

PULSE NEWSLETTER

CORPORATE SOCIAL RESPONSIBILITY

12

Skill Development | Placement Initiatives
Rehabilitating Pavement Dwellers
Health Care & Education

SKILL
TRAINING
WORKSHOPS

EMPOWERING
WOMEN
ENTREPRENEURS
MARKET
LINKAGES

FREE
CATARACT
SURGERIES
&
SPECTACLES

HEALTH,
VETERINARY
CAMPS
&
AWARENESS

HOMELESS
FAMILIES
REHABILITATION
&
SCHOLARSHIP

EMPLOYEE
VOLUNTEERING

JOB
FAIRS

Equitas has maintained its unwavering commitment to proactive involvement in social initiatives, going beyond the mandated corporate social responsibility (CSR) requirements. In 2007, just two months after Equitas was founded, the Equitas Trust (EDIT) was established to spearhead a diverse range of social programs encompassing Health, Education, and Skill Training. Equitas voluntarily decided to allocate 5% of its profits to support EDIT, a commitment that continues to this day, surpassing the statutory 2% requirement introduced in 2013.



OUR SOCIAL IMPACT

HEALTH CARE

OTHERS

Details of CSR Initiatives	NUMBER OF BENEFICIARIES	
	DEC	Cumulative From Nov- 2008 to Dec 2023
No of Eye-Camp Participants (A)	21055	2919453
No of free spectacles	252	124608
Cataract Operations	205	36630
Vaccination Camp Participants (B)	0	5752876
General Medical Camp Participants (C)	28531	4227512
Other Camps (Homeopathy camps/ Ayurveda camp Participants) (D)	1614	42950
Sugam Health clinic Beneficiaries (E)	0	80029
Total (Eye Camps +Other Med Camps+ Covid-19 + Health clinic) (A)+(B)+(C) +(D)+(E)	51200	13022820
Veterinary Camp	2782	24285
Health Help Line - Enquires	19	97
Health Help Line - Treated	12	32326
No of Health camps	416	45085
No of Vaccination camp	0	54252
Health Screening Vehicle Finance Clients	254	49626
Participants in skill Training Programs (A)	3578	651793
EGK Tailoring center (B)	5	639
EGK Computer center (C)	0	720
Skill training programs (A+B+C)	3583	653152
Placements for Unemployed Youth	2279	269022
Swasth Mahila Health Education	22279	880725
Persons with disability	729	169579
Persons with disability (Visually Impaired)	228	30305
Equitas Birds Nest-Rehab of homeless	59	4080
Equitas Birds Nest- Scholarship	0	2571
Transgender Inclusion	12	455
Equitas Temporary Market	1	124

HIGHLIGHTS



CYCLONE MICHAUNG RELIEF WORK

Dec 3 and 4, 2023



Following the severe flooding triggered by Cyclone Michaung, ExNoRa, in collaboration with Equitas Trust and other Stakeholders, undertook relief operations to aid individuals trapped in waterlogged and inaccessible areas. Many parts of city was inundated and all the households who were marooned lost their Groceries and were left unattended and were starving. Electricity was gone and Internet was not accessible to reach out for any help. There were people searching and waiting for some kind of support to help them in this critical time. Our relief team employed boats to rescue these individuals and delivered essential food supplies and other basic requirements to them.

EMPOWERING ARTISTRY: EGK AARI WORK DESIGNING TRAINING



EGK training, specifically focusing on Aari work designing, commenced in the Usilampatti area through the collaboration of Equitas and Vision Foundation - Usilampatti. Concurrently, as part of this initiative, our training participants received instruction on women's crime prevention and the rehabilitation of women victims, facilitated by PCVC (International Foundation for Crime Prevention & Victim Care). The EGK members actively engaged in the training, expressing enthusiasm, and sought clarification from Mrs. ACR Sudaroli and Miss. Muniammal, who represented PCVC during the session

Equitas celebrated the International Day of Persons with Disabilities by recognizing high-achieving bank employees who provided the most significant amount of loans to them. On this occasion, free artificial prosthetic legs and other supportive equipment were also donated to individuals with disabilities



CELEBRATED INTERNATIONAL DAY OF PERSONS WITH DISABILITIES



Celebrated International Day of Persons with Disabilities at Head Office. Mr Arockia Micheal Roys, General Secretary /Founder, International Para Tennis Player, Ms. P.Prema, National Wheels Chair Table Tennis Player, were the Chief Guests . Mr. A Chelladurai, EVP & National Head, ESFB ,Mr. S. Narasimhan Trustee, Help the Blind foundation, Mr. John Michael, Visually Impaired Motivational Speaker and Mr. John Alex, Head CSR, graced the occasion.

