



CREDO

PHILANTHROPY



SKILLING AT IT'S BEST
TOUCHING LIVES & SPREADING SMILES

ANNIVERSARY EDITION 2025

**BESPOKE
SKILLING**

**FOR THE 21ST
CENTURY WORLD!**

**CREDO
FOUNDATION**

Detailed coverage on:

- The Initiation
- Skilling Program
- COVID contributions
- Incubation Center
- CREDO Projects
- Events & Sports



A CSR initiative under
PR Global Group

WWW.CREDOFORU.COM



CREDO

SUSTAINABLE
DEVELOPMENT
GOALS



Chairman's Address

*Mrs. Sudeshna
Roychowdhury*

CHAIRMAN & INSPIRATOR

We are pleased to introduce CREDO (Confederation of Rehabilitation Empowerment and Daedal Organizations), dedicated to serving the nation through non-profit organizations and individuals to provide holistic rehabilitation, skill development, and economic empowerment for the urban and rural poor, including artisans and craftsmen. CREDO aims to integrate disadvantaged communities into the economy, fostering employment opportunities and entrepreneurship among youth, women, and underprivileged groups. Supported by socially conscious leaders, CREDO is committed to nation-building through sustainable social infrastructure focusing on poverty alleviation and empowerment.

Among its key initiatives, CREDO plans to establish Technology Incubation Centers across India, training up to 6,000 students annually in both manufacturing and service-oriented skills. The goal is to transition 3,000 trainees into employment each year while nurturing 150 entrepreneurial ventures through MSME loans. Additionally, CREDO will host an International Conference to create a global platform for discussing innovative solutions for poverty alleviation and promoting the Indian daedal community.



CREDO also aims to empower rural and tribal India by collaborating with local governments to establish training centers that focus on modern agronomics and animal husbandry. The organization plans to promote micro-credit and self-help groups for women, supporting entrepreneurship in animal husbandry and kitchen services.

In addressing social challenges, CREDO is committed to combating the threat of pornography through partnerships with corporate and government bodies, establishing legislative measures and tracking systems. The organization also aims to ensure affordable, quality healthcare access by collaborating with healthcare providers, ultimately improving the patient experience. Through these initiatives, CREDO is dedicated to empowering communities, promoting entrepreneurship, and building a sustainable social infrastructure to contribute to a prosperous nation.

CREDO Global *Ambassador*

“Guided by compassion and resilience, our initiatives span vital areas, from skill development to empowering women and supporting marginalized communities”.

Namaste!

It is an honor for me to introduce this edition of CREDO’s magazine—a testament to the vision and impact of an organization dedicated to social transformation.

From its inception, under the leadership of Mr. Pinaki Roychowdhury, CREDO has committed itself to creating an inclusive India, where every person has the opportunity to thrive.

CREDO’s programs reflect a broad commitment to social justice. Initiatives such as the “IC-SURE” training center and the 300+ Pan India Tailoring centre Project set up offer livelihoods and new possibilities to those who need them most. The “Nari Shakti” program fosters women’s empowerment, while initiatives like the Bardhaman Village Handicraft Center provide support to artisans, helping them access fair opportunities in domestic and export markets.

As someone who has spent over a decade in the fashion industry, I feel proud to be part of CREDO’s mission to raise awareness and skill India in the fashion and textile sectors.

I have gained so much from this industry, and partnering with CREDO offers an incredible opportunity to give back by creating growth opportunities for others. Together, we are fostering an environment where individuals can grow and thrive within this sector.

Through initiatives like CREDO EMBRACE, which advocates for LGBTQIA+ rights, and our vocational programs, we are building a future where no one is left behind. As CREDO’s Global Ambassador, I am inspired by our collective vision and am grateful to be part of this journey toward a compassionate and equitable India.



USHOSHI SENGUPTA

**SUPER MODEL,
ACTOR &
PHILANTHROPIST**

**Miss UNIVERSE
INDIA - 2010**



Words from the Founder

Dinaki Roychowdhury

FOUNDER & MAIN INSPIRATOR



CREDO transcends the roles of a facilitator, incubator, or economic driver; we embrace a profound commitment to serve nations and global citizens alike. We are dedicated to nurturing and promoting ideas, ideologies, and projects that foster global peace, harmony, and poverty eradication, unbounded by specific domains or geographical limitations.

Our mission extends beyond conventional boundaries, as we strive to create a positive and comprehensive impact on the world. CREDO stands as your confederation, united in mutual support and service. We collaborate to manage our shared responsibilities while extending our efforts to uplift others. Our growth will be organic, rooted in compassion for our fellow beings and a commitment to environmental stewardship on a global scale.

Our commitment extends to environmental organizations to roll out projects that tackle poverty, hunger, pollution, healthcare quality, and education. Together, we will improve the quality of life for all while protecting our natural resources and addressing gender inequalities.

As we stand at a pivotal moment in history, India is poised for a significant leap into the global economic marketplace. By harnessing our inherent soft skills and entrepreneurial spirit while integrating modern technology, we are ready to unlock our full potential. This is the moment for every Indian to seize the opportunities before us, driving a new wave of entrepreneurship that will create jobs and expand markets across manufacturing and services, establishing India as a dynamic force in the global economy.

CREDO aims to unite individuals, artists, artisans, NGOs, government agencies, private enterprises, and MSMEs into a single platform to address shared challenges and discover holistic solutions for growth. Our initiative, the IC-SURE (Incubation Centre for Start-Up Rehabilitation and Empowerment), will provide vocational training, facilitate handicraft design, promote artisans, and support ancillary manufacturing services. Through dedicated incubation centers across India, we will create social entrepreneurs and job opportunities at every level.

C R E D O C O E

CREDO: THE BEGINNING



CREDO, more than just an incubation center.

Confederation of Rehabilitation Empowerment & Daedal Organisations, better known as **CREDO**, is not just an incubation center; it is a movement dedicated to addressing systemic issues like poverty, gender inequality, and social apathy. Our goal is to create an inclusive India where everyone can thrive through skill development, entrepreneurship, and holistic rehabilitation.

CREDO originated as a visionary idea from our Founder, Pinaki Roychowdhury, who recognized the pressing need for a comprehensive approach to address poverty and social inequality in India. With the encouragement and guidance of Dr. Prashant Rokade (IRS), this vision began to take shape, transforming into a concrete initiative aimed at fostering sustainable social infrastructure.

On March 14, 2018, CREDO was officially introduced at the Constitution Club of India in Delhi, where it garnered significant attention from esteemed guests and thought leaders. This launch event marked the inception of CREDO Orbis, which emphasizes a global vision toward a poverty-free India. The initiative focuses on building sustainable social infrastructure that empowers marginalized communities, fostering both economic growth and social equity.





NITIN GADKARI

Nitin Gadkari is an Indian politician and a prominent figure in the government, known for his significant contributions to infrastructure and transportation development. Currently serving as the Minister for Road Transport and Highways, he has been instrumental in implementing major projects aimed at improving India's road connectivity and transportation networks.

“CREDO Orbis’ is a confederation of all NGOs and directly affected individuals - assisting them to realize their economic potential and harnessing their individual talent to create a National network of skilled professionals and entrepreneurs over a uniform delivery platform while promoting Indian Tourism, Culture, Traditions and Handicrafts globally. “

— NITIN GADKARI AT THE
CREDO ORBIS EVENT

नितिन गडकरी
NITIN GADKARI



मंत्री
जल संसाधन, नदी विकास, गंगा संरक्षण,
सड़क परिवहन, राजमार्ग एवं पोत परिवहन
भारत सरकार

Minister

Water Resources
River Development, Ganga Rejuvenation,
Road Transport, Highways and Shipping
Government of India

MESSAGE

I am happy to know that "Credo Orbis" - Confederation of Rehabilitation, Empowerment & De-Addiction Organizations of the World has been created to serve the skilling and promotion of our Nations 'soft skills', 'handicrafts', 'culture & traditions', 'tourism', etc. across India and the World in order to empower the economically under privileged, the differentially disabled, survivors of trafficking and substance abuse.

'CREDO Orbis' is a confederation of all NGOs and directly affected individuals - assisting them to realize their economic potential and harnessing their individual talent to create a National network of skilled professionals and entrepreneurs over a uniform delivery platform while promoting Indian Tourism, Culture, Traditions and Handicrafts globally.

I extend my heartiest greetings and wish "CREDO Orbis" all success in its future activities.

(Nitin Gadkari)



JUAL ORAM

Jual Oram is an Indian politician from Odisha and a senior leader of the Bharatiya Janata Party (BJP). He is well-regarded for his work on tribal issues and development and has been a longstanding representative of Odisha's tribal communities. Oram belongs to the Sundargarh district, which has a significant tribal population, and he has served multiple terms as a Member of Parliament (MP) from the Sundargarh constituency.

As one of Odisha's key political figures, Jual Oram remains a crucial advocate for tribal rights and development, recognized for his efforts to bring attention to the challenges faced by India's tribal population.

Rural India is energized with vision to join the mainstream economy & contribute Nation building. This is possible only when 80 Crore Indians are skilled and empowered to unlock their latent talents and reach economic self determination.



— JUAL ORAM AT THE CREDO
EVENT

जुएल ओराम
JUAL ORAM



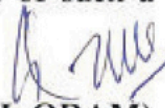
मंत्री
जनजातीय कार्य मंत्रालय
भारत सरकार
शास्त्री भवन, नई दिल्ली-110001
MINISTER OF TRIBAL AFFAIRS
GOVERNMENT OF INDIA
SHASTRI BHAWAN, NEW DELHI-110001

MESSAGE

Rural India is energized with vision to join the mainstream economy and contribute the Nation building. This is possible only when 80 Crore Indians are skilled and empowered to unlock their latent talents and reach economic self-determination.

‘CREDO Orbis’- Confederation of Rehabilitation, Empowerment & De-Addiction Organisations of the World, has been formed with the vision to skill, empower and promote the urban, rural and tribal talent in a manner where jobs are created, entrepreneurship is inculcated, Indian handicrafts, ancient traditions, knowledge, vibrant culture and tourism is promoted world wide – creating a billion opportunities while fighting against social evil like substance abuse, trafficking and poverty.

I congratulate CREDO Orbis on embarking on such a holistic venture and welcome all global citizens, NGOs, corporate and government agencies to extend their assistance and co-operation that will lead to the grand success of such a noble cause.


(JUAL ORAM)

RAMDAS ATHWALE

Ramdas Bandu Athawale is a prominent Indian politician, social activist, and trade unionist from Maharashtra. Athawale's activism extends beyond his legislative work. He has been a vocal advocate in movements for social justice and has consistently used his platform to raise awareness on issues like caste-based discrimination, economic inequality, and labor rights. His charismatic and often humor-laden oratory style has made him a well-known figure in Indian politics, especially in Maharashtra, where he continues to be influential among his constituency and followers.



"The time has come where every citizen of the Nation has to rise above all odds and grasp the fruits of freedom - be it economic or social."

