International Tractors Limited

SONALIKA CSR INITIATIVE

SEP 2026

NURTURE. EMPOWER. IMPACT.

SONALIKA CSR: Inspiring Learning, Empowering Communities







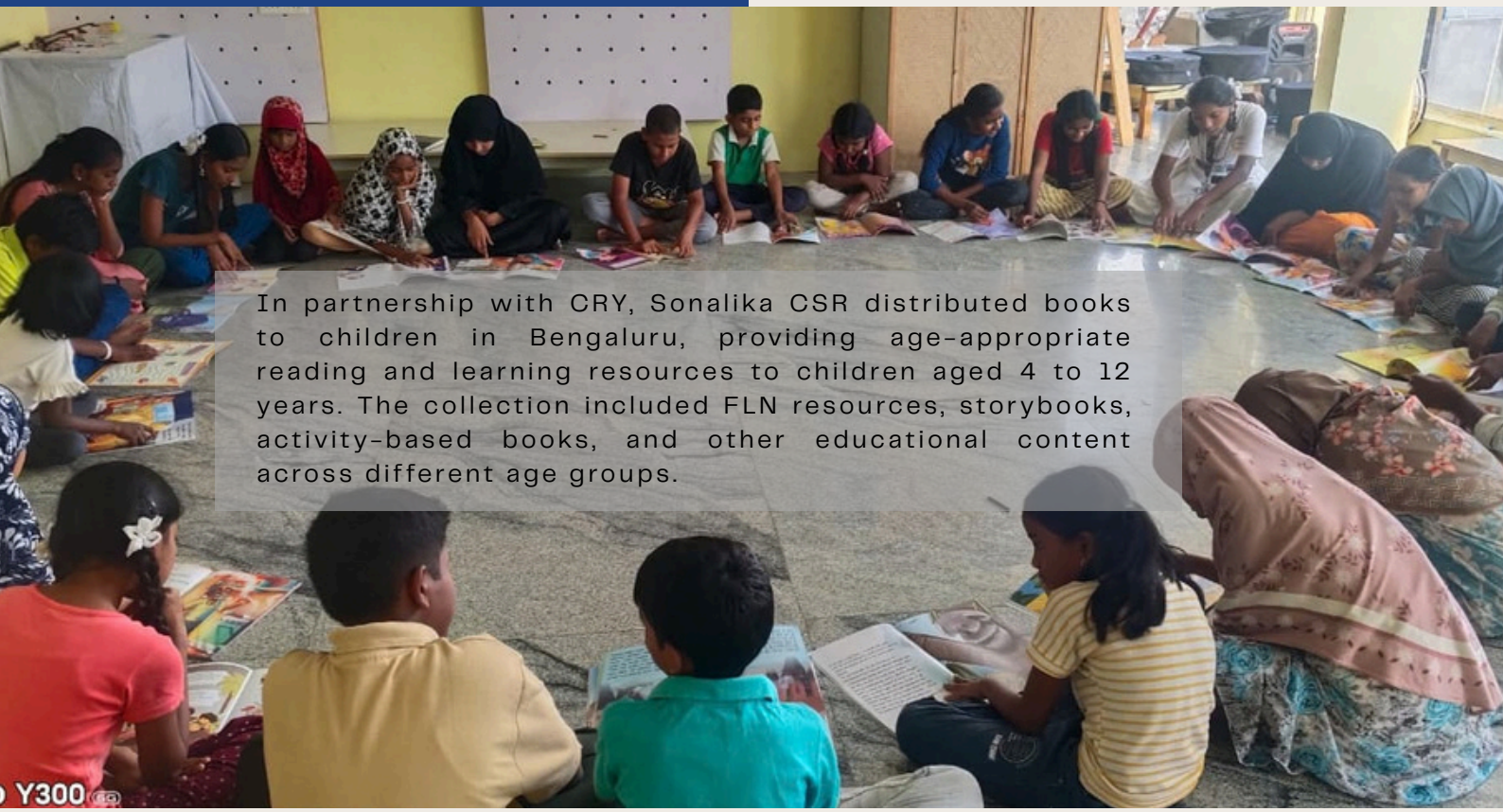


BRINGING STORIES TO LIFE IN LUCKNOW

Sonalika CSR conducted eight storytelling sessions across schools and institutions in Lucknow, reaching 1,100+ children. Sessions were held at institutions including Karamat Hussain High School, Charbagh High School, Navyug Kanya Vidyalaya Inter College, Government Inter College, and DS Group Foundation, among others, encouraging children to engage with stories and develop an interest in reading.

1100+ Children Reached

EXPANDING ACCESS TO BOOKS IN BENGALURU



In partnership with CRY, Sonalika CSR distributed books to children in Bengaluru, providing age-appropriate reading and learning resources to children aged 4 to 12 years. The collection included FLN resources, storybooks, activity-based books, and other educational content across different age groups.