Location : Chennai



Pune



Kolhapur



Nashik

FLOOD RELIEF WORK - MICHAUNG CYCLONE



Lunch Provided to 300 Michaung cyclone affected persons at Pallikaranai



Distributed Bread Packs to 100 Michaung Cyclone affected families at Vyasarpadi



Distributed Food to 200 Michaung Cyclone Flood affected victims at VOC Nagar, Pulianthope .



Bun and Biscuits provided to 100 flood affected families at Rajagopalapuram, Tirunelveli



Water Bottles and Biscuits were provided to the flood affected 60 families at Meenakshipuram, Tirunelveli



Food packs were distributed at korukupet along with Kadamai Ngo to Michaung Flood affected families



Together with Equitas Small Finance Bank, Tirunelveli branch staff, Rice Bags and Rations were provided to the flood affected 200 families at Bharathi Nagar, Tutucorin

EQUITAS GURUKUL SCHOOLS

KG KALEIDOSCOPE



Colour Day Celebration provides a fun and engaging way for kindergarten students to learn about colours. Sivakasi, Karur and Dindigul Gurukuls created a visually stimulating and colourful atmosphere by celebrating Pink Day and Orange Day in the month of December. The kindergarten classrooms were transformed into a kaleidoscope, reflecting vibrant shades of Pink and Orange, with decorations of soft toys and balloons adorning the walls and ceilings. Each classroom represented different hues of Pink and Orange representing diversity. Teachers and students alike were dressed in colourful attire, adding to the festive atmosphere. Through engaging activities, the tiny tots were immersed in a fun-filled exploration of the colours. These activities not only entertained the little ones but also helped them grasp the aesthetic sense associated with pink and orange colours

EXCELLENT EXHIBITION



Celebrating Project Day in schools is a wonderful way to showcase the creativity, innovation, and hard work of young learners. Students of Salem Gurukul from various grades enthusiastically embraced the opportunity to exhibit their talents. Their projects ranged from scientific experiments and technological innovations to artistic displays and social initiatives. Teachers played a crucial role in guiding and supporting students throughout the planning and preparation phases. Mr. T. Jayamurugan, Senior Quality Inspector, Salem Steel Plant Control, graced the occasion and spent the day interacting with students, evaluating projects and offering insights. The event provided a platform for students to shine. The positive feedback received from both participants and attendees reinforced the importance of such initiatives in the Gurukul academic calendar



EQUITAS GURUKUL SCHOOLS



MORAIS MARATHON FOR A PURPOSE

The Second Edition of Morais Marathon 2023, jointly organised by Trichy City Police and Morais City aims to create a “DRUG FREE TRICHY”. This edition themed ‘Run for Drug Free Trichy’ is a reiteration of their mission. The event was held on 3rd Dec at 5:30 a.m. Around 75 members which included students above 12 yrs and passionate teachers, represented Trichy Gurukul in the marathon and extended their support in drug eradication. The marathon started at the Students’ road and ended at Morais Clarion covering a distance of 10 Km. Participants were provided with race kit, breakfast and felicitated with medals and certificates. P. ET teacher of Trichy Gurukul, Ms. Saranya completed the marathon in second place and bagged the silver medal

SPARK AND SHINE, IT’S CHRISTMAS TIME



The Christmas celebration across all the Gurukuls was a heart-warming and memorable event, bringing together the students and members of the faculty in a spirit of joy, love and togetherness. The stages were adorned with twinkling lights, festive wreaths and vibrant decorations. The celebration kicked off with cultural performances. The highlight of the event was the appearance of Santa Claus, spreading joy and laughter especially among the children. The day’s celebration reflected the true meaning of Christmas – a time for sharing, caring and spreading goodwill

SKILL DEVELOPMENT TRAINING



WOMEN EMPOWERMENT Providing skill development training to women from economically disadvantaged backgrounds empowers them to generate income, either as their primary source or as a supplementary income. By producing various items, these women not only fulfill their household needs more affordably but also potentially create a profitable business by selling their creations. In this context, various Skill Development Training programs are conducted PAN-INDIA.



