



EQUITAS DEVELOPMENT INITIATIVES TRUST  
[www.equitustrust.org](http://www.equitustrust.org)

# PULSE

## MONTHLY NEWSLETTER

JUNE 2023

### CORPORATE SOCIAL RESPONSIBILITY

Skill Development  
Placement Initiatives  
Rehabilitating Pavement Dwellers  
Health Care & Education

## OUR SOCIAL INITIATIVES

### HIGHLIGHTS

WORLD ENVIRONMENT DAY  
VOLUNTEERING ACTIVITIES

SKILL TRAINING WORKSHOPS

EXHIBITION & MARKETING  
SUPPORT

FREE CATARACT SURGERIES

HEALTH, VETERINARY  
CAMPS & AWARENESS

EQUITAS BIRD NEST  
LAUNCH AT MAHARASTRA

JOB FAIRS



## EQUITAS BIRD NEST PROGRAM

Equitas Bird Nest (EBN) a flagship initiative, where our goal is to rehabilitate individuals currently residing on pavements. We strive to empower them by offering essential services such as identity documentation, housing assistance, and additional support to generate supplementary income. By doing so, we aim to facilitate their journey towards a sustainable and fulfilling life.

Our flagship initiative has now  
been inaugurated in  
Maharashtra

Mr. John Alex , Head CSR , ESFB  
inaugurated EBN Program at Pune on  
12<sup>th</sup> June 2023 in the presense of Mr.  
Atmaram, CM, ESFB, Pune and Mr.  
Vinayak,BM, ESFB, Pune.



Ending Homelessness to lead Dignified lives

Ending Homelessness with our three-step approach



In a significant development, four families residing in Tents near Pune Railway Station's Maldhaka Chowk have successfully been rehabilitated in Keshav Nagar, Mundhwa. Apart from rehabilitation Equitas, as an initial support measure, provided these families with Groceries, Utensils, and essential household items.



## World Environment Day

### Lake Cleaning Activity Distributing Tree Saplings

It all began when a group of passionate individuals came together with a shared vision: to restore the health and beauty of a nearby lake that had been suffering from pollution and neglect.

#### Keezhkattalai Lake



Equitas Employees & Volunteers from Guru Nanak College, volunteered for a lake clean-up activity.

#### Narayanapuram Lake



Equitas Employees & Volunteers from Jerusalem Engineering College, Vinayaka Missions University.

In the face of escalating environmental challenges, taking action to protect and conserve our planet is crucial. One impactful way to contribute to environmental preservation is by distributing tree saplings. Distributing tree saplings is a small yet effective step towards saving the environment.



SOCIAL IMPACT

HEALTH CARE

Details of CSR Initiatives	NUMBER OF BENEFICIARIES	
	Jun-23	Cumulative From Nov-2008 to March-2024
No of Eye-Camp Participants (A)	25388	2780339
No of free spectacles	433	121944
Cataract Operations	270	35198
Vaccination Camp Participants (B)	0	5752876
General Medical Camp Participants (C)	19343	4060485
Other Camps (Homeopathy camps/ Ayurvedi camp Participants) (D)	793	29323
Sugam Health clinic Beneficiaries (E)	210	79189
Total (Eye Camps +Other Med Camps+ Covid-19 + Health clinic) (A)+(B)+(C) +(D)+(E)	45734	12702212
Veterinary Camp	130	17398
Health Help Line	2	32297
No of Health camps	379	42608
No of Vaccination camp	0	54252
Health Screening Vehicle Finance Clients	0	47479
Swasth Mahila Health Education	30578	737072

OTHERS

Participants in skill Training Programs (A)	2454	631539
EGK tailoring center (B)	9	608
EGK Computer center (C)	0	720
Skill training programs (A+B+C)	2457	632861
Equitas Temporary Market / Exhibitions	6	71
Placements for Unemployed Youth	1943	258051
Persons with disability	1067	166294
Persons with disability (Blind)	278	28494
Equitas Birds Nest-Rehab of homeless	72	3508
Transgender Inclusion	8	394



# EDUCATION

## EQUITAS GURUKUL GROUP OF SCHOOLS

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

### Induction to the new members of our family



Our Correspondent, Mr. Sravankumar conducted a half a day session to welcome the new joinees and our existing team of teachers. He briefed about the journey of Equitas Gurukul, the purpose of our existence, our vision, mission core values and HR benefits for staff. He spoke on Gurukul expectations from every staff, bringing clarity to their roles and responsibilities. This was conducted as part of Smart Start, a week long training for all Gurukul staff on Friday, 9th June 2023.

