

# PULSE NEWSLETTER

12

## CORPORATE SOCIAL RESPONSIBILITY

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



Equitas has maintained its unwavering commitment to improving the quality of life of the economically disadvantaged families, by proactively designing various 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.

Details of CSR Initiatives		NO. OF BENEFICIARIES	
		December 2024	Cumulative From Nov.2008 to Till Date
Health Care	No of Health camps	452	50586
	General Medical Camp Participants (A)	27381	4552633
	No of Eye-Camp Participants (B)	26174	3230301
	No of free spectacles	1651	139679
	Other Camps (Homeopathy camps/ Ayurveda Camp participants ) (C)	2891	89818
	<b>Total (General Camp(A)+Eye Camp (B) + Other Camps(C ))</b>	<b>56446</b>	<b>7872752</b>
	Health Screening for Vehicle Finance Clients	212	52659
	Veterinary Camps	1926	43126
	Cataract Operations (D)	489	39750
	Other Secondary Care (E)	12	32350
	Health Help Line through Toll Free Number(F)	8	211
	<b>Total health Help Line ( D+E+F)</b>	<b>509</b>	<b>72311</b>
	Sugam Health clinic Beneficiaries	0	80029
	No of Vaccination camps	0	54252
	Vaccination Camp Participants	0	5752876
	Swasth Mahila Health Education	52345	1255983

Details of CSR Initiatives		DEC	Cumulative From Nov 2008 t o Till date
Equitas Gyan Kendra ( EGK )	Skill Training Program Participants (A)	4079	695295
	Tailoring center (B)	12	810
	Computer center (C)	0	720
	<b>Skill training programs (A+B+C)</b>	<b>4091</b>	<b>696825</b>
	Equitas Temporary Market	6	228
Job Fair	Placements for Unemployed Youth	3983	316178
Equitas Birds Nest	Equitas Birds Nest- Rehab of homeless - TN (A)	92	5244
	Equitas Birds Nest- Rehab of homeless - Pune (B)	2	53
	Equitas Birds Nest-Rehab of homeless - Nagpur ( C )	3	17
	Equitas Birds Nest-Rehab of homeless - Nashik ( D )	4	11
	<b>Equitas Birds Nest- Total No of Families Rehabilitated ( A+B+C+D )</b>	<b>101</b>	<b>5325</b>
	Equitas Birds Nest- Scholarship	0	2619
Diversity & Inclusion	Persons with disability	1256	178334
	Persons with disability(Visually Impaired)	686	33867
	Transgender Inclusion	17	561

## EQUITAS GURUKUL SCHOOLS



## From Strength to Success

Students of Salem Gurukul School showcased exceptional talent at the National Level Karate Championship 2024, organized by the Sai Shotokan Karate & Kobudo Association of India. Demonstrating dedication and skill, three students secured second place, while ten students secured third place in their respective categories. The achievements have brought pride to Salem Gurukul and inspired fellow students to pursue their passions with determination.

## Wonders Unfolded – A spectacle to all senses

Coimbatore Gurukul School's Annual Day Spectacle, held on 7th December, was a grand celebration of creativity, talent and excellence, aptly themed 'Wonders Unfolded.' The event was graced by the distinguished presence of Dr. Arasu, the esteemed Head of Foundry Technology at PSG Polytechnic College, as the Chief Guest and Ms. Nasrin R., the dynamic Branch Manager of Equitas Bank, as the Guest of Honour. The day was filled with vibrant performances that showcased the remarkable talents of the students, each act a testament to the hard work and dedication nurtured within the walls of Coimbatore Gurukul. With every performance, the event illuminated the spirit of innovation and excellence that the school fosters, leaving a lasting impression of unity and achievement.



## Celebrating New Beginnings Together

The Principal and Coordinators of Coimbatore Gurukul School recently paid a heart warming visit to Ms. Jeevitha, the B3 Math teacher, to celebrate the arrival of her new born baby boy. The team, filled with joy, extended their heartfelt wishes and blessings to the little one, expressing their happiness for the new addition to her family. As a token of their love and appreciation, they presented a gift as per our HR policy on behalf of the school's management. The gesture exemplified the supportive and caring community spirit at Gurukul Schools.

