

In Partnership with

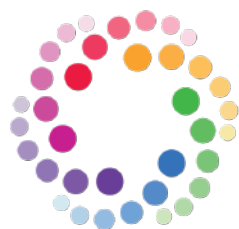


GEORGE TELEGRAPH
SINCE 1920

George College of Management & Science



CSR Newsletter of Projects Division



ASPIRE

Get to Know Us

The George College of Management and Science, a pivotal division of the George Telegraph Group, significantly contributes to societal development through its Corporate Social Responsibility (CSR) initiatives. These initiatives focus on equipping youth with practical skills, promoting environmental sustainability, supporting underprivileged communities, and various other social impact projects. The college offers comprehensive skill training programs in technical and vocational fields, including electronics, hospitality, and soft skills, developed in collaboration with industry experts to enhance employability. Environmental sustainability is promoted through green campus practices, community outreach programs, and partnerships with environmental NGOs, fostering eco-friendly mindsets. Additionally, the college supports underprivileged communities by providing free or subsidized training, scholarships, and community development projects aimed at improving living conditions. Social impact initiatives extend to health and wellness camps, women empowerment programs, and disaster relief efforts. Our CSR projects intervened into various sectors like - LIVELIHOOD, WOMEN EMPOWERMENT, DIGITAL & FINANCIAL LITERACY, EDUCATION - STEM LEARNING, INCLUSIVE HEALTHCARE, EMPOWERMENT OF LGBTQ & PWD. These efforts are amplified through collaborations with reputed organizations, including corporate entities, government agencies, and NGOs, pooling resources and expertise for more effective project implementation. Through these diverse and far-reaching efforts, the George College of Management and Science not only enhances the skills of the youth but also contributes to a more inclusive, sustainable, and empowered society, embodying the mission of the George Telegraph Group.





Our CSR Approach – Sustainable Outcomes – Long Lasting Impacts

1. Mobilizing students through community mobilizers :

- Conducting awareness campaigns, door-to-door visits, and community meetings.
- Addressing concerns, assisting with enrolment, leveraging local influencers for outreach.

2. Organizing seminars, social activities, and targeted marketing:

- Informing about training programs and career opportunities through seminars.
- Ensuring broad awareness and high enrolment through targeted marketing.

3. Comprehensive counselling sessions:

- Providing personalized guidance on career paths and program benefits.
- Addressing individual concerns, aligning expectations.

4. Thorough screening process:

- Check the requirements of the training.
- Look for candidates who are underprivileged or below the poverty line in the society
- Ensuring selection of suitable and committed candidates who are really in need of the job.



5. Parents' meetings:

- Informing parents about training programs and career opportunities.
- Gaining parental trust and support for sustained student participation.

6. Streamlined admission process and demo class sessions:

- Demo classes for verification of interested candidates to reduce the drop out percentage.
- Showcasing facilities and teaching expertise to foster enthusiasm.

7. Comprehensive approach to training:

- Attendance maintenance through interesting classroom sessions and activities as a candidate should maintain more than 85% attendance.
- Conducting fortnightly internal assessments.
- Holding regular PTMs, soft skill classes, placement orientation sessions, industrial visits, and OJT.



8. Tele callers and counsellors maintain the relationship with students as well as parents:

- Ensuring continuous communication and support post-placement.
- Addressing any concerns or queries and providing guidance as needed.

9. Assessment through Sector Skill Councils and internal exam cells:

- Benchmarking training against industry standards.
- Maintaining evaluation standards for meeting industry requirements.

10. Certification through Skill Sector Council or joint certification of the donor company and The George Telegraph:

- Aligning training with industry standards.
- Enhancing employability with recognized certifications.

11. Certification ceremony:

- Celebrating students' achievements and providing certificates.
- Facilitating networking opportunities with potential employers.

12. Brief PTMs for placement orientation:

- Providing guidance on job search strategies, resume writing, and interview techniques.
- Fostering students' confidence and readiness for employment.