### Mega Medical camp by TN

The Government of Tamil Nadu Medicine and the Department of People's Welfare held a multi-specialty Medical camp and an insurance beneficiary Registration camp at Equitas Gurukul Matric. Hr. Sec. School, Karur on 24 June 2023. The camp was inaugurated by the Collector of Karur District, Mr. Prabhu Sankar in the presence of honourable Member of Parliament of Karur constituency, Ms. Jothimani, Member of Legislative Assembly, Mrs. Sivagama Sundari and Mayor of Karur Corporation, Mrs. Kavitha Ganesan. 18 medical stalls were put up and 1073 patients were examined by 57 doctors.



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Trichy.

### Say NO to Drugs



Marking the International Day against Drug Abuse and illegal trafficking, Equitas Gurukul, Cuddalore organised a rally on 26<sup>th</sup> June 23. The rally was flagged off by Mr. Prabakaran, Sub inspector of Police, Beach station. Ms Bhuvansewari, Inspector of Police, Beach station joined the students who covered a distance of 1.5 Km proclaiming the ill effects of drug usage through slogans.

### Cheers for the job well done!



State games for the Chief Minister's Trophy conducted by SDAT is one of the major events in the field of sports and games. About 16 traditional games are conducted across Tamil Nadu for various levels. Sri Vidhya and A. Reena Jasmin of Equitas Gurukul, Trichy won the third place in the Table Tennis Girls Doubles at district level.

### Yoga, the gate way to Health and Fitness



To raise awareness and to celebrate the physical and mental skills that yoga offers, International Yoga Day was observed on 21st June across all the Gurukuls. Students performed various asanas enthusiastically exhibiting agility. Students also spoke about the benefits of different yoga postures and encouraged everyone to make yoga their way of life.



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### Back to school

The end of summer vacation marks the beginning of a new school year and our students were excited to meet their friends and teachers. Schools reopened for classes VI-XII on 12<sup>th</sup> June and 14<sup>th</sup> June for classes KG –V. Children, especially from the Kindergarten were engaged in various activities to make their first day at school an exciting one. Special assembly was held to welcome other class students. Inspiring speeches were given by the Principals to prepare the students mentally and physically to kick start the new academic year.





# HEALTH CARE GENERAL CAMP



Chennai



Vellore



Pondicherry



Erode



Kumbakonam



Madurai



Tirunelveli



Perambalur



Mysore



Chitradurga



Nagpur



Raipur



Indore



Pune



Udaipur





Jodhpur



Amravati



Nashik

Total no. of General Health  
Camp Beneficiaries  
**20,316**

Male : **6,444**  
Female : **13,692**

## EYE CAMP



Chennai



Perambalur



Kumbakonam



Coimbatore



Dindugal South



Trichy



Tirunelveli



Mysore



Hubli

# HEALTH CARE EYE CAMP



Haryana



Amravati



Nashik

Total no. of Eye  
Camp Beneficiaries  
**25,388**

Male 10,922,  
Female 14,466

**No. of Blood  
Units Donated  
426**

**BLOOD DONATION  
CAMPS**

**SPECIAL CAMPS**



Bellary



Pondicherry



Dental camp at  
Tirunelveli



Dental camp at  
Punjab



Gujarat



Chitradurga



HPV vaccination for Cancer  
prevention at Pune



Ortho camp at  
Perambalur



## SKILL TRAINING

### Women Entrepreneurship



Blouse Cutting Training  
Chennai



Beautician Training  
Trichy



Tailoring Training  
Chitradurga



Tailoring Training  
Haryana



Masala Making Training  
Pune



Blouse Cutting Training  
Nashik



No of Women  
Entrepreneurs  
attended  
EGK  
Skill Trainings

2,457

## SKILL TRAINING

### Women Entrepreneurship – Exhibition Marketing



District Environment Mission of RI District 3232,  
AARDE Foundation & EDIT organized Exhibition  
Cum Sale of Palm Products at H.O .  
No of Stalls : 2    Sale Amount : Rs.3,200