## EQUITAS GURUKUL SCHOOLS

## Empowerment Begins with Awareness



On 19th December 2024, Cuddalore Gurukul School organized a Health Awareness demo for the members of the school's Mothers' Club. Conducted by the Women's Empowerment Movement, the session emphasized the importance and benefits of using sanitary napkins made from natural, eco-friendly products. Participants were educated on the health advantages of these products, which are free from harmful side effects, promoting both personal well-being and environmental sustainability. The event concluded with a collective pledge to protect the environment and empower women. The initiative was organized and coordinated by the school principal, Ms. Sasikala, reflecting the institution's commitment to fostering awareness and empowerment within the community.

## Informed Students, Sustainable Futures



On 23rd December 2024, Equitas Gurukul Matriculation Higher Secondary School, Karur, organized two meaningful activities under its Eco Club and Consumer Club. The Eco Club's "Go Green, Breathe Clean" initiative emphasized sustainable living by educating students on managing biodegradable and non-biodegradable waste for a cleaner environment. Meanwhile, the Consumer Club activity focused on empowering students with awareness about their rights and responsibilities as consumers, addressing issues like unfair trade practices and substandard goods. These activities showcased the school's dedication to nurturing environmentally conscious and informed individuals, encouraging students to make responsible choices for a sustainable and ethical future.

## EQUITAS GURUKUL SCHOOLS

## Jingle Bells, Joyful Spells across Gurukul Schools



The festive spirit of Christmas was celebrated with joy and enthusiasm across all Gurukul schools, uniting students, teachers and staff in a vibrant display of unity and cheer. Special assemblies highlighted the significance of Christmas, sharing heartfelt messages of love, peace and giving. Adding to the excitement, Santa Claus made a cheerful appearance, delighting younger students by distributing sweets. The schools were adorned with dazzling lights, shimmering stars and nativity scenes, creating a truly festive ambience. The celebrations concluded with warm wishes for a Merry Christmas and a Happy New Year, leaving everyone with cherished memories of a delightful and meaningful event.

## COMPREHENSIVE VILLAGE DEVELOPMENT PROJECT

Distributed 5 Varieties of Vegetable Seeds to 51 families for promoting Kitchen Garden @ Puthali



Together with Sringeri Sharada Mutt organized evening tuition to school going students @ Puthali



## SKILL DEVELOPMENT TRAINING

No of Women  
Entrepreneurs  
attended EGK Skill  
Trainings

4091



Chemical Making Training @Chennai

## 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 fulfills 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 @Trichy



Blouse Cutting Training @ Dindugal



Fashion Jewellery making@ Tirunelveli



Chemical preparation Training @ Villupuram

**SKILL DEVELOPMENT TRAINING**

Chudithar cutting training @Erode



Cake Making @ Chhattisgarh



Tailoring Training @Udaipur



Blousing cutting @ HUBLI



Chemical training @ Jabalpur



Blouse Cutting @ Mysore

## INTERNATIONAL DAY OF PWD



Celebrated International Day of Persons with Disabilities @ H.O. Mr Kumar District Differently Abled Welfare Officer, Chennai was the Chief guest , Mr. Simmachandran ,President ,Tamil Nadu Differently Abled Federation Charitable Trust , Mr Paramasivam, Head –MF,ESFB , Mr. John Alex ,Head – CSR,ESFB were the other dignitaries who graced the occasion



Celebrated the International Day of Persons with Disabilities with the students of YMCA School for the Intellectually Disabled Children @Madurai



Participated as volunteers in the walkathon program organized by Samarthanam Trust @ Bangalore

## ● TEMPORARY MARKETS



Google

Organised Exhibition @ Equitas, Chennai.  
No of Stalls: 2. Sale Value Rs. 21890/-



Organised Exhibition @ Viluppuram for 3 days.  
No of Stalls: 7. Sale Value Rs. 81350/-

## AWARDS



Mr. Sukumaran, CSR Officer & Mr. Venkat CSR Manager, Trichy received "Best Social Worker Award" from Kanmalai Trust for carrying out many impactful CSR Initiatives



Received a Certificate of Appreciation from the Joint Commissioner of Police for organizing Cancer Awareness Program

## JOY OF GIVING

## employee volunteerism



Sundar Salt was distributed to 200 families @ Nariyamputhur, chennai



Christmas celebration with the children from rehabilitated families @ Chennai



Together with Peace Foundation provided sarees and grocery items to 25 widows @ Mayiladuthurai



Gave stationary items to 40 Mentally Challenged Children studying in Bramhadutta School @Pune

