

# **CHOCKALINGAM TRUST**

## **HALF YEARLY REPORT**

**(February 2025 - July 2025)**



**CENTRE FOR SOCIAL RESPONSIBILITY INITIATIVES (CSRI)  
SONA GROUP OF INSTITUTIONS  
SALEM**

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### *Our Supporters*



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SALEM**

## **INDEX**

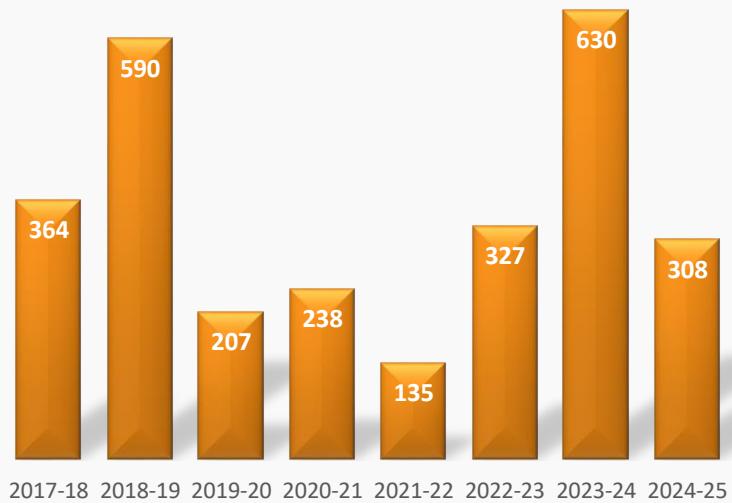
<b>S. No</b>	<b>Content</b>	<b>Page No</b>
1	Executive Summary	1
2	Stories of Change	
2.1	Success Story 1	3
2.2	Success story 2	4
2.3	Success story 3	5
2.4	Success story 4	6
2.5	Success story 5	7
2.6	Success story 6	8
3	People Centric Impact Narratives	9
4	Mile stone Achieved	10
5	Prosperity at the gross roots	11
6	Certification distribution Ceremony	14
7	Visits and compliments	15
8	Donor Management	16
9	Showcased at the forum	18
10	Program in progress	20
11	Stake holder Management	22
12	Setting Bench Mark	23
13	Upcoming programs	25
14	Financial Over View	26
15	Forthcoming plans	27
16	Internal Operations	28
17	Conclusion	29

# 1. Executive Summary

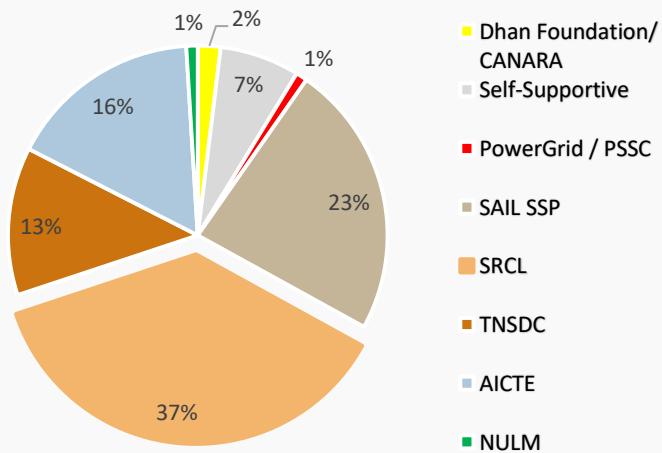
Sona College of Technology part of the prestigious Sona Group of Institutions and always been a cradle of innovation, excellence, and social responsibility. Sona's commitment to inclusive growth and community empowerment began in the 1990<sup>s</sup>. Recognizing the transformative power of vocational education in enhancing livelihoods, the institution established the Centre for Social Responsibility Initiatives (CSRI) in 2009 to lead structured efforts in community development and skill advancement. Marking the milestone at 16 years of establishment from our visionary Chairman Shri C. Valliappa and transforming our Centre from Skill Development to Community Development Hub through various initiatives.

The half yearly from February to July 2025 has marked a defining chapter for CSRI. Beyond executing training programs, CSRI adopted a transformative model that bridges academia, industry, and community through a systemic, purpose-driven approach. By transforming advanced research into practical, on-the-ground solutions, Sona College of Technology not only serves as a beacon of technical education but also as a catalyst for meaningful societal change. We initiated a strategic revamp in

**No. of Beneficiaries**



**Donor Participation from 2017**



operations, redesigned our team structure, and reinforced our branding all while successfully managing over 15 multi-sectoral programmes. Certainly, introducing success stories of Centre alumni, Newsletters and Monthly Reports has gained mileage amidst our stakeholders. By securing interest from industry giants, and enhancing our presence in policy platforms, CSRI continues to emerge not only as a CSR implementer, but as a sustainable impact engine for Sona Group of Institutions.