Aari Work Training @ Chennai



Blouse Cutting Training @ Vellore



Tailoring Training @ Trichy



Tailoring Training @Bangalore



Tailoring Training @ Mysore



Masala Powder Training @ Pune

SKILL DEVELOPMENT TRAINING



Blouse Cutting Training @ Hubli



Cake Making Training @ Nashik



Washing Powder Making Training @ Ahmedabad



Washing Powder Making Training @ Amravati



Masala Making Training @ Aurangabad



Washing Powder Making Training @ Nagpur

No of Women Entrepreneurs attended EGK Skill Trainings : 3,578

an inspirational journey

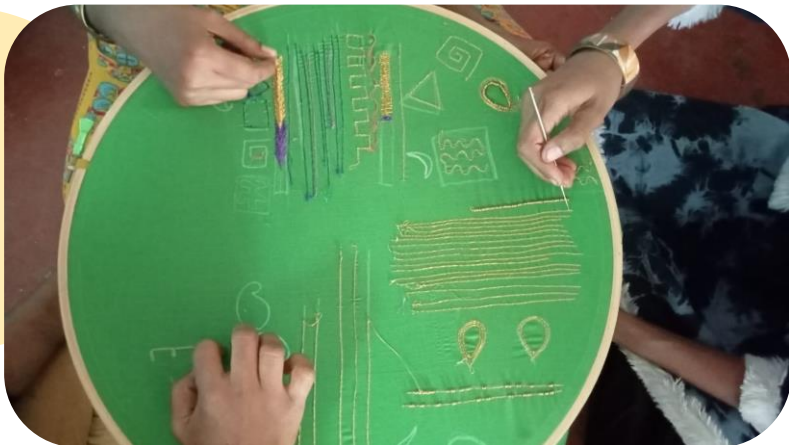
Empowering Communities: Family Planning Awareness and Fire Drill Training Initiative by Equitas and Vision Foundation



The celebration of Family Planning Awareness and Equitas' Fire Drill Training commenced at the Vision Foundation in Visan Foundation. The event focused on raising awareness about family planning and the initiation of fire safety training under the PCVC (Protection of Children from Sexual Offences Act) program for women from families experiencing domestic violence.

Mr. Ponram, the Vice President of Vision Foundation, led the proceedings. Raja, the Chief Financial Officer of Equitas Microfinance, shared insights into the foundation. Representatives from the HIV/AIDS organization, Sudaroli, and Kanyakumari, who have actively worked to uplift families from domestic violence, were recognized for their contributions.

Equitas' CSR Head, Raja, presented the importance of family planning and the foundation's commitment to providing support for individuals affected by domestic violence. Rajeswari A, an Equitas trainer, conducted the fire drill training, engaging the participants in exercises to enhance their safety skills.



Several women from Usilambatti, Sellaambatti, and Sedapatti actively participated in the program, showcasing their dedication. Vision Foundation Director Selvarani expressed gratitude, and Equitas trainer Rajeswari thanked everyone for their involvement in the event. The celebrations were coordinated by Equitas employees Prabhu, Gokul, and others.

REHABILITATED PAVEMENT DWELLERS

Equitas Birds Nest-Extending an arm to help mainstream homeless families into slums and sustain themselves

The Homeless families that Equitas targets are those people who sleep on pavements, outside shops, under bridges, market stands, streets, drainage pipes, and so on in Chennai city. They are vulnerable to climatic disasters, unhygienic lifestyle, poor access to proper toilets and children are more vulnerable to anti-social elements, contagious diseases, early marriages, mid-school dropouts, etc.,

Equitas Birds Nest (EBN) was launched in the year 2009, a comprehensive rehabilitation program to empower this highly vulnerable segment of homeless families. To begin with, We identify people and support them with Housing, Skill Development Training, Guidance, Educational Scholarships, Financial support and more ... We travel with them for a long term to make their life sustainable.

No of Homeless Pavement Dwellers Rehabilitated : 59



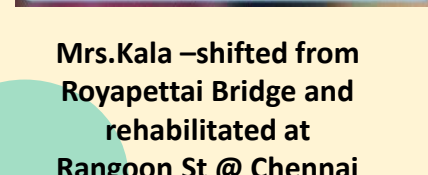
Mrs.Chandra— shifted from zambazar market and rehabilitated at bharathi salai, Triplicane @ Chennai



Mr.Fulabai PawarLive Kumar — Shifted from Park Bibwewadi to Papale Basti Bibwewadi @ Pune



Mrs.Sangeeta Nat – shifted from Swargate to Loni @ Pune



Mrs.Kala —shifted from Royapettai Bridge and rehabilitated at Rangoon St @ Chennai

REHABILITATED PAVEMENT DWELLERS



Facilitated Saraswathi Educational Cultural and Charitable Trust and distributed Aishwarya loan to 8 destitute individuals from rehabilitated pavement dweller families.

Success Stories!



