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Seema Prem shortlisted for the prestigious Social Entrepreneur of the year award 2021

New Delhi:PNI News: India needs numerous social entrepreneurs with innovative solutions to help in addressing the society's most pressing social problems in the areas of sanitation, education, water conservation, gender bias, primary health, female foeticide, carbon emissions, and other environmental problems. A social entrepreneur is a person who pursues novel ideas into applications that have the potential to solve community-based problems.

While individual entrepreneurs work hard to bring about a change in the community, they too need a strong platform that recognizes their efforts and helps them boost their initiatives across various locations in the country.

In 2010, the Schwab Foundation for Social Entrepreneurship and Jubilant Bhartia Foundation came together to promote social innovation in India through the Social Entrepreneur of the Year (SEOY) India Award. The platform evaluates candidates based on their accomplishments in the fields of waste management, rural health, youth leadership, and malnourishment in children.

Ms. Seema Prem is one of the potential candidates who has been shortlisted as the finalist for this year's Social Entrepreneur of the Year (SEOY) India Award 2021, out of 100 diverse submissions from 28 cities of India including 28 from women social entrepreneurs

Ms. Seema Prem is the CEO, Co-Founder of FIA which is an impact 'fintech' organisation that redefines the way financial services are distributed to low income individuals in South Asia, particularly women. FIA's AI powered Fintech platform – FINVESTA aggregates, designs and delivers sachet financial products to rural customers through its wide network of banking agents. With its distribution expertise it makes financial services more accessible, intuitive and indispensable to the underserved communities. Started to tap the 'un-banked' market in India. FIA has one of the largest rural digital banking infrastructures serving 40 million customers through 30,000 inclusion centers. It aims to provide banking services to over 100 crore people across India, Nepal and Bangladesh.