"CREDO Orbis" is a single window platform for its members to access government schemes, imparting skill training, assisting in the manufacturing of goods, agri and farm produce, decimation of services by the intended beneficiaries and marketing their skills."

**— RAMDAS ATHWALE AT THE
CREDO ORBIS EVENT**

रामदास आठवले
RAMDAS ATHAWALE



सत्यमेव जयते



MESSAGE

सामाजिक न्याय और अधिकारिता राज्य मंत्री
भारत सरकार

MINISTER OF STATE FOR
SOCIAL JUSTICE & EMPOWERMENT
GOVERNMENT OF INDIA

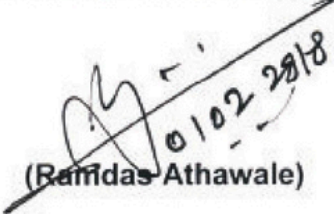
01 Feb 2018

Credo Orbis in Latin means 'I believe in the world'! Hence I am happy to know about the formation of the trust 'CREDO Orbis'- Confederation of Rehabilitation, Empowerment & De-Addiction Organizations of the World .The time has come where every citizen of the Nation has to rise above all odds and grasp the fruits of freedom – be it economic or social.

"CREDO Orbis" is a single window platform for its members to access government schemes, imparting skill training, assisting in the manufacturing of goods, agri and farm produce, decimation of services by the intended beneficiaries and marketing their skills, services or produce in a manner that results in the alleviation of poverty at the grass roots.CREDO Orbis has been formed to irradiate poverty through sustainable social infrastructure called IC-SURE projects across India that will integrate skill training with manufacturing, entrepreneurship with targeted promotion- thus empowering the rural and urban poor, victims of drugs and substance abuse, victims of trafficking, women and the physically challenged to realize their true potential.

"CREDO Orbis" shall also hold several key International Conferences across major global cities with the aim to invite attention towards irradiation of poverty and the earmarked projects for the same.

I am happy to extend my best wishes at all times and invite all individuals, public sector undertakings, private enterprises, philanthropists, social workers and NGOs to support "CREDO Orbis" in its noble endeavors.


(Ramdas Athawale)



The event showcased a distinguished lineup of notable figures, including Chief Guests Shri Ramdas Athawale, Shri Anupriya Patel, and Shri Shanta Kumar. Their presence, along with that of the Guests of Honour, Shri Pashupati N. Singh and Shri Sunil Kr. Singh, underscored the significance of CREDO's mission. This gathering highlighted not only the organization's commitment to addressing pressing social issues but also the collaborative efforts required to tackle the multifaceted challenges of poverty and inequality.

“I think poverty is a curse to humanity. As a society it's our responsibility that we who are concerned and the sensible should respond.”

Dr. Prashant Rokade (IRS)



CREDO Founder Pinaki Roychowdhury at the Conference

The participation of such esteemed leaders emphasized the need for collective action and partnership among various stakeholders to create sustainable solutions that uplift marginalized communities and promote social justice. Their insights and shared experiences during the event served to inspire attendees and reinforce the belief that together, meaningful change is achievable.

Vision

- **Empowerment for all:** CREDO aims at empowering the disadvantaged communities of India, especially the tribals, the destitute and the economically backward communities.
- **Mobilise Grass-roots:** To have an empowered ecosystem from the grassroot level itself.
- **Sustainable empowerment:** CREDO aims to create a lasting positive impact and foster growth at both individual and societal levels.



Mission

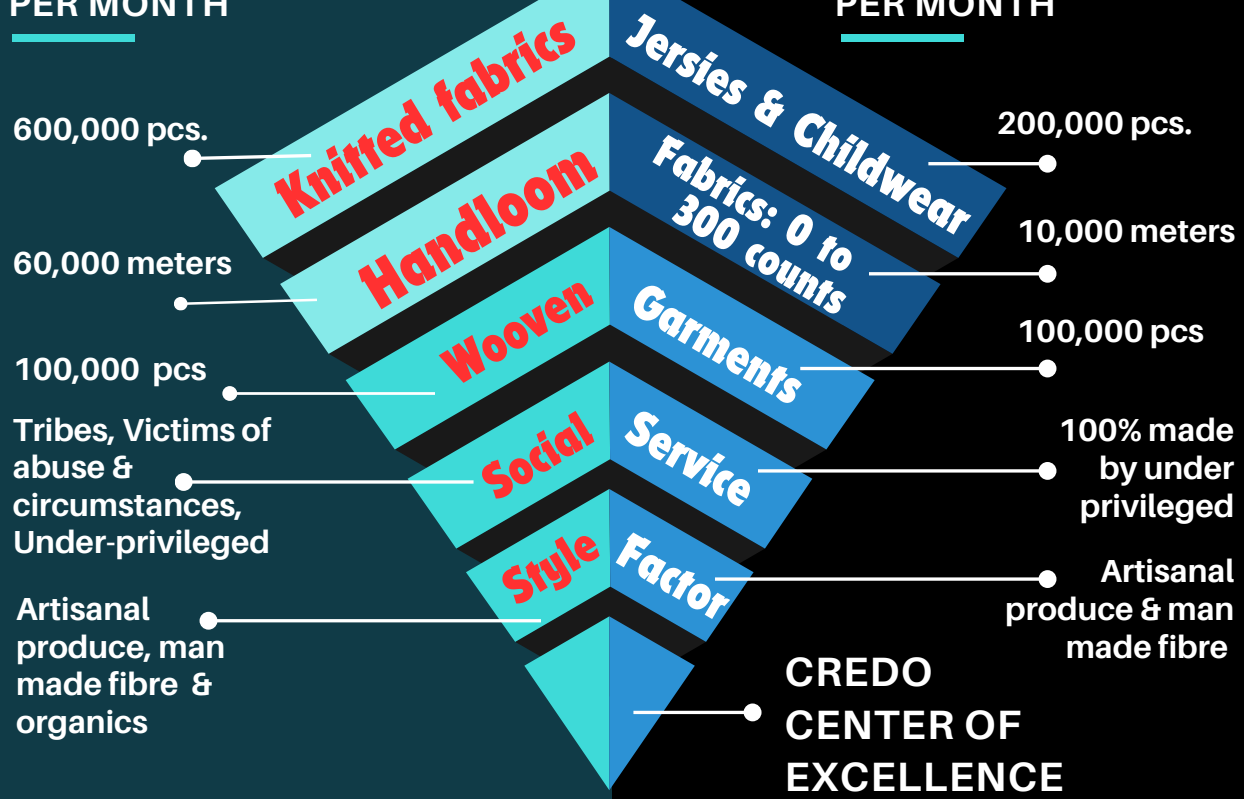
- **Promoting micro-entrepreneurship** to stimulate local economies and supporting a collaborative ecosystem with industry stakeholders and government bodies.
- **Incubation Hub:** To set up a world class Hub center in India which gives the budding entrepreneurs a platform to showcase their talents.
- **Cluster Manufacturing:** To provide assistance to the entrepreneurs in every step through handholding initiatives essential for their growth and market linkage.





PROPOSED CAPABILITIES PER MONTH

EXISTING CAPABILITIES PER MONTH





CREDO FOUNDATION
NGO Directory



364 REGISTERED NGOS

CREDO'S JOURNEY OF PURPOSE AND IMPACT

2019

2024

CREDO was formally registered as a charitable trust in 2019 by our visionary leader, Pinaki Roychowdhury and the PRG Group, in a period of optimism and anticipation - just before the world was gripped by the COVID-19 pandemic. In the face of the unprecedented challenges brought about by the pandemic and the subsequent lockdowns, CREDO demonstrated remarkable resilience and compassion. We swiftly pivoted our focus to address the urgent needs of those affected, providing crucial supplies such as masks and other essentials to communities in distress.

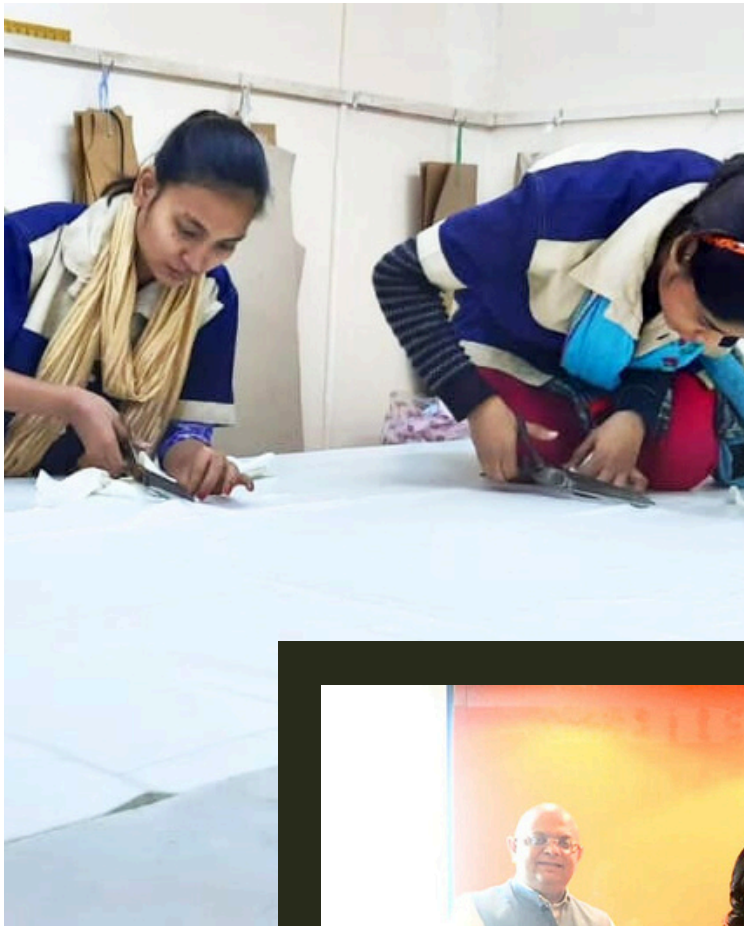


CREDO was committed to fostering social responsibility and community development by partnering with a **diverse network of over 364 NGOs from across the country**. These NGOs are specialising in Child & Youth Education, Health Awareness, Skill Development, Social Service. This initiative was offered free of charge, reflecting CREDO's dedication to inclusivity and support for organizations that worked tirelessly for the betterment of society.

By affiliating with these NGOs, CREDO aimed to create a collaborative platform that opened doors to a myriad of opportunities for those who truly deserved them—individuals and communities that were often overlooked or under represented. This network not only enhanced the reach of CREDO's mission but also amplified the voices of grassroots organizations making impactful changes in their localities.

Through this affiliation, CREDO sought to connect resources, share knowledge, and foster partnerships that empowered NGOs to maximize their impact. The overarching goal was to build a stronger, more resilient community by facilitating access to training, development programs, and funding opportunities, ensuring that deserving individuals and groups could thrive and contribute to a more equitable society.