Participated in the Dussehra Exhibition at Mysore
No of Stalls : 6
Total Sale Value : Rs. 82700

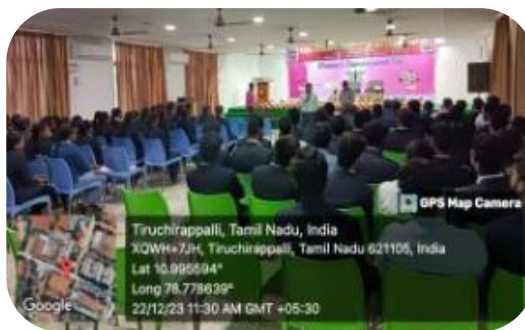
By attending Equitas Job Fair organized by CSR Team, Mr Abhas has got a job at Equitas Bank with a salary of Rs 20000 Per Month @ Pune

PROVIDING EMPLOYMENT TO UNEMPLOYED

Employment is very important to socio-economic development of a country. Employment provides financial freedom and We at Equitas, enable and empower people through collaborating with various organizations and companies to conduct these job fairs across India. These job fairs provide opportunities to the unemployed and improve their income in their family.



Kumbakonam



Trichy



Vellore



Raipur



Ahmedabad



Pune



Madurai



Hubli

No of job fairs : 19
No Of Branches Covered : 67

No Of Shortlisted : 2,279
Male :850 Female :1,429

GENERAL CAMPS

We organize health camps in their local communities, ensuring that these camps are conveniently located near their homes. This approach facilitates active participation in our awareness and screening programs.



Chennai



Vellore



Madurai



Trichy



Dindugal



Pondicherry



Pune



Nas



Aurangabad



Jaipur



Ahmedabad



Nagpur

GENERAL CAMPS



Perambalur



Kumbakonam



Bangalore



Mysore



Chitradurga



Jabalpur

GENERAL CAMP



BENEFICIARIES : 30,145

MALE : 11,265 FEMALE : 18,880

EYE SCREENING CAMP



Chennai



Vellore



Perambalur

EYE SCREENING CAMP



Coimbatore



Tirunelveli



Trichy



Erode



Dindugal



Pondicherry



Bangalore



Salem



Madurai



Pune



Nashik



Hubli

EYE SCREENING CAMP



Aurangabad



Kolhapur



Solapur



Solapur



Surat



Jaipur



Amravati



Haryana



Ahmedabad

EYE CAMP



BENEFICIARIES :21,055

MALE : 9,527 FEMALE :11,528

BLOOD DONATION CAMP



BLOOD DONATION CAMP

TOTAL BLOOD UNITS COLLECTED : 283 UNITS



Blood Donation Camp @ Vellore



Blood Donation Camp @ Pondicherry



Blood Donation Camp @ Mysore



Blood donation camp @ Chitradurga



Blood Donation Camp @ Kolhapur

WORLD AIDS DAY



Trichy



Mysore



Aurangabad

SPECIAL CAMP



Endoscopy Camp
@Perambalur



Acupuncture Camp
@ Pondicherry



Homeopathy Checkup & Medicine
distribution Camp @ Indore



Breast Cancer Screening
Camp @ Pune



HIV Blood Testing
Camp @ Pune



Anaemia Detection
Camp @ Solapur

**HEALTH CHECK UP CAMP TOGETHER WITH CHENNAI CORPORTION AFTER
MICHANG CYCLONE**



Kodungaiyur



Sharma Nagar



Thiruninravur



Purasaiwakkam



Pulianthope



Pallikarani

VETERINARY CAMP



Nagpur



Solapur



Pune



Aurangabad



Ahmedabad



Surat



Madurai



Kumbakonam



Trichy



Dindugal



Coimbatore



Perambalur

No of Cattles Treated : 2,782

No. of Farmers Benefitted : 652

Other Initiatives



Together with FPI, organized awareness program on the effects of using Tobacco products on male Sexual Reproductivity @ Madurai



Together with Karnataka State Child Rights Committee organized Health Awareness program at Hospet Govt. Hr. Sec. School @ Chitradurga



Together with National Law Foundation organized Legal Awareness program to Sharada College students @Salem



Eye Cancer Awareness Program @ Amravati



Organised Phenyl Making Training for the inmates of sunrise de addiction centre @ Trichy



