IC-SURE PROJECTS MARKETING PVT. LTD





CREDO EMPOWERMENT CENTER

Our empowerment project aims to improve quality of life. It focuses on processes that enable participation, enhance control through shared decision making, and create opportunities to learn, practice, and increase skills. A niche strategy which is viable so we can identify a part of the market which can be captured through a more focused solution than anything currently available. A new market or an existing market is addressed by mapping the skill gap and addressing the demand versus supply shortage within a local community. When youth participate in established empowerment programs they see a variety of benefits, like:

- Youth are able to explore various roles and identities, promoting self-determination.
- Youth participate in a variety of teamwork and networking experiences.
- Youth develop ethical values and reasoning skills focusing on individual strength.
- Youth demonstrate the ability to set goals and develop a plan.
- Youth participate in varied activities that encourage the development of selfdetermination.



We are focusing on building skill sets to create micro- entrepreneurs who will get training to improve one's capability, capacity, productivity and performance to maintain, upgrade and update skills throughout working life. We will introduce learning programmes that will provide, combined content of specific skills training in a short period of time. This will give a more hands-on experience within their field of interest. In a manner that is productive and constructive, recognizes, utilizes, and enhances people's strengths; and promotes positive outcomes for people by providing opportunities, fostering positive relationships, and furnishing the support needed to build on their leadership strengths. Benefits of such courses will be:

Vision: Shashakt Bharat

An empowered Nation, for the people, by the people with the people.

Gitanjali 35

BY RABINDRANATH TAGORE

Nobel Laureate Rabindra Nath Tagore had the vision of the predicament that the Nation is facing even in the 21st century. Let's rise above all pettiness and live by mission Swabhimaan!

"Where the mind is without fear and the head is held high;

Where knowledge is free;

Where the world has not been broken up into fragments by narrow domestic walls;

Where words come out from the depth of truth;

Where tireless striving stretches its arms towards perfection;

Where the clear stream of reason has not lost its way into the dreary desert sand of dead habit;

Where the mind is led forward by thee into ever-widening thought and action.

Into that heaven of freedom, my Father, let my country awake."

- Providing more people with job opportunities.
- Promote healthy life style& hygiene practices.
- Participate in service to the nation, to the community & to the family.
- Promote positive outcomes.
- Promote social, emotional, behavioural, and moral competence.
- Promote empowerment.
- Growth mind-set.
- Positive education.

Objectives: Kushal Rastra

- > Generating community based opportunities in employment and micro entrepreneurship across the cross section of the society irrespective of religion, caste, creed or sex.
- ➤ Deploy the able bodied population through strategic training into immediate economic activities through high demand localized goods and services within a 3 to 4 months turn around cycle.
- > Set up pan India vocational training, micro entrepreneurship projects ann empowerment centres of excellence.

Roll out Protocol:

(1) The Brick & Mortar Infrastructure

- > Set up multi talent vocational training & empowerment centres across the Nation.
- > At 718 District of India: set up 2 satellite centres catering to Rural and Urban population.
- At 36 Capital cities (including Union Territories) of Indian states set up a Central hub of excellence.

(2) The Cloud Infrastructure

- > Online education, content and data management.
- Back office processing and support

(3) Partnering & Market linkages

- With local housing societies, cooperatives and townships who will benefit from the goods and services offered by each centre.
- > With local businesses who will link the goods and services with their network of clients.
- With third party e-commerce platforms to promote and position the centres amongst the target client population.

(4) Funding the Capital cost of each project:

Crowd fund the localized centres from within the community and from structured entities i.e.:

- Corporate bodies,
- Public Sector Undertakings,
- > Foundations,
- > Trusts,
- Societies and
- > Individual donors.

(5) Funding the Operation cost plans:

Set up a minimalistic fee structure that picks up the cost of remuneration of the tutors, utilities, manpower and operational consumables.

Have free of charges visiting faculty to 'train the trainers' to complement, audit and upgrade each centre.

Initial Locations:

- Dhapa, Kolkata
- Diamond Harbour, West Bengal.
- Paikpara, Kolkata
- Behala, Kolkata
- Kasba, Kolkata
- Asansol, Burdawan
- > Durgapur, Burdawan
- Bardhaman Township.

Project sites:

(1) CREDO Centre No.1

Behala address: 93/14A Santosh Roy Road, Behala, Kolkata 700 008

Area: Approx 5,000 Sq.ft.

Ownership Status:

This site is the leasehold of Shree Pinaki Roychowdhury, Founder Trustee of CREDO West Bengal. Pinaki has provided the space free of lease or rental. He has also equipped the centre for garments and fashion incubation.