EGK Trained Women Entrepreneurs put up  
stalls at Job fair at Trichy  
No of stalls : 5 , Sale Amount: 10250



EGK Trained Women Entrepreneurs put up  
stalls at Gujarat  
No of stalls : 2 , Sale Amount: 4500/-



EGK Trained Women Entrepreneurs put up stalls  
at Mordí at Gujarat  
No of stalls : 2 , Sale Amount: 3000/-



EGK Trained Women Entrepreneurs put up stalls  
at Job fair at Sri Ram College, Veppampattu ,  
No of Stalls : 3    Sale Amount : Rs 5000



EGK Trained Women Entrepreneurs put up stalls  
at Kheda at Gujarat. No of stalls : 2 , Sale  
Amount: 6800/-

**No. of Exhibitions: 6**

**Total Sale Value through Temporary  
Markets: Rs.32,750**



# ENDING HOMELESSNESS

## EQUITAS BIRD NEST (EBN)

Rehabilitating Pavement Dwellers To Lead Dignified Lives

### TAMIL NADU



South Indian Social Workers Organization, provided Rs 9000 /- as Scholarship and Shields to three children (@Rs3000 Per Child) from our EBN families who have passed 12<sup>th</sup> grade and secured good marks.

Two EBN Children got admission in Chennapuri Annadanam Samajam for Education and hostel facility.

#### Pavement Dwellers

Mrs.Selvi Muthu kumar, Son Prem kumar.  
Mrs. Rasathy Babu, Daughter Soundarya  
Mrs. Velankanni Sangilimuthu ,Daughter Jayasree.

Pavement Dweller Name:  
Mrs.Bhuvaneshwari  
Children Name : Srijay 4th Std and Harish 2nd std.

### No of Homeless Pavement Dwellers Rehabilitated in June : 72

Mrs. Kalaiselvi (38 years old), the wife of Rajkumar, who has been residing on the pavements of Armenian Street since birth, has been successfully rehabilitated at Tsunami Quarters in Tondiarpet.



# ENDING HOMELESSNESS

## EQUITAS BIRD NEST (EBN)

Rehabilitating Pavement Dwellers To Lead Dignified Lives



Our flagship initiative has now been inaugurated in **Maharashtra**

Mr. John Alex , Head CSR , ESFB inaugurated EBN Program at Pune on 12<sup>th</sup> June 2023 in the presence of Mr. Atmaram, CM, ESFB, Pune and Mr. Vinayak,BM, ESFB, Pune.



Pune CSR team gave books and Bags to children, Naitak & Nihal from one of the rehabilitated family .



### No of Homeless Pavement Dwellers Rehabilitated in June : 04

In a significant development, four families residing in Tents near Pune Railway Station's Maldhaka Chowk have successfully been rehabilitated in Keshav Nagar, Mundhwa. Apart from rehabilitation Equitas, as an initial support measure, provided these families with Groceries, Utensils, and essential household items.





### AWARENESS CAMPS



Drug abuse Awareness  
Program at Chennai



Awareness program on Child  
Labour at Trichy



TB Awareness Camp at  
Erode



Uterus Cancer Awareness  
Camp at Nagpur



Nutrition Awareness Camp  
at Chitradurga



BLS (BASIC LIFE SUPPORT)  
Awareness Program at  
Ahmedabad



Breast Cancer Awareness Program at Raipur`



Mahila Shashaktikaran Program at Surat



# SOCIAL IMPACT

## OTHER INITIATIVES

### YOGA DAY

Gujarat



Trichy



Villupuram



Nashik



Pune



Chennai



## WORLD ENVIRONMENT DAY



Equitas CSR Team and Jerusalem, Guru Nanak, Vinayaga Mission, College students Joined hands on World Environment Day to clean Narayanapuram Lake, keelkattalai Lake, Pallavaram Lake demonstrating our commitment towards social causes and environmental conservation.