13. Robust placement support services:

- Establishing partnerships, organizing job fairs, and mock interviews.
- Offering resume workshops, career counselling, and ongoing mentorship.

14. Three months of post-placement hand-holding:

- Providing regular check-ins, feedback sessions, and workshops.
- Offering networking opportunities and career advancement guidance for sustained success.

15. Audits: Periodic Audits post project impact report.

16. SROI: We measure and submit SROI (Social Return On Investment) report to the donors for every project we execute.



Awards and Recognition



George Telegraph CSR Projects (GCMS) Division has been honored with the prestigious India CSR Award at the 14th CSR Leadership Summit held in New Delhi. This national recognition is a testament to the outstanding service quality we have consistently delivered in CSR projects across the country over the years. The award highlights the significant outcomes we've achieved, particularly in livelihood generation for beneficiaries at the grassroots level and the empowerment of marginalized women through our innovative training programs. Receiving this award reinforces our commitment to driving impactful social change through our initiatives. Kudos to our dedicated CSR team for their hard work and dedication. The award was presented to us by the renowned Padma Shri Subhash Palekar.



We are proud to announce that George Telegraph CSR Projects (GCMS) has been honored under the category of Best Women Empowerment CSR Projects by India CSR and Sustainability Conclave 2024 for our groundbreaking project on "Pink Taxi" initiative in association with Linde. The award was presented to us by the esteemed Dr. Bhaskar Chatterjee, a visionary leader widely regarded as the father of Corporate Social Responsibility (CSR) in India. Dr. Chatterjee's significant contributions include framing and issuing CSR guidelines for Public Sector Enterprises (PSEs) in April 2010 and playing a pivotal role in the inclusion of Section 135 in the Companies Act.

Our Presence In India

- 21 States
- 100+ Districts





Fueling Retail Excellence: A CSR Collaboration to Equip Future Talent



India's retail sector is a powerhouse, ranking as the fourth largest globally and contributing over 10% to the nation's GDP. In 2022, the market reached an astounding INR 91,891 billion, with projections indicating a compound annual growth rate (CAGR) of over 13% by 2027. To sustain this momentum, the retail industry requires a continuous supply of trained manpower to build a robust talent pipeline for the future. Recognizing this need, the George Telegraph CSR Projects division has signed a Memorandum of Understanding (MOU) with Budge Budge Refineries Ltd., the brand owner of Doctors Choice Oil. Through this CSR initiative, we will jointly establish and operate training centers across all 23 districts of West Bengal, focusing on equipping students with the skills needed for the retail sector.



Location
West Bengal

Nurturing Growth: A CSR Partnership to Build Skills and Opportunities for Adolescents

The George Telegraph CSR Projects Division has entered into a strategic partnership with Bal Raksha Bharat, the Indian arm of the globally renowned NGO, Save the Children. This collaboration aims to provide skill-based training to adolescents in the states of West Bengal and Assam. Since 2004, Bal Raksha Bharat has been actively working across various states in India, striving to ensure a happy childhood and a bright future for children. Under this agreement, the George Telegraph CSR Projects Division will work closely with Bal Raksha Bharat to support and contribute to the Government of India's vision of creating a "Bharat" where children are well-nurtured and have full opportunities for growth and development in a safe and protective environment. Through this initiative, the George Telegraph CSR Projects Division will play a vital role in offering a meaningful childhood to underprivileged children, with support and contributions from India's corporate sector.



Also known as Save the Children

Location
Guwahati, West Bengal

Lighting the Path to Prosperity: Our Commitment to Education and Empowerment with Children International

A global non-profit compassionate organization helping children to break poverty cycle. Three skill training centres in West Bengal would be set up by us to train 2500 Street Children / high school and mid school drop outs with an aim that every child graduates through skilling to get employment through our program as a healthy - educated self-reliant adult and stand up as a changemaker in his/her own community.