(2) CREDO Centre No.2

Dhapa address: 1 Dhapa road, Kolkata 700 105

Area: Approx 5,000 Sq.ft.

Ownership Status:

This site is the property of Shree Shantanu Singh, Senior Vice President of Karni Sena West Bengal. Shree Shantanu has nobly provided the space free of lease or rental.

SOCIAL PROJECT THAT WE INTEND

TO ROLL OUT AT OUR DHAPPA CENTER:

1. **COMPUTER LAB: Training & Services**

- ✓ Training in Graphic Designing
- ✓ Training in Accounting
- ✓ Training in Data Entry
- ✓ Training in Basic Computing
- ✓ Maximum placement facility
- ✓ Connect with companies
- ✓ Perform numerous other basic and essential assignments
- ✓ Certificates will be issued

Computer literacy is an important skill in itself. However, simple computer knowledge, although enables a person to access information from World Wide Web, but may not be sufficient to create enough employable opportunities. Assessing the gap in the society where small traders find it overwhelming to navigate the tax structures and accounting compliances, especially considering the cost of a full time GST consultant or an accountant, CREDO will empower youth having working knowledge of basic accounting, i.e. class 12 standard knowledge, who shall be trained to become 'Tally' and 'GST' compliant data entry operators - catering to small businesses within the community. Similarly, the youth, having artistic inclination, shall be provided with graphic designing skills and e-commerce skills in order to help small traders to reach out to new customers using several available online platforms.

TOTAL ASSET COST: RS.4, 06,030/- [ANNEXURE A]

2. **DRIVING CENTER: Training & Services**

- ✓ Driving Simulation Set with gears and steering wheels
- √ VR system
- ✓ Simulation software
- √ Improvement in Safety & Compliance concept understanding
- ✓ Saving on fuel
- ✓ Driving Skill Improvement
- ✓ Improvement in Overall Operator Performance
- ✓ Driving training under professional supervision
- ✓ Car and a commercial vehicle for hands on training

Lack of safe driving attitude, failure to obey traffic laws, bad judgement, lack of driving knowledge and failure to maintain the vehicle are the characteristics of an uncertified driver. Identifying the gap in the society to secure well cultured, trained drivers from the local community in order to replace out of state drivers will save costs for the employers while securing jobs for the local residents. Our training & service centre will provide with certified and professional drivers who follow traffic rules, are courteous to other drivers, are optimistic and are capable of handling situations or their employers, diplomatically. Here, we are introducing India's First Car Simulator set-up for better and efficient hands-on training of the drivers, which will also benefit by minimising the risk of accident on roads. One of the most important qualities of a good driver is that he or she should be skilled enough to handle any situation, it requires knowing how to apply the rules of the road which ensures safety and also has an intuitive understanding of the basics of vehicle handling and can drive responsibly.

TOTAL ASSET COST: RS.2, 33,200/- [ANNE

[ANNEXURE B]

3. CLOUD KITCHEN: Training & Services

- ✓ Home cooking certificate course for housemaids
- √ Specialty cooking
- √ Food catering
- ✓ Nutritious food available at home
- ✓ Specialize in cuisines
- ✓ Builds a Foundation for Hygiene
- ✓ Train Employees on Food Safety
- ✓ Employees will gain better understanding and appreciation of their job
- ✓ Certifications
- ✓ Food service and delivery
- ✓ Cost efficient catering service
- ✓ Corporate orders
- ✓ Birthday and private party orders

The consequences of poor food hygiene practices can be serious, including health repercussions. Poor personal hygiene of those handling the food, including unclean hands, unclean clothes and hair which is not tied back properly. Our Kitchen training minimizes the chances of food contamination or food poisoning, protecting your health and maintaining hygiene and safety. Working with underprivileged women, at a world class Cloud kitchen infrastructure, we offer trained personnel to retailers, restaurants, caterers plus various home cooks specialized in cuisines like Bengali, Punjabi, Marwari, etc. We issue certificates to those attending our training program, maintaining a high standard of food hygiene, cook nutritious food, control waste, preventing cross contamination, cleaning procedures and well groomed. This is an opportunity for employers to access quality Home Cook maids, who are certified and offer standardised quality services. The trainees will be encouraged to support their own community by setting up their own businesses as caterers, bakers, and cloud kitchens.

