

Sona's Journey on Social Work

CENTRE FOR
SOCIAL RESPONSIBILITY INITIATIVES
SONA CSRI
A space from Campus to Community

Edition 3:1

June 2025



FROM THE HEART OF CHANGE

At CSRI, change is not just something we observe — it's something we create, nurture, and walk alongside. As we reflect on the month of June, we are reminded of how small acts, rooted in empathy and equity, blossom into meaningful social impact.

From Struggle to Self-Reliance: The Story of Ms. R.Pushpa



Meet R. Pushpa, a 30-year-old mother of three from Kollapatty, whose journey from daily hardship to entrepreneurial success stands as a proud testament to the power of skill-based empowerment.

Her husband Mr. Sarath Kumar, engaged in cottage level silver anklet and ring making works as a wage worker, where he could earn only meager income. The family struggled to make both ends meet with children's education expenses posing a major challenge. This left them financially on the edge with no surplus left for savings.

This continual battle came to an end when Pushpa grabbed the opportunity to join the skill-based training offered by Sona Centre for Social Responsibility Initiatives (CSRI).

Motivated by Ms. Mala, our dedicated mobilizer, Pushpa enrolled herself in Beauty Therapist Course sponsored by SAIL Salem Steel Plant and conducted by Sona CSRI in June 2023. Pushpa was determined to make the best use of the training and quickly mastered the techniques she was taught. Post-training, she began to work under an experienced beautician, refining her skills while also learning customer service skills where she gains expertise in Bridal Makeup Skills in March 2024.

From 2025, Pushpa is a proud owner of a beauty parlor that she runs from her home boasting of a loyal and growing customer base and earning Rs. 10,000 (Avg) per month. Her family now enjoys a better standard of living with all essential needs met.

"I never imagined I could run a business of my own. Today, not only do I support my family, but I also inspire others like me," says Pushpa beaming with pride.

“From Tailoring to Entrepreneurship – A CSRI Impact”

Thirty-eight year-old Mrs. Kalaivani, a mother of two school-going children living in the quiet neighborhood of Thattanchavadi, struggled every day to manage household expenses and ensure enough food for her children and continue their education.

Amidst the hardworking by her husband, earned barely enough to cover basic requirements, having to spend frugally. With encouragement and mobilization (use common man's word for mobilization) support by Sona CSRI team, Kalaivani enrolled in the Self Employed Tailor program in 2019.

Rearranging household responsibilities and learning a new skill required immense dedication. But Kalaivani remained focused. Slow yet determined, she began to master tailoring techniques starting with basic stitching and gradually progressing to designing blouses and salwars for women in her locality. After completing the course, she started taking stitching orders from home. The small income she earned boosted her confidence and also made her embrace self-reliance. Taking a bold step forward Kalaivani opened a small grocery shop in her neighborhood.

Today, the tiny shop has become the cornerstone of her family's economic wellbeing. Her children are continuing their studies without disruption, and the family no longer struggles for daily needs.

“Learning tailoring changed my life. It gave me the courage to believe I can earn, save, and grow. I sincerely thank the SONA CSRI for showing me this path,” says Kalaivani with a broad smile.

Sona's Support Maria Shine Bright



Our heartfelt thanks and gratitude goes to the continual support and encouragement extended by our visionary Founder Chairman Sri Chockalingam and our respected Chairman Sri. C. Valliappa, Maria Catherine Deva Dharshini from the Leprosy Home, Bargur (Krishnagiri District) has scored an impressive 566 marks in her Higher Secondary Certificate (HSC) examinations.

Securing a cut-off of 182 Maria proudly claims the second rank in her school. Hailing from a poor economic background, her achievement has brought immense happiness to her family and community. They have expressed heartfelt gratitude to Sona Institutions for being a pillar of strength in her educational journey. **We extend our hearty congratulations to Maria for her perseverance, dedication, and hard work.**

“A Journey Rekindled: Dhanusiya Returns to Education”

Considering the socio-economic situations of her family, a school dropped out Ms. Dhanusiya, joined our Aari Training Class (March 2025) to support her family by earning meagre amount. Through continuous counselling and encouragement, she has now resumed her education and ready to appear for the 10th Board Exams. It is one of the proud breakthroughs of our educational support initiatives. Her parents are overjoyed to see her back on the path of learning and have extended heartfelt thanks to Sona Institutions. We wish her a bright and successful future!



Aari Training Classes Near Completion with Promising Outcomes

The Aari Training Classes conducted by Sona CSRAI are progressing smoothly, with consistent participation from all the learners. Scheduled to conclude by June 2025, the training focuses on manual Aari Techniques aimed at enhancing livelihood opportunities. Several participants are showing remarkable enthusiasm by demonstrating strong potential in both learning and applying the craft. The encouraging performance of these trainees indicates the success of the program.



Saree Pre-Pleating Course Empowers Women with Livelihood Skills

A week-long Saree Pre-Pleating Course was successfully conducted and completed in the month of May, focusing on enhancing employability for women in the textile and garment sectors. With the active participation of 20 women, who eagerly learned practical pleating techniques to support their income generation. Participants expressed appreciation for the trainer's well-structured module, clarity and hands-on teaching approach.