**REHABILITATED PAVEMENT DWELLERS****Chennai****No of Homeless Pavement Dwellers Rehabilitated : 92****BEFORE****AFTER**

From Clive battery to fourth line beach



From Clive battery to fourth line beach



Chennai, Tamil Nadu, India  
36, 4th Beach Rd, Seethakadi Nagar, George Town,  
Chennai, Tamil Nadu 600001, India  
Lat 13.099637° Long 80.293373°  
31/12/24 12:04 PM GMT +05:30

From Puzhal camp to Shanmugapuram

**REHABILITATED PAVEMENT DWELLERS****MAHARASHTRA****No of Homeless Pavement Dwellers Rehabilitated : 9****BEFORE****AFTER**

From Mankapur stadium to Ashirwaad nagar



From Maharajbag road to Gwalipura Dharmpeth



From Maharajbag road to Gwalipura Dharmpeth

## ● PROVIDING EMPLOYMENT TO UNEMPLOYED

Employment plays a crucial role in advancing a country's socio-economic development while providing individuals with financial independence and freedom. At Equitas, we are committed to making employment opportunities accessible to those who need it the most. To enhance our impact, we actively bridge the gap between job seekers and employers by collaborating with various companies and organizations.

**No of job fairs : 10**

**Branches covered:52**



Coimbatore

**No of Shortlisted:3983**

**(Male : 2249 Female : 1734)**



Chennai



Pune



Trichy

## 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.

**BENEFICIARIES : 30272**

**| MALE : 11504 FEMALE : 18768**



Tirunelveli



Chitradurga



Hubli



Raipur



Trichy



Chennai

## GENERAL CAMPS



Vellore



Bhopal



Perembalur



Haryana



Mayiladuthurai

Erode

## EYE SCREENING CAMP

## BENEFICIARIES : 26174

## HEALTH CARE

MALE : 9946

FEMALE : 16228



Chennai



Dindigul



Perembalur



Tirunelveli



Trichy



Salem

## EYE SCREENING CAMP



Coimbatore



Kolhapur



Hubli



Erode



Madurai



Nashik

## SPECIAL CAMP



General camp for 2 wheelers Mechanics  
@ Chennai



Eye screening for drivers @Erode



General Camp for Truck Drivers @ Coimbatore



Cancer Screening Camp @ Tirunelveli



Dental Camp @ Pune



HIV Screening Camp for construction workers @ Nagpur

## ● BLOOD DONATION CAMP



Chennai, Tamil Nadu, India  
S-101, First Floor, Phase 1, Spencer Plaza Mall,  
Anna Salai, Chennai, Tamil Nadu 600002, India  
Lat 13.062007° Long 80.261772°  
20/12/24 02:31 PM GMT +05:30

Chennai



Nashik



Bengaluru, Karnataka, India  
72/73/B, 10th Cross Rd, HMT Layout, Malleshwari, Bengaluru, Karnataka 560056,  
India  
Lat 12.9603684°  
Long 77.492987°  
28/12/24 11:55 AM GMT +05:30

Bangalore



Mysore, Karnataka, India  
8m55+g43, Sri Harsha Rd, Lashkar Mohalla, Mandi  
Mohalla, Mysuru, Karnataka 570001, India  
Lat 12.309141° Long 76.658034°  
08/12/24 11:01 AM GMT +05:30

Mysore

# TOTAL UNITS OF BLOOD COLLECTED :

1274 units

## CAMPS WITH EQUITAS SRINGERI SHARADA MULTISPECIALTY HOSPITAL



General & Eye camp



Cancer Awareness Camp



General Camp



General & Diabetes Check Up Camp

**No. Of Camps : 6**  
**Beneficiaries : 486**

**Awareness Program : 1**  
**Beneficiaries : 60**

### Follow up cases

Anemia	9
General Cases ( Diabetic & BP)	18
Cancer	2
Kidney related	1
Cardiac	1
Gynecology	4
Varicose	1
Neuro	1
Allergy	1
Gastro	4
Master Health Checkup	5
Ortho	2
<b>Total</b>	<b>49</b>

## REHABILITATION WORK DONE DURING CYCLONE FENGAL



Milk ,Bread Packs were distributed to EBN clients at Ambattur @Chennai



Distributed food to 50 EBN families affected by Fengal Cyclone in Korukkupet @ Chennai



Provided food to 200 People affected by floods in and around JIPMER hospital @ Pondicherry



