

PULSE NEWSLETTER

1

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 | |
|--------------------------------|---|--|
| | JANUARY 2025 | Cumulative From Nov.2008 to Till Date |
| Health Care | No of Health camps | 433 |
| | General Medical Camp Participants (A) | 30892 |
| | No of Eye-Camp Participants (B) | 25053 |
| | No of free spectacles | 1857 |
| | Other Camps (Homeopathy camps/ Ayurveda Camp Participants) (C) | 2973 |
| | Total (General Camp(A)+Eye Camp(B) + Other Camps(C)) | 58,918 |
| | Health Screening Vehicle Finance Clients | 280 |
| | Veterinary Camps | 2403 |
| | Cataract Operations (D) | 550 |
| | Other Secondary Care (E) | 13 |
| Health Help Line | Health Help Line through Toll Free number (F) | 6 |
| | Total health Help Line (D+E+F) | 569 |
| | Sugam Health clinic Beneficiaries | 0 |
| | No of Vaccination camps | 0 |
| | Vaccination Camp Participants | 0 |
| Swasth Mahila Health Education | Swasth Mahila Health Education | 54300 |
| | | 1310283 |

| Details of CSR Initiatives | | JAN'25 | Cumulative F rom Nov 200 8 to Till date |
|--------------------------------|--|-------------|---|
| Equitas Gyan Kendra (EGK) | Skill Training Program Participants (A) | 2944 | 698239 |
| | Tailoring center (B) | 12 | 822 |
| | Computer center (C) | 0 | 720 |
| | Skill training programs (A+B+C) | 2956 | 699781 |
| | Equitas Temporary Market | 22 | 250 |
| Job Fair | Placements for Unemployed Youth | 3812 | 319990 |
| Equitas Birds Nest | Equitas Birds Nest- Rehab of homeless - TN (A) | 111 | 5355 |
| | Equitas Birds Nest- Rehab of homeless - Pune (B) | 37 | 90 |
| | Equitas Birds Nest-Rehab of homeless - Nagpur (C) | 20 | 37 |
| | Equitas Birds Nest-Rehab of homeless - Nashik (D) | 11 | 22 |
| | Equitas Birds Nest- Total No of Families Rehabilitated (A+B+C+D) | 179 | 5504 |
| Diversity & Inclusion | Equitas Birds Nest- Scholarship | 0 | 2619 |
| | Persons with disability | 771 | 179105 |
| | Persons with disability (Visually Impaired) | 269 | 34136 |
| | Transgender Inclusion | 0 | 561 |

EQUITAS GURUKUL SCHOOLS



Inspiring Futures: Career Guidance at Coimbatore Gurukul School

On 4th January 2025, experts from Karpagam University visited Coimbatore Gurukul to conduct a motivational and career guidance session for Classes XI and XII. The two-hour interactive session provided valuable insights into diverse career opportunities, empowering students to make informed decisions about their future. It inspired them to set clear goals and strive for excellence in their chosen fields. The session was an enriching experience, equipping students with the knowledge and confidence to pursue their aspirations.

Salem Gurukul School Shines with World Record Bharathanatyam Event



Sashwatha G (Class V), Sashmitha, and Prathiksha (Class IV) of Salem Gurukul proudly participated in Natiya Prathatchanam, a grand World Record event held on 11th January 2025. This historic gathering featured over 2000 Bharathanatyam dancers, who dedicated their mesmerizing performance to the Lord of Thiruvanaikoil. Their remarkable feat has been officially recorded in the *International Pride World Records*. Our young dancers showcased their talent with grace and enthusiasm, making Salem Gurukul proud with their dedication and passion for the classical art form.

EQUITAS GURUKUL SCHOOLS

Honoring Educators with a Joyful Teachers Day Celebration at Equitas Gurukul School!



Equitas Gurukul Schools celebrated Pongal with great enthusiasm, embracing the rich cultural heritage of Tamil Nadu. The festivities featured vibrant folk performances such as Karagattam, Oyilattam, Poikal Kuthirai and Kummi, captivating the audience with their energy and grace. The true highlight of the event was the delicious Pongal, prepared and shared among the students, fostering a sense of togetherness and joy. Each Gurukul celebrated it in its unique way while preserving the authenticity of the festival, making it a memorable occasion for all.