Location

Hoogly, Kolkata,
South 24 Parganas

Job Role

Basic Computer & Spoken English, Tally GST Executive, Beauty, Tailoring, Mobile Hardware Repairing, AC Refrigeration & Other Home Appliances , CCTV Installation

Target

2500

Driving Sustainability with mjunction

The George College of Management & Science is an emerging and innovative CSR implementation partner for PSU & Corporate India. We are also implementing several Sustainability projects across the various states within India. Our CSR solution is driving a sustainable, equitable and promising future for all the stakeholders. We are helping the corporates to create their CSR landscape with global sustainability benchmarks. Recently, we have been awarded by mjunction Services Ltd as an innovative CSR implementation Partner for livelihood projects in WB, Jharkhand & Maharashtra.



Location

Kolkata, Bokaro,
Pune

Job Role

Nursing Assistant,
E - Commerce with Data
Entry Operator & CRM
Domestic Non-Voice

Target

210

Trained

205

Placed

149



Pride in Progress with IOCL

The George Telegraph, in collaboration with Indian Oil (IOCL) at Dadar (East), has embarked on a ground-breaking Corporate Social Responsibility (CSR) initiative. This unique project, while incredibly challenging, underscores a commitment to inclusivity and equal opportunity. By partnering with the National Skill Development Corporation (NSDC) and Hamsafar – India's largest NGO for pride communities, they have established an exclusive skill training center for LGBTQ individuals. This initiative represents a significant step towards breaking down barriers to education and employment for marginalized communities, regardless of gender identity. By transcending gender stereotypes and providing access to skills training, the project aims to empower individuals from all walks of life, fostering a more inclusive society. As they continue to push boundaries and seek out opportunities for those who have been historically marginalized, they strive to create a world where everyone has the chance to thrive, irrespective of their background or identity.



IndianOil

Location

Mumbai

Job Role

Retail Sales Associate,
Front Office Associate

Target

136

Revving Up Careers with Veedol Automotive Mechanic Academy

The George Telegraph is successfully running VAMA CSR training Academy at Thakurpukur. All the trained candidates from the first batch received their certificates at Convocation 2023 of the Veedol Auto Mechanic Academy from Mr. ARIJIT BASU, Managing Director Tide Water Oil Co. India Ltd., Mr. Arindam Lahiri, CEO, Automotive Skills Development Council (ASDC) & Mr. Subrata Dutta, Managing Director George Telegraph Group. 93 % students got placed after completion of their training - some of them are placed in Auto Manufacturing units in Gujarat, Delhi etc. With further motivation George Telegraph will continue to train students with latest automotive technologies like EV & Hybrid engines to prepare its students for a bright career in association with Veedol & ASDC.



Location

Thakurpukur,
Kolkata

Job Role

2 Wheeler Service
Technician, 4 Wheeler
Service Technician

Target

160

Trained

160

Placed

130





Pathways to Professionalism with Tech Mahindra Foundation



George College of Management and Science, affiliated with The George Telegraph Training Institute. Recently, we concluded training for 90 young individuals in the Field Technician AC and Refrigeration, as well as Four Wheeler Automotive Technician courses, as part of our #SMART T partnership. A certificate distribution ceremony event marked their accomplishment, with Ms. Shormi Roy Choudhury, Head of Branding and Communications at TMF, inspiring the students for their upcoming careers. We congratulate all the participants and wish them success as they step into the workforce.



Location
Sonarpur

Job Role
Field Technician AC &
Refrigeration, Automobile
4 Wheeler Service
Technician

Target
120

Trained
115

Placed
68

Joining Hands with Linde for Empowering Women and Transforming Lives

The first MNC which got onboarded by us as we have enlisted ourselves as Pan India Implementing Partner of CSR. Linde is the leading Global industrial gases and engineering company with 2023 sales of \$33 billion. It would create a deep rooted social impacts through innovative livelihood for under privileged women by training them in driving, healthcare, Phlebotomy, Patient Relationship Associate in the areas of Kolkata, Darjeeling, Siliguri, Jamshedpur, Hyderabad, Dehradun and placing them in various reputed industries.