CREDO



ROTARY CLUB OF CALCUTTA CHOWRENGHEE

FREE SKILLING

Sponsored by CREDO



On March 30, 2020, CREDO – Confederation of Rehabilitation, Empowerment, and Daedal Organization – proudly reported the successful conclusion of its entrepreneurship training program to 10 under privileged girls of recommended by the Rotary Club of Calcutta Chowrenghee. The program, part of the 'Mission SWABHIMAAN' initiative, aimed to empower underprivileged young women by providing them with essential skills in tailoring and garment manufacturing. Held at CREDO's fashion incubation center at Tangra, Kolkata. The training focused on equipping participants with the latest technology and best manufacturing practices to foster entrepreneurial capabilities.

Completion of Entrepreneurship Training

The training, which began on September 2, 2019, and concluded between January 31 and February 29, 2020, saw ten talented young women from various backgrounds join the program. Each participant was provided with comprehensive instruction in creating a range of products, including fabric files, bags, shirts, baby trousers, and more, as well as learning techniques such as screen printing. The trainees were also introduced to advanced items like aprons, fridge covers, gloves, caps, doormats, and mobile charger covers. Rotary Club of Calcutta Chowrenghee had donated 3 tailoring machines to CREDO while the cost of training was sponsored by CREDO.



Among the trainees, Rani Hela and Preeti Singh particularly stood out, demonstrating remarkable enthusiasm and dedication. They excelled in their training, achieving high scores in both eagerness and skill acquisition, and produced diverse creations such as baby shirts and wall hangers that reflected their comprehensive learning. In contrast, Zainub Yasmin showed more modest progress, primarily acquiring skills in making bags and screen printing.



Training Program Highlights

The successful completion of this training program highlights the impactful partnership between CREDO and the Rotary Club of Calcutta Chowringhee, showcasing the potential for significant social empowerment through targeted vocational education. As these young women venture into the world with their newly acquired skills, they carry the promise of self-reliance and entrepreneurial success, paving the way for their future in the fashion industry.

This program not only transforms their individual lives but also contributes to broader social change, inspiring hope and opportunity for many in their communities.



CREDO Founder Pinaki Roychowdhury with the Rotary Club members

Chowrenghee-CREDO

Join  hands

Rotary Calcutta Chowrenghee joins CREDO (Confederation of Rehabilitation Empowerment & Daedal Organisations), in the IC-SURE incubation project for train-

ing, employment and empowerment of the underprivileged through bespoke garment manufacturing. Our club has given 2 automatic Japanese Juki tailoring machines on which 10 girls have started training to stitch bespoke shirts.



Training will take place in 2 batches of 4 hours for 5 days/week. Training period is for 6 months during which they will receive a stipend matched with a bonus upon completion of training, after which they will be upgraded from interns to junior tailors & then a master tailor & entrepreneurship. Our members visited the center on the morning of Saturday, 21st September. Those present were President Nita Sethia, Club Secretary Nutan Jayaswal, President-Elect Deepak Saraf, Vice-President Vikram Tantia, Editor Rohit Kedia and PP Rajni Jhunjhunwala



Use Promocode **PARAMPARACREDO** and avail 45% discount while purchasing shirts from www.credoforu.com

Rotary Chowrenghee Trust gets 20% contribution against each purchase by you, your family and friends. You are requested to please circulate the promocode widely.



**FRIDAY
FLASH
BACK...**

9/9/99... Rotary Club of Calcutta Chowrenghee had its first meeting with some 15-20 members. 20 years and going strong!! We have come a long way and we will still go miles, always keeping in mind that we came together to serve to bring back smiles...

May the good work continue... Cheers to all of us...

CREDO E-commerce Launch

2019

CREDO

CREDOFORU.COM LAUNCH

In 2019, we proudly launched our website, credoforu.com, a momentous occasion that was beautifully marked by the presence of the esteemed actress Debolina Kumar. Her participation in the event not only elevated the significance of the launch but also underscored our commitment to fostering creativity and innovation.

Debolina's charm and charisma brought a vibrant energy to the celebration, captivating our audience and drawing significant attention to our initiative. As an influential figure in the industry, her involvement helped us convey our mission and vision more effectively, allowing us to connect with a broader audience.



Team CREDO with Actress Debolina Kumar at the website Launch

The launch event was a perfect blend of inspiration and excitement, showcasing our dedication to empowering emerging talent and promoting sustainable practices within the fashion community. With Debolina Kumar at the forefront, we celebrated not just the unveiling of our website, but also the beginning of a new chapter in our journey—one that aims to uplift and inspire designers and creatives alike.

CREDO ECOMMERCE LAUNCH BY DEBOLINA KUMAR



Her support was instrumental in amplifying our message, and we are grateful for the lasting impact she made during this pivotal moment in our history.

Debolina Kumar with CREDO's Trustee Mrs. Sudeshna Roychowdhury

CREDO DURING THE PANDEMIC

HEALTHCARE



The pandemic posed significant challenges, particularly for underprivileged communities that often lacked adequate resources. In response, CREDO committed to providing comprehensive support to those in need, focusing on urgent health needs and societal welfare through targeted interventions. **Our initiative included the free distribution of life-saving medicines and PPE kits certified by the Ordnance Factory Board to protect medical staff.** We also distributed face masks widely and **donated ten imported oxygen concentrators, establishing oxygen banks in Tangra, Kolkata, and Durgapur, Bardhaman,** to improve access to essential supplies during critical times.

Additionally, we empowered underprivileged communities through vocational training and economic support.

- **In Topsia, we offered free apparel training for women,** helping them gain valuable skills.
- **We distributed fabrics and garments at the Ramakrishna Mission Sarada Seva Kendra in BagBazar- Kolkata,** enabling recipients to sew accessories and pursue self-employment.
- **In Barrackpore, we assisted in establishing a garment manufacturing unit with the Sarada Mission,** promoting local industry and job creation.
- We also enhanced the **Ramakrishna Mission's Food and Beverages products** with advanced packaging to improve market reach.

CREDO has been actively involved in Covid-19 response efforts by creating educational content on sanitization, providing medical kits to affected areas, and free online courses on Covid care protocols.



OXYGEN CONCENTRATORS

EU

Model	Flow Rate	Purity	Delivery
Domestic	1Ltr-5Ltr	93% to 33%	10 days
Medical 5L-V1	1Ltr-5Ltr	93% continuous	10 days
Medical 5L-V2	1Ltr-5Ltr	93% continuous	5 weeks

Model & Look may change at the time of shipment depending on availability

Shoulder to shoulder we stand...United!



DR. PRASHANT ROKADE(IRS)

CREDO Motivator

This is a glimpse into the life of Ashwini Bhalerao, a student and an activist of RJPA Shegaon Naka, Ramabai Ambedkar Nagar, Amravati.



On March 22, 2020 her husband died of a kidney disease. As a single mother, she used to wash dishes and prepare mid-day meals at a local school surviving on daily wages. Today, the school is under lock down so her prospects of earning her daily bread has evaporated with it. Ashwini has a baby and is in trouble today. For her to survive this ordeal and fulfil her basic needs, Ashwini needs a hand.



Dr. Prashant Rokade, IRS, a person dedicated to social service is the inspiration behind CREDO ethics 'I Believe'. He is leading the frontline and preaching through his action, motivating lives, motivating CREDO.

Ashwini is one such example of community reaching out to its own. Like her there are so many being hand held by Dr. Rokade and his team members of RJPA. They are stepping into their villages, handing over grocery kits along with some cash and lending a moral support in this time of adversity. Let's hope and pray for all such deprived brothers and sisters to wade through this period of uncertainty and come out brimming with hope.

Dr. Prashant Rokade lamented, "For me being a very small activist, seeing the ground level pictures at slums was very saddening, heart wrenching and pathetic." He said, "Government is trying its best apart from our help and at an individual level, to the best of our abilities, the underprivileged and the destitute need our moral support."

YES we can and so can YOU! Help your neighbours, the street people and the stray animals. Come join CREDO in this action. Every soul fed is an offering to the Almighty.



CREDO INITIATIVES

THROUGHOUT THE YEARS

EMPOWERMENT THROUGH SKILLING



**CREDO's
Sustainable
Membership Drive
and Empowerment
Initiatives**

CREDO is pioneering a policy to extend its membership drive through sustainable social empowerment projects. This initiative includes the establishment of informal English language and computer education classes in Topsisia. These classes aim to foster independent thought, enhance public speaking skills, and support character development. At the age of 14, students will be introduced to CREDO's Vocational Training Centers, where they will receive skills training to prepare them for productive societal roles.



TOPSIA



On Valentine's Day, CREDO chose to spend time with children from underprivileged backgrounds, emphasizing that if children are the future of a nation, it is our responsibility to ensure that even the poorest have opportunities comparable to their more privileged peers. Street children, when given a chance, often show remarkable intelligence and eagerness to learn.



MASS EMPOWERMENT

Mass Empowerment Project in Bengal

CREDO has proposed a comprehensive mass empowerment project for Bengal, highlighted by a vision video designed to promote widespread empowerment. The project includes developing merchandising for marketing CREDO's initiatives in West Bengal and distributing free CREDO-branded apparel. Additionally, CREDO Center's video content, showcasing its vocational training, manufacturing, and service capabilities, has been made available on social media.

The Rural Empowerment Program video, along with a detailed 1,500-page project report, covers scientific farming, greenhouse farming, rural industries, warehousing, and cold storage, forming an integrated model to revive the rural micro-economy.

CREDO Center of Excellence:

Operated by the vision of CREDO Foundation, a non-profit charitable trust founded in 2019—has been established with a contribution of ₹ 4 crores by Pinaki Roychowdhury, the founder of CREDO Charitable Trust. This centre focused on providing free training, employment opportunities, and entrepreneurial assistance to underprivileged individuals, helping them secure a sustainable livelihood.

Among its notable initiatives is the "IC-SURE" (Incubation Center for Start-Up Rehabilitation & Empowerment) project. This ambitious program aimed to empower youth and able-bodied individuals by offering training in various vocations that are crucial to the local economy.



Sunderban Kultali Village Initiative

In the Sundarban region, where the male population has been significantly diminished due to tiger attacks while foraging in forests, CREDO is launching employment projects to reduce dependency on forest resources. Initiatives include fisheries and mud crab culture, village honey farming, online education for children, driver, plumber, and carpentry training, as well as adult literacy programs. These projects aim to create sustainable village-based employment opportunities, minimizing the need for hazardous forest excursions.

WOMEN EMPOWERMENT & ASSISTANCE

Nari Shakti: Empowering Women

In celebration of Women's Day on March 8th, CREDO focused on projects for and by women at Dhapa. These initiatives included garment stitching and fashion design training, car driving, culinary services, housekeeping, para-nursing, laundry services, and graphic design.



Bardhaman Village Handicraft Center:

In Bardhaman, CREDO has set up a Handicraft Self-Help Group Centre in Akodara, Molandighi, Kanska, and Paschim Burdwan, focusing on embroidery by the village of rag-pickers. This center aims to establish a model embroidery and handicraft zone, linking to both domestic and export markets, thereby protecting local artisans from exploitation by intermediaries.



