

PRESS RELEASE

INAUGURATION OF SRIJANI – A LIVELIHOOD HUB AT MOHIT NAGAR

DECEMBER 20, 2021: Star Cement organised an inauguration program of Srijani, the Livelihood Hub at Mohitnagar area on **18th December, 2021** under the gracious presence of the Special invited Guests including Guests of Honour. The objective of inauguration program of SRIJANI-Livelihood Hub is to disseminate information about upcoming different CSR initiative under Livelihood and Skill Development component. The objective of setting up Livelihood Hub is to generate employability for 200 youths within a span of next one year by implementing several livelihood initiatives like Bakery Production Unit, Agarbatti Production, Biofloc Farming and Handy-crafts Making Project etc. Beautician training, Tailoring, Embroidery training, etc. Under this project, the selected youths will be trained and will be given an opportunity to earn monthly income, yearly dividend. The capital cost of setting up each unit like Agarbatti making unit, Bakery unit, Bio floc unit, Menstrual Hygiene unit, tailoring and Beautician training will be borne by Star Cement and training will be imparted free of cost. On the Job training will be imparted within the Livelihood Hub and all trainees will be given an opportunity to earn their consistent income for which capital and recurring cost will be borne by Star Cement.

Name of all projects were announced and displayed in front of all trainees and communities. Smt. Mahua Gope, TMC District President, the chief guests on the occasion had praised star Cement for encouraging youths to upscale their skill set and to create a conducive environment for generating alternative livelihood. Sri Khageshwar Rai, Rajganj MLA the guests of honour on also praised Star Cement for taking up this unique initiative and advised to create a competitive environment among the trainees by organizing workshops, seminars, exhibitions etc.

Shri Dulal Debnath, Joint President Jalpaiguri Jeela Parishad and Sri Krishna Das, President, ST SC & OBC Cell, Jalpaiguri the guests of honour, while discussing about the great initiative had requested all trainees to shoulder the responsibility of functioning of different production unit and making consistent profit to make the Livelihood Hub sustainable in coming years. Though Star Cement has taken the responsibility of setting up the unit, but the ultimate responsibility goes to those trainees and youths who will be involved in the process of production and functioning of the Hub

Shri Neresh Agarwal, Sri Shashank Sethi and Padmasree Karimul Haque the guest of honour appreciated the initiative of Star Cement on Livelihood enhancement aspect and dissemination of good practices.

Sri Pradeep Purohit, Senior Vice President of Star Cement had expressed sincere thanks to the Chief Guest and all guests and invitees for their participation in the Inauguration program. He is glad to share the intention of Star Cement for spreading learning environment in Entire Jalpaiguri area so that the youth will be able to get access to different skill sets free of cost, enhancing their income levels and to provide the facility for practical learning to interested youths. He emphasised on maintenance of quality of produce so that forward and backward linkages may be established.

Management of Star Cement offered their sincere thanks to the dignitaries and invitees for their gracious presence and advices. They are always indebted for the support received from Government from time to time in fulfilling social commitments.

They also conveyed heartfelt thanks to Chief Guest for her participation and guidance. Star Cement is always grateful to all community members of Mohitnagar area, beneficiaries, trainees, SHG groups for their genuine involvement in making livelihood ventures successful.