

STRATEGIC INITIATIVES, CREATING MEANINGFUL IMPACT

> **Niranjan Kirloskar, Managing Director, Fleetguard Filters Private Limited.**, expounds on how the brand integrates purpose or social impact initiatives into overall brand strategy

Established in 1987, Fleetguard Filters Private Limited (FFPL) is a market leader providing filtration solutions for decades to various industries. Since its inception, the organization has had a strong impetus to contribute to philanthropic pursuits and has a focused Corporate Social Responsibility (CSR) functional team that persistently endeavors to build social capital.

FFPL's team strategically undertakes projects to create meaningful impact. Broadly there are four areas around which most of the projects are focused. They are Health and Safety, Education and Promotion of Art and Culture, Environment and Local community & Infrastructure development. Over the years, numerous projects under each of these arenas have been successfully undertaken.

FFPL has continuously incorporated social effects into its core principles for many years, even before CSR became a regular business practice. In order to give pre-primary and primary school students from below-poverty-line households access to free, top-notch education and nutritional food supplements, FFPL supports Shree Ramkrishna Charity (SRC) for the development of Bharat Vidyalay in Wai, Maharashtra since 2005. FFPL, on a corporate level and along with a few dedicated employees, actively promotes and supports the school by contributing either financially or by volunteering their time.

Employees play an important role as representatives for FFPL's mission and social impact activities. The organization promotes a culture of

social responsibility by encouraging workers to participate in volunteer initiatives and community projects. This engagement improves staff morale and retention while also amplifying the effect through collaborative action.

FFPL's dedication to contribution to society goes beyond CSR. The company offers a wide range of filtration products and services, including air, fuel, lube, and hydraulic filtration solutions for industries such as automotive, construction & mining, industrial, agriculture, power generation and many more. This wide variety of products is designed to help meet national sustainability targets by addressing changing emission standards, fostering innovation and continuing research, and promoting a healthier and cleaner environment.

An area of focus for FFPL is on R&D and innovation for the development of filtration solutions for upcoming technologies like alternate fuel technology. This ground-breaking invention in sustainable mobility offers a greener alternative to conventional fossil fuel engines. By investing in cutting-edge filtration systems designed for the future of alternate fuels, FFPL makes a substantial contribution to the promotion of clean energy sources and the reduction of carbon footprint.

Fleetguard Filters Pvt Ltd demonstrates how a corporation may include social impact into its core activities, resulting in a beneficial ripple effect throughout communities, industries, and the environment.

