

#### About Us:-

The Sonalika Group has come a long way since its incorporation in 1969. It started with a modest beginning into farm equipment and machine manufacture and today the group is among the top three tractor manufacturers of India. It provides a complete product line including tractors, multi-utility vehicles, engines, farm machinery attachments, Diesel Gensets, Auto components and pick and Carry Cranes. The corporate philosophy embedded in trust, quality and commitment has helped the group to carve out a niche for itself in the highly competitive world of machinery. The success saga of Sonalika Group a business conglomerate having prime interest in agricultural and auto machinery goes back to nearly five decades. The group continues to strive to convert its mission of becoming the world's leading tractor manufacturing company into reality. The company has a state of art manufacturing facilities, located in the free shrubs of Punjab and Himachal Pradesh.

Since its very inception, the group has tried to understand customer needs by providing them value for money products. With international technologies, state-of-the-art production units, experienced teams and tailor-made solutions, Sonalika has responded really well to its customers' needs in India and abroad.

#### Vision

The dream Project of Sonalika group is to cater the agricultural and auto industry with quality abrasive products through untiring dedication and leadership.

#### Mission

We pay personal attention to customers so that, we can build products they need, and not merely sell the products we build.

#### Core Values

To accomplish our mission, the ownership, staff, and management go to great lengths to treat each customer like a member of the family and provide them with the best choice of products and highest quality of service in the industry.

#### Management: Sonalika Group

The management of the Sonalika group rests in the hands of following eminent members:  
 Chairman- Mr. L.D. Mittal  
 Vice- Chairman- Mr. A.S. Mittal  
 Managing Director- Mr. Deepak Mittal

#### SONALIKA- CSR INITIATIVES:-

The endeavors of Sonalika are not limited to any industrial brackets but being a social identity it is also concerned for the welfare of the society it operates in. As a socially responsible citizen, Sonalika has taken many initiatives in this direction.

#### Anand Ashram

Sonalika understands its social responsibilities very well and indeed is committed towards the upliftment of underprivileged children. "Sonalika Charitable Trust" the social wing of Sonalika has taken up a unique initiative in this direction as "Anand Ashram". The initiative focuses intensely on a strategy known as LIFE (Living in Family Environment) to provide permanent residential care to orphaned and abandoned children. LIFE emphasizes mainly on promotion of family bonding amongst deprived children, their mental and physical health and enhancing social integration to enable them experience 'Joy of Living'.

Sonalika puts its best efforts to educate the children in the best possible manner to make them self-sustaining, inculcating human values in them and ultimately helping these children live happily and become a part of society. The group also welcomes volunteers who are willing to donate time to coach these children in academics, hobbies and other activities.



#### Project Clean and Green

Sonalika Group not only produces world class tractors and farm equipments, it is also committed to promote best environment protection practices as part of CSR.



#### Formation of Clean & Green Association

In 2004, the Group took lead in inviting leading industrialists of Hoshiarpur and formed the Clean & Green Association (CGA). Throughout the year, CGA organises cleanliness and plantation drives in different parts of Hoshiarpur city. The main purpose of organising these drives is to create awareness among residents about the benefits of clean and green environment.



#### 4-E CSR Project:-

The company is fully aware of the developmental challenges in regards to poor education, poverty, unemployment and the environment of the community, especially in the areas where it operates. The group has proactively initiated The 4-E CSR Project, which is perhaps, Punjab's largest CSR initiative taken by Sonalika Group, with the help of CII and Government of Punjab. The thrust areas of this project are the four essential elements of the society, namely, **Education, Employment, Environment (Social) and Environment (Natural).**

To start up with this mega initiative, the group has gone ahead with the adoption of 12 villages of three districts i.e. Hoshiarpur, Muktsar and Fazilka. As a part of the programme.

#### Adoption of villages in the districts of Hoshiarpur, Muktsar and Fazilka

**Distt. Hoshiarpur:** Deowal village (Sham Chaurasi Constituency), Bohan village (Chabawal Constituency), Denowal Kalan village (Mahipur Constituency), Tulu Majra (Mahipur Constituency), Aadamwal Village (Hoshiarpur Constituency) and Bajwara Village (Hoshiarpur Constituency).

