

A PRG INITIATIVE

CREDO

FASHION MAGAZINE

NOV 2024



A GLIMPSE OF
CREDO EVENTS,
SPORTS & OTHER
HIGHLIGHTS!



FASHION

CREDO Photoshoot

MISS UNIVERSE INDIA 2010

USHOSHI SENGUPTA

CREDO GLOBAL AMBASSADOR





CREDO PHOTOSHOOT
IN AUSTRALIA

Gold Coast

FOUNDER'S

DESK



SUDESHNA
ROYCHOWDHURY

BUSINESS WOMAN
PHILANTROPIST

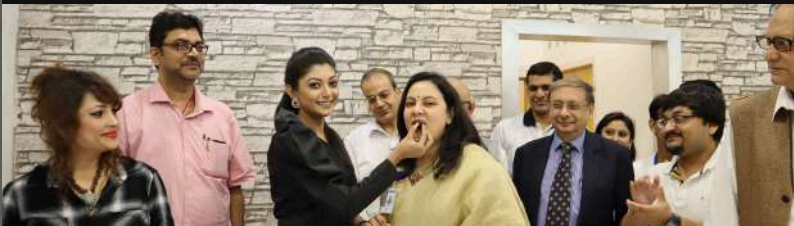
WHAT A WONDERFUL WORLD!

CREDO, the Confederation of Rehabilitation Empowerment and Daedal Organizations, empowers urban and rural poor communities, including artisans and fine arts practitioners, through holistic rehabilitation, skill development, and economic upliftment. Our mission is to integrate these disadvantaged groups into the economy, contributing to India's growth as a global superpower. We focus on providing comprehensive support, targeted skill training, and creating entrepreneurship and employment opportunities, especially for youth and women. Join us in transforming lives and fostering a more inclusive economy for a brighter future.

Supported by all socially aware dignitaries 'CREDO' is dedicated to contributing to nation-building. Our mission focuses on developing 'Sustainable Social Infrastructure' that aims towards poverty alleviation and promotion of the daedal community along with the empowerment of the urban and rural poor.



CREDO is rolling out Incubation Centers across India under its IC-SURE initiative to empower communities through skill training, manufacturing, and employment. Each center will train 6,000 students across manufacturing and service skills, then employ them in various in-house production and service industries. IC-SURE also fosters entrepreneurship by providing business training and MSME loans, helping graduates start ancillary units that generate thousands of additional jobs annually. This hub-and-spoke model enables each center to expand from an initial 3,000 employees to a skilled workforce of 48,000 within five years, establishing a sustainable and scalable growth model.



In rural and tribal India, CREDO plans to partner with local governments to enhance agrarian skills through scientific agronomy, animal husbandry, and fisheries training, aiming to revitalize local economies. Women's self-help groups, supported by microcredit and cooperatives, will focus on livestock and dairy at the household level, while urban-based IC-SURE kitchens will offer traditional meals to youth and corporate clients. Rural training centers will also provide online education, healthcare, and wellness services, promoting community development through initiatives like anti-trafficking campaigns and accessible healthcare.

Addressing diverse social challenges, CREDO collaborates with government and corporate partners to combat issues such as pornography and ensure affordable healthcare. Through legislative support and digital tracking, CREDO seeks to create a safer environment, while enhancing healthcare access in cities through partnerships with providers for ethical, transparent services. With a holistic approach, CREDO strives to foster a world of equality, opportunity, and well-being, inviting global participation in its mission for sustainable development.

THE FOUNDER'S NOTE

Pinaki Roychowdhury

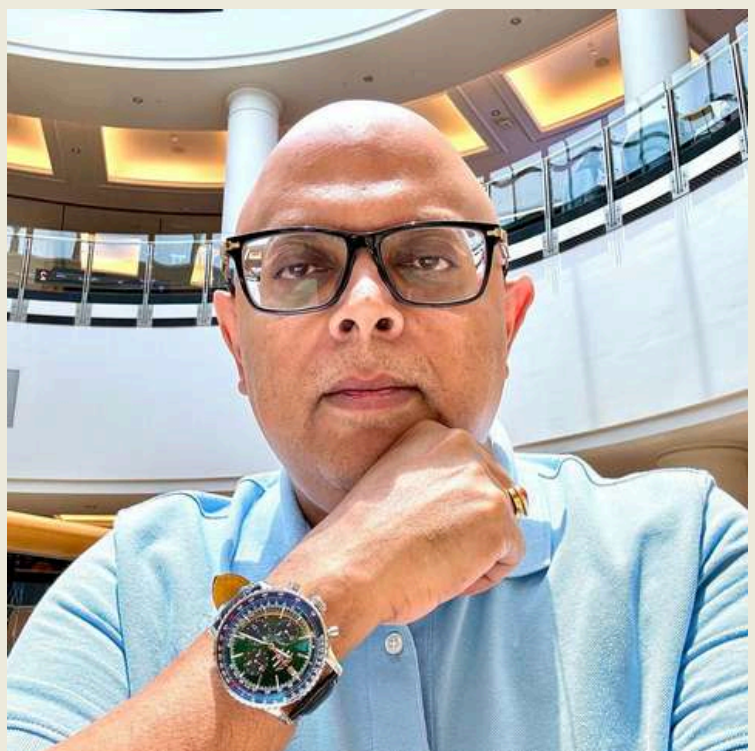
PRINCIPAL INSPIRATOR & FOUNDER

Indians have great aspirations. From the time of our independence, Indians have been in the forefront of global history. In spite of mounting odds, we have been resilient and through sheer perseverance we have proved to the global community how a nation with varied languages, religions, practices and economic dispositions—remains united, even during the worst of calamities, wars and economic turbulence.