TOTAL ASSET COST: RS.15, 55,831/- [ANNEXURE C]

4. PARA NURSING& GOVERNESS: Training& Services

- ✓ Child care and Governess Training
- ✓ Elderly care and nursing
- √ Knowledge about Basic Health care
- \checkmark Knowledge about Medicines and First aid
- ✓ Para nursing
- ✓ Training about CPR and Emergency Management
- ✓ Maintaining safety measures and hygiene
- √ Grooming

Para Nursing encompasses autonomous and collaborative care of individuals of all ages, families, groups and communities, sick or well and in all settings. It includes the promotion of health, the prevention of illness, and the care of ill, disabled and dying people. Nurses play a critical role in health care and are often the unsung heroes in health care facilities and emergency response. They are often the first to detect health emergencies and work on the front lines of disease prevention and the delivery of primary health care, including promotion, prevention, treatment and rehabilitation. CREDO will empower the women who are graduates or undergraduates to become certified Governess for children's, para nurses for the young and the aged - duly trained in first aid, emergency response, CPR, etc.

TOTAL ASSET COST: RS. 2, 36,768/- [ANNEXURE D]

5. HOUSEKEEPING: Training & Services

- ✓ Grooming for housekeeping
- √ Table setting
- ✓ Laundry and ironing
- √ Kitchen cleaning
- ✓ Modern household management
- ✓ Professional learning and teaching
- ✓ Bedroom Management
- √ Vacuum Cleaning and Dusting
- ✓ Cleaning Services
- ✓ Knowledge about cleaning essentials
- ✓ Serving and Manners

Everyone has different ideas of how and to what extent things should be cleaned in their houses. Leaving your household cleaning to a housekeeper, in some senses, mean relinquishing a portion of your control of how things will be done. A detailed list of what needs to be done and on what time schedule will help reduce the disappointment you may have when a housekeeper does not tend house in the same way you would. The idea of having a housekeeping service sounds like a time-saving dream. Housekeeping services are only as good as the effort you personally put in to finding, securing and maintaining that relationship. It starts with knowing your expectations, doing your research and staying involved with the housingkeeping personnel. Since housekeeping is more than just tiding up, having a service to regularly mop, vacuum, dust and scrub is a great way to reduce the household time demands you may face. In addition, when there are special events or unusual messes to deal with, a housekeeping service can be available to save preparation and clean-up time. CREDO housekeepers will be trained in offering Night bed services at par with star rated hotels, professional laundry services, table setting and sanitization services.

TOTAL ASSET COST: RS.1, 32, 464/-

[ANNEXURE E]

6. AMBULANCE & FOOD TRUCK: Training & Services

- ✓ Driver practical training
- √ Emergency services
- ✓ Food delivery services

Emergency ambulances are highly likely to be involved in hazardous situations, including incidents such as a road traffic collision, as these emergencies create people who are likely to be in need of treatment. They are required to gain access to patients as quickly as possible. CREDO will provide with an ambulance these types of ambulances are primarily used for Basic Life Support (BLS) and transfer of patients.

Food trucks are subject to the same range of concerns as other foodservice businesses. There are a variety of permits to obtain and a health code to observe. Labour and fuel costs are a significant part of the overhead. We will arrange for a large motorized vehicle (such as a van) or trailer, equipped to cook, prepare, serve, and/or sell food. Food trucks, along with portable food booths and food carts, are on the front line of the street food industry that serves an estimated 2.5 billion people every day. CREDO food trucks and Ambulances will serve the local community.

TOTAL ASSET COST: RS.5, 40,000/- [ANNEXURE F]

7. OtherSite Infrastructure

- ✓ Fans
- √ Tables, chairs, lights
- ✓ Electrical and fixtures
- ✓ Paint
- √ Facility Renovation
- ✓ Administration

Each center shall require minimal paint works, civil works, and ambience with Electrical fans, lights and other infrastructure to operate the unit.

TOTAL ASSET COST: RS. 2, 48,200/- [ANNEXURE G]

8. OPERATING EXPENDITURE: For 3 month: RS. 5,04,000/-

Serial No.	Description	Estimated Amount
1	Overheads	40,000/-
2	Utilities	20,000/-
3	Office	7,000/-
5	Expenses	7,000/-
TUTORS:		
4	Computer	10,000/-
5	Accounting	11,000/-
6	Nursing	20,000/-
7	Chef	20,000/-
8	Driving	14,000/-
9	Simulator	11,000/-
10	Unit Head	15,000/-
Total Operational Cost for 1 month:		RS. 1,68,000/-
<u>-</u>	erational Cost 6 month:	RS. 5,04,000/-

