



**Introduction to CREDO Charitable Trust inspired projects under
Incubation Centre for Start Up Rehabilitation & Empowerment (IC-SURE).**

About us:

CREDO is a non profit Charitable Trust founded in 2019, duly registered at Kolkata, West Bengal. The activities of CREDO involves free training, employment, entrepreneurship and assistance to the under privileged to secure a livelihood.

CREDO has embarked in an ambitious empowerment project called 'IC-SURE' Incubation Centre for Start Up Rehabilitation & Empowerment which has been incorporated as a company 'IC-SURE Projects Marketing Private Limited'. The revenue and surplus of IC- SURE is earmarked in furtherance of the objectives of CREDO.

When you spend with CREDO, you not only access high quality product and services at compelling value, but also empower the society to become *ATMANIRBHAR* by helping micro entrepreneurship.

Objectives: Social Entrepreneurship

- ✓ *Training in Garments & Fashion industry,*
- ✓ *Training in employable vocations like Driving, Housekeeping, Home cooking, Laundry services, Graphic designing, On-line marketing, Retail, Nursing and Governess, Plumbing, etc.*
- ✓ *Setting up Self Help Groups to assist trainees to form economic business models.*
- ✓ *Secure Market linkages with target buyers/clients/customers.*
- ✓ *Roll out community based exhibitions, seminars and road shows.*

Roll out mechanism:

- CREDO infrastructure for training as the hub of all activities.
- Community driven 'spokes' at urban and rural areas expanding the training & services offered by the CREDO hub.
- Online and Offline marketing platforms.
- Crowd funded 'Spokes' for better community engagement.



Projects under CREDOIC-SURE

(1) CREDO Imagination Centre:

A state of the art, high technology fully computerized plant and machinery based air-conditioned Fashion garments manufacturing cum trainingcentre located at Behala, Kolkata, West Bengal.

The centre is involved in the free training of the under privileged to become highly experienced fashion manufacturing professionals who are employment and entrepreneurship ready.

CREDO promotes them under Hub and Spoke model where such trainee- entrepreneurs can become backend suppliers to the CREDO eco-system of

buyers, fashion designers, exporters, hospitals, schools, boutiques and fashion marketing agencies. **A role model for 'Make in India'!**



(2) CREDO Fashion Start-upInstitute:



A unique project that brings in Industry rich experience with hands on training on High technology computer based machine learning. A comprehensive 12-months vocational training program that enables a fashion Designing enthusiast to become a Fashion Entrepreneur at the end of the program. CREDO is the only institute that hand holds fashion entrepreneurs to start up their fashion business during the course of the program, thanks to its in-house Design, Engineering, Marketing, Retail and On-line e-commerce management capabilities giving a hands on real time experience to the program seekers. **Arole model for 'Stand UpIndia'!**





(3) CREDO Fashion Cafe: Promoting the products and service offered under our eco-system

A confluence point for fashion entrepreneurs, designers, boutiques and small retailers to meet and greet their clients. A retail display centre located at New Alipore, Kolkata, West Bengal for showcasing the best of fashion wear rolled out of CREDO Fashion Start-up Institute and Credo Imagination Centre. Backed by a professionally managed retail centre, photo shoot studio, Digital marketing team to fuel the Start-up eco-system.



Up-coming Projects under CREDO IC-SURE

(1) CREDO BARDHAMAN MODEL HANDICRAFT VILLAGE Kanksa village, Paschim Burdawan:



Located at the rural heart lands of Paschim Burdawan. This small, extremely neglected village house about 35 woman, specialized in ancient techniques of hand embroidery that earns them a meager earning of approx. Rs 500 per month. To save the from exploitation, to ensure better returns for their labour, to protect their handicraft and provided them with medical, economical and educational opportunity, CREDO Charitable trust wants to set up a MODEL HANDICRAFT VILLAGE which will provide specialized services as under:

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Burdawan: Suchismita Pandey, Patron Trustee. Flat 2A, 2nd Flr., Satyam Towers, Saptarshi Park, Bidhannagar, Durgapur-713212

PHONE: 97757-90304



Set up a brick and mortar facility for:

1. Training the woman in embroidery,
2. Training in conversion into garments,
3. Using the training facility as an incubation centre as Rural Start-up under a co-operative Self Help Group structure.
4. Use the facility as a showcase for Business to Business, Business to Customer confluence.
5. Promote rural tourism by developing hutment with facilities of a rural Bed-n-breakfast,
6. Use the centre as a primary medical centre with equipment and instruments for:
 - a. Covid care
 - b. Oxygen concentrator of 10Ltrs/min at 93% purity.
 - c. Basic diagnostics instruments : Glucose, Blood pressure monitor, Oximeter, sthethoscope.
 - d. Basic Nursing and care training for: infants,adults, pregnancy, child birth, Emergency care.
 - e. Equipped Ambulance to serve the entire community.
7. Use the centre to promote micro-enterprises in:
 - a. Home poultry,
 - b. Small scale fisheries,
 - c. Garment manufacturing
 - d. Adult and Children education (on-line and physical)



