

CSR Activities

Corporate Social Responsibility is an initiative to assess and claim responsibility for the company's effects on the environment and impact on social welfare. It is a commitment to developing policies that integrate responsible practices into daily business operations. In today's era, Corporate Social Responsibility holds greater significance as it plays a facilitating role in India's socio-economic development.

It helps achieve CERA a balance of economic, environmental and social imperatives while at the same time addressing the expectations of shareholders and stakeholders integrating social and environmental concerns. CERA has strived to make continuous efforts in the direction of social upliftment. It is involved in an array of activities to promote education, health and women empowerment.

Educational Programme

This year CERA CSR Team enrolled 1475 children in the educational programme from schools in and nearby Kadi. Award Ceremony was conducted for 52 top students, Ms. Pina was topper in Bhavpura Coaching scoring 98 percentile.

As a part of upgrading the young generation for developing their skills to get employability CERA Foundation had signed MOM with Pramukh Swami Science & Arts College, SV Kadi to enhance youth skillsets in the area of Ceramic Technology- Molding, Casting and Glazing, which will be a two-year course.



Women Empowerment

CERA has associated with SEWA to empower ladies in various areas like Sanitary Napkin Production, English Language Improvement, Jeevanshala – educating ladies in 10 nearby villages. This initiative is to connect women across the villages near Kadi, to educate with the outcome of increasing the number of empowered women serving as the next generation of leaders in all areas of society.

Currently there are 250 women enrolled in other Women Empowerment initiatives like Beauty Parlour, Cooking, Stitching, Hand Embroidery, and Computer Classes. Earlier 400 women had attended these activities successfully.

SEWA alongwith CERA started English lab on 1st September, 2015 for ladies



Certification for women under CSR activities

In June 2015, women under CSR – Women Empowerment initiative celebrated World Environment Day by planting saplings in the premises of Bhavpura Coaching Centre.



Swatch Abhiyan 2015

As an initiative of Swatch Abhiyan, CERA constructed 106 toilets and Urinals in 4 schools – Balmandir, Chandulal Prathmik Shala, Khamar Girls School and RT Zaveri School in Kadi.

CERA creates record

For the first time in the history of Kerala, CERA conducted Women Plumber Meet at CERA Style Studio, Cochin. The participants are undergoing plumbing course certified by IAPMO, under Kudumbashree Punarjani Plumbing Course.

