

# equitas PULSE

EQUITAS DEVELOPMENT INITIATIVES TRUST

A CSR NEWSLETTER

January 2023

## OUR SOCIAL INITIATIVES

SKILL  
TRAINING  
WORKSHOPS

5 MILLION ++  
VACCINATED  
PEOPLE

EMPOWERING  
WOMEN  
ENTREPRENEURS

JOB  
FAIRS

182 CATARACT  
SURGERIES  
PERFORMED AT  
FREE OF COST

HEALTH,  
VETERINARY  
CAMPS  
&  
AWARENESS

HOMELESS  
FAMILIES  
REHABILITATION

EDUCATION



[www.equitustrust.org](http://www.equitustrust.org)

# OUR SOCIAL INITIATIVES

## IMPACT

Nature of Activity	Jan-23	Cumulative From Nov-2008 to Jan-2023
No of Health camps	317	40953
No of Vaccination camp	0	54252
Health Screening Vehicle Finance Clients	0	46607
Participants in skill Training Programs (A)	3987	610696
EGK tailoring center (B)	18	559
EGK Computer center (C)	16	703
Skill training programs (A+B+C)	4021	611958
Placements for Unemployed Youth	1811	247576
Swasth Mahila Health Education	34446	568241
Persons with disability	0	155865
Persons with disability (Blind)	0	76494
Equitas Birds Nest-Rehab of homeless	188	2966
Transgender Inclusion	13	351
No of Eye-Camp Participants (A)	17241	2682025
No of free spectacles	350	119466
Vaccination Camp Participants (B)	0	5752876
Others Medical Camp Participants (C)	24726	3948420
(Homeopathy camps/ Ayurvedic camp Participants) (D)	0	27488
Sugam Health clinic Beneficiaries (E)	369	77692
Total (Eye Camps +Vaccination camp+ Other Med Camps+ Covid-19 + Health clinic) (A)+(B)+(C) +(D)+(E)	42336	12488501
Veterinary Camp	283	16140
Health Help Line	182	34314

# EDUCATION

## EQUITAS GURUKUL GROUP OF SCHOOLS

Coimbatore,  
Cuddalore,  
Dindigul, Karur,  
Kumbakonam,  
Salem, Sivakasi &  
Trichy.



### EQUITAS DAY OUT

Equitas day out is a time to let down the hair and have fun under the sun. 7th of January gave a fresh abundance of motivation to all the employees of Equitas to kick start the year with lot of enthusiasm and positivity. Team EDIT joined the fun at VGP Beach resort whereas the members of Equitas Gurukul groups of schools visited different spots in their vicinity and strengthened their bond.

The pongal festival celebration across Equitas Gurukuls, is a true manifestation of our rich culture and traditions. Students staged various cultural events and participated in traditional games. The celebration was enriching for the students who were able to experience typical Pongal celebrations and value the hard work of farmers.

### PONGAL CELEBRATION



### VSKD NADAR GURUKUL'S 11TH ANNUAL DAY



VSKD Nadar Gurukul Matric. Hr. Sec. School, Sivakasi, celebrated its spectacular 11th Annual day on 21st January 2023. Chief Guest Thiru R. Niranjan Bharathi, Poet and Film Lyricist, Great Grandson of Mahakavi Bharathi, graced the occasion and delivered the most awaited speech on the topic 'Ennuvadhu Uyarvu'. Our Correspondent Mr V. S. Murthy, member of the founder's family Thiru. D. G. Rajan and members of ASKR Trust extended their support through their valuable presence.