Inauguration of the Eco Club at Coimbatore Gurukul School



On January 25, 2025, Kamarajar Engineering College & Technology, Virudhunagar honoured VSKD Nadar Gurukul with the Kamaraj Excellence Award. The members of the faculty received awards for excellence in teaching, while the Principal, Ms. Navaneetham, was conferred with the Best Principal Award. Additionally, the institution was recognized with the Most Responsible School Award." These prestigious accolades highlight our Gurukul's unwavering commitment to academic excellence, leadership and the holistic development of students and educators alike.

Empowering Communities Through Health, Livelihood, and Cultural Excellence



An Entrepreneurial Guidance & EGK Training session in Puthali Village equipped 14 women with skills to produce high-quality Sambrani Cones and Detergent Powder, fostering income generation and self-sustainability.



A successful General Health Camp in Puthali Village provided essential check-ups and consultations to 132 beneficiaries, addressing basic healthcare needs and promoting preventive health awareness.



Latitude
12.70400499999999*

Local 11:02:49 AM
GMT 05:32:49 AM

Note : HARIKRISHNAN D.Equitas Trust,CSR Officer, South Chennai 2.

Longitude
79.78499000000001*

Altitude 193.57 feet
Wednesday, 22.01.2025



Latitude
12.70401999999999*

Local 11:53:02 AM
GMT 06:23:02 AM

Note : HARIKRISHNAN D.Equitas Trust,CSR Officer, South Chennai 2.

Longitude
79.78498333333333*

Altitude 193.57 feet
Wednesday, 22.01.2025

An awareness program was conducted for families interested in cow, goat, and chicken rearing, dairy product making, and self-employment. Experts Mrs. Prema Valli, Ph.D., and representatives from the "Vazhndhu Kaattuvom" Project shared insights on sustainable farming and entrepreneurship. Participants also learned about various government schemes to support their ventures.

SKILL DEVELOPMENT TRAINING

No of Women
Entrepreneurs
attended EGK Skill
Trainings

2956



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.



Chudithar cutting @Chitradurga



Blouse Cutting @ Dindugal



Blouse Cutting @ Erode



Blouse cutting @Mysore

SKILL DEVELOPMENT TRAINING



Candle Making Training @ Villupuram



Fashion Jewellery making @ Pune



Chudithar cutting @ Jaipur



Chemical making @ Udaipur

PROVIDING EMPLOYMENT TO UNEMPLOYED

Success
Stories!

V. Deepika secures a Talent Acquisition Executive role at Triad Square Infosec Pvt Ltd through the Equitas Job Fair in Perambur, Chennai.



Shekhar Chavan Joins Star Bazaar as Associate through Equitas Placement Drive



11 Candidates Placed at Samnath Outsourcing Pvt. Ltd Through Equitas Placement Drive



Punam and Punam Kale at their workplace, securing stable jobs at TESTOZ BITE and earning a steady income. Their hard work has strengthened their financial position, improving their quality of life.

• TEMPORARY MARKETS



Organised Exhibition @ H.O
No of Stalls:15 Sale Value Rs. 98,500/-



Organized exhibition @ Trichy
No Stalls : 4 Sale Value : Rs.12267

JOY OF GIVING



Mastek Foundation sponsored grocery worth Rs 40000 to Aasar old age home @ Pune



Distributed blankets worth of Rs6000 to the MGNREGA laborers @ Udaipur

AWARDS



Mr. Manjunath received a certificate of appreciation for his active participation in the job fair event organized by Santhosh Lad Foundation



Mr. Venkatesh, CSR Officer, receives a prestigious shield from Mrs. Veeramani, District Forest Officer, Salem, in recognition of his impactful ESG initiatives in collaboration with Pasumai Thayagam Foundation.

REHABILITATED PAVEMENT DWELLERS

Nashik &
NagpurNO OF HOMELESS PAVEMENT DWELLERS REHABILITATED : 68
BEFORE AFTER

Maya Solanki from Mankapur stadium to Jayhind nagar



Hausa Prakash kale from Swargate to Ambika Vasti Swargate



Jyoti Sunil Rathod from mankapur stadium to Jayhind Nagar

REHABILITATED PAVEMENT DWELLERS

CHENNAI

No of Homeless Pavement Dwellers Rehabilitated : 111

BEFORE



AFTER



Jaya from North Beach Road to Varatharaja Street, Harbour



Ponnamma/ Tamilvannan from Clive Battery to 2nd Beach Line, Harbour



Sujata /Gandhi from Puzhal Sivan Koil to Thiyagi Chinnasamy Street, Puzhal

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 : 20

No of Branches Covered : 72

No of Shortlisted : 3812

(Male : 1602 Female : 2210)



