

THE INSIDE STORY

““ FIINOVATION BESTOWED WITH BEST TECHNICAL CSR PROVIDER AWARD

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Honoring the exemplary work done in corporate social responsibility domain, Fiinnovation, the research-based consultancy firm has been accorded with the Best Technical CSR Provider award by the CMAI Association and CIM Global during a recent award ceremony held in the capital today, at Vigyan Bhawan. The award comes as a recognition for the organization's effort in the industry which spans around a decade with services provided to clients like Uflex Pvt. Ltd and PI Industries.

To recognize the support of corporate organizations during the year 2017, CMAI Association and CIM Global held its first joint Corporate Social Responsibility (CSR) awards ceremony today. The event was attended by the representative of more than 100 corporate organizations. Shri R.K. Pathak, Deputy Director General (DDG(IC)), Ministry of Communications, Department of Telecommunications was the chief guest at the ceremony. Commenting on the acknowledgment, Dr. Soumitro Chakraborty, CEO-Fiinnovation said "It gives me immense pleasure to see our hard work getting appreciated. We, as a team truly believe that human intervention in all projects along with the confluence of technology can change the face of CSR in the country.

Commenting on the efficiency of CSR mandate, he said the program implementation under CSR mandate requires close coordination between the government, civil society organizations, corporates, and consultancies. Seemingly a corporation's social responsibility cannot be limited to allocating funds or just introducing a project. It is imperative that the focus has to be on social impact with timely audits. Driven by the need to bring about constructive and significant social change, Dr. Soumitro Chakraborty meticulously strategized and implemented several noteworthy CSR and Sustainability programs across India in partnership with diverse corporations and NGOs. With an aim to build an institution that may consistently bridge the gap between corporates and civil bodies, Fiinnovation's foundation was laid back in 2009. The research firm has put together 'Asia's First Proposal Design Laboratory' on CSR and Sustainability.

The CSR Mandate in India has brought a cultural change among the Indian businesses by leveraging the expertise of companies for social development initiatives. To meet a qualitative impact on the ground, the corporates must conduct an adequate research aimed at a need-based social intervention while it must also carry out a constant impact assessment that enables us to realize relevant economic, social and environmental impact.

Since its inception, Fiinnovation has associated itself with credible civil society organizations on Pan India basis and tried to bring about a change through value-based CSR programmes in the field of health, environment, education, and livelihood. Fiinnovation holds an expertise in project management services with practices like CSR Policy Design, CSR-CSO Partnership, Initiative Design, Implementation Support, Monitoring & Evaluation-Need, Baseline, Mid-line & Impact Assessment, Developmental Communication to name a few. Some of the organisation's esteemed partners are Flex Foods, Laurus Labs, IL&FS -Skills, JK Tyre, Mytrah Energy, RPG Foundation and KEC International Limited amongst others channelize their resources for the upliftment of the community.

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