

THE
INSIDE
STORY

“ “
FIINOVATION AND SMS INDIA
PARTNER FOR COVID-19
RELIEF PROJECT IN KOLKATA



Innovative Financial Advisors Pvt Ltd (Fiinnovation) and SMS India Pvt Ltd, Gurugram (SMS group Germany subsidiary), a leading plant supplier to the metallurgical industry, have joined hands and designed a community level CSR project for fostering awareness for COVID-19 and aiding the marginalized section of the society.

The project will be implemented in Ward Slum No 38 in Kolkata which include areas such as, Gas Street, Nakibulla Lane, Antony Bagan Lane, Ramnath Biswas Lane, Kali Shome Street, Patwar Bagan Lane, Harshee Street, Canal East Road, Canal West Road, Chamru Singh Lane, Harinath Dey Road and Ward Institution Street.

The intervention aims to provide basic and essential supplies to the destitute and financially weak section of the society.

The project will benefit approximately 1500 slum households of the targeted region. Dr Nikhil Vihari Memorial Foundation, a civil society organization that has been working towards development of health, livelihood and education in the under privileged and backward sections of the society in Kolkata will handle the on-ground requirements and manage the implementation.

As part of the project, various temporary distribution centres will be set up in the slum areas for the distribution of pre-packaged food ration.

The project has been holistically designed to spread awareness among the target beneficiaries about various preventive measures that can keep them safe from the coronavirus.

Multiple awareness drives will be conducted to educate the beneficiaries about proper hand washing techniques and personal hygiene practices.

Hygiene kits will also be distributed among the targeted households in order to encourage them to adopt safe hygiene practices.

Ever since the outbreak of the COVID-19 in India, Fiinnovation has been collectively working with its implementation partners across the country and taking affirmative measures aimed to foster the local communities to fight the battle against the pandemic.

Fiinnovation will continue to monitor the situation and design community level interventions for it understands that the fight against the epidemic is a shared responsibility and it requires participation from all sections of the society.

"Fiinnovation is committed towards working for the welfare of the society and during these times of exigency, we will use our resources to serve the community with more vigour and resolve". He added, "The devastating impact of COVID-19 is beyond assessment and prediction. This fight can only be won if the people are empowered with the right knowledge and tools to face it", said Dr Soumitro Chakraborty talking about the development.

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
Email : info@fiinnovation.co.in