Market Linkage:

To prevent exploitation, we shall endeavor to enable market linkage as under:

- With foreign consulates for their household orders and export networking,
- With Indian consulates abroad for networking with foreign buyers,
- With Corporate and Public sector undertakings for their orders,
- With Indian designers and stores,
- We shall hold exhibitions across Urban cities to promote the goods and services direct to consumers.
- We shall promote online through E-market places, Digital marketing.
- We shall promote through CREDO stores.



(2) CREDO Bakery: The home cooking training institute:

Home cooked food is an essential nutritional demand of every household. Securing cuisine trained home cooks, either on part time or full time basis, remains a challenge for most households. CREDO plans to set up a FSSAI certified clean kitchen to train under privileged women to become certified home cooks - thus generating a demand and employment opportunity. The trained home cooks shall also be motivated to form catering entrepreneurial businesses to cater to corporate or private events and mealservices.

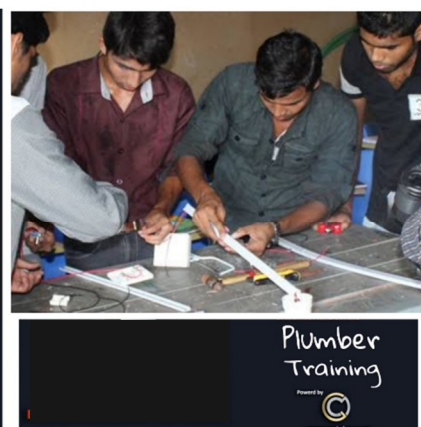
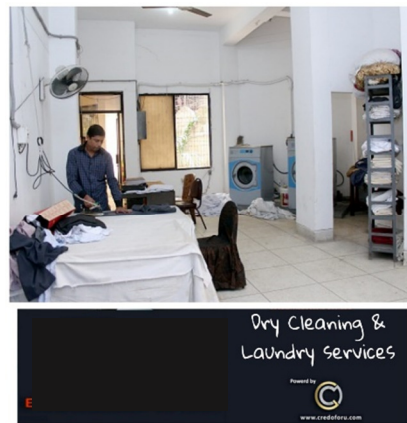
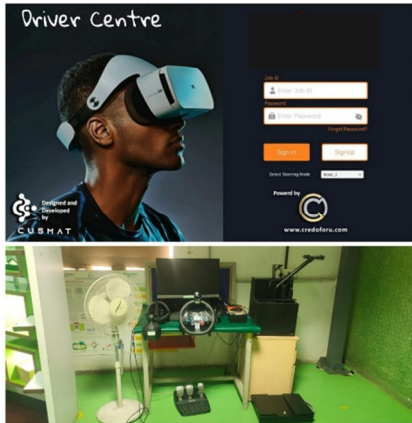
(3) CREDO Vocational Training:

Partnering with local NGOs to provide the following vocational training across West Bengal :

- *Driving Center*
- *Graphic Designing*
- *Online Marketing Training*
- *Para nursing & Governess*
- *Dry cleaning & Laundry services*
- *Housekeeping training*
- *Cloud kitchen & Catering services*
- *Electrician & Plumbing services*

Model:

Credo is partnering with several NGOs to set up training facilities within their premises across West Bengal in order to mobilize and train the youth in economically viable professions that has immediate demand within their own community. The local NGOs provide the space, administrative manpower, trainees and maintain the training site while CREDO provides the equipment, technical know-how, expertise and linkages.





CREDO partners that work hand-in-hand in socially motivated projects:

We have partnered with '**Genesis Educational & Charitable Trust**' which is tirelessly working to set up a school and health centre for the victims of Tiger attack at Sundarbans. GECT regularly holds health camps, has adopted 200 families across the Delta and is also planning to set up a vocational training centre at Sundarbans as it's empowerment drive.



We are supported by **Rotary Club of Calcutta Chowringhee**. Rotary has donated sewing machines and provided us with under privileged trainees whom we have trained to become fashion professionals.



We are supported by various foundations, patrons and corporate bodies through their assistance in securing market linkages and benefactors.



We are delighted to welcome you into the CREDO family and deeply appreciate your social commitments. Together with your support, we remain, ever committed to serve the society.

Looking forward to a socially rewarding and empowering association, we remain,
Yours-in-service,
for CREDO Charitable trust,

PINAKI ROYCHOWDHURY
SETTLOR TRUSTEE
& Secretary General

SUCHISMITA PANDEY
PATRON TRUSTEE