

Fiinnovation's take on the 'Har Ghar Tiranga' campaign across the CSR network

GOI allows companies to spend CSR funds on the campaign to invoke the feeling of patriotism in the hearts of people and CSR efforts towards building an inclusive society. Fiinnovation reviews the campaign's reach and its impact on the CSR trends.



New Delhi, Delhi Aug 17, 2022 ([Issuewire.com](https://www.issuewire.com)) - Innovative Financial Advisors Pvt. Ltd (Fiinnovation), a leading research and advisory firm in the Corporate Social Responsibility (CSR) and Sustainability domains, aims to take *the 'Har Ghar Tiranga'* campaign across the CSR network. The company welcomed the Government of India (GoI)'s decision to allow private companies to spend their CSR funds on the drive. It believes that the initiative would encourage the feeling of patriotism among communities and efforts towards giving back to the society and nation in a big way.

Speaking on the company's pledge to take the campaign across the CSR network, Dr. Soumitro Chakraborty, CEO of Fiinnovation said, "We see *'Har Ghar Tiranga'* campaign and its association with CSR as a great union of purpose. On the great occasion of India's 75th Independence Day, the campaign reminds us of our freedom fighters, culture, people, and responsibilities towards the nation and society as individuals. The government's decision to let private companies come forward in this cause of patriotism and contribute toward this great initiative will go a long way in building an inclusive society. As the CSR consultants, we take this opportunity to spread the purpose of the cause and make *Tiranga* flutter in every house this Independence Day. *Jai Hind!*"

The Ministry of Corporate Affairs on July 26th announced in a circular that the private companies in the country could spend their CSR funds on *the 'Har Ghar Tiranga'* campaign. As per the circular for clarification on the spending of CSR funds on *the 'Har Ghar Tiranga'* campaign, the companies can route their CSR funds towards mass production and supply of the National Flag, outreach and amplification efforts, and related activities under Section VII of the Companies Act 2013, about the promotion of education relating to culture.

India celebrates its 76th Independence Day on August 15th, 2022. The GOI has launched the *'Har Ghar Tiranga'* campaign to mark its celebration and encourage more and more people to be part of this national campaign. The idea behind the drive is not only to develop a personal connection with the *Tiranga* but also to strengthen our commitment to nation-building.

About 'Har Ghar Tiranga'

'Har Ghar Tiranga' is a campaign under the aegis of Azadi Ka Amrit Mahotsav to encourage people to bring the Tiranga home and to hoist it to mark the 75th year of India's independence. Our relationship with the flag has always been more formal and institutional than personal. However, bringing the flag home in the 75th year of independence symbolizes a personal connection to the Tiranga and our commitment to nation-building. The idea behind the initiative is to invoke the feeling of patriotism in the people's hearts and promote awareness about the Indian National Flag.

To mark this momentous occasion, you are encouraged to hoist the flag in your homes from 13th to 15th August 2022. You can also 'Pin a Flag' virtually at <https://harghartiranga.com> and post a 'Selfie with Flag' on the site.

About Innovative Financial Advisors Pvt. Ltd (Fiinnovation)

Innovative Financial Advisors Pvt. Ltd (Fiinnovation) is a leading research and advisory firm offering corporate social responsibility (CSR) and sustainability expertise. It is focused on enhancing quality across the organizational value chain through innovation.

Since its inception in 2008, the organization has created a niche through its extensive work in the CSR arena. It has been helping corporations and civil society organizations engage in value-based CSR initiatives by aligning the objectives of corporations with their social goals. In addition, the organization has been assisting corporations through its policy drafting and implementation design research to achieve competitive advantage in their respective arenas.

The organization proudly houses Asia's first Proposal and Research Laboratory, wherein research focuses on our practice areas, including health, education, livelihood, skills, and environment. The unique lab facilitates the researchers in conducting both primary and secondary research before identifying opportunities and providing simplified solutions.

Website link: <https://fiinnovation.co.in/>



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