**Distt. Muktsar (Lambi constituency):** Adhian Village, Khudian Maha Singh village, Kheowali Village and Mana Village.

**Distt. Fazilka (Jalalabad constituency):** Chuk-vairoka village and Mekhan Singh Chuk-lakhowali village.

#### Education

*"Live as if you were to die tomorrow. Learn as if you were to live forever."*  
 -Mahatma Gandhi

Besides a basic community upliftment plan that already is in practice and will further be planned, the group has launched a special programme to inspire and help the village youth to get proper education by getting admission according to their area of interest in short term courses like CNC Turning, Milling, Grinding, Automobile painting technology and Mechanical cum driver.



In order to implement this initiative, special surveys and seminars are conducted in the adopted villages with the help of village panchayats in order to prepare a list of school drop-out youth for admission to short term courses. For the same purpose the company has entered into several partnerships with likeminded organizations like Govt. Crafts Training Institutes and Security Guard Training Centers and the sustainability of education programme.

In this project, the first E is Education. In this, surveys are carried out with the help of village panchayats in order to get the information on how many persons are still uneducated or just of under 10th class. Also, by conducting some seminars, a list of uneducated persons is prepared alongwith who were under 10<sup>th</sup> class and can be provided them with admissions in government ITI's under Short term technical courses. The company has signed an MOU with ITI's followed by industrial training to the students in Sonalika Group with stipend.

Besides this, the village panchayats are also guided to provide education to children of their villages in govt. schools. Through this, efforts are being made to reach out to the youth and provide access and opportunities to the youth to fulfill their dreams to acquire technical skills and become employable.



The effort has now started to appear fruitful with unemployed youth, with qualification 8<sup>th</sup> to 10<sup>th</sup> passed, been admitted in ITI short term courses in the area of Machinist, Turner, Grinder, CNC operator, Mechanic cum Driver.

#### Employment

*"I do not believe we can repair the basic fabric of society until people who are willing to work have work. Work organizes life. It gives structure and discipline to life."*  
 -Bill Clinton

Contributing in one of the alarming problems in India, unemployment, Career guidance and motivational seminar in villages have been conducted to guide and advise the youth regarding different technical and non-technical trade as per the requirement of the industries to enable them to get the employment for their bright future. Furthering this initiative, a list of un-employed youth was collected from adopted villages and Sonalika Group will look after the recruitment: both in house and other local business concerns. Residents of nearby and adopted villages are being given employment in Sonalika and some other industries in Hoshiarpur. Those young villagers who do not have any formal education are being provided education and training to make them employable.

#### In-House Recruitment

The Sonalika group has also started organising Rozgar Mellas at adopted Villages where the unemployed school drop-out youth were admitted in short Term Courses in ITI and also given direct appointment in Sonalika group of companies. Direct employment drive is continuing in above villages and unemployed youth have been recruited from villages.

#### Interaction with the Local Industries

Besides, the in-house placements, the company also interacts with local industries for their specific requirement. It has recently received more vacant requirements from other local industries. Sonalika group provided the manpower to these industries.



#### Environment (Social)

*"No drug user grows old; because they die young".*

#### Jordan

Drug addiction is like a homicide that not only kills a person from inside but also affects the family. Since presence of such elements is a cause of concern for development of these villages, therefore, the Sonalika Group has been taking effective measures in creating awareness amongst the village youth regarding adverse effects of drugs on their health and family relations through de-addiction awareness seminars with the help of Nukkar Natak conducted from time to time and motivating them for de-addiction.

#### Environment (Natural)

*"To plant trees is to give body and life to one's dreams of a better world."*

#### — Russell Page

The surveys have been conducted in adopted villages with the help of respective village panchayats for plantation of trees in 2012. With the help of officials of Forest department approximately ten thousand plants have been planted in month of July and August 2012 and protection of the plants is also ensured.

#### CONCLUSION

Thus, we have seen in our case that CSR is very important in the Indian context; given the state of underdevelopment in vast sections of the Indian Society. The success of the Sonalika group over the years shows that it is possible to reconcile social objectives with profitability and other corporate needs which will surely take India into the league of developed nations.