9. SUMMARY OF CAPITAL EXPENDITURE: Rs.33, 52,493/-

Serial No.	Description	Estimated Amount	
1	COMPUTER LAB	4,06,030	
2	DRIVING CENTER	2,33,200	
3	CLOUD KITCHEN	15,55,831	
4	NURSING TRAINING	2,36,768	
5	HOUSEKEEPING	1,32,464	
6	AMBULANCE & FOOD TRUCK	5,40,000	
7	INFRASTRUCTURE	2,48,200	
1	TOTAL CAPEX:	33,52,493	

TOTAL BUDGET FOR CREDO MA DURGA EMPOWERMENT CENTER

SL NO.	DESCRIPTION	AMOUNT
1	OPEX	5,04,000
2	CAPEX	33,52,493
GRA	38,56,493/-	

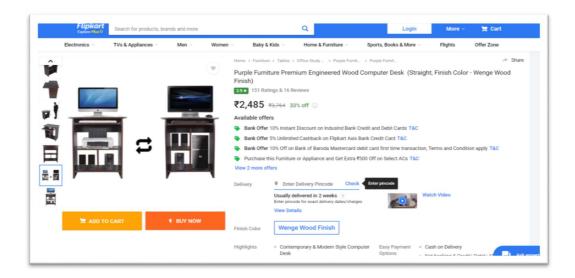
ANNEXURE 'A' COMPUTER LAB: Training & Services

Serial No.	Product	Requirement (pcs)	Estimated Cost/pc.	Estimated Amount
1	Desktop Computer	3	48,000	1,44,000
2	Computer Tables	4	2,485	9,940
3	A3 Colour Printers	1	41,990	41,990
4	UPS	1	6,200	6,200
5	2 ton Air Conditioner	1	52,900	52,900
6	Installation charges			46,000
7	Renovation charges			70,000
8	License & Administration			35,000
	4,06,030			

1. DESKTOP COMPUTER ASSEMBLED 32-Inch FHD with 10th Gen Intel Core i3-10100T/8GB/1TB HDD) Rs.48, 000/-

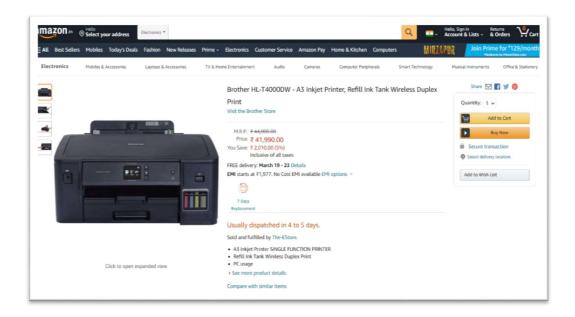
- Processor: 10th Gen Intel Core i3-10100T (3.0 GHz base frequency, up to 3.8 GHz with Intel Turbo Boost Technology, 6 MB L3 cache, 4 cores)
- Memory: 8 GB DDR4-2666 SDRAM (1 x 8 GB); Storage: 1 TB 7200 rpm SATA HDD
- Display: 32-inch FHD (1920 x 1080), IPS, three-sided micro-edge, anti-glare, 250 nits, 72% NTSC
- Operating System & Software: NOT PROVIDED
- Keyboard & Mouse: USB black keyboard and mouse combo
- Graphics: Intel 2 GB Graphics 630
- Ports: 2 SuperSpeed USB Type-A 5Gbps signalling rate; 2 USB 2.0 Type-A; 1 HDMI-out 1.4; 1 headphone/microphone combo
- Camera & Microphone: Privacy camera with integrated dual array digital microphones
- Warranty: 1-year domestic warranty