*“We are not just implementing programmes; we are seeding transformation.”*

**N. Nantha Kumar, CSRI Head**

## **2. Stories of Change**

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### **2.1 Success Story 1: From Struggle to Self-Reliance**

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. With her husband engaged in silver work that brought in only a modest income, managing daily expenses and her children's education was a constant challenge. Life was a daily balancing act but not into savings. This scenario has been changed once an opportunity knocked on her door.

Through the efforts of Ms. Mala, our dedicated mobilizer, Pushpa has enrolled herself in Beauty Therapist Course that has been sponsored by SAIL Salem Steel Plant jointly with the execution of CSRI.

Seizing the opportunity, Pushpa enrolled with determination and quickly mastered the techniques taught during the training. Post-training, she took the initiative to work under an experienced beautician, refining her skills and understanding the nuances of customer service.

Today, Pushpa proudly runs her own **beauty parlour from her home**, complete with a loyal and growing customer base. Her transformation doesn't stop there and Pushpa now serves as a beacon of support, referring clients and guiding fellow aspiring beauticians in her community.

She whole heartedly conveyed her gratitude to CSRI and Sona college of technology for bringing massive changes in her life through adding new skill to grow her financial status towards support her family day to day needs. And she is encouraging other community people come out from their crisis.



## **2.2 Success Story 2: Breaking Barriers, Building Dreams**

In the quiet lanes of Vellalapatty, a small village in Salem District, lives a bold and resilient woman – **Yazhini**. A woman determined to rise above societal constraints and carve her own identity. A usual societal **discrimination** that often tried to suppress her aspirations but she chose not to accept limitations.

Her journey took a transformative turn when she enrolled in the **Retail Sales Associate Training** sponsored by **SAIL – Salem Steel Plant**. A vibrant and committed learner with basic accounting knowledge, the training enhanced her technical skills of retailing and customer handling.



What made her journey truly remarkable was how she transformed training into action. Using the insights from the programme, she first set up a petty shop at her home, marking the first step toward independence. With determination and perseverance, she gradually expanded it into a full-fledged grocery store named **GYK Stores**. Today, GYK Stores is more than a business - it's a symbol of dignity and empowerment. Her success is a powerful example of how skill training and CSR initiatives can break the cycle of caste oppression and poverty.



"I never thought I could run a store of my own. This is not just a shop. It's my answer to every voice that said I couldn't. This training gave me not just knowledge, but the courage to dream and act" says Yazhini with pride.

## **2.3 Success Story 3: Battling with community**

**Mrs. Anandha Priya**, a 30-year-old mother of two kids from Sarkar Kollapatty, comes from a Scheduled Community and has faced years of financial struggle and social discrimination. Her husband, a laborer in a butcher shop, earned just enough to manage basic needs. With a leaking roof over their heads and growing children to educate, life was filled with daily challenges. But Anandha Priya never gave up on the dream of a better life.

Her turning point came when she heard about the Beauty Therapist Training Course sponsored and offered by M/s SAIL Salem Steel Plant and SONA CSRI respectively. Motivated to uplift her family, she enrolled in the course and committed herself to learning every skill with sincerity. She attended training sessions regularly, built her confidence, and soon began working at a parlor to gain hands-on experience for a year.

Additionally, she learned to customer relationship management and conflict management in the workspace through real world skills. With growing expertise and determination, Anandha Priya eventually started her own beauty parlor named Sri Nila Beauty Care Centre in S. Kollapatty Bus Stop. She now earns a steady income, supports her children's education, and is recognized as a successful entrepreneur in her village. The transformation from marginalization results in empowerment that has inspired many around her.

She expresses deep gratitude to Sona Institutions, Salem Steel Plant and CSRI's Outreach Worker Mrs. Mala, whose support helped her reclaim her life with dignity and purpose.



## **2.4 Success Story 4: From Tailoring to Entrepreneurship**

**Mrs. Kalaivani (38)**, 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.

Her husband, though hardworking, earned barely enough to cover basic requirements, having to spend frugally. With encouragement

and mobilization support by Sona CSRI team, Kalaivani enrolled in the Self Employed Tailor program at Vellalapatty, Omalur on 2018-19.

Altering household responsibilities and learning a new skill required immense dedication. Slow yet determined, she began to master tailoring techniques starting with basic stitching and gradually progressing to designing blouses and salwar's for women in her locality. After completing the course, she started taking stitching orders from home. The small income 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.



*"Being a tailor is stepping stone in my life and becomes my passion. Integrating my passion and establishing a store of my own gives an immense benefit to my family. Training has built a confidence and dream" says Kalaivani with pride.*

## **2.5 Success Story 5: Survival to Success**

**Ms. Govindammal (41)** hailing in an agrarian family from Thirumalaigiri is a symbol of resilience. She followed a traditional path, completing her 8<sup>th</sup> standard and marrying at the age of 18.