“Never Say Never”

India is a vibrant tapestry of art, culture, traditions, heritage, and knowledge. Throughout its rich history, these traditions have refined and cultivated exceptional soft skills among its people. Each Indian possesses unique talents and specialised skills, whether in handicrafts, music, dance, the pursuit of knowledge, or the practice of traditional medicine. These diverse and profound abilities reflect the deep cultural and artistic heritage that defines the nation.

The India we live in today, is further strengthened by a strong pool of highly skilled & semi-skilled workforce, global professionals and budding entrepreneurs who have ventured into the global arena not only making our country proud but also instilling confidence towards India and Indians as a dependable partner to nations globally.



At this pivotal moment in history, India stands on the brink of a significant leap into the global economic marketplace. By harnessing its inherent soft skills, natural entrepreneurial spirit, and blending them with modern technology and expertise, India is ready to unlock its full potential. Now is the time for every Indian to capitalise on the opportunities that the nation offers, driving a new wave of entrepreneurship.

This shift will not only create new employment opportunities but also expand the marketplace for both manufacturing and services, positioning India as a dynamic force in the global economy.

CREDO is a collaborative platform uniting individuals, artisans, NGOs, governmental bodies, private enterprises, MSMEs, and global stakeholders to address shared challenges and drive inclusive growth. Through the IC-SURE (Incubation Centre for Start-Up Rehabilitation and Empowerment) initiative, CREDO supports skilling, handicrafts, design, manufacturing, marketing, and export incubation centers across India, fostering social entrepreneurship and employment. CREDO also hosts international conferences to showcase Indian culture, MSME capabilities, and foster knowledge exchange. Committed to global peace and poverty alleviation, CREDO tackles social issues like healthcare access, anti-trafficking, sustainable rural development, environmental conservation, and gender equality. By promoting holistic, organic growth, CREDO invites global participation to build a world rooted in equality, peace, and prosperity.

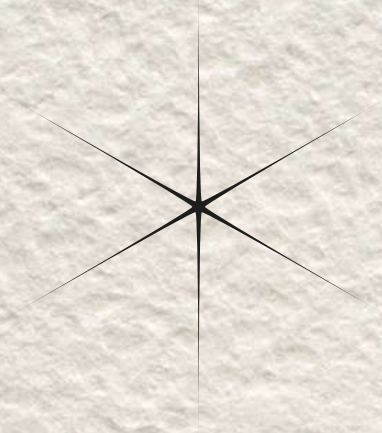


“Marathon of Life. Leave behind the past, focus on the future. Be steadfast today. Run it well! “

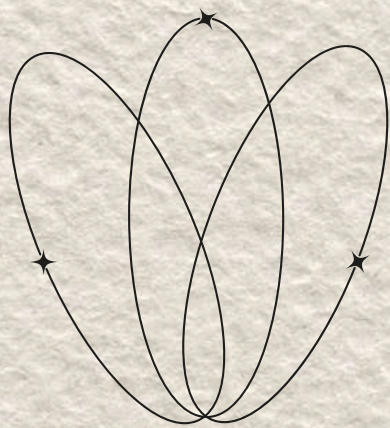
**Pinaki Roychowdhury
Principal Inspirator & Founder**



*Glimpse of
CREDO
FASHION*



*At CREDO,
Fashion is
seen as a tool
of self
expression
and
empowerment
all at the same
time!*



*BLACK is the
new BOLD!*





WEBSITE LAUNCH



CREDOFORU.COM LAUNCH BY DEBOLINA KUMAR ✦

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.



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.

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.

At the launch, a press conference set the stage, followed by a cake-cutting ceremony with special guest Debolina Kumar and Team CREDO joining in celebration. The CREDO website, credoforu.com, was created in collaboration with Tata ProEngage and combines three unique elements: it functions as a directory similar to Justdial, listing NGOs and social services; an e-commerce platform like Myntra, showcasing products crafted by underprivileged artisans empowered through CREDO's skilling initiatives; and an educational hub akin to Byju's, offering fashion courses. Looking ahead, CREDO aims to make its fashion education programs freely accessible online, expanding learning opportunities for all passionate learners.



The Cake-Cutting Ceremony

CREDO recognizes that today's youth hold the key to a brighter, more inclusive future. We are dedicated to removing barriers and expanding opportunities by providing accessible education on digital platforms. Our vision is to empower young people with the skills and knowledge they need to succeed, regardless of their background or circumstances. Through accessible, high-quality education, CREDO is helping to build a foundation where every young person can unlock their full potential, contribute to society, and drive meaningful change.



Debolina Kumar posing with the CREDO shirt at the CREDO House.



CREDO's website, credoforu.com.



A

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Fashion is more than just clothing—it's a powerful tool for personal empowerment that shapes both how we see ourselves and how others perceive us. For decades, fashion has served as a means of self-expression and individuality. It plays a crucial role in our daily lives, often influencing our self-esteem and confidence in ways we might not even realize.

Transformative Power of Fashion:

Fashion's transformative power allows individuals to align with their aspirational selves. With its ever-evolving trends, the fashion industry offers a multitude of ways to express one's unique identity.

The popular saying "if you look good, you feel good" highlights the direct connection between our visual appearance and inner feelings.

Breaking Stereotypes and Gender Norms:

Fashion has long been instrumental in challenging stereotypes and breaking gender norms. In recent years, it has become a key player in promoting body positivity and enhancing confidence, particularly among women. Through fashion, individuals can explore and assert their identities, celebrating cultural heritage and embracing diverse styles.