2. COMPUTER TABLE:

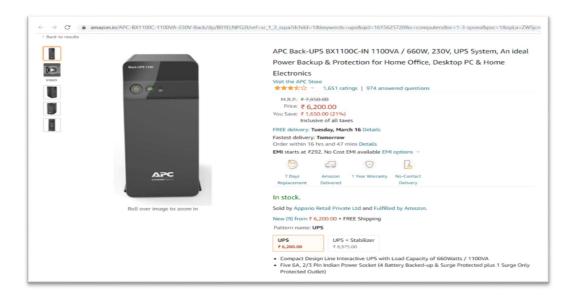


3. A3 COLOUR PRINTER:

Rs.41, 990/-

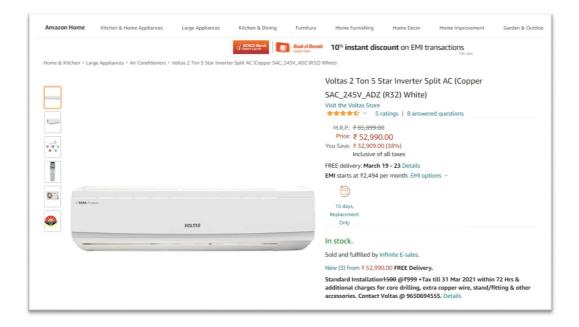


4. UPS: Rs.6,200/-



5. AIR CONDITIONER:

Rs.52, 990/-



6. ELECTRICAL CHARGES:

SL NO.	DESCRIPTION	AMOUNT
1	Electrical work	20,000/-
2	Fixtures	20,000/-
<i>3</i>	Fittings	6,000/-
To	46,000/-	

7. RENOVATION CHARGES:

SL NO.	DESCRIPTION	AMOUNT
1	Paint work	10,000/-
2	Repairs	10,000/-
<i>3</i>	Aluminium partitions	20,000/-
4	False Ceiling	30,000/-
-	70,000/-	

8. LICENSING AND PERMIT CHARGES:

SL NO.	DESCRIPTION	AMOUNT
1	Working papers	20,000/-
2	Security	15,000/-
	35,000/-	

ANNEXURE 'B' DRIVING CENTER: Training & Services

Serial No.	Product	Requirement (pcs)	Estimated Amount
1	VR READY PC	1	95,000
2	OCULUS RIFT S	1	56,000
3	Steering, Gear, Pedals		35,000
4	Installation Charges		47,200
	2,33,200		

DRIVING SIMULATION

Train, Upskill, Test, Certify people in real-world conditions without actual equipment's and make them good drivers.

- VR System
- Steering Wheel Gear ,Clutch, Brake, Accelerator Pedals
- 4 Axis Joysticks for shovel
- Recreating equipment operator hardware console as per model provided

Car Model Supported

- Swift Desire
- Bharat Benz Truck

Platform Features

- Local Language Support- In Bangla
- Installation timeline from order-10 days
- Performance Reports & Analytics
- 6+ Hours Training Content Critical & Accidental Scenarios
- Central Dashboard for Data, Performance Reports-Individual, Comparative, Progressive

Measurable Results

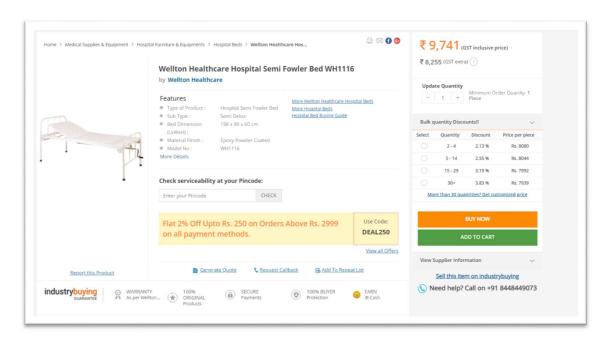
- Areas of Impact- Productivity, Cycle Time, Compliance, Safety.
- Driving Skill Improvement- 36% (Improvement in Overall Operator Performance Rating)
- Reduction in Induction Training Time- 63%
- Improvement in Safety & Compliance concept understanding- 41%

ANNEXURE 'C' CLOUD KITCHEN: Training & Services

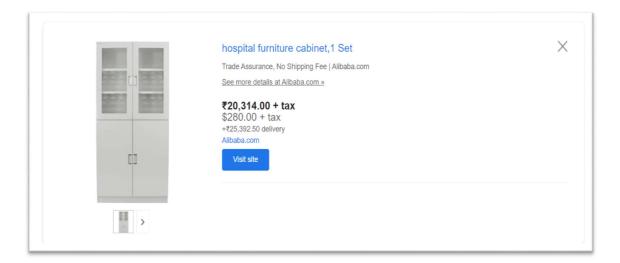
Serial No.	Product	Size/ Capacity	Quantity (pcs)	Estimated Cost	Estimated Amount
1	Sandwich Griller	Double	1	16,500	16,500
2	Tandoor	Gas	1	21,250	21,250
3	Planetary Mixer	20 ltr	1	67,000	67,000
4	Freezer	400 ltr	2	1,70,000	3,40,000
5	Chiller/Refrigerator	1000 ltr	1	94,000	94,000
6	Deck Oven	Electric[2 Deck+ 4 Trays]	1	80,000	80,000
7	Commercial Mixer	5 ltr	1	18,500	18,500
8	Commercial Blender	2.5 ltr	1	27,000	27,000
9	Bread Poofer	Electric [16 Trays]	1	52,500	52,500
10	Microwave	25 ltr	1	30,500	30,500
11	Gas Top Burners	4 burner	1	43,500	43,500
12	Induction Cooker	Flat Top [1]	1	15,500	15,500
13	Dough Sheeter	Roller length: 520mm	1	2,75,000	2,75,000
14	Oil Fryer	35-40 lbs	1	92,000	92,000
15	Hot plate cum Griddle plate	Electric[12kw]	1	36,500	36,500
16	Salamander		1	15,000	15,000
17	Trolley	3tier	2	41,600	83,200
18	Work Cabinet	2 bottom shelf	1	33,000	33,000
19	Ice machine	15kg	1	59,322	59,322
20	Sink	2 sinks	2	45,780	91,560
21	Water Purifier[Eureka Forbes]	8ltr	1	13,999	13,999
22	Kitchen Tools				50,000
TOTAL ASSET COST:					15,55,831