For a decade, her life was happy and stable, but at 28 years, misfortune struck harshly. A serious sickness led to her separation from her husband. Having been always under her father's care, she suddenly had to navigate life alone. But determined to face life's challenges, Govindammal decided to take destiny in her own hands. She took up multiple jobs - selling soaps, wire baskets, and incense sticks door-to-door while working night shifts at a hospital. Despite her hard work, she earned only meagre income.



However, her life took a positive turn after she joined the Housekeeping cum Cook Training program that was sponsored by SAIL Salem Steel Plant. This opportunity not only provided her with new skills but also gave her renewed hope. She learnt about basic housekeeping etiquettes and attributes that have to follow in residency as well hotels. After completion of the training she ventured into catering business alongside her hospital job. She now owns a small catering service in her home town.

Her bold step was soon rewarded in the form of financial freedom. She has bought a two-wheeler to commute and now she no longer depends on the public transport. Every passing day she moves ahead filled with confidence and full of purpose. She become a example to her surrounding people, who are all thinking to support their family with their earnings. Lots of member now discussing and getting suggestion from her to balancing their own situation.

## **2.6 Success Story 6: From Laborer to an Entrepreneur**

**Mr. Ranjith Kumar (24)**, from a middle-class family in Arisipalayam, Salem District, is an inspiring example of resilience and transformation. Despite financial struggles, he pursued a Diploma while working night shifts and holiday jobs. His father's illness forced him to shoulder full family responsibilities, but his earnings as a laborer under various contractors were barely sufficient.

During this tough phase, the Centre for Social Responsibility Initiatives (CSRI) identified him through its outreach efforts and enrolled him in the Plumbing (General) Skill Development Programme in September 2024 sponsored by M/s SAIL Salem Steel Plant. Grasping the opportunity, Ranjith continued his labor work while attending training sessions. With dedication, he completed the course, gaining vital technical skills.

Using these skills and his work ethic, Ranjith transitioned from laborer to independent contractor. Today, he supports his family with dignity and provides jobs to over 20 individuals in his community. His commitment to quality and ethics has earned local respect. Ranjith now stands as a beacon of hope for youth, proving that resilience, hard work, and the right opportunity can change lives.

*"With unwavering determination and the right opportunity, Ranjith turned hardship into a stepping stone—rising from a daily wage laborer to a respected community employer. For his mother, who once worried about every meal, his transformation is nothing short of a dream fulfilled." says Ranjith in Emotion.*



### **3. People-Centric Impact Narratives**

#### **3.1 Sona's Support Helps Maria Shine Bright**

It is with immense pride and joy that we share the remarkable success of Ms. Maria Catherine Deva Dharshini from the Government Leprosy Home, Bargur (Krishnagiri District). With the consistent support and encouragement extended by our visionary Founder Chairman Shri MS Chockalingam and our respected Chairman Shri C Valliappa, Maria who hails from a marginalized community has achieved an outstanding academic milestone. She has scored an impressive 566 marks in her Higher Secondary Certificate (HSC) examinations, securing a cut-off of 182 and proudly claiming the second rank in her school. Her story stands as a true inspiration and a testament to the transformative power of education and support.

#### **3.2 A Journey Rekindled: Dhanusiya Returns to Education**

Drop out candidate from the formal education Ms. Dhanusiya, joined our Aari Training Class to support her family. Through continuous counselling and encouragement, she has now resumed her education and is preparing to continue her 10th standard. She belongs from poor family with unbalanced family situation, after considering their family problems and need of move forward to support her family with her effort in the future she returned back to continue her studies. Her parents are overjoyed to see her back on the path of learning and have extended heartfelt thanks to Sona Institutions.

#### **3.3 Enhancing Career Prospects**

With the effect of past two decades' successful completion of community program. Esteemed concern come forward to support our college students by creating space for learning and earning, which show the efficiency in front of conducting impactful community program. Through CSRI, VISCOM students were referred for interview opportunities in the Marketing Section of SAIL Salem Steel Plant, enhancing industry exposure and career prospects.

CSRI department showed our gratitude to the respective concern through conveying heartfelt thanks for them to come forward to support our students in different aspects.

We hope the journey will continue in the future walks.

## 4. Milestone Achieved

### 4.1 Jr. Technician (Smart Energy Meter)

20 days Recognized Prior Learning Programme for informal workers who were working as Electricians and power related works has undergone the upskilling programme on **Jr. Technician (Smart Energy Meter)** Course from Power Sector Skill Council and Power Grid Co Ltd., was commenced and completed. This course aims at up-skill to work in these contemporary situations.