National Certification Milestone Achieved

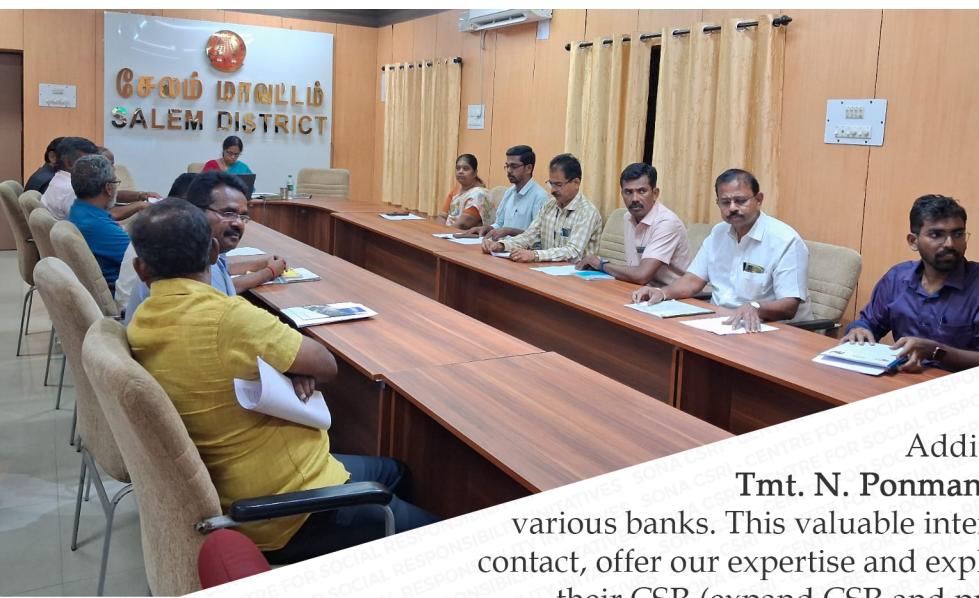


We are proud to share that the NSDC assessments for the Assistant Electrician and Home Health Aide courses have been successfully completed. Sixty candidates have received their National Skill Certification. This is yet another demonstration of Sona CSRI's commitment to delivering industry-aligned training programs and empowering individuals with nationally recognized qualifications that enhance their employability.

Celebration of Success

A joyful certification ceremony marked the successful completion of the SAIL Refractory Co Ltd (SRCL) sponsored Self-Employed Tailor and Domestic Data Entry Operator programme during October 2024 to February 2025. Sixty beneficiaries proudly received their certificates from the Executive Director of SRCL and Principal of Sona College of Technology, who also took time to personally interact with the students, encouraging them for their future endeavors. The program's objective is to empower participants with valuable skills for sustainable livelihoods.





Participation in District Bankers Meeting

As invited, we participated in the recent District Bankers Meeting, chaired by the District Collector,

Dr. R. Brindha Devi, IAS.,

Additional Collector (Rural Development)

Tmt. N. Ponmani, IAS., and Regional Managers from

various banks. This valuable interaction helped us establish important contact, offer our expertise and explore collaborative opportunities with their CSR (expand CSR and put abbreviation in bracket) initiatives.

Strategic Partnership with Don Bosco - Anbu Illam

In a significant step towards enhancing collaborative training and placement outcomes, SONA CSRI has formalized a partnership with Don Bosco Anbu Illam. This strategic collaboration is aimed at delivering high-impact on community driven projects on skill development and other outreach programs and expanding placement opportunities for our beneficiaries. The partnership is designed to leverage shared values in youth empowerment, vocational training, and social development.

Jump into June

Milestone Celebration

We are pleased to announce the upcoming Grand Certification Ceremony where 270 candidates of 7 different skill development courses will be awarded their certificates in June at our Campus. The event will be graced by the presence of the Executive Director of SAIL Salem Steel Plant(SSP), celebrating the successful completion of various skill development programs sponsored by SAIL SSP. This milestone highlights the collective efforts toward empowering communities through meaningful training and employment opportunities.

Farewell to Long-Serving CSRI Staff Members

We bid a heartfelt farewell to some of our most dedicated team members at Sona CSRI, who have completed a decade of devoted service. Their tireless commitment, passion for social impact towards community outreach activities and CSRI's programme have been the backbone of many people. We send them off with immense gratitude and warm wishes for their future endeavors.

Yercaud Floriculture Certificate Distribution

Tamil Nadu Skill Development Corporation (TNSDC) has sponsored the Landscaping & Floriculture Training Programme. The course has been conducted at Yercaud. The course completed candidates are working in Government (Expand Govt) Farms and Gardens as labours. We have planned to distribute the certificates in person by June at Yercaud.

New Tailoring Programme to Launch

The outreach activities (mobilization) for the tailoring programme is about to complete. Hence, we are excited to announce the launch of a self-supportive Tailoring Programme commencing in June 2025. The training is designed to empower new learners with tailoring and apparel skills for sustainable livelihoods.

Together,
let's build a
socially responsible
tomorrow!!