SESSION ON GOOD TOUCH AND BAD TOUCH

Sonalika CSR empowered 240+ children at DAV Ballabhgarh, Haryana, and KV Narela, Delhi, through Good Touch and Bad Touch (GTBT) awareness sessions. Through storytelling, and interactive activities, children learned to recognise unsafe situations, set personal boundaries, and seek support from trusted adults.

A karate-based self-defence activity further strengthened their confidence, awareness, and preparedness to stay safe.

CELEBRATING INTERNATIONAL LITERACY DAY

Sonalika CSR celebrated International Literacy Day at the Sonalika Skill and Learning Centre, that brought together literacy, creativity, and hands-on STEM learning for underserved children. Students participated in engaging science demonstrations, game-based literacy activities, skits, and public speaking exercises that strengthened vocabulary, comprehension, critical thinking, creativity, and self-expression. Through joyful and experiential learning, Sonalika CSR continues to create inclusive spaces where children can learn, explore, express, and grow with confidence.







From Our Publishing Desk

IMAGINATION VOLUME 4

ImagiNation Volume 4 marks the final volume in our exciting ImagiNation series! This time, young explorers journey through South India, discovering its vibrant traditions, fascinating landmarks, food, music, dance and natural wonders. Packed with engaging activities, puzzles and fun facts, this final adventure brings our journey across India to a memorable closure.





GROWING HANDS, GROWING MINDS

Growing Hands, Growing Minds is a practical guide for parents to turn everyday moments into opportunities for playful learning. With simple, screen-free activities, it helps children develop fine motor, sensory, language, cognitive and life skills. Designed for ages 2.5–10 years, the guide makes skill-building easy, engaging and meaningful at home.





AWARENESS SESSIONS FOR PREGNANT WOMEN AND MOTHERS





Community Health Workers (CHWs) conducted 6 awareness sessions at ICDS Centres and Health Sub-Centres, reaching 89 pregnant women and mothers. The sessions focused on lactation and breastfeeding, newborn care, birth preparedness, and Kangaroo Mother Care (KMC), providing practical guidance on safe milk handling, exclusive breastfeeding, essential newborn care, delivery planning, and skin-to-skin care for preterm and low-birth-weight babies.

These sessions strengthened mothers' knowledge and confidence, helping them adopt healthy maternal and newborn care practices and make informed healthcare decisions.





COMMUNITY AWARENESS SESSIONS AND CAMPAIGNS

Sonalika CSR in partnership with Ekam Foundation under Sonalika Arogyam project conducted 6 community awareness sessions across villages, engaging 105 community members. Led by Community Health Workers (CHWs), the sessions raised awareness about maternal and child health services, government healthcare schemes, and available health and nutrition support.

The initiative strengthened community knowledge and encouraged greater awareness and utilisation of essential healthcare services and government entitlements.





NATIONAL DEWORMING DAY (NDD) CAMPAIGN

The National Deworming Day (NDD) campaign was conducted in Madurai, Tamil Nadu on 10 August 2026. Community Health Workers (CHWs) actively participated in the campaign within the Sakkimangalam PHC service area, supporting the implementation of the campaign and mobilising families to ensure maximum coverage of eligible children.

Their efforts contributed to increasing community awareness and facilitating access to deworming services for children in the target age group.

BREASTFEEDING AWARENESS PROGRAMME - WORLD BREASTFEEDING WEEK (1-7 AUGUST)

World Breastfeeding Week is observed every year from 1st to 7th August to promote breastfeeding, which provides essential nutrients and immunity for a baby's growth and development. As part of this, an awareness programme was conducted at Andarkottaram and Indira Nagar Health Sub-Centres for pregnant mothers.

An interactive quiz was organised using pink and blue balloons. Such activities helped mothers easily understand breastfeeding concepts and they participated enthusiastically.





KMC & LACTATION COUNSELLING AT RAJAJI GOVERNMENT MEDICAL COLLEGE HOSPITAL

Under the Sonalika Arogyam Project, implemented by Sonalika CSR in collaboration with Ekam Foundation, 165 mothers received lactation counselling at Rajaji Government Medical College Hospital, Madurai.

Led by Lactation Counsellor Mrs. Abirami, the sessions addressed breastfeeding concerns and promoted optimal breastfeeding practices to support maternal and newborn health.





INDEPENDENCE DAY CELEBRATION

Sonalika CSR, in collaboration with CRY, celebrated Independence Day across 15 villages, engaging 400+ children through activities centred on patriotism, India's history, freedom, and civic responsibilities.

The celebrations included interactive activities, prizes to encourage children's participation, awareness, and confidence.

IMPROVED ACCESS TO HEALTHCARE THROUGH AYUSHMAN BHARAT IN FIROZABAD

The project team conducted community meetings and door-to-door outreach in Madhawali, UP to raise awareness and facilitate Ayushman card generation. As a result, two elderly beneficiaries accessed free eye treatment in Agra, saving their families ₹16,000 in healthcare expenses.