### 4.2 Aari Training (Self supported Course)

Between April and June 2025, **Aari Training** Classes were successfully conducted with consistent participation from all enrolled learners. The training sessions enabled learners to produce high-quality handcrafted designs. In addition to skill development, the program incorporated modules on entrepreneurial skills,

providing participants with valuable insights into product pricing, customer engagement, and small business management. This value addition has empowered many to consider launching their own ventures or contributing meaningfully to local textile businesses. Finally, course completed with retail marketing and creativeness implementation session. With the same flow people are showed interest to market their skill and creative ideas. Brief explanation on social welfare board available schemes and Govt policies. Women entrepreneur concept been inserted in to their learning and few students come forward to exhibit their business as a startup.



### **4.3 Saree Pre-Pleating Course**

A week-long **Saree Pre-Pleating Course** was successfully organized with active participation of 20 women. This initiative was designed with a strong focus on enhancing employability and skill development among women, particularly in the textile and garment sectors. Through hands-on training, participants learned the intricate techniques of saree pre-pleating skills that opened up new avenues for income generation, entrepreneurship, and employment in tailoring units, boutiques, and textile enterprises.



## **5. Prosperity at the Grassroots**

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### **5.1 NSDC Assessment**

In the thought of enabling NSDC Certification for licensing for their employability, **Assistant Electrician** and **Home Health Aide** candidates that was sponsored by SAIL Salem Steel Plant sponsored has been assessed and certified.



### **5.2 Multi-Skilled Garment Technician (MSGT) Completion**

The MSGT Program was conducted to train rural women in comprehensive garment production techniques aligned with industry standards. The training covered stitching, cutting, machine operation, and finishing processes, along with an introduction to quality control and teamwork practices for factory environments. Many of the trained individuals secured placements in local garment manufacturing units, while others began



producing garments independently, demonstrating a direct link between training and income generation.

### **5.3 Self-Employed Tailor Completion**



SAIL Refractory Co Ltd Sponsored Training Program was designed to enable women, particularly homemakers and school dropouts, to start small tailoring ventures from their homes or through shared workspace models. The course offered everyday wear, shirts and women garments. Participants were introduced to small business management concepts.

### **5.4 Career Guidance Program**

To support young individuals in making informed decisions about their futures, we conducted **Career Guidance Workshops** at St. Vincent Pallotti Hr Sec School. These



sessions focused on career mapping, higher education opportunities, scholarship awareness, and essential soft skills such as communication, presentation, and interview readiness. School children gained clarity on career paths across diverse sectors and developed a stronger sense of

direction regarding employment and further studies, helping bridge the gap between aspiration and access. During the session students are actively participated and shared their viewpoints also, which helped them to understand the cause of conducting session. Moreover 100 children were participated in the program.



## **5.5 Medical Awareness Program**

Medical Awareness and Health Camps were organized to the Adolescent Girls from Government Schools of Vellalapatty and S. Kollapatty. To address basic health screening needs, Sona CSRI and Sona Medical College of Naturopathy and Yoga has jointly initiated the awareness program that focused on preventive healthcare, early detection of lifestyle diseases, and promoting hygienic practices. Services such as BMI calculation, Eye Checkup and free consultations were provided by SMCNY doctors and students.



The counselling session about adult hygiene has been conducted for girl child, who are all in adult stage. The session was completely created space to the children to clarify their doubts personally. Moreover 150 children were participated in the session. We found important problem among girl children, especially among young girl children. They are facing trouble to maintain their personal hygiene during their menstrual timing.

Many of the family forcing them to follow old traditional during that time, which makes them to feel uncomfortable. As well many of them having anemia problem, due to heavy loss of blood. The session become a essential for them to understand the personal hygiene, during menstrual time. And certainly they facing adult hood problem in their day to day life. Finally, we initiated screening process to identify their health status. Students were participated actively and got benefited. The students and school management conveyed their thanks from their bottom of heart to SONA institution for initiating such kind of useful session to the students. They extended their support by allowing us to conduct another program.

## **6. Certificate Distribution Ceremony**

A total of 60 rural youth and women were empowered through certified training programs in *Tailoring* and *Data Entry Operations*, aimed at enhancing employability and fostering self-reliance in their respective sectors. The initiative was generously sponsored by SAIL Refractory Company Limited as part of their CSR commitment.

The Tailoring Course provided hands-on training in garment stitching, pattern cutting, and fabric handling, enabling participants to take up home-based production or work in tailoring units. The Data Entry Operator Course equipped learners with essential computer skills, including MS Office, basic

data processing, and keyboard proficiency, preparing them for clerical and office-support roles.

During this function, Mr. D.K. Mishra, Executive Director and Mrs. Chitra GM (CSR) of SAIL Refractory, graced the occasion and interacted with the trainees, encouraging them to pursue their

livelihoods with confidence and dedication.