Representation and Inclusivity in Fashion:

Representation is a crucial aspect of modern fashion. While traditional beauty standards once held sway, there is now a significant shift towards inclusivity. Female entrepreneurs are leading the way with clothing lines that cater to a wide range of body types, skin tones, and cultural backgrounds. This shift demonstrates that fashion empowerment is not limited by gender—men also benefit from the freedom to express themselves through style.

Sustainability and Ethical Fashion:

Sustainability is becoming increasingly important in the fashion industry. Conscious consumers are aligning their values with their purchasing decisions, supporting ethical and sustainable fashion practices. This shift not only addresses industry disparities but also contributes to the economic growth and stability of those involved in garment production.

Building Communities through Fashion:

Fashion also plays a significant role in building communities. Like-minded individuals often connect through shared style ideals, forming supportive networks that enhance personal and collective fashion exploration. Today's fashion landscape celebrates diversity in all forms—sizes, skin tones, cultures, and more—making it a powerful vehicle for inclusivity and empowerment.



USHOSHI SENGUPTA

The Face of Credo

Our Global Ambassador, Ushoshi Sengupta, is a remarkable young achiever. At just 21, she represented India at the Miss Universe pageant in Las Vegas. In 2010, Ushoshi was crowned the first-ever I AM SHE Miss Universe India, marking the beginning of her impressive journey. As a successful model and entrepreneur, she embodies the values of determination and hard work. Ushoshi is also a dedicated social activist, aspiring to empower others and envisioning a vibrant world where everyone thrives.



PICTURED: USHOSHI SENGUPTA AT THE CREDO HOUSE OFFICE

*Shot at CREDO
Fashion Cafe at
New Alipore*





*MISS INDIA - UNIVERSE
USHOSHI SENGUPTA
shot at CREDO FASHION CAFE,
THE FACE OF*

*CREDO
Fashion*

@USHOSHISENGUPTA

CREDO GLOBAL AMBASSADOR

USHOSHI *SENGUPTA*

BEAUTY WITH A PURPOSE





CHARTING HER OWN PATH AS A BEAUTY QUEEN AND SOCIAL ADVOCATE

Ushoshi Sengupta is more than a beauty queen; she is a beacon of resilience, a voice for the voiceless, and a force for change. Known as "the first ray of sun" in Bengali, Ushoshi has lived up to her name by bringing hope and illumination to lives across India. Her journey to the Miss Universe stage in Las Vegas in 2010 introduced her not only to the world but also to a profound sense of purpose. Competing with women from around the globe, she was struck by the common dreams, struggles, and hopes they all shared. Yet, as she rose in the pageant world, Ushoshi sensed a larger calling—one that reached far beyond the glamour of the runway.



EARLY LIFE: A PATH OF COURAGE AND DETERMINATION

Born into a close-knit, middle-class Bengali family, Ushoshi was the first daughter born in 81 years—a celebrated milestone. Raised with values of humility, honour, and service instilled by her father, a dedicated officer in the Indian Air Force, Ushoshi's upbringing was shaped by her family's tradition of resilience.

As a "defense kid," Ushoshi was taught strength and adaptability, but she also felt drawn to a path beyond the conventional careers her family expected. Initially pursuing a science degree at St. Xavier's College, she ultimately switched to sociology—a decision that reflected her independent spirit, though it came with resistance from her father.

This early display of courage and determination would pave the way for her later accomplishments.

The Miss Universe-India 2010, Miss Ushoshi Sengupta is a firm believer in *"Convincing the Unconventional"* and *"Charting your own path."*





PAGEANT JOURNEY: A DREAM REALIZED

Ushoshi's dream of participating in Miss India began at age six, as she watched Sushmita Sen being crowned Miss Universe on TV. "She's the most beautiful woman in the universe for today," her father had said. From that moment, Ushoshi knew she wanted to see her father look at her with that same pride. In 2010, she auditioned for Miss India, even pushing through an outbreak of measles to seize the opportunity, she didn't make it that year but there was something even bigger waiting for her.

Under Sushmita's mentorship, she honed her skills and eventually won, securing the Miss Universe India title and realizing the dream that had taken root in her childhood. For her, it was not just a personal victory but one shared with every girl who had been told she couldn't pursue her dreams. In her role as Miss India, Ushoshi represented her country across 32 countries, bringing pride not only to her family but to countless young women who saw themselves in her story

Fate soon intervened when Sushmita Sen visited Kolkata to audition contestants for her new "I Am She" pageant, Ushoshi saw her chance to fulfill a lifelong dream



SOCIAL ADVOCACY: USING HER PLATFORM TO MAKE A DIFFERENCE

While her pageant success brought glamour and recognition, Ushoshi soon realized her journey held a deeper purpose. Introduced to Kolkata's New Light organization, which provides education, shelter, and support to children of trafficking survivors and women affected by gender-based violence, Ushoshi felt an immediate connection to their mission. Through New Light, she has seen firsthand the transformative power of compassion, safety, and education.

Her advocacy extends beyond symbolic support; Ushoshi has championed projects that empower survivors of trafficking, domestic violence, and abuse. From skill-building programs to employment initiatives, She has collaborated with media outlets like The Telegraph to share these women’s stories, amplifying their voices and highlighting their resilience. “These mothers taught me that life can be beautiful even in the face of sorrow,” Ushoshi reflected, underscoring how her journey has been one of continuous empathy and empowerment.