Chess Competition

Sanjeevni Sharnam organised its Annual Chess Competition for Sharnamites, who participated with great enthusiasm, excitement, and sporting spirit. The competition encouraged mental activity and healthy competition while creating an enjoyable opportunity to strengthen friendship, bonding, and togetherness among Sharnamites.





Sanjeevni Dana Pani Special

Sanjeevni Dana Pani completed 720 days of continuous food service, carrying forward its commitment to serving those in need with love and care. On the occasion, Aalu Puri, Halwa and Laddoo were served, utensils were gifted to people in need, and toffees and biscuits were distributed among children, spreading kindness, joy, and togetherness.

AMRITAM KRIYA ALUMNI MEET

A special “Amritam Kriya – Zoom Alumni Meet” was organised with Mrs. Sangeeta Mittal Ji. The session included an enlightening discussion on the Three Pillars of Amritam, with special focus on Amritam Kriya, followed by guided meditation and an interactive Q&A session. The session helped participants deepen their understanding of Amritam Kriya and encouraged regular practice for greater awareness, inner balance, and positivity.



Bag Distribution

Under the Sonalika Bag Drive, school bags were distributed to students of Government Elementary School, Nai Abadi, Hoshiarpur, in the presence of the School Principal and teachers. The initiative was carried out under the guidance of Mrs. Sangeeta Mittal Ji, with the generous support of all contributors, with the purpose of supporting students in need and encouraging them in their educational journey.







Janmashtami Celebration

Sanjeevni Sharnam celebrated Shree Krishna Janmashtami as “Krishna Janmotsav” with devotion and enthusiasm. The celebration was graced by Mrs. Sangeeta Mittal Ji and Dr. Amrit Sagar Mittal Ji, Vice Chairman, Sonalika Group. The event featured Maam’s inspiring message on Lord Krishna’s teachings, soulful bhajans, devotional performances, and a special Radha-Krishna-themed ramp walk. The celebration concluded with Prabhu Prasad in a joyful and spiritual atmosphere.

Har Ghar Healer

Har Ghar Healer was organised under the guidance of Reiki Grand Master Mrs. Sangeeta Mittal Ji, bringing participants together for a meaningful journey of healing and self-awareness. The session included yoga, meditation, Reiki teachings, Cho Ku Rei practice and Reiki attunement. Based on the core values of Sahaj, Samvedana and Seva, the initiative encourages individuals to awaken the healer within and contribute towards emotionally stronger and more harmonious families.



Project Clean & Green

Under Project Clean & Green, regular upkeep and maintenance of Shaheed Udham Singh Park, Hoshiarpur, were carried out throughout the month. Activities focused on maintaining the greenery, landscaping, cleanliness, and overall condition of the park. These continued efforts helped preserve the park's aesthetics and ensured a clean, safe, and refreshing environment for visitors to enjoy recreational and leisure activities.





Project Gyan Jyoti

Under **Project Gyan Jyoti**, educational support continued for around **124 students** during the month, helping them pursue their studies by easing financial constraints and supporting their academic journey. Mr. Gursharan Bhardwaj, a student of Rayat Bahra University, Hoshiarpur, received the Award of Excellence from Hon'ble Governor of Himachal Pradesh, Mr. Kavinder Gupta, in recognition of his academic merit as a meritorious student of the university.

Coaching Centres for children from economically disadvantaged communities in association with Child Welfare Council

During this period, the three free coaching centres supported by Sonalika CSR in collaboration with the District Red Cross Society, Hoshiarpur, and the Punjab and District Child Welfare Council, continued to provide academic support to 63 students from underserved communities/slum areas for dropout students. The initiative is helping strengthen their learning and encourage continued educational progress.

Study & Research on Women's Empowerment and Upliftment

Contribution was made towards study and research on policies, schemes, and practical mechanisms for the upliftment and empowerment of women in India by Ms. Sandhya Bajaj, Former Member, National Commission for Protection of Child Rights.

Bliss Retreat for Employees

A three-day Yoga and Meditation Bliss Retreat was organised at Solis Wellness Retreat, Hoshiarpur from 18th–20th September 2026, for ITL employees along with their family members. The retreat focused on promoting physical, mental and emotional well-being through yoga, meditation, wellness sessions and a rejuvenating environment.





Sonalika Soccer League

SSDS launched the Sonalika Soccer League (SSL), a grassroots football initiative providing structured sporting opportunities to rural youth across 8 villages in Hoshiarpur district. The programme brings together players in the U-14 and U-17 categories, with regular training and coaching throughout the year. MOUs with all 8 villages were signed in September 2026.

As part of the preparations, a coaches' workshop was organised on 16 September at Mahilpur Football Stadium by the District Sports Officer, Hoshiarpur, focusing on structured training and player development.

Divine Soul Yoga





Chandigarh





Hoshiarpur





Bliss Retreat