International Tractors Limited

SONALIKA CSR INITIATIVE

OCT 2026

LEARN. CARE. THRIVE.

Sonalika CSR: Advancing Learning, Inclusion and Community Well-being





Building Values Through Storytelling in Gujarat

Children's learning extends beyond academic knowledge to include empathy, kindness, critical thinking and the ability to navigate everyday challenges. Creating opportunities for such value-based learning is essential to their overall development.

Addressing this need, Sonalika CSR organised storytelling sessions across various schools in Gujarat, reaching 260+ children. Sonalika Publications' books, 'Ullu Bhai Ki Jagmagati Baraat' and 'The Magical Cake Adventure,' were featured in these sessions, using engaging narratives and interactive discussions to encourage children to understand different perspectives, develop empathy and explore solution-oriented thinking.











Creating Brighter Learning Spaces

The physical learning environment plays an important role in children's early development and engagement with education. Sonalika CSR supports the improvement of learning spaces through wall art, educational visuals and facility enhancements at Anganwadi Kendra-1 in Ghijhore, Sector 53, Noida, and Saraswati Shishu Mandir, Kasiyalekh, Nainital, Uttarakhand. These improvements aim to make early childhood care and school environments more welcoming, engaging and conducive to learning.





Advancing Inclusive Learning Through Accessible Storytelling

While curriculum-based books are available to children with visual impairments, access to storybooks and recreational reading material remains limited. This restricts their opportunities to explore diverse narratives, exercise their imagination and develop a love for reading beyond the classroom. Addressing this gap, Sonalika CSR, in association with Raised Lines Foundation, organised storytelling sessions at Andh Kanya Vidyalaya and Blind Relief Association, reaching over 150 children. Featuring Braille and tactile editions of Sonalika Publications' TODT – Friends and Investigation, the sessions encouraged imaginative thinking, curiosity and engagement with stories, while promoting more inclusive access to children's literature.





Book Stall Setup at DAV Public School, Faridabad

A book stall was set up at DAV Public School, Faridabad, during the PTA meeting.

Sonalika Publications set up a book stall at DAV Public School, Faridabad Sector 14, bringing a diverse collection of engaging and educational books closer to young readers. The stall offered students an opportunity to explore stories, discover new ideas, and develop a love for reading. Through this initiative, we aimed to encourage reading habits, nurture curiosity, and make learning an enjoyable experience for children.







Empowering HER : Weaving Threads of Tradition and Togetherness !

Celebrating the strength, spirit, and contributions of women, Sonalika CSR organises *Empowering* HER annually. The initiative brings together employees and women beneficiaries from partner NGOs, including the Shikhar Organisation, to honour women in all their roles and celebrate their achievements.

The event was filled with joy, laughter, and togetherness, featuring engaging activities. The celebration provided a wonderful opportunity for women to connect, express themselves, and create cherished memories together.





Nourishing Health, Empowering Families

POSHAN MAAH 2026

In partnership with Ekam Foundation, Sonalika CSR undertook a series of nutrition awareness activities as part of the 9th Rashtriya Poshan Maah (9 September to 8 October 2026). The activities included a nutrition-themed rangoli showcasing different food groups, an interactive nutrition quiz for mothers and a roasted gram laddu-making demonstration. The sessions highlighted the importance of balanced diets, dietary diversity and maternal and child nutrition, while promoting affordable, protein-rich homemade snacks using locally available ingredients.





STRENGTHENING MATERNAL CARE THROUGH HOME VISITS AND FOLLOW-UPS

Through regular home visits and phone follow-ups, Community Health Workers (CHWs) provided personalised counselling and practical support to pregnant women and their families. Key areas of intervention included timely ANC registration and check-ups, IFA and calcium supplementation, anaemia prevention, nutrition, immunisation and identification of pregnancy-related danger signs. CHWs also supported referrals to higher healthcare facilities and counselled women on maternal well-being, safe delivery and breastfeeding practices. These efforts strengthened antenatal care compliance and encouraged timely healthcare-seeking behaviour.





SONALIKA SOCCER LEAGUE

SSDS officially launched Project Sonalika Soccer League (SSL) on 9th October 2026 at Mahilpur Football Stadium, Hoshiarpur. During the launch event, T-shirts were distributed to the U-14 and U-17 teams from all 8 villages, along with footballs to support regular training and practice. Beyond competitive matches, the programme includes year-round coaching and training to help participants continuously develop their football skills and gain structured sporting exposure. The MOUs with all 8 participating villages were signed in September 2026.