In addition, Ushoshi founded Playfest, a platform that merges fashion, music, and art while offering workshops for young women in eastern India. Playfest focuses on building confidence, teaching life skills, and addressing mental health—crucial aspects that help young women overcome self-doubt and societal expectations. Ushoshi’s efforts in this area aim to inspire and equip girls with the skills and confidence they need to pursue their dreams.



Ushoshi with Esha Sethi Thirani for Playfest Season 4

USHOSHI



THE POWER OF PURPOSE

For Ushoshi, success isn't defined by fame or accolades but by the lives she has touched and the positive changes she has inspired. "Life gives us signals, strokes of luck, and we have to keep our eyes open to see them," she says. Her journey from Miss Universe India to social advocate exemplifies a beauty queen who chose a path of compassion and courage. Ushoshi Sengupta stands not only as a role model but as a symbol of resilience and empowerment, redefining what it truly means to be a beauty queen in service to others.

A GLOBAL FACE FOR CREDO'S MISSION

Today, as the global face and ambassador of CREDO, Ushoshi Sengupta embodies the organization's mission to foster social empowerment, rehabilitation, and positive change. Her compassion, resilience, and advocacy are deeply aligned with CREDO's ideals, and her personal journey adds invaluable depth to the work we do. Ushoshi's presence brings visibility and credibility to our mission of uplifting marginalized communities, supporting survivors of human trafficking, and fostering hope among vulnerable populations.

SENGUPTA



UNBROKEN:

Ushoshi Sengupta's
Production Debut,
Co-sponsored by
CREDO.

Unbroken is an evocative short musical film created to amplify awareness around mental health. Produced by Ushoshi Sengupta and co-sponsored by CREDO Centre of Excellence, this unique piece distinguishes itself by using music and movement instead of dialogues to communicate its message, making it a profound and accessible medium for viewers of all backgrounds. The film brings together a stellar lineup of prominent faces from the Bengali entertainment industry, including Tuhina Das, Sauraseni Maitra, Ushasi Ray, Devlina Kumar, Gourab Chatterjee, Rishav Basu, Rajdeep Gupta, Srijla Guha, Niranjana Mondal, Singini Chowdhury, and Alkaria Hashmi.

The music, composed by Kuntal De—who also lends his voice—captures the depth and nuances of the struggles associated with mental health in a way that words often cannot. The lyrics, thoughtfully crafted by Nilesch Bhattacharya, further enhance the storytelling, creating a layered and emotive experience that resonates deeply with audiences.



The Cast, Crew & Friends at the Screening.

With its all-star cast and collaborative production, Unbroken aims to shatter the stigma surrounding mental health, encouraging empathy and understanding. As a testament to the power of artistic expression in driving social awareness, the film combines the talents of both emerging and established stars to create a moving piece that aligns with the goals of CREDO Centre of Excellence in promoting mental health and social inclusion through impactful storytelling.

USHOSHI SENGUPTA'S EXCLUSIVE SHOOT WITH SAPTAHIK BARTAMAN:

*Celebrating Indian Craftsmanship at
CREDO's Fashion Incubation Centre*

In an iconic shoot for Saptahik Bartaman held on June 24, 2023, at Park Hotel, celebrated the Global Face of CREDO, the Miss Universe-India, actress and model Ushoshi Sengupta brought to life three exquisite sarees designed at CREDO's Fashion Incubation Centre—India's first-ever dedicated fashion incubator. This pioneering platform, launched by CREDO, has become a creative nucleus for designers and artisans, blending traditional Indian artistry with cutting-edge fashion innovation.

Each saree showcased a unique technique:

- **Hand Embroidery:** A saree rich in intricate, hand-stitched motifs, bridging tradition with contemporary elegance.
- **Digital Printing:** Bold, vibrant patterns digitally rendered, demonstrating the fusion of technology with traditional art.
- **Tie & Dye:** A fresh take on a classic technique, featuring vibrant colors and modern designs.

Through Saptahik Bartaman, this feature spotlighted not only the Miss India- Universe 2010's grace but also CREDO's mission to empower artisans and celebrate Indian heritage. The CREDO Incubation Centre stands as a beacon for innovation, crafting a new narrative in Indian fashion that honors tradition while inspiring future design.





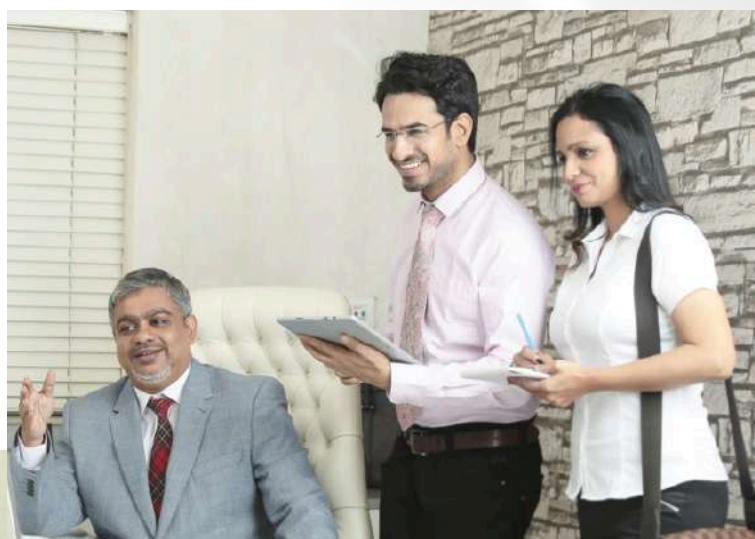
www.credoforu.com

CREDO FORMAL WEAR!