Location
Kolkata, Darjeeling,
Siliguri, Jamshedpur,
Hyderabad, Deheradun

Job Role
Women 4 Wheeler Driving,
Patient Relationship Associate,
Phlebotomy

Target
296



Joining Hands with Neo Metaliks for Innovation and Excellence: Commitment to Quality



Neo Metaliks Limited (NML) is a leading producer of high quality Pig Iron committed to satiate consumer requirements with only the finest products. It prides strongly by standing as being a centre for learning and innovation. Keeping pace with the global movements in science and technology, NML consistently upgraded its skills as an organization. We are registered as training partner to train women in tailoring, retail, phlebotomy, food and beverage associate in the areas of Durgapur.



Location

Sagarbhanga, Durgapur

Job Role

Retails Sales Associate, Phlebotomy,
Food And Beverage Service Technician,
Self Employed Tailor

Target

100

Enhancing Employability with NPCL

NSDC's vision of Providing Quality Vocational Skills Training to the youths of the country has touched another milestone while we open another centre of the Art training at Greater NOIDA. With NSDC, the George Telegraph continues to expand its footprint with its Project Division. We aim to create long term social impact by providing sustainable Livelihood with the help of our CSR partners. We launched a New Skill Training Centre with the partnership of NPCL (Noida Power Company Limited) & NSDC at Greater NOIDA. This Centre was inaugurated by the CFO of NSDC Mr SANJEEVA SINGH along with NSDC's CSR heads Mrs Sarita Bhatia, VP Saranatha Ganguli & NPCL's CSR Head Meghna Dosi. Here students will undergo job linked employability training on various trades like Electrician, IT & Retail with assured internships & placements.



Location

Greater Noida

Job Role

Domestic Data Entry Operator, Assistant
Electrician, Retail Sales Associate

Target

300



Opportunity Beckons: NRL Collaborates with George Telegraph

NRL is a subsidiary of BPCL, a large PSU in oil and gas sector. NRL is setting up training centres for preparation of Govt. jobs mainly in Indian Army and Police in collaboration with the George Telegraph as training partner across the areas of North Bengal and Assam with first training centre at Ranidanga Kalaram High School. More than 100 RKHS school passed students are getting classes in competitive exam in their own school premises.



Location

Ranidanga Kalaram High School, Siliguri

Job Role

Competitive Exam Training In Police And Army For Students Of Class 12 Of That School

Target

100

KIRAN: Breaking Barriers Empowering Women with Kolkata Police

Under project KIRAN, the George Telegraph has collaborated with Kolkata Police to train women in Kolkata in four wheeler driving. We have also provided them with driving license and trained them in self-defensing skill. In the second phase of the project, the training is being provided to both men and women in driving, tailoring and beauty in the Bhangor area of West Bengal. One of the major turnkey projects in the city of joy is getting implemented by us, George Telegraph, in collaboration with Kolkata Police is KIRAN. These underprivileged women were not only trained through driving but also with technical knowledge and self defense. The project was implemented with a goal that Kolkata would see female drivers in “ pink car ” driving across the heart of the city making it more safer for everyone across. It has also spread its wings in other courses in the newly added area of Bhangar on tailoring and beautician.



Location

Kolkata, Bhangor

Job Role

Women Special Driving, Male Driving
Self Employed Tailor, Female Beauty Therapist

Target

400



Healing Dreams: George Telegraph & Narayana Health's NEET Endeavor



In collaboration with Narayana Health, George Telegraph Training Institute has embarked on a transformative CSR initiative aimed at uplifting underprivileged students and those who have faced challenges in clearing the NEET examination. This innovative project brings together the expertise of doctors from Narayana Health to provide specialized NEET coaching to students in need. By leveraging the medical professionals' knowledge and experience, we aim to equip these students with the necessary skills and confidence to excel in the NEET examination, thereby opening doors to a brighter future in the field of medicine. Through this collaboration, we are not only addressing educational disparities but also empowering rural youths to pursue their own dreams and contribute meaningfully with values to the society.