Ambur



Coimbatore



Bengaluru



Chitradurga

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 : 33865 | MALE : 14712 FEMALE : 19153



Chennai



Pondicherry



Trichy



Erode



Dindigul



Tirunelveli

GENERAL CAMPS

Raipur



Amaravati



Bangalore



Coimbatore



Mayiladuthurai



Chitradurga



Jabalpur



Haryana



Aurangabad



Kohlapur



Bhopal

EYE SCREENING CAMP

BENEFICIARIES : 25053



Perambalur



Tanjore



Trichy



Chennai



Tirunelveli



Dindigul



Coimbatore



Mayiladuthurai



Erode



Hubli



Raipur

SPECIAL CAMP



Dental Camp @ Chithalapakkam,
Kanchipuram

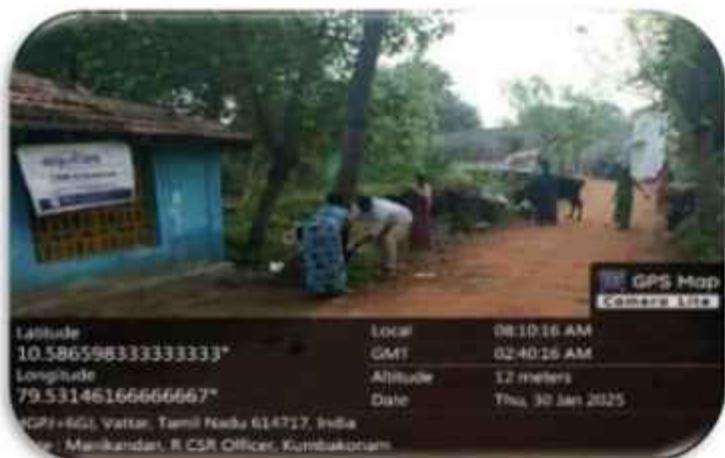


ENT Camp @ Coimbatore



ECG Check Up at Multi speciality Camp @ Nashik

VETERINARY CAMPS



Perambalur



Kumbakonam

Total No Of Cattles Treated :2,403

BLOOD DONATION CAMP



Bangalore



Pune



Mysore



Kohlapur



Jaipur

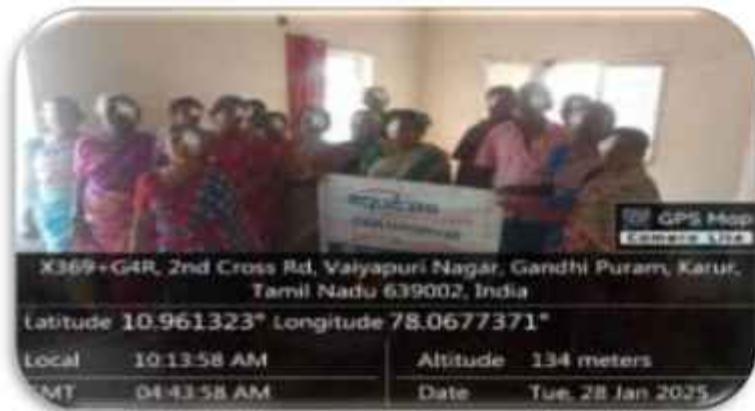
**TOTAL UNITS OF
BLOOD COLLECTED :**
672 UNITS

FREE CATARACT SURGERIES

Total No Of 550

Cataract Surgeries

HEALTH CARE



Cataract surgeries done for 20 Members @ Erode Amount Saved : Rs.60,000



Cataract surgeries done for 10 Members @ Dindigul Amount Saved : Rs.30,000



Cataract surgeries done for 52 Members @ Perambalur: Amount Saved : ₹1,56,000



Cataract surgeries done for 10 Members @ Kolhapur Amount Saved : Rs.30,000



Cataract surgeries done for 27 Members @ Nagpur Amount Saved : Rs.81,000



Cataract surgeries done for 12 Members @ Nashik Amount Saved : Rs.1,44,000

Other Initiatives



EGK training for differently abled children @ Madurai



Together with FEEL Trust distributed 50 tree saplings free of cost to Equitas members @Trichy



Organized CPR Training for Equitas staff @ Kolhapur



Together with Apollo Foundation provided 60 Free Spectacles to camp participants @ Trichy

CAMPS WITH EQUITAS SRINGERI SHARADA MULTISPECIALTY HOSPITAL



No of Camps : 5
No of Beneficiaries : 514
No of Referrals : 58



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



"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."