Swaraj Tractors Wins Golden Peacock Award for CSR Excellence

Farm

Author : mahindraadmin Category : Farm Published : 2/20/2026

Mohali, February 20, 2026: Swaraj Tractors, part of the Mahindra Group has been honoured with the prestigious **Golden Peacock Award** for its sustained commitment to strengthening rural communities and enabling inclusive growth across India's villages.

The award has been conferred for Swaraj's **flagship Integrated Village Development initiative** — a holistic, community-led programme designed to enable sustainable rural transformation. Built on detailed village-level assessments and close engagement with local stakeholders, the initiative aligns development priorities with the real needs of rural households.

Through an integrated and participatory model, the programme enhances **access to quality education, improves water security, promotes environmental stewardship and enables income generation through skill development and entrepreneurship.** A strong emphasis on capacity building equips women, youth and farmers with the capabilities and

confidence to lead development within their own communities.

Over the past three years, the initiative has driven measurable socio-economic impact across **more than 30 villages in Punjab and Haryana** by strengthening local institutions, fostering community ownership, and enabling convergence with government programs.

Key interventions include the renovation of over **15 village ponds** and the construction of **23 rooftop rainwater harvesting structures** in government schools, supporting water conservation and ecological restoration. The program has improved learning outcomes for **more than 5,000 students** across **30+ government schools** through need-based infrastructure support and targeted educational interventions, while empowering **over 6,000 women** through institutional strengthening and enhanced access to government schemes. In parallel, it has skilled more than 2,000 women and persons with disabilities, enhancing employability and livelihood opportunities.

Speaking on the recognition, **Gaganjot Singh, CEO, Swaraj Division, M&M Ltd.** said: *"At Swaraj we are committed to enabling progress in the communities we serve. Guided by Group Mahindra's purpose of Driving Positive Change we work alongside rural households to create opportunities that are inclusive, sustainable and community led. This recognition reaffirms our belief that empowered communities are the foundation of lasting rural transformation."*

The Golden Peacock Awards are among the most respected global recognitions for excellence in organisational practices and impact, and Swaraj's selection followed a rigorous multi-stage evaluation process.

About Swaraj

Swaraj Tractors, a division of the Mahindra Group, is India's rapidly growing tractor brand. Established in 1974 and based in Punjab, the grain bowl of India. Swaraj is a brand created 'by the farmers, for farmers', as many of its employees belong to farming community, they bring real-world experience to create an authentic, powerful product with assured performance and enduring quality, all designed with one purpose – enabling the Indian farmer to Rise. Swaraj Tractors manufactures a range of tractors from 11.2 kW (15 HP) to 49.2 kW (65 HP), Farm Machinery and Harvesters providing comprehensive farming solutions and pioneering in horticulture mechanization.

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About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 324,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles,

information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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