Sundarban Drive:

The Sundarbans region faced significant challenges, including the devastation of the Amphan cyclone and tiger attacks on local villages in 2021. Despite these adversities, the resilience of the communities remained strong.

GECT, led by Dr. Purnendu Roy, is focused on supporting those affected by these calamities. The cyclone severely impacted homes and livelihoods, while wildlife threats compounded the villagers' struggles. Yet, the determination and spirit of the people shone through.

CREDO is committed to set up independent initiatives aimed to assist these communities in rebuilding and recovering. We provided essential supplies and psychological support, fostering hope and solidarity among the residents.



Additional Initiatives and Meetings:

CREDO's efforts included planning and supervising construction at the Dhapa center and meeting with Yuva Shakti leaders to introduce new skill based empowerment. A significant focus was placed on developing and implementing vocational training programs and providing free internship certifications.

In April 2021, CREDO presented its development plans for Hooghly and Diamond Harbor to the local government, with state leaders and ministers involved. The organization has also engaged in team-building activities and launched several projects related to Covid-19 awareness and support, including distributing medical kits and oxygen concentrators.



CREDO is dedicated to creating a path of equality for all, believing that everyone should have access to opportunities that empower them economically and socially. By focusing on skill development, vocational training, and community engagement, CREDO strives to dismantle barriers that hinder progress and promote an inclusive environment where all individuals can thrive.



Little By Little, We walk far: A Collaboration With Manochetna Academic and Research Centre (MARC)

For the differentially abled community

In a heartfelt gathering, CREDO had the honor of hosting Manochetna Academic and Research Centre (MARC) an initiative of Manovikas Kendra & Department of Education, Calcutta University, an organization renowned for its commitment to social good. The event sparked a dynamic exchange of ideas, showcasing the passion and dedication that MARC embodies. Attendees were treated to insightful discussions that highlighted the importance of collective action in the face of societal challenges. Both CREDO and MARC share a common mission: to serve society and create positive change. While our organizations may be small, our efforts are significant. As the saying goes, "Little by little, we walk far." This sentiment resonates deeply within both teams, reinforcing our belief that even minor contributions can lead to substantial impact.

The collaboration between CREDO and MARC is more than just a partnership; it is a journey filled with adventure and shared purpose. As we continue on this path, we remain committed to supporting one another and responding to the calls of our communities.



MULTI DISCIPLINARY SKILLING



CREDO CHARITABLE TRUST AND PEERLESS SKILL ACADEMY: A MILESTONE AGREEMENT

On Wednesday, July 5, 2023, CREDO Charitable Trust, driven by its inspiring mission, signed a landmark cooperation agreement with Peerless Skill Academy, supported by the Ramakrishna Mission at Belur Math. This agreement, officially signed, stamped, and sealed, represents a significant advancement in our commitment to skill-based training and entrepreneurial support. The collaboration will focus on several key programs: the Fashion Design & Business Start-Up Program, which aims to equip individuals with the skills needed for success in the fashion industry and to establish their own businesses;



CREDO volunteered to upgrade the packaging of the entire Ramakrishna Mission food and beverage line, making them appealing and contemporary. Samples were purchased from across the centres of Ramakrishna mission. New packaging and labelling designs were generated. The outcome of the project was breathtaking!



CREDO CENTER OF EXCELLENCE (CCE) TEAM VISIT TO NEO METALIKS CSR UNIT

The CREDO Center of Excellence (CCE) recently conducted a pivotal visit to the Neo Metaliks CSR unit in Durgapur on Friday, July 14, 2023. The team, comprising Anwar Mullick (Production Head), Puja Santra (Fashion Designer), and Nabanita Roy (Fashion Designer), was on a mission to explore opportunities for transforming the Vocational Training Centre into a hub for fashion design, manufacturing, and accessories. This vision aimed to create an empowered ecosystem that bridges the rural-urban divide and fosters opportunities for all through a unified fashion incubation model.

The team was warmly received by Mr. Ayush Agarwal upon arrival in Durgapur, who provided exceptional hospitality. The unit hosted 24 trainees equipped with 16 traditional manual sewing machines. The team conducted an introductory session to demonstrate the scope of fashion design and showcased images related to the field.

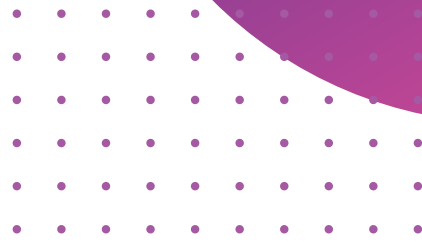
The trainees were assessed through basic tasks, such as creating small bags from leftover fabric, reflecting their design ideas.

The session proved productive, with all trainees demonstrating eagerness to learn. Moving forward, CREDO recommended that five trainees would be selected for upskilling through an intensive 30-day training program at CREDO's Behala and New Alipore Centers in Kolkata.

Upon completion, the trained and certified fashion designers will return to their home base to establish a Self-Help Group (SHG) and commence operations. CREDO will support and guide their entrepreneurial journey, encouraging them to secure stitching orders from Neo Metaliks. These orders may include eco-friendly fabric envelopes, industrial uniforms with customized elements, corporate gifts, and display items for casual and formal wear.



CREDO AND TATA PROENGAGE



MARKET LINKAGE



Since 2021 Tata ProEngage has been associated with CREDO. Developing CREDO website, E-commerce and social media platform through TATA eco-system volunteers has enabled the market access. Thus, connecting the beneficiaries with direct market linkage. TATA ProEngage teams have visited CREDO Centre of Excellence, touring the CREDO Incubation Centre, Retail & Experience Centre, and Corporate Office. Accompanied by the CREDO team, they reviewed various operations.

TATA Volunteers provided several constructive suggestions to enhance our digital presence and operational effectiveness. They recommended developing comprehensive Brand Guidelines and creating short videos to showcase each machine's functionality. They helped create and establish Standard Operating Procedures (SOPs) for audits, improving website development, and enhancing our social media strategy.

TATA ProEngage continues to support the digital outreach plans and infrastructure development of CREDO

CREDO Founder Pinaki Roychowdhury with Tata ProEngage Volunteer Shri Ranjit Ravindran, at The CREDO Center in Behala

CREDO
CREDOFORU.COM

TATA
engage
be the change

Plans for future projects include enhancing online education content, developing a social service business plan, and promoting Bengal's handloom industry. CREDO continues to support its mission through various initiatives aimed at empowering communities and fostering sustainable development across Bengal and beyond.

At its heart, CREDO embodies a profound commitment to both personal and communal growth. Our core mission is to offer unwavering support and assistance to individuals and groups in need. We believe in the transformative power of empowerment, striving to uplift and enable those we serve to realise their fullest potential. This commitment is not just about addressing immediate needs but also about fostering long-term positive change



Our guiding principle, "Touching Hearts and Spreading Smiles," articulated by our founder, reflects CREDO's commitment to making a meaningful impact through acts of kindness and support. This motto embodies our belief in empathy, compassion, and the joy of positively affecting others' lives.

At CREDO Centre of Excellence, we strive for excellence in all our endeavors, ensuring our efforts meet the highest standards of service and impact. We aim to be a source of hope and a catalyst for positive change, working tirelessly for the best outcomes for individuals and communities.

In the past four years, CREDO has transformed from a visionary concept into a thriving organization. Our initial aspirations are now being realized, demonstrating our dedication to making a meaningful difference and turning ideals into tangible, positive outcomes.



*Touching
hearts*
& SPREADING SMILES

ENTREPRENEURSHIP

The Confederation of Rehabilitation Empowerment & Daedal Organizations (CREDO) has launched the Incubation Centre for Start-Up Rehabilitation and Empowerment (IC-SURE) in West Bengal to train the urban and rural poor in garment manufacturing. This initiative provides training, employs graduates at the center, and establishes self-help groups to encourage micro-entrepreneurship, all while maintaining affordable pricing for high-quality garments sourced from reputable mills.

CREDO IC-SURE has also created a Not-for-Profit Marketing company to connect entrepreneurs with markets and generate economic opportunities. Its e-commerce platform showcases customizable garments, handicrafts, and lifestyle products, linking manufacturers directly to buyers to lower costs and support micro-entrepreneurship.

As CREDO IC-SURE grows, it will develop a network of franchises and self-help groups, promoting direct entrepreneurship through a multi-level marketing structure. Entrepreneurs can market CREDO products and services using unique promo codes to drive sales and earn commissions, creating a scalable model for widespread impact across India.



CREDO CENTER OF EXCELLENCE

AT REGENT EDUCATION & RESEARCH FOUNDATION (RERF), KOLKATA



PHILANTHROPY

YOUTH ENTREPRENEURSHIP

Youth Entrepreneurship Seminar: Bridging Aspirations and Opportunities in Fashion Design and Entrepreneurship

The Youth Entrepreneurship Seminar was an inspiring event aimed at motivating young adults to pursue their ambitions and harness their potential in fashion and design. Held in collaboration with several esteemed institutions—**Regent Education and Research Foundation (RERF)**, **International Institute of Fashion Design (INIFD)**, **Footwear Design and Development Institute (FDDI)**, **Bhawanipur Education Society College (BESC)**, **Ram Mohan College**, **Charuchandra College**, **Rani Birla College**, **Budge Budge Institute of Technology (BBIT)** and others—the seminar served as a platform for aspiring fashion designers and entrepreneurs to explore pathways to professional growth.

Youth Entrepreneurship Seminars: Bridging Aspirations and Opportunities in Fashion Design and Entrepreneurship

The events featured a formal felicitation program, acknowledging the active participation and commitment of the students. The seminars emphasized our mission of bridging the rural-urban divide through a unified fashion incubation model that creates real opportunities for aspiring designers from diverse communities. Through this model, our goal is to train these individuals and support them in forming Self-Help Groups focused on the designing, manufacturing, and marketing of various attire.

The seminars included in-depth discussions on the essentials of fashion design and entrepreneurship, enriched by personal insights from Mr. Roychowdhury. He shared his professional journey, offering valuable perspectives on the industry's challenges and opportunities. His story inspired students, providing relatable examples of how passion, resilience, and innovation can shape a successful career in fashion.



Team CREDO at Footwear Design and Development Institute



Ushoshi Sengupta, Face of CREDO addressing the crowd at INIFD



Team CREDO at Charuchandra College



Bhawanipore Education Society College at CREDO Fashion Cafe

A highlight of the seminar was a presentation of **CREDO's designs and products**, demonstrating the tangible outcomes of our training programs and showcasing the skills cultivated through our initiatives. This visit reinforced our dedication to nurturing fashion talent and fostering an entrepreneurial spirit within the community, aiming to empower young adults to not only envision their futures in fashion but to actively participate in shaping them.

The Youth Entrepreneurship Seminars underscored our ongoing commitment to building a network of skilled professionals who are poised to make meaningful contributions to the fashion industry and the broader community.