**CREDO
ACCELERATE**

**OUR HOME
BRAND!**



CREDO FASHION



CREDO's
very own
design

THE CREDO EDU-TECH LAUNCH



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

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 night, 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 by the Center of Excellence for gracing the event with their presence and for their immense contributions in their respective fields and the society.

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 a renowned social activist, among others. The managers of national brands like Max Fashion and Pantaloons were also at the event.

CREDO
CHARITABLE
TRUST,
KOLKATA
PRESENTS

EDU-TECH LAUNCH

CREDO CENTER OF EXCELLENCE EDU TECH LAUNCH: 6TH OF NOVEMBER

HELD ON THE
6TH OF
NOVEMBER,
2023

AT THE PARK
HOTEL,
KOLKATA



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.

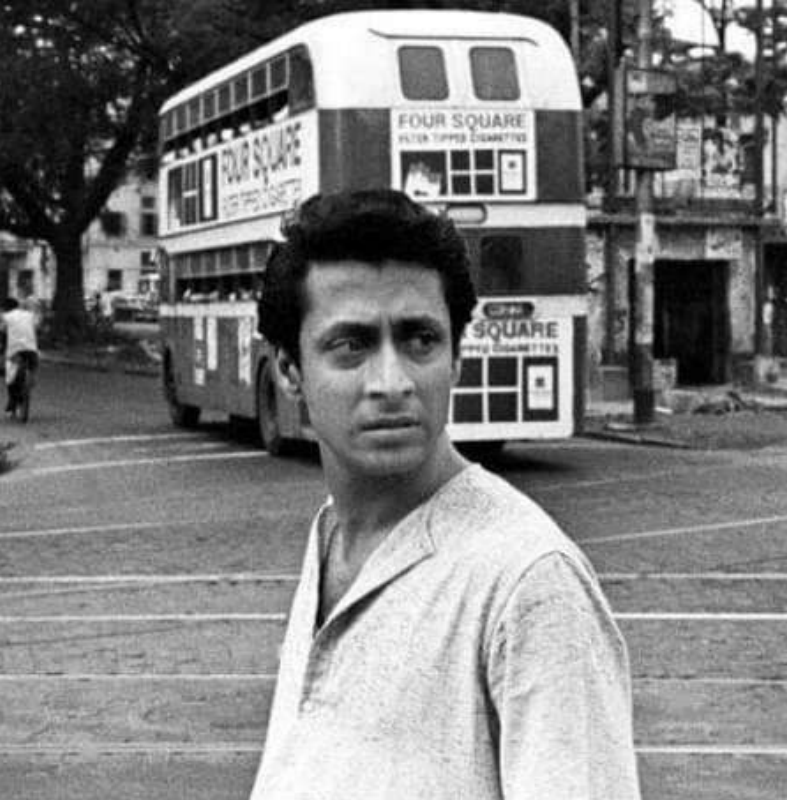
The ceremony seamlessly transitioned into the launch of the Credo Center of Excellence, led by Mr. Pinaki Roy. CREDO aims to create a supportive ecosystem for young entrepreneurs in Bengal, focusing on skill development and resources for starting businesses in the fashion industry. A key element of this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



Team CREDO with distinguished individuals at the Launch

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. 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.

The Telegraph called it “The Launch Of The Year.”



Gallery of Appreciation

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.



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

THE TALENTED ACTRESS, PAOLI DAM, AT THE CREDO EDU-TECH LAUNCH



Paoli Dam, born in 1980, is an accomplished Indian actress who launched her career with the Bengali television serial *Jibon Niye Khela* in 2003. She gained prominence through notable series like *Tithir Atithi*, which enjoyed a six-year run on ETV Bangla, and *Sonar Harin*. With a diverse filmography that includes both national and international projects, Paoli is celebrated for her versatility and multi-dimensional performances, making her a significant figure in the entertainment industry.

Rev. Father Dr. Dominic Savio, SJ presenting 'the Most Versatile Actor' Award to Miss Paoli Dam.



FASHION GURU

ABHISHEK DUTTA

Abhishek Dutta, a renowned Kolkata-based fashion designer and science graduate from Wigan & Leigh College, has earned acclaim for his inventive designs. Winner of the "Most Creative Design" award at Entr'acte 99 and the Smirnoff International Fashion Award (1999), he designed for Femina Miss India 2001 and made his international debut at Bali Fashion Week 2005. Over the last decade, he has showcased at prestigious events like Wills India and Lakme Fashion Weeks. Abhishek has dressed Bollywood stars including Irrfan Khan and Konkona Sen and was awarded the Bharat Nirman Award in 2013 for his contributions to fashion.



Abhishek Dutta received the "Fashion Guru" Award at the CREDO Event

INDUSTRY LEADER IN MOTION PICTURES

FIRDAUSUL HASAN

Firdausul Hasan is an Indian film producer and entrepreneur, best known for producing the National Award-winning Bengali film *Nagarkirtan* (2017), directed by Kaushik Ganguly, which highlighted LGBTQ+ themes. He co-founded Friends Communication, a Kolkata-based production house focused on quality Bengali cinema. Hasan has also served as President of the Eastern India Motion Pictures Association (EIMPA) and is recognized for his leadership in promoting regional cinema and socially relevant content.



Firdausul Hasan received the "Industry Leader in Motion Pictures" Award at the CREDO Event

YOUTH ICON

LAHOMA BHATTACHARYA

Lahoma Bhattacharya is an acclaimed Indian actress and model, known for her impactful work in Bengali cinema. She made her debut in 2022 with a lead role in the Bengali action thriller Raavan, quickly gaining recognition as a rising star. Lahoma received the "Youth Icon Award" at the CREDO event.