# EDUCATION

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### TALENT HUNT EXAM



KS Academy, a Chennai based institution, offering coaching for CA Aspirants conducted state wise Talent hunt exam “Marvel 2023” on 22nd Jan 2023. All Gurukul schools had the opportunity to host the exam. Students who secure above 60% will earn scholarship to pursue CA coaching at KSA. Commerce Students of classes XI & XII of our schools and other schools actively took up the exam

### REPUBLIC DAY CELEBRATION



On the auspicious morning of 26th January, our Gurukuls celebrated Republic Day in the school premises. Students and teachers felt very patriotic and happy as the Chief Guest and the school saluted our tricoloured flag. Inspiring national songs, stirring speeches and rhythmic march past marked the day's proceedings

### SPORTS DAY



On 28 Jan 2023, Coimbatore and Salem Gurukuls hosted their Sports day with high spirit and fervour. Eminent personalities presided over the events and honoured the winners of different games. Various sports programs were organized and students enthusiastically participated according to their interests

# HEALTH CARE GENERAL CAMP



**CHENNAI**



**Madurai**



**Tanjavore**



**Erode**



**Viluppuram**



**Mannachanallur**



**Ortho Camp  
Trichy**



**Bangalore**



# HEALTH CARE GENERAL CAMP



**Chitradurga**



**Baroda**



**Amaravathi**



**Nashik**



**Raipur**



**Jodhpur**



**Bhopal**



**Punjab**

**Total no of General Health  
Camp Beneficiaries**

**24726**

**Male : 11546**

**Female : 13180**

# CORPORATE SOCIAL RESPONSIBILITY

## VETERINARY CAMP



Villupuram



Villupuram

No of Cattle Treated  
**283**

No of Farmers benefited  
**123**

## EYE CAMP



Chennai



Erode



Kumbakonam



Manachanallur



# HEALTH CARE

## EYE CAMP



**Trichy**



**Tirunelveli**



**Chitradurga**



**Hubli**



**Nashik**



**Gujarat**



**Pune**



**Kolhapur**

**Total no. of Eye Camp Beneficiaries : 17421 ( Male : 7402 Female : 10019 )**



# EQUITAS GYAN KENDRA

## SKILL DEVELOPMENT TRAINING



**Chudithar Cutting training - Erode**



**Computer Sambrani preparing Training - Chennai**



**Blouse Cutting training - Perambalur**



**Blouse Cutting training - Dindukkal**



**Washing Powder making training - Amaravathi**



**Washing Powder making training - Aurangabad**

# EQUITAS GYAN KENDRA

## SKILL DEVELOPMENT TRAINING



Masala powder making training - Pune



Cake Making training - Nashik

No of Women Entrepreneurs  
attended EGK Skill Trainings  
**3987**

**TEMPORARY  
MARKET**



Exhibition “Thai Pongal Vizha “ was organized @ Head Office . Mr.John Alex ,ED & CEO ,Equitas Holdings Ltd., Mr.Murali Vaidyanathan Senior President & Country Head, ESFB., Mr.Sibi Executive vice President & Chief Risk Officer inaugurated the exhibition by lighting the Kuthuvilakku.

No of Stalls Participated : 19      Sale Value : Rs 148939



# HEALTH CARE

## HEALTH HELP LINE



**Cataract surgeries performed for 68 beneficiaries free of cost - Salem. Arasan Eye Hospital.**

**Amount Saved : Rs.1,02,000  
(Male 28: Female : 40)**

**Cataract surgeries performed for 38 beneficiaries free of cost - Tirunelveli Aravind Eye Hospital.**

**Amount Saved : Rs.57000  
(Male 8: Female : 30)**



**Cataract surgeries performed for 58 beneficiaries free of cost @ Dindukkal. Arasan Eye Hospital.**

**Amount Saved : Rs.87000  
(Male 10: Female : 48)**



**Cataract surgeries performed for 18 beneficiaries free of cost - Trichy Arasan Eye Hospital.**

**Amount Saved : Rs.27000  
(Male 9: Female : 9)**



# CORPORATE SOCIAL RESPONSIBILITY

## OTHER INITIATIVES



Together with Saraswathi Trust provided Education Scholarship to 231 students belonging to EBN Families . Mr.John Alex ,ED & CEO , Equitas Holdings and Ms Priya Rajkumar , Secy. Saraswathi Trust graced the occasion



Blood Donation Camp - Gujarat.  
No Of Units Donated : 10



Planted 50 Tree saplings donated by Equitas staff - Salem.



Ramakrishna Mission math donated the school fees of Rs15000 for 11<sup>th</sup> Std. Student Ms.Pooja, studying - Gurukul School salem



Planted 50 Tree saplings donated by Equitas staff - Miyawaki Forest ,Trichy.



