

THE INSIDE STORY

““ FIINOVATION & AROHAN FINANCIAL SERVICES LIMITED JOIN HANDS FOR SIX CSR PROGRAMMES

New Delhi, 6th August, 2019 ””



Innovative Financial Advisors Pvt. Ltd (Fiinnovation) recently partnered with Arohan Financial Services Limited, leading financial-inclusion focused NBFC-MFI, for the impact assessment of six CSR projects undertaken by Arohan in the states of Bihar, West Bengal, Jharkhand, Odisha, Assam and Uttar Pradesh. The projects aim at elevating the socio-economic condition of the marginalized communities in the targeted regions. The projects are meticulously designed and focused at generating awareness about primary healthcare, improving the quality and quantity of drinking water, offering scholarships to female students, generating livelihood opportunities through skill development, improving school infrastructure, and offering disaster relief in the flood-affected areas.

Talking about the association, Dr Soumitro Chakraborty, CEO, Fiinnovation said, “We’re excited to associate with Arohan and be their partners in the shared interest and passion towards serving the underserved and contribute towards the social sector”. As part of the partnership, Fiinnovation has conducted a detailed evaluation of the projects and its on-ground implementation. Dr Chakraborty further said, “The projects are exemplary example of how corporations can make CSR an integral part of their business model and share the responsibility along with the government and civil society organizations, and concentrate efforts to address various social issues and effect sustainable change”. It has been observed, through the assessment that, the local community has witnessed an overall improvement in the health conditions due to increased access to healthcare services and clean drinking water which has been provisioned through installations of RO plants. Multiple awareness drives on WASH components within the community were conducted and trainings were given about employing mechanisms for groundwater recharge and rainwater harvesting.

“We are glad to associate with Fiinnovation in assessing our journey of empowering under-served households and communities, beyond core micro-credit, through social interventions.”, said Mr. Prashant Rai, Head of HR and CSR, Arohan Financial Services Limited.

In accordance with government of India’s Skill India Mission, aspirational candidates from the underprivileged sections of the society were trained under skill development programmes. These programmes are categorically designed to create livelihood generation and employment opportunities. Understanding the importance of the role that education plays in uplifting the socio-economic condition of a community, the programme has contributed significantly towards developing the infrastructure of the schools in the targeted areas. Scholarships offered to the girls of the underprivileged section of the community has resulted in reduced number of school dropouts and decline in child marriages. The initiative has also extended help to the flood-affected community by providing basic food relief.

Follow Us On:



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 : info@fiinnovation.co.in, publications@fiinnovation.co.in