RISING STAR

NEEL BHATTACHARYA

Neel Bhattacharya is a renowned Indian television actor who entered the spotlight with his lead role in Thik Jeno Love Story. He gained widespread recognition for his role as Nikhil in the popular series Krishnakoli, earning critical acclaim and a loyal fan base. Neel received the "Rising Star Award" At the CREDO Event.

SOCIAL ICON

SHREE GHATAK MURTHY

Shree Ghatak Murthy is dedicated to empowering gender-marginalized communities, especially transgender and queer individuals. As founder of the Troyee Foundation, she champions their rights, fosters safe spaces, and promotes awareness to build a more inclusive society. She received the "Social Icon Award" At the CREDO Event.



DESIGNERS AND BRANDS

MOST LOVED FASHION BRAND OF INDIA

**AWARDED TO
PANTALOONS**



BUDDING DESIGNER IN ETHNIC FASHION

**AWARDED TO
KHUSHBOO BAGRI**



MOST PROMISING RETAIL BRAND OF INDIA

**AWARDED TO MAX
FASHION**



FASHION ICON INDO- WESTERN WEAR

RICHA KHEMKHA





Feeling Herself

SHOT AT CREDO FASHION CAFE

RECREATE this look,
shop at www.credoforu.com



Model: Shree Chakraborty



THE CREDO COLLECTION



HOME FURNISHING VELVET DREAMZ

Explore our vibrant collection of digitally printed t-shirts and shirts that make a statement. Elevate your style with elegant draped fabrics and transform your home with beautifully crafted furnishings. Discover hand-embroidered khadi dresses that blend tradition and modern flair, along with playful tie-dye pieces that celebrate creativity. Each item invites self-expression, allowing you to refresh your wardrobe and home with unique styles. Celebrate your individuality with our curated selections that combine comfort and artistry!

www.credoforu.com

LAUNCH OF THE CREDO CENTER OF EXCELLENCE LOGO

India's First Fashion Incubation Centre

The CREDO Center of Excellence, a 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, has officially launched India's first fashion incubation centre in Kolkata. This initiative aims 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.

The centre was inaugurated by Padma Shri awardee Dr. A. Sakthivel, Chairman of AMHSSC, alongside Reverend Father Dr. Dominic Savio, Principal of St. Xavier's College Kolkata (Autonomous) and President of the St. Xavier's College Alumni Association. 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 CREDO Center's hybrid fashion design and entrepreneurship program blends online coursework with hands-on training, offering six months of intensive skills-building and 2-4 years of incubation support. Participants gain practical experience in design, business development, and marketing, with access to CREDO's extensive network for guidance in incorporation, manufacturing, and market entry, fostering growth toward independent success.



Sauraseni Maitra addressing the crowd at The CREDO Edu-Tech Launch

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.

OUR HONOURABLE GUESTS



Reverend Father Dr. Dominic Savio, Principal of St. Xavier's College, was warmly welcomed by CREDO Trustee Sudeshna Roychowdhury, Secretary of SXCAA Firdausul Hassan, along with Sambit and Dharmen Trivedi.



The General Manager of Hyatt warmly welcomed Reverend Father Dr. Dominic Savio, while CREDO patrons Darshita and Hasan escorted him to the program venue.



Darshita and Dharmen Trivedi escorted Dr. A. Sakthivel to the program venue.



Dr. A. Sakthivel was welcomed by Trustees and Founders Pinaki Roychowdhury and Sudeshna Roychowdhury of the Credo Center of Excellence.

SAURASENI MAITRA

**ACTRESS
AND MODEL**



FILM STAR, SUPER MODEL AND YOUTH SENSATION

Sauraseni Maitra is an Indian model and actress who began her career at the age of 9. She made her acting debut in the 2012 action drama *Chittagong*, directed by Bedabrata Pain. In 2015, she starred in the comedy-drama *Umrika*, directed by Prashant Nair. Her 2017 credits include the thriller *Meghnadbodh Rohoshyo*, directed by Anik Datta, alongside Sabyasachi Chakraborty and Abir Chatterjee. She also appeared in Pratim D. Gupta's drama *Maacher Jhol*, featuring Paoli Dam and Kaya Blocksage. Additionally, Sauraseni worked on an advertisement directed by Anik Dutta, alongside Bollywood actress Deepika Padukone.



Today, I am honored to support the impactful work of the CREDO Charitable Trust and its visionary CREDO Center of Excellence, founded by Mr. Pinaki & Mrs. Sudeshna Roychowdhury. This pioneering collaboration with the Apparel Made-Ups & Home Furnishing Sector Skill Council is about to launch an innovative Fashion Design and Entrepreneurship Program that will: Introduce aspiring talent to fashion, mentor future fashion entrepreneurs, provide hands-on apprenticeships, and connect graduates with valuable market opportunities.

Through in-depth support in design, manufacturing, and marketing, the Center ensures every graduate has the tools to succeed. Each participant will also receive over 200 designs as a startup portfolio—a one-of-a-kind opportunity in India's first fashion incubator.

The program, delivered through a hybrid of online and in-person training at CREDO's state-of-the-art centers, is designed to be affordable, with subsidies for deserving candidates.

As an actor, model, and fashion enthusiast, I am thrilled to see the doors this program will open for young talents across India. It's truly inspiring to be part of this milestone, and I'm excited to support CREDO's mission in uplifting the next generation of fashion entrepreneurs.

Here's to a brighter future for India's fashion industry!