FREE MASS EQUIPMENT OPERATOR TRAINING

DHAPA, KOLKATA

SINGRAULI, MADHYA PRADESH

Thanks to benevolent patron of CREDO with active support from **Shri. Ranjit Ravindran**, a state-of-the-art Vehicle and Equipment training VIRTUAL REALITY based SIMULATOR was set up at Dhapa, Kolkata.

Driver training was provided in the simulator to both women and men trainees. This technology helped the inquisitive and aspiring youth to get exposed to the commercial vehicle driving eco-system.



virtual reality simulator

REAL TIME OPERATOR TRAINING

PATENTED VIRTUAL REALITY TECHNOLOGY

IMMERSIVE TECH.

BEGINNERS TO ADVANCED LEVEL

COST REDUCTION
SAFETY TRAINING
PRODUCTION OPTIMIZATION



Women empowerment is the focus! CREDO aspires to train and launch a Women only Taxi service across the city. This will be in particular interest to provide ride protection the night shift women of the city. CREDO also aspires to train the women entrepreneurs into Martial arts, use of electric powered Taser guns to act as a deterrent to crime.



At Singrauli, Gevra open Cast Mines, Madhya Pradesh several hundred mining equipment operators were trained in Mining safety, Virtual reality equipment operations. There-after, the trainees were employed by the local industry as operators of BH-60 Off Highway Dumpers (Beml) and Komatsu wheel loaders (WA-800)



Komatsu PC600 Excavator
Komatsu PC1200 Excavator
Tata Hitachi EX 1200 V
Tata Hitachi EX 600V
Komatsu HD 785
CAT 777
Komatsu 830E

Suzuki Swift Desire,
Mercedes E250
Audi Q5

Compatible
EQUIPMENT

UNDER THE PM-VISHWAKARMA SCHEME

TAILORING PROJECT BY CREDO

Under the **PM-Vishwakarma Scheme**, CREDO empowers skilled tailors across India by providing semi-automatic, straight-stitch sewing machines and comprehensive tool kits to designated training centers. Each toolkit, including essentials like bobbins, scissors, seam rippers, tailor's chalk, and measuring tools, is organized in sets of three for efficient distribution.

In collaboration with AMHSSC, CREDO utilized a nationwide delivery network to ensure timely delivery within 3-4 days, with updates on dispatch and arrival statuses. Warehouses strategically located across India stored 1,600 kits (totaling 4,800 machines and accessories) with secure electrical connections and insurance for safe transit. This initiative reinforces CREDO's commitment to sustainable skill development and self-reliance for artisans nationwide.

- CREDO **deployed 250 personnel** exclusively for this project's success.
- CREDO **directly handled the installation** of all machines at each location.
- **Comprehensive documentation**, including dispatch, tracking, and installation details, was maintained in a shared drive.
- Each installation was accompanied by **photographic demonstrations** to ensure thorough documentation.

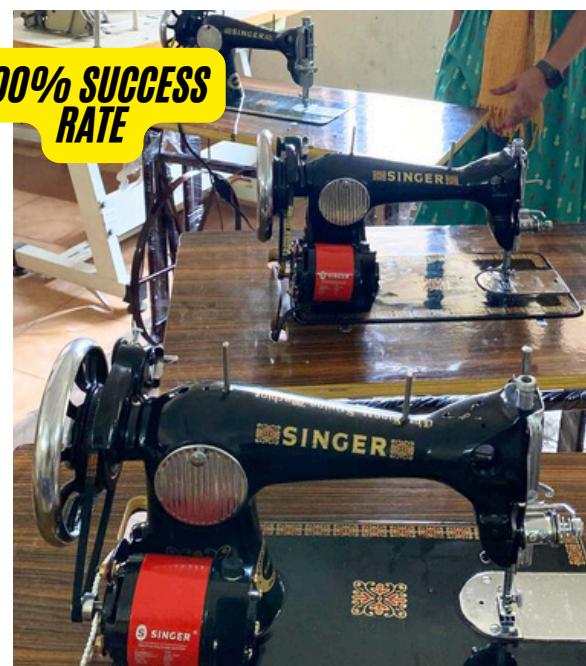
This project by CREDO Center of Excellence achieved nationwide impact, delivering essential sewing equipment to **300 locations across India, from remote forests to mountainous regions**. Despite challenges, CREDO ensured that each center received the tools needed to empower skilled tailors and artisans, reinforcing its commitment to self-reliance and sustainable livelihoods.



300 CENTRES



100 LOCATIONS



100% SUCCESS RATE

HOSPITALITY TRAINING

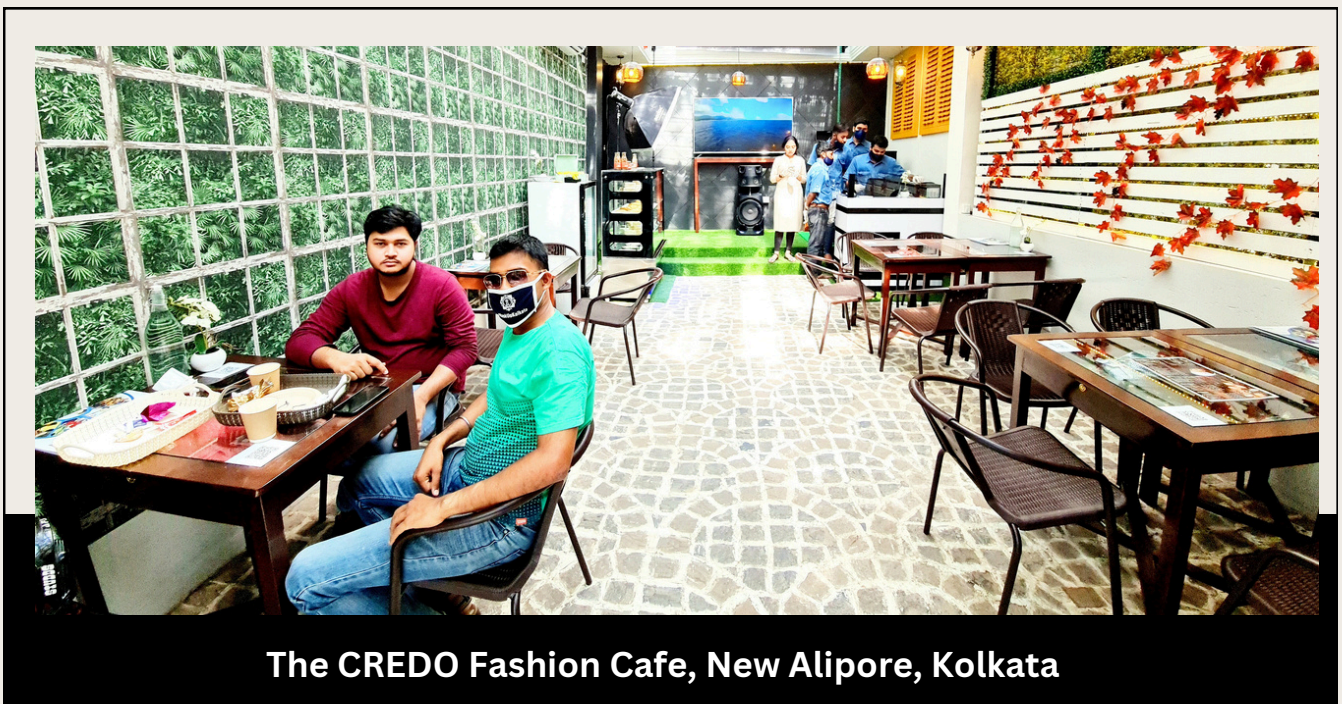


CREDO organized a free training course over a **60 DAYS period** on cafe and hospitality as part of its entrepreneurship development program at CREDO'S Incubation Center, Behala which aimed at empowering underprivileged youth. This initiative was designed to equip participants with essential skills needed for a successful career in the hospitality industry.

Throughout the program, participants engaged in interactive activities, role-playing scenarios, and real-world simulations to build their confidence and proficiency. CREDO emphasized the importance of soft skills, such as communication and teamwork, alongside technical skills, ensuring a well-rounded approach to their training.

By the end of the session, attendees not only gained practical skills but also a greater sense of empowerment and direction for their future careers. This training initiative reflects CREDO's commitment to creating opportunities for underprivileged youth, helping them develop the competencies needed to thrive in the competitive hospitality sector.

100 CAFE SPECIALISTS



The CREDO Fashion Cafe, New Alipore, Kolkata

The Apparel Made-Ups & Home Furnishing Sector Skill Council (AMHSSC), established under the Ministry of Skill Development & Entrepreneurship, Government of India, has been actively leading skilling initiatives. Its goal is to train a large number of individuals across the nation with high scalability, while adhering to the highest standards. This effort aligns with the vision of 'Skilled India' championed by Hon'ble Prime Minister Shri Narendra Modi ji.

Under the leadership of **Padma Shri Dr. A Sakthivel, Chairman of AMHSSC,** and in pursuit of realising the Hon'ble Prime Minister's vision to make India the 'Skill Capital of the World,' the Apparel Made-Ups & Home Furnishing Sector Skill Council (AMHSSC) has established standards for 36 apparel job roles. These standards guide the training programs designed to align with industry requirements and offer employment opportunities to job seekers.

Dr. A. Sakthivel is a distinguished figure in India's export sector, serving as the President of the Federation of Indian Export Organizations (FIEO), the apex body for export promotion in the country. He is also the Honorary Chairman of the Tirupur Exporters' Association (TEA). Previously, Dr. Sakthivel was the Chairman of the Apparel Export Promotion Council (AEPC), overseeing the Southern Region, and was the inaugural Chairman of the Apparel, Made-Ups & Home Furnishings Sector Skill Council (AMHSSC). Additionally, he has chaired the Tamil Nadu Branch of the Indo-American Chamber of Commerce.

Recently, a biography titled "The Bishma Pitamah of India's Exports: The Story of Padmashri Dr. A. Sakthivel" was launched, celebrating his remarkable journey and influential contributions to India's export industry.

INCUBATION



AMHSSC & CREDO

CREDO AND THE APPAREL MADE-UPS & HOME FURNISHING SECTOR SKILL COUNCIL (AMHSSC)

INDIA'S FIRST FASHION INCUBATION: CREDO CENTER OF EXCELLENCE:

Passion exists within every individual, but it takes perseverance to turn that passion into reality. CREDO has harnessed this idea by creating a unique opportunity to train both urban and rural poor in commercial garment manufacturing, specifically tailoring shirts for men and fashion garments for Women.

At the IC-SURE facility, CREDO has appointed skilled bespoke tailors and cutter masters to provide meticulous training to underprivileged men and women, helping them become master tailors themselves. Transforming a cowshed into a state-of-the-art, air-conditioned incubation center, IC-SURE represents a significant leap toward social empowerment.