**CSRI Team with Course completed Beneficiaries**

## **7. Visits and Compliments**

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CSRI received positive encouragement and valuable strategic insights by our esteemed Chairman, Shri. C. Valliappa. His visit our campus by June that encompassed a detailed overview of ongoing and upcoming initiatives, with meaningful interactions held with students and team members. Chairman has appreciated the progress made and emphasized the importance of scaling good practices that bring real change. This occasion strengthened our governance framework and re-energized our commitment to driving social impact through education, empowerment, and ethical development.



### **7.1 Validating Impact through Social Audit**

In a landmark step toward transparency, accountability, and evidence-based program evaluation, a **Social Audit** was conducted for the **Multi-Skilled Garment Technician (MSGT) Program** by the **Madras School of Social Work (MSSW) Social Audit Committee, Chennai** in July 2025. The auditor conducted FGD with students and interview schedule with training providers. Their audit methodology included in-depth beneficiary interviews, stakeholder consultations, training module reviews, and assessment of post-training employment outcomes. The committee appreciated CSRI's effort in aligning the MSGT program with industry requirements and local livelihood needs. The audit recommendations extend for providing stipend, demand based skilling and introducing a business incubation track.



## 7.2 Anna University Inspection

During the College Tour for the **Anna University Inspection**, Dr. Papa, Chairperson for the Inspection Committee has visited our Centre. Our Principal has explained about the operations of CSRI and how we are giving back to the community. She was looked into the on-going Aari work programme that time. We had the privilege of hosting the representative from **CSRBox**, a nationally recognized CSR ecosystem enabler. The visit served as a significant moment of engagement, as the CSRBox team expressed keen interest in understanding the operational structure, impact framework, and thematic areas of intervention under CSRI. They were introduced to our flagship programs in women's skill development, rural livelihood enhancement along with the institutional mechanisms in place for CSR implementation and monitoring.



## 8. Donor Engagement

### 8.1 Monitoring Visit – SAIL (Salem Steel Plant)

Reinforced accountability and built long-term trust with corporate funders SAIL Salem Steel Plant, they have visited our training center and interacted with the students about the training progress and their benefits.



They have looked into the products which were produced by the students. Students were put forth their grievance of extending the classes and advanced classes for their welfare. the donors were much satisfied with the performance.

## **8.2 SAIL Refractory**

The Salem Refractory unit visited our programme implementation extension center at Thalavaipatty on March 2025. Totally 4 evaluators appeared from their side. They were made a discussion with candidates, who are all participated in the program and learned tailoring skill. Totally 35 candidates were presented with the trainer. They submitted their record note books to evaluators to understand the concept of learned course. And visitors started to evaluating the program through verifying stitched clothes and their record book.



After seeing their credentials, they initiated interaction section with candidates. Through the session they come to understand the need of conducting tailoring program in to out extension unit. The participants are shared their view and insights and useful points to develop the program based on their needs. The session was ended up with more insights from donor side as well candidate side too. They were satisfied with program implantation quality and quantity.

## **8.3 NABARD**

NABARD is working for innovation and climate-resilient livelihoods in community front. Now CSRI is planning to initiate skill development programs in our Center and in extension. Certainly, we are exploring the projects on Micro-green and agricultural waste management. We had a sound full interaction section with Chairman, engineering college principal and Arts college principal.



The donor was fully satisfied and gave us insight to promote our projects in to action. We collected knowledge on NABARD action plan for the upcoming years.

## **9. Showcased at the Forum**

### **9.1 IMC Meeting**

As part of **Institution Management Committee (IMC)** at Govt ITI Mettur Dam, the Quarterly Meeting (March and June) has been conducted by the Institution with Industrial Partners. Participated in the meeting by representing our Institution as a CSR Secretary. JSW Steels was happy to see our Need Assessment Report of their Institution that addresses in priority with respect to SDGs also. The discussion focused on strategic collaboration to bridge the skills gap and streamline training initiatives with industrial needs.



### **9.2 Climate Change Program**

One-day capacity building workshop titled '**Climate Smart Practices**', jointly organized by the Department of Environment and Climate Change, Department of Rural Development and Salem District Administration. Mr. N. Nantha Kumar & M. Prem participated and made presentations at the workshop that emphasized sustainable strategies, policy insights, and actionable climate-smart practices for resilient governance and communities. Block Development Officers (BDOs), Swachh bharat Mission (SBM) Coordinators of Block and District participated.



### **9.3 EDC Guest Lecture**

A guest lecture was delivered under the banner of the Entrepreneurship Development Cell for the students of our college on the topic "*Entrepreneurship: Importance and Role in Economic Development.*" The session was conducted by **Mr. N. Nantha Kumar**, Head of Centre for Social Responsibility Initiatives (CSRI). The lecture emphasized the critical economic value of entrepreneurship and aimed to ignite the aspirations of young minds toward innovation, self-employment, and nation-building. Moreover 45 students were participated received more insights on Entrepreneurship. Finally, they discussed and clarified their subject oriented doubts. Through the interaction session they utilized their space for collecting knowledge on new venture creation too.