Rotary Club of Chennai Galaxy donated 2 Sewing Machines worth of Rs 37000 to EBN members



# JOB FAIR

## PROVIDING EMPLOYMENT TO UNEMPLOYED



**Salem**



**Villupuram**



**Pune**



**Hubli**



**Amaravathi**

**No of job fair : 43**

**Attended : 2873**

**Male :1839 Female : 974**

**Shortlisted : 1811**

**Male : 1089 Female : 722**

# EMPLOYEE VOLUNTEERISM

## JOY OF GIVING



**Distributed new dresses, Sugar Cane, Snacks to 50 EBN clients - Chennai**



**Distributed 45 School Kit worth of Rs 180000 to the construction workers - Karnataka.**



**Provided Lunch to 20 person at Sindhu Old Age Home. Thiruvavur.**



**Provided Nutrition Foods to TB Patient - Salem**



**Donated Walker worth of Rs450 - Rakhiyal**



**With sponsorship from Anant Foundation, distributed blankets worth of Rs3000 to pavement dwellers, - Ahmedabad**





# JOY OF GIVING



**Together with Mondha Branch Team  
Donated Stationery items & Sweets to  
the inmates of leprosy home located at  
Kushta Dham, Nerali**

**On the occasion of Republic Day together with Sparsha Organization provided stationery materials to children in Wadala Community . Mr.John Alex , ED & CEO Equitas Holdings , Mr Sunil Salian , Zonal Manager –VF ( West ) graced the occasion**

## MEDIA



வீழும்புரம் ி ஆர் ி மேல்நிலைப்பள்ளியில்  
இலவச வேலைவாய்ப்பு முகாம்

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யோவனவாய்ப்பு முறையில் கலந்து கொள்ளுகிற வேகமவையப்படுகின்றன. நிகழ்ச்சியில் விருப்புரம் நகராட்சி ஆணையர் சிறித்திரவாணி ஆர். பி மேலேறினவாபன் தாளாளர் சேரமுன், யோவன் பாலசத்திரத்தின் மேலொப்பம் அன்புநிதித்திட்டக் கட்டம் அந்தமேல் திறமைப்பள்ளி முதலாக ஆசிரியர் மணி வக்ஸ்னோரா முன்புநிதித்திட்டமேல் ஆசிரிசு குணசேகரம் அ. நுத்தார்பேட்டை சிலில் இத்தியியல் வெல்.பிர. அந்தியத்தின் தலைவர் பிரபாகரன் பூத வக்ஸ்னோரா தலைவர் வெல்லாறு, இயக்குநர் முறன் கொள்ளிட பரிசு கலந்து கொள்ளனர்.



## Navigation

## Equitas celebrates Pongal with EBN families

January 22, 2023 Uncategorized No

[comments](#)

Equitas Development Initiatives Trust (Anna Salai) celebrated pongal festival alongwith Equitas Bird's Nest rehabilitated families at SM Nagar, Pallavan Salai, Kallarai. They provided new dresses, Pongal and Sugarcane to Equitas Bird's Nest children's. Sneha (HR, Equitas Development Initiatives Trust), Selvaraj (Equitas Development Initiatives Trust), Christopher Jayaraj (Deputy Vice President, Equitas) are the chief guests of the event. M. Krishnamurthy (CSR Manager, Equitas) coordinated the event.



તંત્રી સ્થાનથી  
જિલ્લાના પચાસથી વધારે ને  
સને કાનુની હાથે

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[https://www.facebook.com/518241418240619/posts/\\_pfbid02ZJGABywKxfruLUWw1bnk4hfZLZqRtWQcGH92y3bban4Qt4chhrrwfuSCiPJG1a4zl/?mibextid=Nif5oz](https://www.facebook.com/518241418240619/posts/_pfbid02ZJGABywKxfruLUWw1bnk4hfZLZqRtWQcGH92y3bban4Qt4chhrrwfuSCiPJG1a4zl/?mibextid=Nif5oz)







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**Linked  YouTube**