Saurabeni Maitra

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IN ASSOCIATION WITH CREDO

PLAYAY SEASON 4

**WHEN DID
IT HAPPEN?**

6th April,
2024

LOCATION

HYATT
REGENCY
KOLKATA

A fashion show is an event put on by a fashion designer to showcase their upcoming line of clothing and/or accessories during Fashion Week.

20
24

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PLAYAY SEASON 4

Hyatt Regency Kolkata's lobby turned into a ramp where Esha Sethi Thirani showcased her designs



USHOSHI SENGUPTA:
The Organiser of the Show



CREDO Brand Ambassador Ushoshi Sengupta, CREDO Founder Sudeshna Roychowdhury and AMHSCC's Joint Director Dr. Aditi Yadav

PLAAY

Season 4

HIGHLIGHTS

CREDO proudly partnered with PLAAY Season 4 for an unforgettable evening at the Hyatt Regency on the 6th of April, 2024, Kolkata, where glamour and creativity took center stage. Helmed by CREDO's Global Ambassador, Miss Ushoshi Sengupta, the event was a landmark moment in the city's fashion landscape, showcasing a spectacular fusion of design and artistry.

The runway was set ablaze by the remarkable creations of Esha Sethi Thirani, whose visionary designs captivated the audience. Each ensemble told a unique story, blending modern silhouettes with traditional craftsmanship, embodying the essence of contemporary Indian fashion. The fluid drapes, bold colors, and intricate detailing left fashion enthusiasts in awe, establishing Esha as a true trailblazer in the industry.

Adding to the allure, Sawansukha presented a breathtaking collection of jewellery that effortlessly complemented the garments. Each piece—meticulously crafted and imbued with exquisite artistry—brought a sparkling dimension to the runway, elevating the overall aesthetic and making every outfit shine. The atmosphere was electric, with a celebration of style that resonated throughout the night. CREDO's collaboration in this event underscores its dedication to nurturing fashion talent and innovation, positioning Kolkata as a vibrant hub for fashion-forward thinking.



Glimpse of the event





The Show Stopper, Nusrat Jahan.

The dazzling Bengal beauty and actress, Nusrat Jahan, turned heads as she graced the runway as the showstopper at Plaay Season 4.

With her signature charm and elegance, Nusrat lit up the stage, captivating the audience with every step. Dressed in a stunning ensemble that perfectly blended contemporary style with traditional flair, she embodied the essence of modern fashion. The audience erupted in applause as she showcased her poise and confidence, reaffirming her status as a style icon in the industry. Her appearance at Plaay Season 4 not only highlighted her talent as an actress but also her passion for fashion, leaving everyone eagerly anticipating her next move in the world of glam.

In a stunning display of elegance and confidence, CREDO's Chairman, Mrs. Sudeshna Roychowdhury, captivated the audience as she walked the ramp at PLAAY Season 4, held at the Hyatt Regency. Her poised demeanor and glamorous look surprised attendees, solidifying her status as a fashion icon in her own right. Mrs. Roychowdhury's participation in PLAAY Season 4 highlighted the importance of strong leadership in the creative realm, inspiring future generations to embrace their passion for fashion. Mrs. Sudeshna Roychowdhury made a lasting impression, reminding everyone that true style transcends the runway.



CLOTHES MEAN NOTHING UNTIL SOMEONE LIVES IN THEM.



The CREDO Founders, Mr. Pinaki Roychowdhury and Mrs. Sudeshna Roychowdhurt at the Afterparty

CREDO After Party!

With the CREDO Founders, the
team and all esteemed guests!



Scenes After the CREDO Edu-tech
Launch at Hyatt & Plaay Season 4!



At CREDO,
we believe in
All Work and
All Play!

More Glimpses of CREDO's after event
scenes! After the XSL championship & more!

FOOTBALL TEAM AUCTION & JERSEY INAUGURATION



The Football Team Auction
process at St. Xavier's College



The high-spirited CREDO was really high at the
Auction!

AUCTION HIGHLIGHTS!



CREDO JERSEY

Calcutta Sports Journalists Club, Kolkata – In a lively celebration of spirit and sportsmanship, Credo Accelerate proudly unveiled their official jersey for the upcoming XSL-Xaverian Soccer League. The event was graced by the legendary Indian football icon and former national team captain, Mr. Shyam Thapa, adding a touch of legacy to the unveiling ceremony.

This unique jersey, crafted meticulously by CREDO's in-house design team, reflects not only skill but a vibrant passion. Every color chosen symbolizes CREDO's boundless zeal and unwavering enthusiasm, aligning perfectly with the energy and unity of the XSL. The jersey stands as a testament to CREDO's dedication to fostering team spirit, creativity, and pride.