Milk ,Bread Packs were distributed to EBN clients at Ambattur @Chennai

# VETERINARY CAMPS



Veterinary Camp @ Pondicherry



Veterinary Camp @ Perambalur



Veterinary Camp @ Amaravathi



Veterinary Camp @ Nagpur



Veterinary camp@ Kumbakonam

**No Of Cattles treated : 1926**  
**No Of Farmers Benefitted : 831**

## OTHER INITIATIVES



Facilitated 3 Transgender Persons who had taken Aishwarya loan to receive Equitas Micro Finance loan @ Chennai



Together with National Law Foundation organized Human Chain event for Drug Eradication @Salem



Organized AIDS awareness program @ Mayiladuthurai. Organized Dengue awareness program for the residents of Govt. staff quarters @ Trichy



Together with VKG Trust organized Skill Training for aspiring Women entrepreneurs @Coimbatore



Organized Financial Literacy program @ Jaipur

# EQUITAS HEALTH HELPLINE THROUGH TIED UP HOSPITALS



Cataract surgeries done for 17 Members @ Vellore  
Amount Saved : Rs. 51000



Cataract surgeries done for 15 Members @ Trichy  
Amount Saved : Rs.45000



Cataract surgeries done for 7 Members @ Dindigul  
Amount Saved : Rs.21000



Cataract surgeries done for 12 Members @ Perembalur  
Amount Saved : Rs. 36000



Cataract surgeries done for 11 Members @ Erode  
Amount Saved : Rs.33000



Mr. Jayaram Arumugam, a construction worker, whose nerve in his left foot got injured, was helped to undergo treatment at our tied up hospital . Total cost of treatment Rs.50000/- Amount Saved Rs.12000/-

தினத்துந்தி-வேலூர் - 01-12-2024

## தனியார்துறை வேலைவாய்ப்பு முகாம்



நோட்டரிமாவட்டம் மற்றும் திருப்பந்தூர் நோட்டரி சங்கமம் உள்ளிட்ட 10 சங்கங்கள் இணைந்து நடத்திய தகவியார் துறை பேசால் வாய்ப்பு முன்ம் திருப்பந்தூரிலிருந்து பெற்றது. இதில் நேர்வு செய்யப்பட்டவர்களுக்கு பணி நியமன அமைச்சர் முன்னாள் மாவட்ட அஞ்சளை பழனி வழங்கி வார். இதில் திருப்பந்தூர் நோட்டரி சங்க நூலால்வார் ஜி. வெங்கடேசன், உதவி அஞ்சளை பி. ஆரங்காலி, நோட்டரி சங்க அஞ்சளை ராஜான்பாடு, குடியாத்தும் சங்க செயலாளர் ஆகியோர் பார்வை செய்து விட்டனர்.

வாணியும் இருப்பிரேயால், காலு இவைக்கூறால்  
முன் செய்யும்போது வேல் வேட்டு கிடைக்கும் கூல்பட்டு:



காலை முறையை தொக்கி, தீவிர காலையை அடிப்படையாக கொண்டு வருவதை விரிவாக விட வேண்டுமென்று கூறுகிறேன்.

• 10 Lutzenauer

தனியார் துறை வேலைவாய்ப்பு முகாம்:  
165 பேருக்கு பணி நியமன ஆணை

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ճական պատճենաբարու  
թի մասի ամսութիւն բար  
ապահովութիւն պատճեն 163  
Երկար ամսութիւն պատ  
ճական պատճեն

журналу №11 27-го числа 1900 года вспоминается о том, что виноват в этом Григорий Семёнович Красильников, а виноват в том, что Григорий Семёнович Красильников виноват в этом Григорий Семёнович Красильников.

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առ Անդր Շահու  
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## Sandesh Newspaper

THURSDAY, 12-12-2024 - NEWSBRIEF



રામોલમાં મેડિકલ કેમ્પનું આયોજન કરવામાં આવ્યું



અમારાં ૧ લાખનું વિનાડું અને લુમનીટી ટ્રેસ્ટ ક્રાંત એવી પટેલ સ્કૂલ  
રામોલમાં મણું મેડીકુલ તપાસ અને દ્વારા સાચેના લિંગાન કેમળું રાખ્યોજન  
કર્યાં થાયું છું.

\*\*\* PUNJABI DOCUMENTATION & DRAMA \*\*\* POLICE FILM THEATRE \*\*\*





## CORPORATE SOCIAL RESPONSIBILITY

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



EQUITAS DEVELOPMENT INITIATIVES TRUST

[www.equitastrust.org](http://www.equitastrust.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."