

Corporate Citizenship

Management Approach

The Company believes that its activities contribute in overcoming societal challenges while also creating added value for the Company. Atlas Honda is fulfilling its responsibilities as a good corporate citizen through ongoing involvement in socially beneficial activities tailored for well-being of local communities. The Company's approach is driven by the needs of communities at its locations identified through surveys, social media pages, focal groups and meetings. The Company has integrated this perspective in to its development plans and overall strategy to garner the trust of and remain close to local residents. Further, the Company has a grievance mechanism in place for filing of issues with Manager Operations at both plants of the Company. During the year, no significant negative effects on local communities were identified.

Implementation and monitoring of social activities at the Company's locations are routed through senior management of Admin & Corporate Affairs department who are also responsible for review and analysis of monthly progress of such initiatives. Progress is reported to the senior management on a continuous basis. The Company's commitments & initiatives for society mainly focus on health, education and other communal initiatives. During the year following activities were undertaken:

Education & Training

An educated and skilled nation is critical for socio-economic development of a country. The Company believes that improving access to education & training is one of the most long-lasting investments it can make for the society. In this regard, following activities were carried out to support education & training:

Paid Internships

The Company's internship program offers an opportunity to undergraduate students to help them in building their career foundations. Such programs give hands-on experience to interns which cannot be obtained in classrooms and is great way for them to acquaint themselves with the field of their interest. This also helps the Company to discover quality employees for future. During the year, 95 students from reputable universities including NED University, NUST, Quaid-e-Azam University, IoBM, SZABIST, Iqra University and LUMS completed their internships.



Students from different universities

SOS Training Institute

The SOS Technical Training Institute trains deserving boys and girls every year to help them break the cycle of poverty, earn decent and dignified living and develop themselves to become productive members of the society. Demand driven technical education and vocational training in the field of automobile and electrical engineering is provided by experienced instructors. To support the Institute's efforts, the Company sponsors training students every year. Further, equipment/hardware support is also provided.



A view of vocational training session



A view of vocational training session

Industrial Visits

The Company facilitates students and officials from various institutes and organizations to visit its Karachi and Sheikhpura plants. This year officials from Punjab Labour and Human Resource Department, State Department of Horticulture, OSH team and students from various universities visited the plants and observed the process of production of motorcycles and parts. Visitors took keen interest in the assembly line and appreciated the precision exhibited by the workers.



Industrial visit at Sheikhpura plant



Industrial visit at Sheikhpura plant

Communal Initiatives

The Company acknowledges that the communal initiatives are an investment that works hand-in-glove with its overall business strategy and values. Therefore, the Company collaborates with various stakeholders to address social issues and carry out initiatives that matter to local people.



Donation

The Company supports Atlas Foundation, a welfare and charitable organization formed with a mission of betterment of society with particular emphasis on health and education. It provides assistance to the needy and deserving without discrimination, directly and/or through organizations of repute in the field of health, education and general welfare.

The Company recognizes the Foundation's role annually in improving quality of life of local communities and donates at least one percent of its profits to it. In 2020-21, the Company made a contribution of Rs. 44.2 million.

The Company does not make any contributions to any political party or for any political purpose to any individual or body.



Women on Wheels

The Company has been undertaking initiatives to empower women and help them to be more independent and be able to contribute more effectively to the society. Such initiatives include training and distribution of motorcycles under project of Women on Wheels. The project has been initiated by Government of Punjab in various districts. This year, bike riding trainings have been provided to 339 women.



A view of training to female riders



A view of training to female riders



A view of training to female riders



Promoting Sports

To keep up with the larger objective of nation building, the Company remains committed to support and nurture multiple disciplines of sports. In this regard, the Company also sponsored sports events of 4th LRBT Golf Tournament held in Karachi, Arabian Sea Golf Club Tournament and Pakistan vs Japan Davis Cup Tie – 2021 held in Islamabad.



Arabian Sea golf tournament



Arabian Sea golf tournament



Hiring Disabled Persons at Dealerships

The Company believes that to reduce inequalities, policies should be made while keeping in view the needs of disadvantaged and marginalized populations. Over the last two years, the Company has added hiring of special persons in the business score cards for dealers. In this regard 202 special persons have been employed at dealerships. Furthermore, the Company also organizes visits of such persons at its plants.



Differently-abled person hired



Differently-abled person hired



Hiring Female Staff at Dealerships

Contributing towards sustainable development goal of gender equality and women empowerment, Atlas Honda Limited

inspired its dealers to hire female staff. As a result, 123 female employees are hired to date at various dealerships nationwide. To spur motivation and encouragement, these employees are offered opportunity to visit Company plants, where they are given orientation regarding Atlas culture.



Female staff at dealership



Female staff at dealership

Response to COVID-19

The Company has been monitoring the situation of outbreak since the start of 2020. After first case was reported in Pakistan on February 26, 2020, AHL developed an action plan to control the spread of pandemic at its operating facilities. The Company also donated Rs. 44 million to Atlas Foundation out of which Rs. 24 million were contributed to Government relief funds and Rs. 20 million were used for purchase of medical equipment for medical care providers. Further, a sum of Rs. 20 million was donated for supply of food packages to support daily workers in sustaining their livelihood during lockdown.

Strict compliance with Government SOPs is being ensured at both Sheikhpura and Karachi Plants to prevent spread of the pandemic virus.



A view of health facility setup



A view of food package distribution