Padmashri A. Sakthivel inaugurating the CREDO Incubation Center, Behala on 5th of April



Team AMHSSC with Team CREDO at the CREDO Fashion Cafe

"I am pleased to announce our partnership with CREDO Foundation Kolkata to build a new Center Of Excellence (CoE). The goal of this program is to support innovation and skill development in the home furnishings and apparel manufacturing sectors. The CoE's primary responsibility is to improve the abilities of workers in the clothing, makeup, and home furnishings industries by offering top-notch training and development programs. By means of this partnership, AMHSSC hopes to close the skills gap in the sector and provide employees with the know-how needed to flourish in their positions"

said Padmashree, Dr A. Sakthivel, Chairman of Apparel Made Ups Home Furnishing Sector Skill Council.

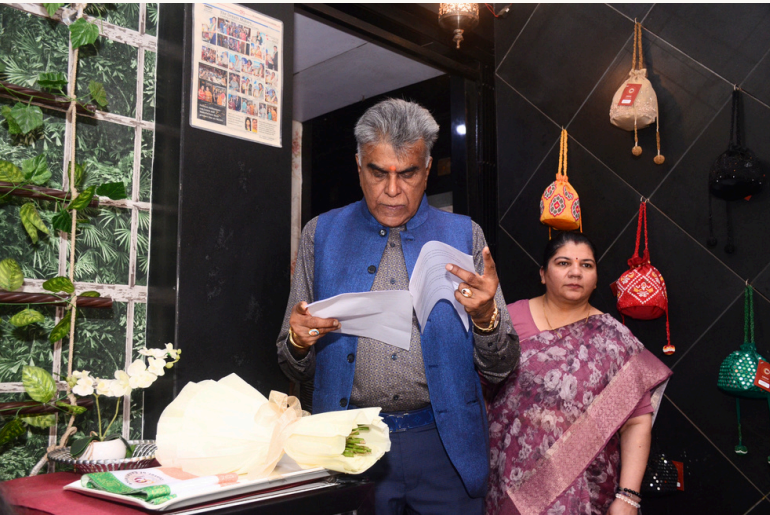


The CREDO Center of Excellence (CCoE), in collaboration with the Apparel, Made-ups & Home Furnishing Sector Skill Council (AMHSSC) under the Ministry of Skill Development & Entrepreneurship, focuses on customized training, management development, up-skilling, and research in apparel manufacturing technology. This initiative aims to enhance industry productivity by developing skilled managerial and supervisory resources. The project, conceptualized by the CREDO Charitable Trust, operates under IC-SURE Projects Marketing Private Limited, with revenue supporting the Trust's objectives.



AMHSSC's visit to the CREDO Incubation Center, Behala.

The programs at the CREDO Center of Excellence are tailored to foster widespread skill development and empowerment. They provide participants with nationally-recognized certifications that align with the National Education Policy. For industries, these programs create a valuable pool of sector-specialised, trained professionals. Educational institutions benefit by offering relevant skill development programs and equipping students with widely accepted certifications. For participants, these programs offer rapid access to skill-based training and entrepreneurship opportunities.



AMHSSC's Shri A. Sakhtivel and Mrs. Smritee Dwivedi to the CREDO Fashion Cafe, New Alipore.



CREDO stands out as the sole fashion incubator offering a unique Hybrid program that integrates both online and offline skilling. This approach guides individuals through the entire process of designing and producing their fashion line. At the CREDO Center of Excellence, there is a strong belief that fashion skilling should be complemented by comprehensive hand-holding services to ensure complete support throughout the journey. When you engage with CREDO, you access high-quality products and services while supporting micro-entrepreneurship at the grassroots level, contributing to a self-reliant society.

AMHSSC'S Chairman A. Sakhtivel, Smritee Dwivedi, Aditi Yadav and Vipul Wahal with CREDO's global ambassdor Ushoshi Sengupta



CREDO CENTER OF EXCELLENCE LAUNCH

6th November 2024, at the Park Hotel, Kolkata

The ceremony seamlessly transitioned into the launch of the Credo Center of Excellence, led by Mr. Pinaki Roychowdhury. CREDO aims to create a supportive ecosystem for young entrepreneurs in Bengal, focusing on skill development and resources for starting businesses in the fashion industry. A key element of this initiative is the empowerment of marginalized women through skill development in handicrafts, establishing self-help groups, and creating a handicraft village for sustainable employment.

The launch highlighted the collaboration with the Apparel Made-ups and Home Furnishing Sector Skill Council, which operates under the Ministry of Skill Development and Entrepreneurship, Govt. of India. This partnership aims to bridge the skills gap in the apparel sector, where a projected shortage of 86 lakh trained professionals still exists, despite training efforts having benefited over 21 lakh individuals.

CREDO Founders Mr. Pinaki Roychowdhury and Mrs. Sudeshna Roychowdhury



A significant moment in the event was the unveiling of the Credo Center of Excellence logo, symbolizing the commitment to advancing education in fashion and entrepreneurship. Flagship courses, such as the Fashion Consultant Course, were introduced to address industry needs by enhancing sales skills alongside fashion knowledge, ultimately aiming to improve customer service and loyalty.



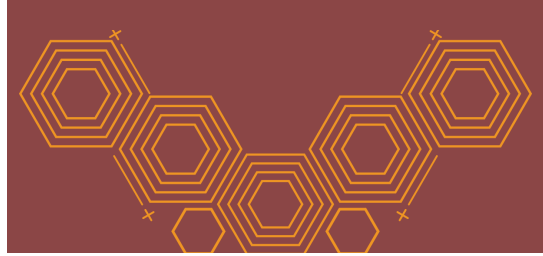


The lighting of the lamp ceremony by the distinguished dignitaries to commence the event along with Team CREDO.



Rev. Dr. Dominic Savio SJ, the Principal of St. Xavier's College (Autonomous) Calcutta, (who has been a well wisher to CREDO forever), was also present at the event as our chief motivator.

More notable guests that were present were veteran Actor - Shri Ranjit Mallick, members of the Apparel Council, Vipul Wahal and Aditi Yadav, Actress Paoli Dam, Actor Neel Bhattacharya, Shree Ghatak, the founder of Troyee Foundation and renowned social activist, among others. The Regional heads of national brands like Max Fashion and Pantaloons were also at the event.



Team CREDO with distinguished individuals at the Launch

The programme was hosted by the renowned anchor and voice actor, Raya Bhattacharya, followed by a Welcome Address by our very own CREDO Global Ambassador, Miss Ushoshi Sengupta, Miss India- Universe 2010; to add to the charms of the evening, there was a moving classical dance performance by Jaya Seal Ghosh, the renowned Actress and Dancer, as the opening ceremony.

The notable event was full of distinguished dignitaries who were felicitated and awarded by the Center of Excellence for gracing the event with their presence and for their immense contributions in their respective fields and the society.





Reverend Dr. Dominic Savio, SJ presenting 'the Lifetime Achievement' Award to Shree Ranjit Mallick.

HALL OF FAME

Born on September 28, 1944, Shree Ranjit Mallick has carved a distinguished niche in Bengali cinema, earning acclaim for his performances in over 100 films. With memorable roles in classics like Interview, Calcutta 71, Mouchak, and Shakha Proshakha, he has become a beloved figure in the industry. Beyond his cinematic achievements, he served as the Sheriff of Kolkata in 2014, highlighting his influence in the cultural sphere. As a megastar, he continues to captivate audiences and remains one of the most anticipated talents in Bengali film today.



HALL OF FAME



Paoli Dam

Versatile Actor



Neel Bhattacharya

Rising Star



Lahoma Bhattacharya

Youth Icon



Shree Ghatak Murthy

Social Icon



Abhishek Dutta

Fashion Guru



Firdausul Hasan

*Industry Leader in
Motion Pictures*



Pantaloons

*Most Loved Fashion
Brand of India*



MAX Fashion

*Most Promising Retail
Brand of India*



EVENTS

LAUNCH OF THE CREDO CENTER OF EXCELLENCE LOGO: INDIA'S FIRST FASHION INCUBATION CENTRE ON 6TH APRIL

The CREDO Center of Excellence, the groundbreaking initiative in collaboration with the Apparel, Made-Ups, and Home Furnishing Sector Skill Council (AMHSSC) under the Ministry of Skill Development and Entrepreneurship, Government of India, officially launched India's first fashion incubation centre in Kolkata. This initiative aimed to bolster the ₹40,000 crore textile industry of West Bengal, which is home to a significant number of MSME-based garment manufacturers facing challenges in modern manufacturing and export capabilities.

In celebration of the launch, the CREDO Center introduced a range of specialized skill development programs aimed at enhancing the apparel industry. These initiatives focus on mass skill development and empowerment, providing participants with nationally recognized certifications that align with the National Education Policy.

One standout offering is a hybrid program in fashion design and entrepreneurship, which combines online studies with hands-on training. This program features a minimum of six months of intensive training, culminating in specialized fashion business incubation. The digitization of theoretical coursework allows for flexible access to knowledge, while in-person sessions emphasize practical skill development in product design, business growth, team-building, and marketing strategies.

The CREDO Center will provide incubation support to entrepreneurs for 2-4 years, offering assistance with business incorporation, design, manufacturing, and market access, helping them reach a critical mass before moving forward independently. The fashion incubation strategy offers participants comprehensive support through access to the CREDO Design, Advisory, Manufacturing, Retail, Online E-Commerce, and Industrial network, with industrial apprenticeships ensuring real-world experience.



The centre was inaugurated by Reverend **Father Dr. Dominic Savio, Principal** of St. Xavier's College Kolkata (Autonomous) and President of the St. Xavier's College Alumni Association. along side **Padma Shri awardee Dr. A. Sakthivel**, Chairman of AMHSSC. Notable attendees included Ms. Smritee Dwivedi, Senior Director at AMHSSC; Dr. Adity Yadav, Deputy Director at AMHSSC; Mr. Vipul Wahal, Joint Director at AMHSSC; **the acclaimed actress Ms. Sauraseni Maitra; renowned Film producer Mr. Firdausul Hasan**, Managing Director of Friends Communications, **Ms. Ushoshi Sengupta, Former Miss Universe and Global Ambassador of CREDO**; Mr. Pinaki Roychowdhury & Mrs. Sudeshna Roychowdhury Founders of the CREDO Foundation.

This fashion incubation centre is the first public-private partnership (PPP) model approved by the AMHSSC, which also operates three other centres in Gurugram, Guwahati, and Tripura focused on basic tailoring training. The primary goal of the CREDO Center of Excellence is to support innovation and skill development in the home furnishing and apparel manufacturing sectors. Dr. Sakthivel emphasized the importance of improving workers' skills through high-quality training to bridge the skill gap and equip employees with the necessary knowledge to thrive in their roles.



HELD ON 6TH OF APRIL, 2024 AT HYATT REGENCY KOLKATA

The training curriculum encompasses a broad spectrum of topics related to fashion design and entrepreneurship, utilizing state-of-the-art machinery and hands-on training. The program offers numerous advantages, including opportunities in digital marketing and promotion, access to shared production infrastructure, and nationally recognized accreditation.

