



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 platforms, 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. The Company regularly engages with local communities to highlight any potential negative impacts of its operations on the society as whole. During the year no such incidents were reported to the Company. All of the company's operations are frequently assessed for any environmental, social, health and safety impact on the society as a whole.

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 socioeconomic 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, 210 students from reputable universities including NED University, NUST, Quaid-e-Azam University, IoBM, SZABIST, Iqra University and LUMS completed their internships.



Internships at SKP Plant



Internships at KHI Plant

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 the students every year. Further, equipment/hardware support is also provided.



Views of vocational training sessions



Views of vocational training sessions

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, 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.



A view of industrial visit of students from LUMS

Communal Initiatives

The Company acknowledges that the community 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 2022-23, the Company made a contribution of Rs. 78.1 million.

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



Flood Relief Activities

Atlas group has a strong commitment towards its social responsibility and always try to contribute its share whenever catastrophic situation arises in the Country. In this regard, for the flood relief activities Atlas Group and its venture partner Honda group of companies, together announced a support of Rs. 220 Million (Approximately 1 Million USD) as initial contribution of the flood relief. Provisions include supply of food boxes, shelters, tents, filtration equipment and medical equipment. The Activity was channeled through 10,000 touch points of Atlas Honda Limited dealers and community network, established in the country over a presence of 60 Years. Atlas Honda Limited contributed Rs. 25.5 Million to these flood relief activities as part of its share of the Atlas group's commitment.



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 included training and distribution of motorcycles under project of Women on Wheels. The project was initiated by Government of Punjab in various districts.

Bike riding trainings have been provided to a total of 500 females from rapid response force and general public.



Views of women bike riding training campaigns for women empowerment



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 243 special persons have been employed at dealerships. Furthermore, the Company also organizes visits of such persons at its plants.



Pictures of disabled staff hired at dealerships

Pictures of disabled staff hired at dealerships



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, 140 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.

Celebrating 75 Years of Independence of Pakistan

As the nation celebrates Pakistan's 75th year of independence, the Company reflects on the incredible journey it has undertaken through its presence of over 60 years in the country. Atlas Honda gathered to commemorate the past, celebrate the present, and envision the future. To celebrate the 75th independence of the country, the Company launched the limited edition of CB125F that draws inspiration from Pakistan's rich cultural heritage.



A view of new model launch to celebrate the event

A view of Independence Day celebrations