ANNEXURE 'D' NURSING UNIT: Training & Services

Serial No.	Product	Require ment	Estimat ed Cost	Estimated Amount
1	Hospital bed/ Camp bed	1	9,741	9,741
2	Cabinet	1	20,314	20,314
3	Mattress	1	2,500	2,500
4	Pillow	2	500	1000
5	Pillow Cover	2	500	1000
6	Bedsheet	1		500
7	Table	1		500
8	Blood Pressure Machine	1	2,699	2699
9	Glucometer	1	698	698
10	ECG Machine	1	27,500	27,500
11	Thermometers	1	500	500
12	Stethoscope	2	1299	1,299
13	PPE kit	2	994	1,988
14	Bed pan	1	790	790
15	Gauze sponge	20		1,000
16	Surgical scissors	2	500	1,000
17	Syringe	20		5,000
18	Ophthalmoscope	1	2,599	2,599
19	Oxygen mask and tubes	2	500	1,000
20	Transfusion kit	10	100	1,000
21	Weight Machine	1	1000	1,000
22	Saline stand	1	2,140	2,140
23	CPR	1	66,000	66,000
24	Renovation & Infrastructure			35,000
24	Civil Works			50,000
TOTAL ASSET COST:				2,36,768



2. CABINET: Rs.20, 314/-



3. MATTRESS: Rs. 2,500/-

4. PILLOW: Rs. 500/-

5. PILLOW COVER: Rs. 500/-

6. BEDSHEET: Rs. 500/-

7. TABLE: Rs. 500/-

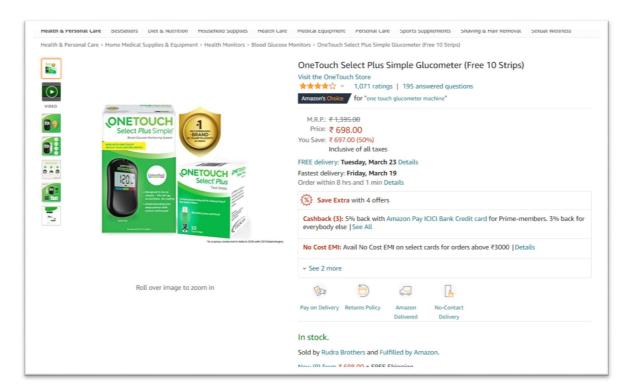
8. BLOOD PRESSURE MACHINE:

