

THE INSIDE STORY

“ TEAM FIINOVATION & UFLEX LTD. BAGS 'BEST ENVIRONMENT FRIENDLY PROJECT' AWARD

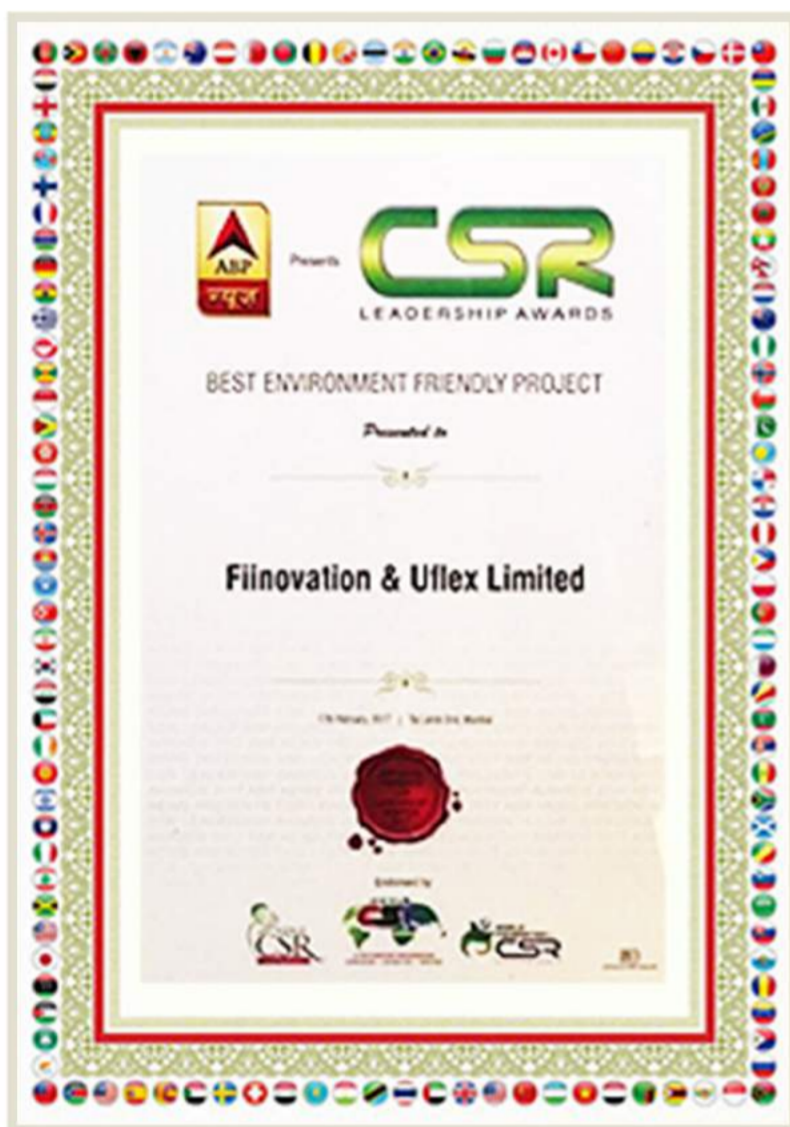
20th February 2017

On the 6th edition of the World CSR Congress, Fiinnovation bagged the prestigious awards at the ABP News CSR Leadership Award – '**Best Environment Friendly Project**' at the Taj Land's End on 17th Feb 2017.

Team Fiinnovation & Uflex Ltd. were jointly awarded for their concerted efforts in a social and environmental sustainability project titled “Natural Resource Conservation & Optimization of Ecosystem Services”. The initiative is a special intervention rolled out by Uflex Ltd. in Gautam Budh Nagar District, Uttar Pradesh with the help of its technical partner, Fiinnovation - a global CSR consulting company and implementation agency, AROH Foundation - a leading civil society organization acclaimed for its work in social development and environmental restoration.

A detailed presentation was given to the Jury, explaining the objectives and the impact that the project will create in the community. Under this initiative, the in-situ and ex-situ Rain Water Harvesting (RWH) structures are being constructed in the selected villages of Gautam Budh Nagar District (Uttar Pradesh) earlier in April 2016 and the maintenance thereof is being carried out through Participatory Rural Appraisal (PRA) mechanism. This is aimed at improving the receding ground water level through construction of percolation ponds and recharging the aquifers. An integral component of this intervention is to also to foster horticulture through the plantation of fruit bearing trees on individual and community based participation model in each of the selected villages and safeguard them from dying.

It is expected that this project will also set an example for other corporations so that investments in environmental sustainability can create impact on the livelihood of our farmers as well as help in educating them to practice sustainable methods which are favourable to the ecological support system. Both Uflex Ltd. and Fiinnovation are committed towards rejuvenating the ecosystem which could be scaled up and replicated by others for the larger benefit of the society.



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