Organized Awareness Program on Gender Equality @ Pune

Other Initiatives



Menstrual Cycle & Good Touch, Bad Touch Awareness Program @ Haryana



General Health Awareness Program @ Udaipur



Menstrual hygiene Awareness Program @ Solapur



Business Entrepreneurship Awareness Program @ Nagpur



Sex Education Awareness Program @ Solapur



HIV Aids Awareness Program @ Ahmedabad

FREE CATARACT SURGERIES



Cataract surgeries were done free of cost at Samaritan Eye Hospital for 20 Members @ Vellore
Amount Saved : Rs.60000/-



Cataract surgeries were done free of cost at Aravind Eye Hospital for 25 Members @ Vazhapadi Amount Saved : Rs.75000/-



Cataract surgeries were done free of cost at Aravind Eye Hospital for 10 Members @ Perambalur Amount Saved : Rs.30000/-



Cataract surgeries were done free of cost at Vivekananda Hospital for 103 Members @ Tiruchengode
Amount Saved : Rs.309000/-



Cataract surgeries were done free of cost at Aravind Eye Hospital for 42 Members @ Tirunelveli
Amount Saved : Rs.126000/-



Cataract surgeries were done free of cost at Arasan Eye Hospital for 5 Members @ Dindugal
Amount Saved : Rs.15000/-

TOTAL NO OF CATARACT SURGERIES : 205



The Equitas Health Helpline is an initiative dedicated to assisting individuals seeking Inpatient (IP) and specialized health treatments. A toll-free number is made available to our members and beneficiaries, offering guidance to our affiliated hospitals. This service aids them in accessing their treatments at a subsidized cost.



Mrs. Danavva Gangaram Aamle, underwent surgery in the right leg free of cost under Mahatma Jyoti Bha Phule Scheme at Civil Hospital @ Solapur.
Amount Saved Rs. 40000



Cataract Surgery done for 2 Members free of cost at Bharathi Hospital @ Pune. Amount Saved Rs. 22000



Done Back Bone Surgery free of cost for Mr. Sureshbhai in Care & Cure Hospital @ Ahmedabad
Amount Saved Rs. 12000



Cataract Surgery done for 2 Members at Shri Netralay Hospital @ Amravati Amount Saved Rs. 10000



Open Heart Surgery Done for Mr. Turab baig. free of cost at Atma Malik Hospital @ Aurangabad.
Amount Saved Rs. 175000



Cataract Surgery done for 4 Members at Bharathi Hospital free of cost @ Pune. Amount Saved Rs. 44000

JOY OF GIVING

employee volunteerism



Together with Sesha Foundation
Provided Food, Dress, Cake worth of
Rs 1500 to 80 EBN Clients



Provided lunch for 79
peoples @Pondicherry



Provided food kits to our Customers
who have lost their homes in the
road widening works at Davangere
@ Chitradurga



Provided Biscuits, Mat, Pillow, Bed sheet to
50 inmates of TMSSS Sontham Women's
Short stay Home @Trichy. Worth of Rs
10000



Provided Fruits & Biscuits to 55
inmates of Sneh Foundation @
Surat. Worth of Rs 1700



Provided Maths reading books to
30 Children at Badapathar @
Jabalpur. Worth of Rs1000



Provided Grocery to 30 Sewaashram
Children at
Wardha . Worth of Rs1500



Provided Blankets to 158 Children at the little
birds School located at Sanand Village
@ Rajkhot. Worth of Rs.17300



Provided Food to 137 orphaned
Children at Baliyadev Temple located in
Vadhavan district @ Rajkhot

MEDIA



News Links

உசிலம்பட்டி விஷன் பவுன்டேசன் சார்பாக குடும்ப வன்முறை பாதுகாப்பு விழிப்புணர்வு.
<https://news6tamil.com/madurai-usilampatti-vision-awareness-6630047393/>

https://www.makkaldaily.com/news/tamilnatu_ramanatapuran/4637/ramanatapuram-mavattattil-taniyar-ilavaca-velai-vayppu-mukam-navaskani-empi-pukalaram

<https://youtu.be/ACY-5a5u7aw?si=A3mznHz3Ge92i7qs>

- ❖ <https://youtu.be/dVRkwOHdpto?si=CFzTfCDFtpnkrhMS>
- ❖ <https://youtu.be/B8MJHqV7ms8?si=Epf2aikZug3s0hp0>



CORPORATE SOCIAL RESPONSIBILITY

Skill Development
Placement Initiatives
Health Care
Rehabilitating Pavement Dwellers
Other Initiatives
Joy of Giving
Media



EQUITAS DEVELOPMENT INITIATIVES TRUST

www.equitustrust.org



"In the World of Corporate Social Responsibility,
our commitment to marginalized communities
isn't just a choice; it's a compass guiding us
towards a brighter, more inclusive future."