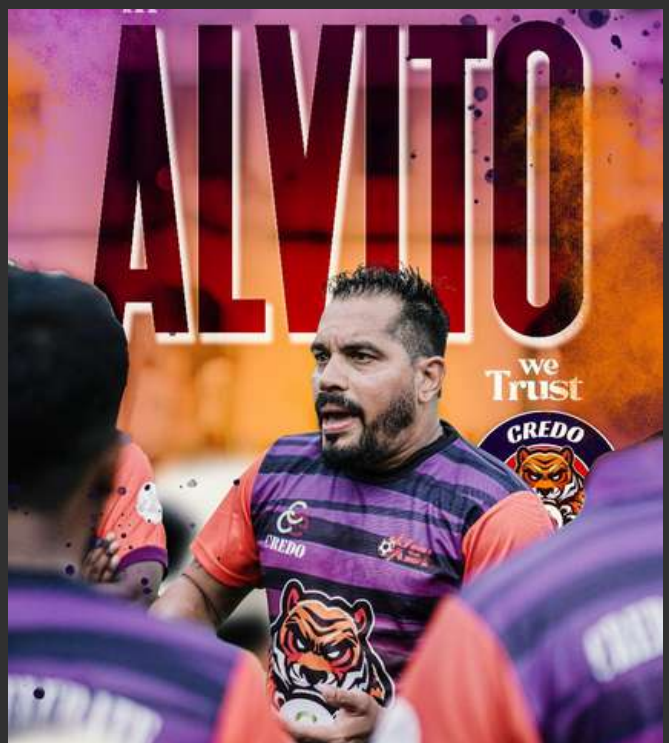
With Mr. Thapa's inspiring presence, this unveiling set the stage for an exciting season ahead, celebrating the game, the team, and the community that stands behind them.



Unveiling of CREDO ACCELERATE Football team's Jersey for the 1st XSL-Xaverian soccer league at Calcutta Sports Journalists Club by Former Captain of the Indian Football team Mr. Shayam Thapa



The CREDO ACCELERATE Team



CREDO Accelerate Team Captain Alvito D'Cunha

FASHION SHOW

CREDO OUTFITS *stunned*
at the **SANMARG EVENT**

CREDO BLACK GOWN

CREDO in association with SANMARG



On November 10, 2024, CREDO proudly took center stage as the support sponsor at the much-anticipated MDJ Couple No. 1 Contest & Sanmarg Fashion show, a glamorous celebration of fashion, elegance, and creativity. Known for its dedication to empowering artisans and championing traditional craftsmanship, CREDO presented an exclusive, meticulously designed collection of sarees and a stunning black gown, each crafted by its talented in-house design team. The collection captivated the audience, setting an elegant tone for the evening.

The event brought together 12 finalist couples, all vying for the top prize—a dream trip to Vietnam. Adding to the evening's allure was CREDO's Global Ambassador, Miss Ushoshi Sengupta, Miss Universe-India 2010, who played a pivotal role as an organizer and mentor. With her experience and grace, Miss Sengupta guided the couples, helping them master the runway with confidence and poise. Her expertise added a professional edge, preparing the participants for an unforgettable evening in front of an eager audience.

Amidst sophisticated decor and lively performances, models graced the runway adorned in CREDO's exquisite sarees, showcasing intricate sequence work and embroidery inspired by India's rich textile heritage. Every weave, stitch, and embellishment told a story of cultural legacy and skill, reflecting CREDO's mission to revive traditional techniques while embracing modern aesthetics.



CREDO FASHION





THE GORGEOUS *Sarees*
And **BLACK GOWN**

CREDO SAREES



**CREDO FOUNDER TRUSTEE
SUDESHNA ROYCHOWDHURY WORE
THE DAZZLING PARSİ GADA
EMBROIDERED SAREE**

The Parsi Gada Embroidery stands as a true symbol of ethereal elegance and grace, with each piece narrating an enchanting story through its intricate, hand-embroidered artistry. This exquisite collection celebrates the revival of a century-old craft, one that resonates deeply with Indian culture and heritage.



CREDO's participation in the MDJ Couple No. 1 Contest and Sanmarg Fashion Show was more than a display of fashion; it was a celebration of culture, talent, and community. The collection, which included a beautiful series of intricately draped sarees as well as a sequenced saree and a show-stopping black gown, embodied the vision of CREDO's artisans and designers. Their hard work and creativity brought each garment to life, infusing the runway with grace, charm, and the timeless appeal of Indian tradition reimagined for contemporary fashion.

THE MESMERISING BLACK GOWN BY CREDO



The highlight of the evening was the presentation of the prestigious "Jugal Jodi" Award, where CREDO's Founder Trustee, Mrs. Sudeshna, took the stage to honor the winning couple. Her presence underscored CREDO's commitment to fostering impactful collaborations that uplift local craftsmen through skill, artistry, and economic empowerment.

CREDO FOUNDER TRUSTEE SUDESHNA ROYCHOWDHURY FELICITATING THE 'JUGAL JODI' AWARD WINNERS

The evening was an unforgettable fusion of style and purpose, exemplifying CREDO's mission to empower artisans, advocate for sustainable craftsmanship, and elevate Indian heritage on modern fashion platforms.



2024

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ON THE RAMP THE MDJ SANMARG EVENT

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FASHION DESIGN
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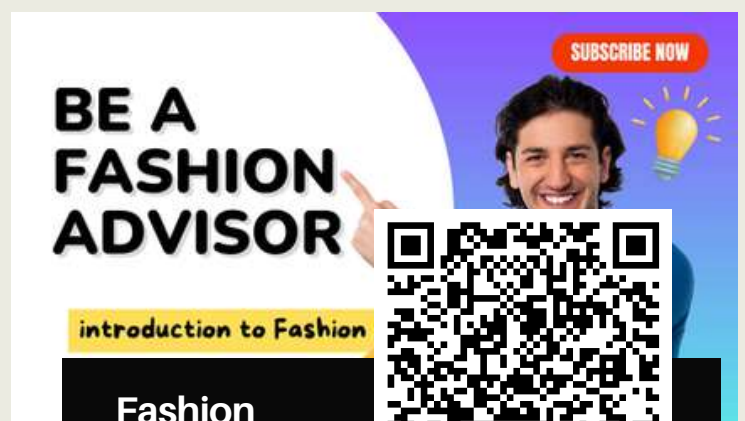


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