acknowledged and awarded.The awards night was adorned by the presence of, His Excellency Shri Nikhil Kumar, Hon'ble Governor of Kerala who captured the audience by looking into the history of CSR in India. Mr.S Charaborty(Chief Executive Officer -Fiinnovation,gave one of the key addresses where he reminded the audience on how Swami Vivekananda was the pioneer in social responsibility in India.

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