Mr. John Alex , Head CSR , ESFB received memento from Cl. James of Army battalion, Pallavaram, for delivering a speech on world environment day



At the World Environment Day program, organized by Department of Environment and Climate Change & Tamil Nadu State Wetland Authority , at Pallikaranai Marshland Park, Dr. Tamizhachi Thangapandian, MP, South –Chennai gave the shield , to Equitas in appreciation to the exemplary support extended during lake cleaning works undertaken together with ExNoRa at Keelkattalai and Narayanapuram Lakes.



# SOCIAL IMPACT

## OTHER INITIATIVES

### WORLD ENVIRONMENT DAY



Pondicherry



Tirunelveli



Trichy



Salem



Coimbatore



Dindukkal



Chitragurga



Udaipur



Jabalpur



Amravati



Gujarat



Jabalpur





# PROVIDING EMPLOYMENT TO UNEMPLOYED YOUTH

## JOB FAIR



**CHENNAI**



**TRICHY**



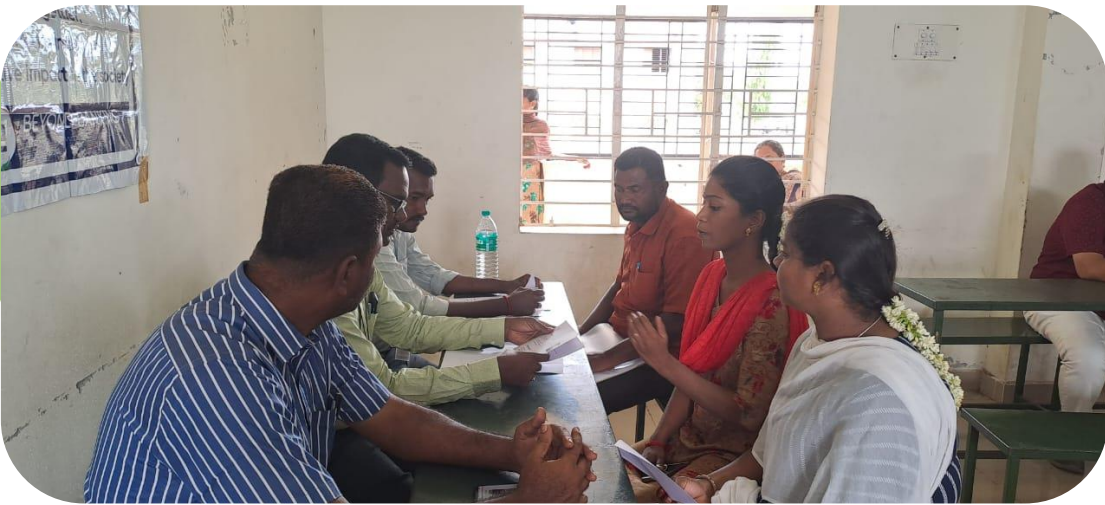
**AMRAVATI**



**PUNE**



**KOLHAPUR**



**No Of Job Fairs : 7**  
**No Of Branches : 44**

**Attended : 2,903**  
**Male : 1,691**  
**Female: 1,212**

**Shortlisted: 1,943**  
**Male: 1,106**  
**Female : 837**



# HEALTH CARE

## HEALTH HELP LINE



60 beneficiaries underwent free cataract surgery at Arasan Eye hospital, Tiruchengode  
Amount Saved : Rs.180000



25 beneficiaries underwent free cataract surgery at Arasan Eye hospital, Salem  
Amount Saved : Rs.75000



70 beneficiaries underwent free cataract surgery at Arasan Eye hospital, Salem  
Amount Saved : Rs.210000