PROMOTION OF SPORTS

Under sports promotion initiative, Sonalika CSR supported Mr. Suraj, a national-level champion, to participate in the Asian Kickboxing Championship, scheduled to be held in Cambodia from 12th to 22nd December 2026. The support aims to encourage sporting excellence and provide opportunities for talented athletes to represent their skills at the international level.

CELEBRATING 4 YEARS OF RRM HOLISTIC CLINIC

RRM Holistic Clinic, Hoshiarpur, marked four years of service in providing holistic healthcare through physiotherapy, chiropractic, osteopathy and other therapeutic interventions. Under the guidance of Mrs. Sangeeta Mittal Ji, the clinic continues to support patients in improving mobility, managing pain and enhancing their quality of life. The anniversary celebration brought together the team and patients, recognising their continued trust and the staff's dedication to compassionate care.



PROJECT CLEAN & GREEN



Under Project Clean & Green, regular maintenance of Shaheed Udham Singh Park, Hoshiarpur, was undertaken throughout the month. The activities included upkeep of greenery, landscaping, cleanliness, and general park maintenance. These ongoing efforts helped maintain the park's appearance and provide visitors with a clean, pleasant, and welcoming space for recreation and leisure.

PROJECT GYAN JYOTI

Under Project Gyan Jyoti, educational assistance continued for approximately 124 students during the month, helping them overcome financial barriers and continue their academic pursuits. The initiative remains focused on supporting students in their education and enabling them to access better learning opportunities.

COACHING CENTRES FOR ECONOMICALLY BACKWARD CHILDREN IN ASSOCIATION WITH CHILD WELFARE COUNCIL

Under this initiative, the three free coaching centres supported by Sonalika CSR, in association with the District Red Cross Society, Hoshiarpur, and the Punjab and District Child Welfare Council, continued to provide educational assistance to 63 students from underprivileged and slum communities, including school dropouts. The programme focuses on improving students' learning outcomes, strengthening their academic skills, and encouraging them to pursue their education.

BLISS RETREAT

A three-day Yoga and Meditation Bliss Retreat was conducted at Solis Wellness Retreat, Hoshiarpur, from 23rd to 25th October 2026. The programme focused on enhancing overall well-being by incorporating yoga, meditation, and wellness sessions, offering participants an opportunity to relax, rejuvenate, and nurture their physical, mental, and emotional health.



DIVINE SOUL YOGA

CHANDIGARH WORKSHOP

3-4TH OCTOBER 2026





STRETCHING WORKSHOP CHANDIGARH

The Stretching Workshop at Divine Soul Yoga, Chandigarh, was a specially designed 4-day wellness program focused on improving body mobility, posture, and overall physical well-being through guided yoga and stretching practices. The program included Full-Body Stretching, Guided Yoga Asana, Dynamic and Static Stretches, Joint Mobility Exercises, Muscle Relaxation Techniques, Breath work, and Posture Correction Practices.

BLISS YOGA & MEDITATION RETREAT

The Bliss Yoga & Meditation Retreat organised by Divine Soul Yoga was a rejuvenating 3 Nights / 4 Days wellness experience, held from 25th to 28th September at Nara Retreat Centre, Hoshiarpur. Surrounded by the tranquillity of nature, the retreat offered participants an opportunity to disconnect from their daily routines, reconnect with themselves, and experience holistic well-being through traditional yogic practices and healing therapies.



CELEBRATING HEALTHY FESTIVE FLAVOURS

Sanjeevni Sharnam organized “Sharnam Ka Tadka - Festival Special” bringing together Sharnamites for a delightful celebration of healthy cooking, creativity, and togetherness.

Sharnam members prepared 'Fruity Magic', a nutritious dessert. Mrs. Sangeeta Mittal Ji tasted the delicious creations, appreciated the participants' efforts, and encouraged everyone to explore more healthy and innovative recipes.



SHOWCASE YOUR HIDDEN TALENT- CELEBRATING CREATIVITY



Sanjeevni Sharnam organised “Showcase Your Hidden Talent,” providing Sharnamites a platform to share their skills, creativity and cherished collections.

Mrs. Sangeeta Mittal Ji appreciated the participants and encouraged taking the initiative to a larger platform, creating opportunities for more individuals to showcase their talents.

The activity reflected Sanjeevni Sharnam’s commitment to celebrating individuality, encouraging self-expression and building confidence.