### **9.4 District Bankers Meeting**

As invited, we actively participated in the **District Bankers Meeting** held in May, chaired by Respected District Collector Tmt. Brindha Devi, IAS, along with Additional Collector (Rural Development) Tmt. Ponmani, IAS, and Regional Managers from various banks. This valuable platform enabled meaningful interactions and the establishment of important institutional contacts. Through the meeting, we also pitched our proposals to a few banks, exploring opportunities for CSR funding collaboration. The engagement paved the way for offering our expertise in implementing impactful social initiatives in partnership with the banking sector.



## **10. Programs in Progress**

### **10.1 Beauty Therapy (Self Supportive Program) – Advanced course**

The Beautician Training Programme focuses on practical training in cosmetology, skincare, and beauty services, preparing participants to work in salons or offer freelance beauty services. The course emphasizes customer care, hygiene practices, and basic business know-how, equipping women with the tools to launch their own ventures in the growing wellness industry.



### **10.2 Tailoring (Self Supportive Program)**

The Tailoring Course has been rolled out as part of the expanding vocational training initiatives under the CSRI umbrella. This program is designed to broaden livelihood opportunities by equipping participants with essential tailoring and garment-making skills. With a focus on hands-on learning, the course aims to nurture a pipeline of micro-entrepreneurs,



particularly among rural women and youth, empowering them to pursue self-employment or start their own tailoring units. All the participants were actively participating and coming forward to sharing their ideas

and techniques with other learners, which shows their wider thinking on starting their own business. Their participation without absence is boosting us to make them so strong in technical aspects.

### **10.3 Aari Embroidery & 3 D advanced (Self Supportive Course)**

In order to elevate traditional craft with dimensional art, we have organized **3D Aari embroidery** program that is an advanced form of traditional Aari work,



known for its intricate needlework and embellishments. Unlike conventional flat embroidery, 3D Aari involves creating raised, textured patterns using techniques such as padding, layering, and sculpting with zari, beads, threads, and sequins. This technique brings depth and dimension to floral motifs, leaves, peacocks, and ornamental designs,

making garments visually striking and luxurious. Learning 3D Aari not only enhances creativity but also opens doors to high-end tailoring, boutique designing, and value-added garment production—making it an ideal skill for aspiring women entrepreneurs and artisans.



The advanced class making them perfect fit in to modernization and competitive market. The students were participated with lots of joyfulness and interest. Now students coming forward to learn skills, which can support them to balance their family financial status. Personally everyone got motivated and positive impact. The students are requested to initiate financial literacy program for their betterment.

We are happy to saw in the mid of learning new skill few persons are started to getting orders from their neighbors. We hope start to earning is our big progress of our program. In future we are planning to bring innovative projects with existing courses. The session gave us more insight and confident to move with our vision to develop community impactful programs under CSRI department.

## 11. Stake holder management



### Britannia Nutrition Foundation

Anemia Free Future: Multi-Dimensional BCC Model for Adolescent and Maternal Nutrition



### Chemplast Sanmar

- Sustainable Aquaculture
- Capacity Building for Anganwadi Staffs
- EmpowerHer: Skilling and Entrepreneurship Hub



### UNESCO-IFCD

CulturaRise: Reviving Tamil Folklore through Inclusive Cultural Hubs and Creative Enterprise



### PMKVY

Continuing Education Program for our in-campus students



### NABARD

Skill Development Program and Agri Development Projects



### SAIL STEEL PLANT

Flagship Tailoring Program and Waste Management Project



### SAIL Refractory Co Ltd

Building Skill, Health and Hope in Rural Salem



### Bridgestone CSR

Safety on Roads



### KVB

Environment and Conservation Project



### ICSSR

Impact of Skill Development Programmes on Women's Financial Empowerment and Workforce Participation in Salem, Tamil Nadu



### NGOs

- DONBOSCO
- Anbu Illam Jency foundation



### Institutions for Outreach

- Salem Polytechnic ITI, Ammapet
- CSI Polytechnic College, Hasthampatti

## **12. Setting Benchmark**

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As part of our organization's strategic transition from a singular focus on skill development to a more diversified and impact-driven portfolio, several initiatives have been undertaken to strengthen our institutional capacity, improve visibility, and enable better stakeholder engagement. These efforts reflect our commitment to sustainability, innovation, and growth across programmatic and communication fronts.

### **12.1. Launch of Organizational Newsletter**

To enhance internal and external communications, we introduced a quarterly digital newsletter titled *Sona's Journey on Social Work*. This platform serves as a key communication tool for sharing project highlights, beneficiary testimonials, expert insights, and community updates. It also aims to increase transparency and promote the ongoing work of the organization to donors, partners, and stakeholders.