Ms. Kaushika Parmar , part time EGK Trainer got admitted in Care and Cure Multi-Speciality Hospital at Ahmedabad, for undergoing Appendicitis Surgery , and the cost of this operation was 12800/-. After CSR Manager spoke to the hospital Administrator Dr. Chintan bhai, the surgery and follow up treatments were performed free of cost under PMJKY scheme. Amount saved : Rs.12800



4 beneficiaries underwent free cataract surgery at Eye foundation , Salem  
Amount Saved : Rs.12000

# SOCIAL IMPACT

## JOY OF GIVING

### EMPLOYEE VOLUNTEERING



Provided nutritious food to the people who were affected by Tuberculosis.  
No. Of persons benefitted : 15.



Provided Glucometer, Snacks & Fruits to old age peoples at Nagpur



Mr. Ajit Jadhav, Cluster Manager from Pune gifted school uniforms to twins, Naitik and Nihal , who are from one of the recently rehabilitated pavement dwelling family from Pune .This gesture has made a significant impact on their lives as they can now proudly attend school with proper uniforms.





## நாராயணபுரம்-கீழ்க்கட்டளை ஏரிகளை சுத்தப்படுத்தும் பணி

சென்னை தலைநகரில் உள்ள நாராயணபுரம் மற்றும் கீழ்க்கட்டளை ஏரிகளை சுத்தப்படுத்தும் பணி நடைபெற்று வருகிறது. இவ்வாறு சுத்தப்படுத்தும் பணிக்கு Equitas Trust ஆதரவு வழங்கி வருகிறது. இவ்வாறு சுத்தப்படுத்தும் பணிக்கு Equitas Trust ஆதரவு வழங்கி வருகிறது.

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## அஹ்மதாபாத் மித்ரா

RNI Reg. No.GUJGUJ/2018/76222

சுரதா சங்கர் ஓரீஜ் நவ் தி. 24/06/2023

ஆஜ் ராஜ் சுரதா சங்கர் மாவட்ட போலீஸ் ஸ்டேஷன் பேஸ்ட் சப்ர்ட் சென்டர் (Police Station Based Support Center) அன் Equitas Trust ட்ரா மஹிலா சஹகரிதா கர்யக்ம் நு அயோஜ்ன கர்வம் அய்யு. அஹ்மதாபாத் மித்ரா 200 கர்வா வு ரூட் 2023 அஹ்மதாபாத் மித்ரா.

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## PORUR TIMES

Navigation

Summer camp held for EBN Children

June 13, 2023 Uncategorized No comments

Equitas Development Initiatives Trust (Anna Salai) conducted summer camp for Equitas Birds Nest (ETN) Children at Police Boys Club

(Parry), Rajasingh (Inspector of Police, B1 Police Station) was the chief guest. Carrom, Chess and Silambam training was given to the students. Totally 30 children participated in the camp. M. Krishnamurthy (CSR Manager, Equitas) coordinated the camp.

## பள்ளிக்கரணையில் உலக சுற்றுச்சூழல் தின விழா

சென்னை தலைநகரில் உள்ள பள்ளிக்கரணையில் உலக சுற்றுச்சூழல் தின விழா நடைபெற்றது. இவ்வாறு விழா நடைபெற்றது. இவ்வாறு விழா நடைபெற்றது.

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RNI Reg. No.GUJGUJ/2018/76222

விருமகம் ஓரீஜ் நவ் தி. 02/08/2023

ஆஜ் ராஜ் விருமகம் விருமகம் \*\*ஓரீஜ் மஹிலா சஹகரிதா கர்யக்ம் நு அயோஜ்ன கர்வம் அய்யு. அஹ்மதாபாத் மித்ரா 200 கர்வா வு ரூட் 2023 அஹ்மதாபாத் மித்ரா.

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## போலீஸ் ஸ்டேஷன் பேஸ்ட் சப்ர்ட் சென்டர்

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<https://youtu.be/hGz4j6TLHFA>



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EQUITAS DEVELOPMENT INITIATIVES TRUST

*from 2008*

Bank contributes **5%** of net profit to  
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