Whether participants are professionals, housewives, retirees, or aspiring fashion designers, the CREDO Center of Excellence aims to pave the way for success and financial independence. This initiative represents a significant advancement in skill development within the apparel sector and contributes to the broader goal of empowering individuals and fostering economic growth in India, marking a vital step in enhancing the capabilities and competitiveness of West Bengal's textile industry.



CREDO AWARDS & FELICITATION

CREDO has a long-standing commitment to empowering and celebrating individuals who make a positive difference in society. By honoring those whose dedication and contributions impact the community across various spheres, CREDO upholds the values of social responsibility, service, and excellence. Recognizing that the strength of a society lies in the individuals who tirelessly work to uplift and support others.



Paoli Dam being felicitated at the CREDO Launch, award presented by Rev. Father Dominic Savio SJ.

CREDO believes in acknowledging their efforts through special awards and honors. This celebration of service is more than a token of appreciation; it is a commitment to inspire and support a culture where individuals feel empowered to contribute meaningfully to societal progress. Through these awards, CREDO not only honors individual achievements but also strengthens its mission to foster a community of driven, compassionate, and socially conscious citizens.

CREDO IN ASSOCIATION WITH

ST. XAVIER'S

COLLEGE CALCUTTA ALUMNI ASSOCIATION



Rev. Dr. Dominic Savio, SJ, is a dedicated advocate for promoting diversity, equity, and inclusion, and for fostering a culture of respect and mutual understanding. **As the Principal of St. Xavier's College (Autonomous), Kolkata**, he is committed to advancing these values within the institution.

Rev. Dr. Savio is the President of the St. Xavier's College Calcutta Alumni Association, further emphasizing his commitment to the college community. His previous roles include serving as the Rector of St. Xavier's College (Autonomous), Kolkata and School from December 2013 to January 2020, as well as holding the positions of Vice Principal and Deputy Principal at St. Xavier's College (Autonomous), Kolkata.

Initiatives:

Mrs. Sudeshna Roychowdhury, Trustee of CREDO Foundation, has maintained a strong connection with St. Xavier's (Calcutta) College Alumni Association (SXCCAA) for over two decades. As a distinguished alumna and an active participant in the institution's initiatives, her enduring relationship with the Alumni movement highlights her commitment to fostering educational and extracurricular excellence in partnership with this esteemed institution.



Students of St. Xavier's College Raghavpur after completing their complimentary training at CREDO Center of Excellence, Behala



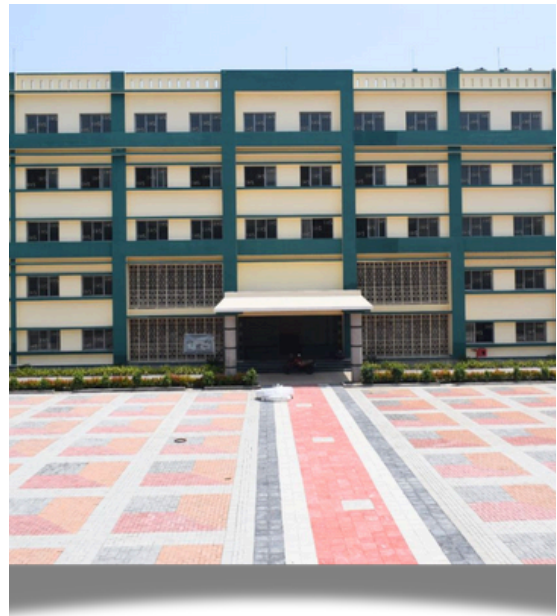
CREDO has been fortunate to receive the ongoing blessings and support of Rev. Dr. Dominic Savio, SJ, whose distinguished presence at our events have greatly enriched our initiatives. His guidance has become a beacon for all philanthropic endeavors undertaken by CREDO. Reverend Father has consistently embodied the vision that CREDO aspires to follow. This inspiration has led to the creation of our philanthropy motto: CREDO EMBRACE.



CREDO CENTER OF EXCELLENCE & ST.XAVIERS COLLEGE (CALCUTTA) ALUMNI ASSOCIATION

EMPOWERMENT THROUGH SKILLING

Under the visionary leadership of Principal Fr. Dominic Savio SJ, the Raghavpur campus of St. Xavier's is undergoing significant growth and comprehensive development. This beautiful campus, spread across 7 acres, is not only a hub of education but also a sanctuary of nature, featuring several picturesque ponds that enhance its natural beauty and attract a diverse array of bird species. The campus features two expansive academic buildings totalling 105,000 square feet, equipped with modern facilities to support student learning and development.



CREDO has participated, in its small way, enhancing the educational experience at St. Xavier's Raghavpur by providing complimentary skilling training to its students. This initiative was conducted at CREDO's Incubation Centre in Behala, where trained professionals offered their expertise to impart valuable vocational skills in Fashion and Apparel manufacturing. The training covered a wide range of topics, tailored to meet the needs and aspirations of the students, thereby enhancing their employability and practical knowledge.

This training initiative equipped students with essential skills to attain self-empowerment goals. Both SXCCAA & CREDO CoE share a strong commitment to improving vocational training and expanding educational opportunities, recognizing the importance of practical skills in today's job market. They aim to provide students with a holistic education that blends theoretical knowledge with hands-on experience.



The association between St. Xavier's College Calcutta Alumni Association and CREDO reflects a shared vision of fostering student development and enhancing their prospects in the job market. By combining resources, expertise, and innovative training methods, they create an environment where students can explore their potential and prepare for successful careers. Students participating in the skilling programs gain not only technical knowledge but also critical soft skills such as communication, teamwork, and problem-solving. These competencies are vital in today's dynamic work environment, ensuring that graduates are well-prepared to meet the challenges of their chosen fields.



The St. Xavier's Raghavpur Project stands as a testament to the power of collaboration in education. With a focus on comprehensive development, practical skill acquisition, and a commitment to student empowerment, this initiative is poised to make a lasting impact on the lives of students. As they acquire the skills and confidence needed for their future careers, they are also contributing to the broader goal of creating a more skilled and employable workforce, ultimately benefiting their communities and society as a whole.

CREDO ACCELERATE JERSEY LAUNCH



Calcutta Sports Journalists Club, Kolkata – In a vibrant event, Credo Accelerate’s jersey for the XSL-Xaverian Soccer League was unveiled, with legendary footballer and former Indian team captain **Mr. Shyam Thapa** gracing the occasion.

The XSL-Xaverian Soccer League, a hallmark initiative organized by the St. Xavier’s College (Calcutta) Alumni Association in collaboration with the Department of Sports at St. Xavier’s College (Autonomous), Kolkata, aimed to unite football enthusiasts from across the region. Known for fostering a spirit of sportsmanship and unity, the league provided an exciting platform for upcoming players to showcase their skills on a grand stage.

Mr. Pinaki Roy Chowdhury, Founder Trustee of CREDO Foundation, highlighted the importance of sports in character-building and community engagement. “The launch of the Credo Accelerate jersey marks a significant milestone for us, reflecting our commitment to personal growth and community building,” he remarked.

Credo Accelerate’s Captain, Mr. Alvito D’Cunha, shared his pride in representing the team’s values of dedication and excellence. “We look forward to an exciting season,” he said, as the team set off on their journey with renewed inspiration.



Season 1 (2024)

**CHAMPIONS!****TEAM: CREDO ACCELERATE****20
24**

St. Xavier's College Calcutta Alumni Association (SXCAA) recently marked a historic milestone by hosting its inaugural Football League, aptly named the XSL or Xaverian Soccer League. This much-anticipated event brought together various teams from across the Xaviers eco-system, each eager to showcase their talent and passion for the beautiful game. Among the participants, CREDO had the distinct honor of fielding a team, known as 'CREDO ACCELERATE,' which was meticulously mentored by Marquee player Alvito D'cunha.

Much support was received from India's International football Legend Shree Shyam Thapa, famous for his by-cycle kicks - during the CREDO Press conference held on 5th June, at the Sports Journalist Club, Kolkata.

The excitement surrounding the league was palpable from the very beginning. The auction day set the stage for an electrifying atmosphere, as teams meticulously selected their players, strategizing and building their squads with great anticipation. This dynamic process not only added to the competitive edge of the league but also heightened the sense of camaraderie and rivalry among the participants.



CREDO ACCELERATE

THE CHAMPIONS OF THE FIRST EVER XSL

As the tournament unfolded, the matches were nothing short of exhilarating, with each team demonstrating remarkable skill, sportsmanship, and determination. CREDO ACCELERATE, under the astute captainship of Alvito D'cunha, emerged as a formidable force. Their journey through the tournament was marked by strategic prowess, cohesive teamwork, and an unwavering spirit.

In a thrilling finale that captured the essence of the league's competitive spirit, CREDO ACCELERATE triumphed, clinching the championship title. The moment was a testament to their hard work, dedication, and the exceptional mentorship provided by Captain Alvito D'cunha. As the final whistle blew and the trophy was hoisted aloft, it symbolized not just a victory on the field, but also the successful culmination of a memorable and vibrant event.

The triumph of CREDO ACCELERATE was met with jubilation and pride, as the trophy made its way home, marking a significant achievement for the team and leaving an indelible mark on the history of XSL.



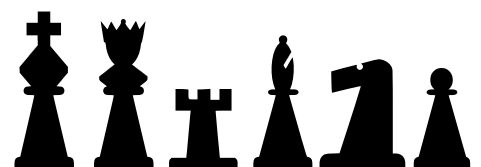


SXCCA CHESS COMPETITION



CHESS Partnership:

CREDO has further strengthened its association with St. Xavier's College Calcutta Alumni Association (SXCCAA) by sponsoring as the Power partner for the All Bengal FIDE Rapid Chess Competition. The event lasted for 3 days reigning from 24th of August 2024 to the 26th of August 2024 . This prestigious event saw participation from over 150 schools and attracted more than 350 participants, showcasing a vibrant display of talent and competitive spirit - the youngest participant was as young as 3 and a half years old. Through this sponsorship, CREDO continues to support and promote diverse extracurricular activities, reflecting our commitment to fostering excellence and encouraging young talent in various fields.





BHUTAN SKILLING PROGRAMME BY CREDO

CREDO INCUBATION CENTER PLANS TO LAUNCH AT BHUTAN IN COLLABORATION WITH THE DE-SUUNG SKILLING PROGRAMME

In collaboration with CREDO (IC-SURE: Incubation Centre for Start-Ups Rehabilitation & Empowerment), Bhutan has the opportunity to establish Fashion Business Incubators using the Hub and Spoke model. This initiative aims to empower youth through structured training and mentorship, providing the necessary tools for navigating the fashion industry.

A key aspect of this initiative is developing market linkages with foreign buyers, ensuring a steady revenue stream in foreign currency. By connecting local entrepreneurs to international markets, we enhance the economic viability of their ventures and support the sustainable growth of Bhutan's fashion industry.