**Milestone:** Successfully released three editions from April 2025.

**Reach:** Circulated among our students & faculties through Sona Times, CSR partners.

**Plan Ahead:** Integration with WhatsApp and SMS for improved outreach in rural and low-connectivity areas.

### **12.2. Development of Institutional Website**

Recognizing the importance of a strong digital footprint, we are redesigning and developing a dynamic Centre website. The site has been created in-house with an emphasis on showcasing our programs, impact metrics, volunteering opportunities, and donation channels.

**Features:** Real-time updates, project portfolios, beneficiary stories, and engagement portals.

**Impact:** Improved visibility and a 30% increase in partnership enquiries.

**Future Plan:** Expand multilingual support and introduce a responsive mobile application.

### **12.3. Program Identity & Branding – Logo Design Initiative**

To build a cohesive and recognizable identity across our various projects, a comprehensive logo creation exercise was undertaken. This initiative involved collaborative design thinking sessions with our youth beneficiaries and staff teams to reflect the ethos of each program.

**Output:** Designed 5 unique logos for key flagship initiatives.

**Value to CSR Partners:** It will enhance the visibility of CSR-supported projects with strong visual identity.

### **12.4. Strengthening Documentation and Reporting**

In response to the growing need for structured reporting and data-backed storytelling, a robust reporting framework was developed. The aim is to ensure timely and accurate documentation for both internal learning and external communications.

**Initiatives:** Templates for donor reports, project completion reports, monitoring dashboards, and case study formats.

**Capacity Building:** Soon after establishment of Centre's Human Resource, we are planning to conduct training on proposal writing, impact setting and evaluation, report writing.

**CSR Relevance:** Facilitates better reporting for donor compliance, audit trails, and outcome tracking.

These efforts collectively reflect our proactive shift towards institutional strengthening and preparedness for broader engagements beyond skill development.

## **13. Upcoming Programs**

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### **13.1 Certification Ceremony with SAIL Salem Steel Plant (SSP)**

A grand Certification Ceremony will celebrate the successful graduation of over **280 trainees**. This milestone event will be graced by the Executive Director of SAIL-SSP, reinforcing CSRI's commitment to industry-linked skilling and employability programs.

### **13.2 Enabling Certification for Technicians**

The Recognition of Prior Learning (RPL) assessment for the job role Jr. Technician (Smart Energy Meter) was successfully conducted. This program assessed and certified existing technicians in key technical competencies such as digital meter calibration, load analysis, wiring diagnostics.

### **13.3 Enabling Individual as Technician**

The launch of the Short-Term Training (STT) program for the same job role focused on equipping fresh candidates with practical knowledge in smart meter installation, phase testing, troubleshooting protocols, consumer data logging, and meter network integration essential skills for the growing smart grid ecosystem.

### **13.4 PMKVY for in-house Students**

Under PMKVY implementation, domain-specific courses were initiated across departments, integrating technical modules in electrical systems, basic electronics, renewable energy applications, and industrial safety, thereby fostering job readiness in high-demand sectors.

### **13.5 NAARD Skilling and Enterprise**

In partnership with NABARD, we initiated 20 foundational and advanced technical courses tailored for rural enterprise development. These include training in solar pump installation, cold storage maintenance, dairy equipment handling, precision farming tools, and agro-processing machinery operation, creating skilled rural technicians for green and agri-tech sectors.

### **13.6 Certification for Self-Supportive Programs**

A Certificate Ceremony was conducted for participants of Paid Courses in areas like Beautician, Tailoring, Aari Work and 3D Aari Work formally recognizing their readiness for self-employment or entry into the technical job market.

## 14.Financial Overview: Value of Social Investment

Year	Sponsor	Amount Sanctioned Rs.	Amount Received Rs.	Expenses Rs.	Amount yet to be Received Rs.	Surplus Rs.
2023-24	SAIL Salem Steel Plant	35,31,113.00	17,75,938.00	11,01,852.00	17,55,175.00	24,29,261.00
	AICTE	16,61,520.00	9,25,829.00	4,58,065.00	7,35,691.00	12,03,455.00
2024-25	SAIL Salem Steel Plant	3,89,150.00	2,44,290.00	1,54,686.00	1,44,860.00	2,34,464.00
	SAIL Refractory Co Ltd	5,00,000.00	5,00,000.00	2,69,220.00	0.00	1,77,390.17
	SS	1,60,480.00	1,60,480.00	61,745.00	0.00	98,735.00
	Power Grid Co Ltd / Power Sector Skill Council	20,95,320.00	0.00	11,00,000.00	20,95,320.00	9,95,320.00
<b>TOTAL</b>		<b>90,29,583.00</b>	<b>42,98,537.00</b>	<b>31,45,568.00</b>	<b>47,31,046.00</b>	<b>51,38,625.17</b>