Rs. 2,699/-

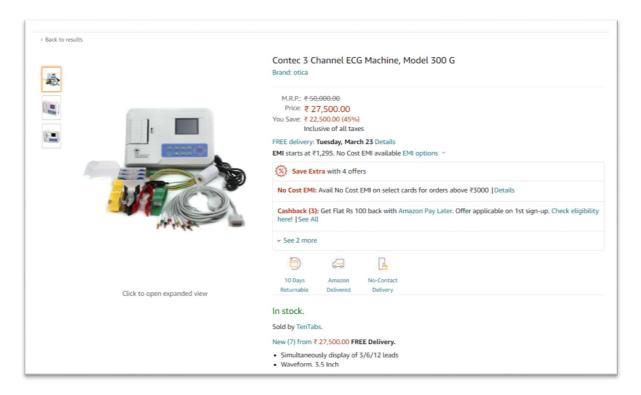
Rs. 698/-



9. GLUCOMETER:

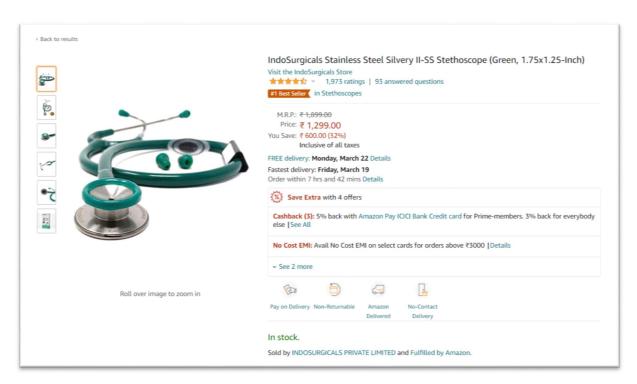


10. ECG MACHINE: Rs. 27,500/-



11.THERMOMETER: Rs. 500/-

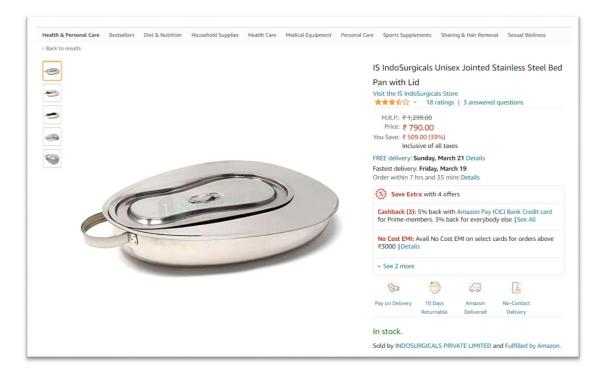
12. STETHOSCOPE: Rs. 1,299/-



13. PPE KIT: Rs. 994/-



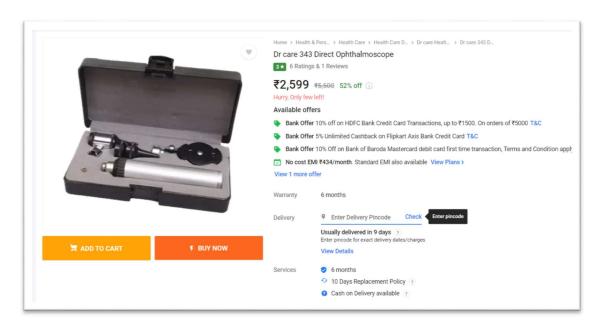
14. BEDPAN: Rs. 790/-



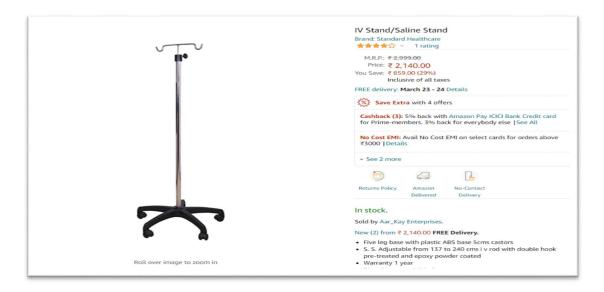
15. GAUZE SPONGE: Rs. 50/-

16. SURGICAL SCISSORS: Rs. 500/-

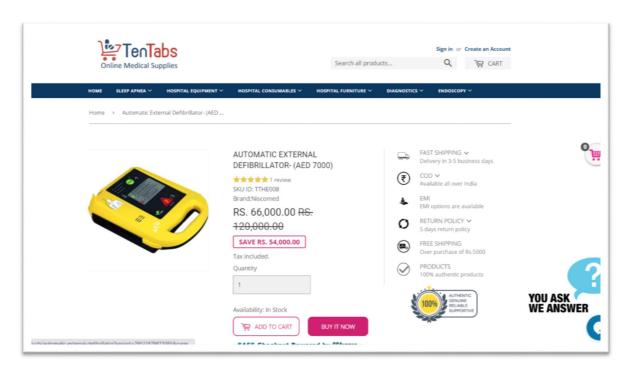
17. SYRINGE: Rs. 250/-



- 19. OXYGEN MASKS & TUBES: Rs. 500/-
- 20. TRANSFUSION KIT: Rs. 100/-
- 21. WEIGHT MACHINE: Rs. 1,000/-
- 22. SALINE STAND: Rs. 2,140/-



