

Swaraj Tractors launches 'Mera Swaraj Education Support Program'

Farm

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The programme supports students with financial assistance & opportunities to work on live agri-mechanisation projects

Mohali, June 4, 2021: Swaraj Tractors, a part of the USD 19.4 billion Mahindra Group, has launched the 'Mera Swaraj Education Support Program', an early career development initiative for engineering students across the country that aims to create a future pool of competent engineers. The programme is designed to expose first year engineering students to critical and holistic industry experiences necessary for long-term career development. Students from top engineering colleges offering agri-engineering will be targeted for this programme.

For its first year, Swaraj Tractors has selected 37 students for internships from eight engineering colleges across the country. The students will be subsumed into Swaraj's final placement process. As a part of their internships, they will also work on live farm- mechanisation projects mentored by industry experts.

Harish Chavan, Chief Executive Officer, Swaraj Tractors, said, "At Swaraj, we aim to nurture and create a competent pool of engineers for the future by engaging students early on in their careers and giving them the

opportunity to appreciate varied mechanisation possibilities for new age agriculture. Through the 'Mera Swaraj Education Support Program' we not only hope to support deserving students pursuing engineering education, but acquaint them with modern tools and technologies through practical exposures in industry."

Through the 'Mera Swaraj Education Support Program', students will receive financial support for four years, subject to consistent academic performance.

Incidentally, this year, students selected for the programme primarily have farming backgrounds, in line with Swaraj's USP of 'Made by the farmer, and for the farmer'.

About Swaraj

Swaraj Tractors a division of the USD 19.4 billion Mahindra Group and is India's second largest and fastest growing tractor brand. Established in 1974, Swaraj has sold over 1.5 million tractors since inception. Based in Punjab, the grain bowl of India, Swaraj is a brand that is made by the farmer, for the farmer as many of its employees are also farmers. They bring real world performance and create an authentic, powerful product with assured performance and enduring quality, designed with one purpose – enabling the Indian farmer to Rise. Swaraj Tractors, consistently ranked among top players in Customer Satisfaction in India, manufactures tractors in the range of 15HP to 65HP and also provides complete farming solutions.

Learn more about Swaraj Tractor on www.swarajtractors.com

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