**Note:**

1. We have initiated mail on the pending amounts to be receive from the funders (AICTE and TNSDC)
2. Remaining amount from Corporate Donor will be settled as per the payout norms.
  - ✓ SAIL Refractory completed with project cost settlement.
  - ✓ SAIL (Salem Steel plant) has to recover after completing certificate ceremony.
  - ✓ Power Grid RPL program UC has been initiated and waiting for donor reply in action by settling first installment.
  - ✓ Power Grid SSL (3 months) program organizing is in process, after completion of program assessment UC will be submit to donor for recovering remaining funds.

## **15. Forthcoming Plans: Future on the Horizon**

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### **15.1 Activation of CSRI Extension Centres**

CSRI is planning to activate their Extension Centres that focuses on skill development, community health and rural innovation directly impacting tribal and underserved communities in **Magudanchavadi and Yercaud** regions.

### **15.2 Establishing CSRI as Brand**

CSRI's brand identity gets a digital and visual boost with the unveiling of its **new logo and dynamic website**, strengthening visibility, accessibility, and stakeholder engagement.

### **15.3 Appeal to Alumni for CSR Contribution**

In a heartfelt outreach, CSRI invites **alumni of our colleges** to support social impact initiatives through **CSR contributions** whether through their companies, employer channels, or as individual philanthropists. This call aims to build a sustainable giving ecosystem linked to the institute's legacy.

### **15.4 CSRI Transitioning to a Corporate Setup**

CSRI is formally **evolving into a structured implementing agency** to facilitate **multi-donor governance**, ensure **robust reporting and compliance**, and expand its reach through collaborative partnerships. This transition aligns CSRI with national CSR mandates and global accountability standards.

## **16. Internal Operations: Foundations for Scalable Impact**

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### **16.1 Legal and Compliance Framework Strengthening**

The legal frameworks and regulatory standards, including those related to **CSR Form 1, Funding Regulations (Domestic & International), NGO Compliances** to ensure full legal compliance, audit readiness, and transparent reporting.

### **16.2 Monthly Review Meetings Initiated**

Regular **Monthly Leadership and Operations Review Meetings** have been launched in Centre for CSRI staffs; as well we wish to have monthly review meeting by management to synchronize strategy with implementation, ensuring programmatic efficiency and real-time decision-making.

### **16.3 Resource Planning and Strategic Recruitment**

In alignment with donor expectations and institutional scaling, recruitment plans for key roles such as Executives, Social Workers and Admin cum Accountant are in need to enhance administrative capacity and ensure donor compliance.

### **16.4 Infrastructure Establishment & Technical Efficiency**

Steps have been initiated to improve infrastructure and technological capabilities, including digitization of reporting systems, IT upgrades, and resource accessibility across all CSRI Centre for seamless operations.

### **16.5 Strategic Fundraising Channels**

CSRI is exploring a **Vendor to Donor fundraising approach**, converting regular institutional vendors into CSR contributors or co-branded partners through relationship-building and shared value propositions. Additionally, **Recruiters** who benefit from our institutions can approached to **contribute CSR funds**, creating a sustainable fund-back model linked to employability outcomes.

## **17. Conclusion**

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The reporting period from February to July 2025 marks a transformative phase for the Centre for Social Responsibility Initiatives (CSRI) at Sona College of Technology. Beyond the quantifiable metrics and milestone events, this half-yearly journey underscores the Centre's deepening role as a change enabler—where skills translate into livelihoods, hope into enterprise, and partnerships into collective progress.

CSRI's multi-sectoral programmes, delivered in collaboration with SAIL Salem Steel Plant, SAIL Refractory Co Ltd., and other partners, have not only equipped over 280 individuals with employable skills but also empowered them with the confidence to lead self-reliant lives. The inspiring stories of Anantha Priya, Yazhini, Ranjith, and others are living proof of this shift—from survival to sustainability, from dependency to leadership.

Our focused efforts in institutional strengthening through the launch of newsletters, development of website, branding initiatives, and robust reporting systems have positioned CSRI for scale, transparency, and long-term credibility. Equally important is the collaborative momentum we have built with NABARD, Chemplast Sanmar academic institutions, and district administrators to expand our impact footprint.

As we move forward, our vision is to transition CSRI into a full-fledged corporate CSR implementation agency, aligned with national compliance standards and global impact benchmarks. With renewed energy, legal rigor, stakeholder trust, and visionary leadership, CSRI is ready to navigate future challenges and unlock new possibilities in community development.

In essence, this report is not just a summary of activities—it is a testament to a shared belief: that inclusive development is not a distant dream but a daily practice rooted in compassion, strategy, and action.