23. CPR: Rs. 66,000/-



24. RENOVATION & INFRASTRUCTURE:

Rs. 35,000/-

25. CIVIL WORKS:

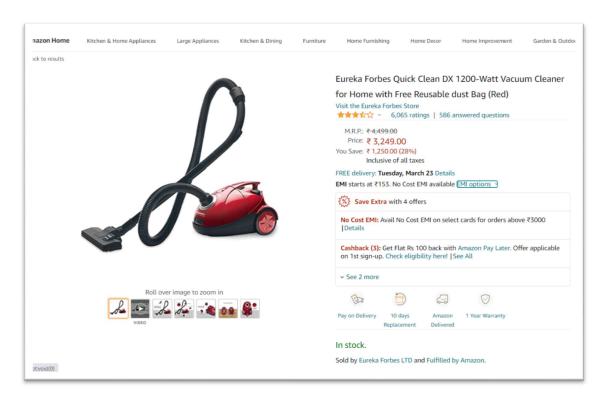
Rs. 50,000/-

ANNEXURE 'E' HOUSEKEEPING: Training & Services

Serial No.	Product	Require ment	Estimat ed Cost	Estimated Amount
1	Vaccum Cleaner	1	3,249	3,249
2	Steam Iron	1	2,620	2,620
3	Vaccum Steam Iron	1	55,000	55,000
4	Washing Machine	1	57,900	57,900
5	Iron Table	1	1,799	1,799
6	Bins	2	699	1,398
7	Starch Spray	2	249	498
8	Renovation			5,000
9	Administration			5,000
TOTAL ASSET COST:			1,32,464	

1. VACCUM CLEANER:

Rs. 3,249/-



2. STEAM IRON: Rs. 2,620/-

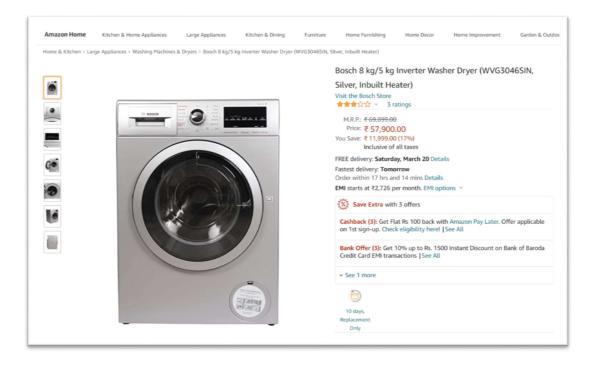


3. VACCUM STEAM IRON:

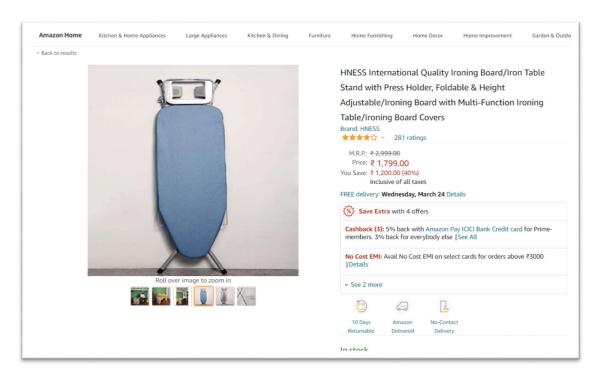
Rs. 55,000/-

4. WASHING MACHINE:

Rs. 57, 900/-



5. IRON TABLE: Rs. 1,799/-



6. BINS: Rs. 699/-

7. STARCH SPRAY: Rs. 249/-

8. RENOVATION: Rs. 5,000/-

9. ADMINISTRATION: Rs. 5000/-

ANNEXURE 'F' AMBULANCE & FOOD TRUCK: Training & Services

Serial No.	Product	Require ment	Estimat ed Cost	
1	Ambulance	1	3,50,000	3,50,000
2	Food Truck	1	1,50,000	1,50,000
3	Renovation			15,000
4	Legal Administration			25,000
TOTAL ASSET COST:				5,40,000

1. AMBULANCE: Rs. 3, 50,000/-

2. FOOD TRUCK: Rs. 1, 50,000/-

3. RENOVATION: Rs. 15,000/-

4. LEGAL ADMINISTRATION: Rs. 25,000/-

ANNEXURE 'G' DHAPA INFRASTRUCTURE: Training & Services

Serial No.	Product	Require ment(pc s)	Estimated Cost	Estimated Amount
1	Chairs	50	700	35,000
2	Executive Chairs	5	3,000	15,000
3	Executive Tables	3	4,900	14,700
4	AC	1	53,500	53,500
5	Facility Renovation			30,000
6	Electrical works			1,00,000
TOTAL ASSET COST:				2,48,200