Location
Kolkata

Job Role
NEET Training For Freshers & Repeaters

Target
400

Driving Women's Equality in the Workplace with Hero MotoCorp

Ensuring women have equal access to education, jobs, and opportunities enhances their ability to contribute significantly to both the economy and society. George Telegraph's recent collaboration with the Automotive Skills Development Council - India signifies a step forward in this direction. Through CSR training programs in partnership with Hero MotoCorp, we aim to empower women in Kolkata, Bhubaneswar, and Guwahati by equipping them with valuable skills for employment. Our commitment to fostering gender equality and enhancing women employability remains a primary focus as we strive to create a more inclusive and prosperous future.



Location
Sonarpur, Guwahati,
Bhubaneswar

Job Role
Automobile 2 Wheeler Service Technician,
Automobile 2 Wheeler Service Assistant

Target
240



EKLAVYA: Transforming Lives Through Skill Development with CESC



The project 'EKLAVYA' is an initiative of CESC Limited and is implemented by GEORGE COLLEGE OF MANAGEMENT & SCIENCE. The Eklavya Skill academy is a pioneer under the CSR initiative of CESC- SP Goenka Group. Under this project, aspiring youth from underprivileged and marginalized sections of the society are mobilized for skill development in different job roles as per market need. The skill development centers are situated in different location of Kolkata, Howrah and North 24 Paraganas.

At Khardah and Tollygunge we empowered 300 youths in various trades like Basic Computer Skills with Advanced Excel and Electrical and Electronics Appliances Technicians; and at Belur and Lichubagan we empowered 200 youths in various trades like Facility Management and Warehouse Management and placed them for a sustainable and dignified livelihood. Our aim is to provide placement opportunity to the trained students to work in a proper corporate culture.



Location

Khardah,
Tollygunge,
Belur,
Lichubagan

Job Role

Basic Computer Skills with
Advanced Excel, Electrical and
Electronics Appliances Technicians,
Facility Management, Warehouse
Management

Target

500

Trained

518

Placed

362



Our Academic Partners



Our Knowledge Partners



Our Placement Partners





Our CSR Interventions

Education

- English Learning for Vernacular Students
- Life Skills for Unemployed
- STEM Learning Lab

Women Empowerment

- Financial Inclusion
- Digital Education
- Self-Employment
- Help through Micro Finance

Sustainability

- Environment & Sustainability Solutions
- Infrastructure Development for Rural Schools

Livelihood

- Vocational Training for School Dropouts
- Graduate Unemployed
- Minority and Backward Girls
- Elderly People

Inclusive Education

- Employability Training for PWD Students
- LGBTQ Communities

Healthcare

- Workforce Development
- Rural Health Camps
- Community Healthcare Services

-: Our CSR Presence :-

Agartala | Ahmedabad | Aizawl | Alipurduar | Asansol | Aurangabad | Bardhaman
Bankura | Bangalore | Basirhat | Bhangor | Bhubaneswar | Birbhum | Bokaro
Chandigarh | Coochbehar | Dakshin Dinajpur | Darjeeling | Dehradun | Delhi | Dimapur
Durgapur | Gangtok | Greater Noida | Guwahati | Howrah | Hyderabad | Jalpaiguri
Jamshedpur | Jhargram | Jaipur | Kalimpong | Kolkata | Malda | Midnapore | Mumbai
Murshidabad | Patna | Pune | Purulia | Ranchi | Rishikesh | Shillong | Siliguri
Srinagar | Tawang | Varanasi

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