BHUTAN'S FIRST FASHION INCUBATION CENTER IN AFFILIATION WITH CREDO CENTER OF EXCELLENCE

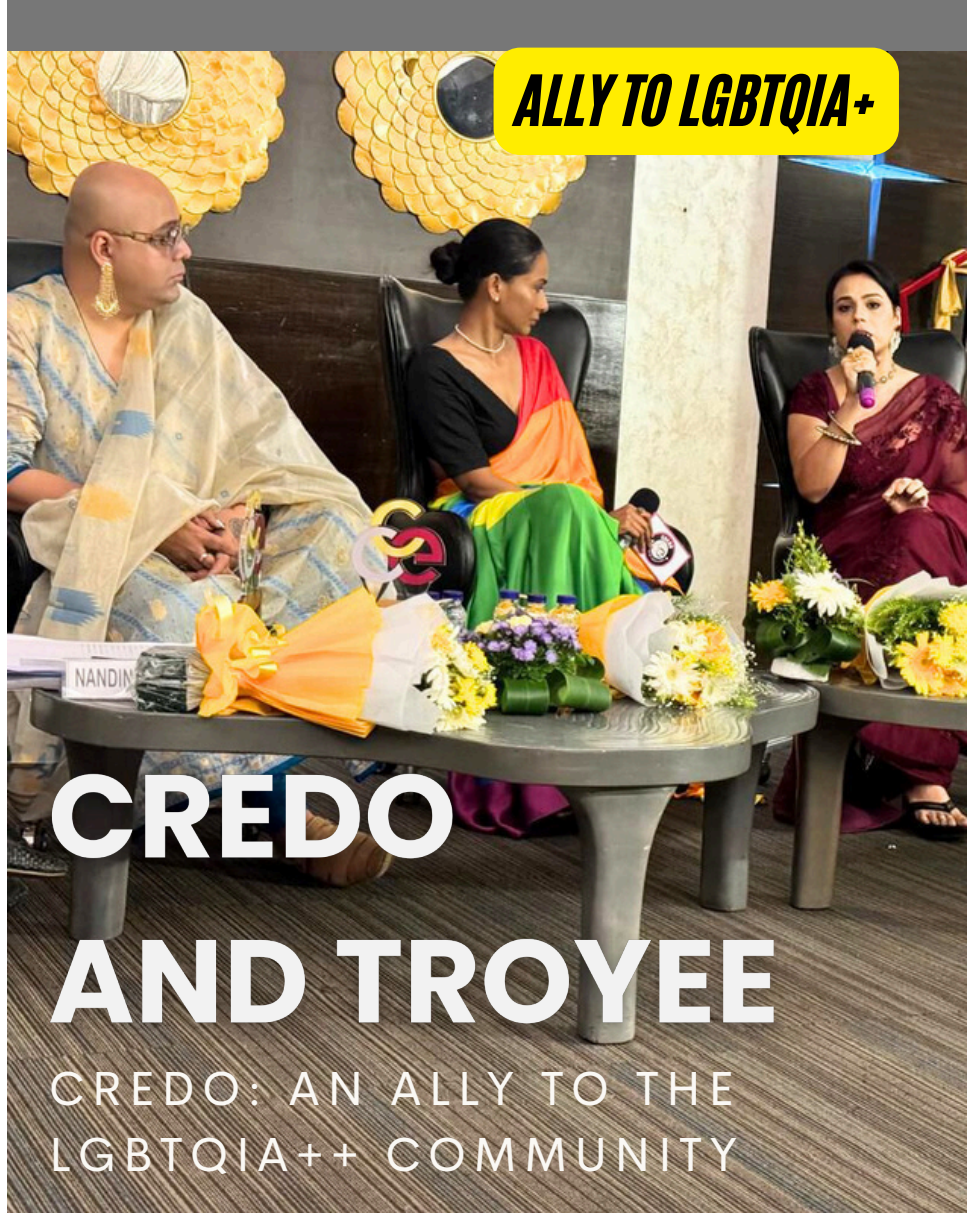
By facilitating connections with international markets, we will create opportunities for local entrepreneurs to showcase their products and gain exposure to global trends and standards. This not only enhances the economic viability of their ventures but also contributes to the sustainable growth of the local fashion industry. Through this collaborative effort, stakeholders and beneficiaries, including young entrepreneurs, will benefit from a robust ecosystem that promotes innovation and economic development.

The Fashion Incubator will serve as a platform for networking, knowledge exchange, and skill enhancement, ultimately positioning Bhutan as a burgeoning hub for fashion entrepreneurship. By aligning educational programs with market demands and fostering international partnerships, we can ensure that the youth of Bhutan are not only equipped to succeed in their ventures but also contribute to the broader economic landscape of the country.





The Troyee Foundation, founded by Shree Ghatak Muhury, is dedicated to empowering and supporting gender-marginalized communities, with a particular focus on creating safe and inclusive environments for transgender and queer individuals. The foundation addresses the unique challenges faced by these communities through advocacy for their rights and well-being across the state.



CREDO AND TROYEE

CREDO: AN ALLY TO THE
LGBTQIA++ COMMUNITY

Since its inception in 2019, CREDO has been proudly affiliated with Troyee Foundation, sharing a deep commitment to equality and robust support for the LGBTQIA community. This partnership reflects our mutual dedication to fostering an inclusive society. At CREDO, our commitment to equality extends beyond our services and products. We proudly stand as an ally to the LGBTQIA++ community, championing the belief that everyone deserves equal opportunities and respect.

We are delighted to share that CREDO proudly sponsored the Troyee Salt Lake Night, a memorable event held in the vibrant Salt Lake area. This special evening was designed to celebrate and support the Troyee Foundation's ongoing efforts in promoting inclusivity and empowerment within the community. The night featured a range of engaging activities and performances, highlighting the foundation's dedication to fostering a sense of unity and pride among attendees. As sponsors, CREDO was honored to play a role in supporting this important initiative and contributing to the event's success.



CELEBRATING PRIDE AT CREDO FASHION CAFE:

In June 2022, we had the honor of hosting a charitable PRIDE event at our CREDO Fashion Café, in collaboration with the Troyee Foundation. **Honourable Minister for Women & Child care Dr. Shashi Panja was present to motivate the audience.** The event was a testament to our commitment to inclusivity and diversity, as we welcomed individuals from all backgrounds, irrespective of caste, creed, religion, color, or sexual orientation. We took immense pride in our association with the Troyee Foundation and were dedicated to supporting their mission and celebrating their contributions to both our organization and society. We deeply appreciated the talents and efforts of everyone involved and looked forward to continuing our journey toward greater acceptance and inclusiveness. We root for a future where diversity is embraced and empowered.

TROYEE BEAUTY & GROOMING PRESENTATION AT CREDO HOUSE:

At CREDO House in New Alipore, we proudly hosted the Troyee Beauty & Grooming presentation for the Women's Forum from SXCCAA, reaffirming our support for the LGBTQIA++ community. This engaging session explored beauty techniques and self-care, providing valuable insights to enhance participants' skills and confidence. In addition, we organized a cake-making workshop, allowing attendees to refine their baking skills and take home their creations. A highlight of the event was the free training for NSS students from Charuchandra College, empowering them with practical skills to positively impact their communities.

Our commitment to inclusivity and diversity was evident throughout the event, aligning with the values of PRIDE and EQUALITY. This initiative marked a significant step in our ongoing mission to champion diversity, and we look forward to continuing our efforts in these important areas.



CREDO EMBRACE PRIDE

SEMINAR:

One notable highlight of our partnership was the Pride seminar titled **“Proud To Take PRIDE In Ourselves,”** an event brought to fruition by the collaborative efforts of Shree Ghatak and CREDO’s very own founder, Pinaki Roychowdhury. On July 4, 2024, we proudly hosted the CREDO EMBRACE initiative at the Auris Hotel. This significant event brought together friends, media, and dignitaries to celebrate our shared commitment to fostering unity and support within our community. The seminar featured distinguished guests, including renowned fashion designer Indroneel Mukherjee, esteemed lawyer Neha Khaitan from Khaitan & Co., Miss India Universe 2010, Ushoshi Sengupta and Mr. Pinaki Roychowdhury, Founder of CREDO Foundation who serves as the face of CREDO. This event underscored our shared commitment to celebrating diversity and championing the rights of the LGBTQIA community.

The **“Proud to Take PRIDE,”** a heartwarming and engaging event focused on the legal rights and various issues concerning the LGBTQAI+ community. The discussion provided a thoughtful and candid exploration of the challenges and triumphs faced by individuals within the LGBTQAI+ spectrum. This open-hearted dialogue was both thought-provoking and illuminating, offering valuable insights into the legal protections and social considerations affecting the LGBTQAI+ community.

Our aim is to foster understanding and advocate for equality, creating a supportive environment where everyone's rights and experiences are acknowledged and respected. CREDO is honored to collaborate with such a remarkable organization through CREDO EMBRACE. We recognize that individuals in the transgender and queer communities face unique challenges that can limit their access to opportunities. CREDO is dedicated to addressing this disparity by actively supporting and empowering these communities through various initiatives. Our efforts include providing a nurturing environment where LGBTQIA++ members can thrive. By offering resources, creating inclusive spaces, and extending support, CREDO aims to bridge gaps and foster a culture of equality and acceptance.





CREDO AS A CO-SPONSOR

KOLKATA INTERNATIONAL QUIZ FESTIVAL

The "Quizzingly CREDO CoE" event was a national-level quiz competition that took place in Kolkata from January 8-14, 2024. This exciting week-long celebration attracted an impressive 10,000 participants, supported by 30 distinguished quiz masters, creating a vibrant atmosphere for quizzing enthusiasts. Since its inception in 2011, the program had been organized by eminent bureaucrats and renowned professionals, spreading its influence across schools and colleges in India. Kolkata, known as a paradise for quizzers, ensured a significant turnout, drawing in a diverse audience that included celebrities, movie stars, sports personalities, and artists. Corporate sponsorship amplified the event's reach through extensive branding and promotional activities, resulting in significant media coverage. With 10,000 participants, the event attracted at least five times that number in supporters, further enriching the experience. CREDO CoE's co-sponsorship not only enhanced its brand visibility but also fostered meaningful interactions with participants and the public, reinforcing its commitment to promoting educational initiatives and cultural engagement within the community.



Event organiser:
KIQF, Kolkata

Co-sponsored by
Credo Center of Excellence

WWW.CREDOFORU.COM



CREDO CENTER OF EXCELLENCE

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TEAM CREDO



PINAKI ROYCHOWDHURY

The Founder of the PRC Group & its CSR project under CREDO Foundation. A serial Entrepreneur motivated to create socially relevant projects across the world.



SUDESHNA ROYCHOWDHURY

The Co-Founder of CREDO Foundation. She is passionately involved in the designing & execution of the projects.



USHOSHI SENGUPTA

Miss Universe-India 2010 & Global Brand Ambassador of CREDO. She is deep into student motivation, fashion events and modelling inspiration to the youth.



RUKSAR SARKAR

Executive Assistant to PRC GROUP



PUJA SANTRA

Fashion Design & Production



SANCHITA NASKAR

Financial Control & Banking



DIPANWITA PAL CHOWDHURY

Law & Administration



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