

PULSE NEWSLETTER

11

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.

OUR SOCIAL IMPACT

DETAILS OF EQUITAS CSR INITIATIVES		NO. OF BENEFICIARIES	
		Nov-24	Cumulative from November 2008 to Till Date
HEALTHCARE	No of Health camps	433	50134
	General Medical Camp Participants (A)	31234	4525252
	No of Eye-Camp Participants (B)	22365	3204127
	Other Camps (Homeopathy camps/ Ayurveda Camp Participants) (C)	3121	86927
	Total (General Camp(A)+Eye Camp(B) + Other Camps(C))	56720	7816306
	No of free spectacles	1041	138028
	Health Screening Vehicle Finance Clients	284	52447
	Veterinary Camps	365	41200
	Cataract Operations (D)	358	39261
	Other Secondary Care (E)	11	32338
	Health Help Line through Toll Free number -1800 103 2977 (F)	12	192
	Total health Help Line (D+E+F)	381	71791
	Sugam Health clinic Beneficiaries	0	80029
	No of Vaccination camps	0	54252
	Vaccination Camp Participants	0	5752876
	Swasth Mahila Health Education	51034	1203638

OUR SOCIAL IMPACT

DETAILS OF EQUITAS CSR INITIATIVES		NO. OF BENEFICIARIES	
		Nov-24	Cumulative from November 2008 to Till Date
EGK SKILL TRAINING	Skill Training Program Participants (A)	3044	691216
	Tailoring center (B)	12	798
	Computer center (C)	0	720
	Skill training programs (A+B+C)	3056	692734
	Equitas Temporary Market	2	222
JOB FAIR	Placements for Unemployed Youth	2018	312195
EQUITAS BIRDS NEST	Equitas Birds Nest- Rehab of homeless - TN (A)	68	5152
	Equitas Birds Nest- Rehab of homeless - Pune (B)	2	51
	Equitas Birds Nest- Rehab of homeless - Nagpur (C)	-	14
	Equitas Birds Nest- Rehab of homeless - Nashik (D)	-	7
	Equitas Birds Nest- Total No of Families Rehabilitated (A+B+C+D)	70	5224
	Equitas Birds Nest- Scholarship	0	2619
DIVERSITY & INCLUSION	Persons with disability	1383	177078
	Persons with disability (Visually Impaired)	896	33181
	Transgender Inclusion	5	544

EQUITAS GURUKUL**SCHOOLS****NATIONAL SCIENCE SEMINAR AT GURUKUL**

N. Shrinidhi of Salem Gurukul has advanced to the National Science Seminar 2024 after clearing the first level of the Tamil Nadu State Level Science Seminar, focused on "AI - Potentials & Concerns." She attributes her success to Equitas Gurukul School's STEM Lab, which ignited her interest in Artificial Intelligence. Shrinidhi has expressed her gratitude to the management for providing this invaluable resource, which has expanded her knowledge and curiosity in AI. Her achievement underscores the importance of hands-on learning in exploring emerging fields like Artificial Intelligence

**MUN- Diplomacy begins here**

Model United Nations (MUN) is a dynamic platform where students act as diplomats, debating global issues to develop critical thinking, leadership and diplomacy skills. Coimbatore Gurukul School proudly inaugurated its Model United Nations (MUN) on 16th November 2024, marking a significant step in fostering essential life skills among students. The inaugural session, held during Child Abuse Prevention Week, addressed the pressing issue of child abuse, inspiring students to advocate for impactful change in the coming days.

CHILDREN'S DAY CELEBRATION

Children's Day was celebrated with great fervour across Equitas Gurukul Schools, with a host of thoughtful activities designed to engage students in a fun and frolic-filled manner. The highlight of the event was the stunning cultural performances by the teachers which delighted and surprised the students. Adding to the excitement were various games and competitions where students showcased their talents and won exciting prizes. The day was filled with laughter, joy and cherished memories, making it a truly special occasion for everyone involved.



● EQUITAS GURUKUL SCHOOLS

FIRST AID TRAINING IN ACTION



A First Aid Training session was conducted on 22nd November 2024 at our school premises, facilitated by two expert technicians from EMRI, First Aid Management, Government Hospital/108 Ambulance. The session provided hands-on training to 65 students from Scouts & Guides and JRC, along with our staff. This essential programme empowered participants with life-saving skills and preparedness for emergency situations, ensuring their ability to respond effectively in critical moments.

Learning today, saving tomorrow



As part of the new initiatives across Gurukul Schools, a Financial Literacy session was held on 23rd November 2024 at Dindigul school for classes 9 to 12. Led by Mr. Prasanth Subramanian, Zonal Training Manager, Liabilities, from Equitas Small Finance Bank, Bengaluru, The session covered essential financial topics, including the benefits of having bank accounts, Recurring Deposits (RD), Fixed Deposits (FD), and basics of insurance. The session equipped students with practical financial knowledge, empowering them to make informed decisions for a secure future.

In collaboration with Sringeri Sharada Peetam and Kavampayir Panchayat, evening tuition classes have been organized for school-going students at Puthali



A new Computer Training Center was inaugurated in Puthali village, marking a significant step toward empowering the community with digital skills

Boosting Livestock Care: Puthali Hosts Successful Veterinary Camp



Together with Kanchipuram, District Animal Husbandry Department, organized Veterinary Camp at Puthali. Deworming and PPR Vaccinations were administered to 268 Cattles. 84 Farmers benefitted from this camp

• SKILL DEVELOPMENT TRAININGS

**NO. OF WOMEN
ATTENDED SKILL
TRAININGS : 3056**



Mat 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 fulfill their household needs more affordably but also potentially create a profitable business by selling their handicrafts. In this context, various Skill Development Training programs are being organized PAN-INDIA.



Aari Work @Trichy



Blouse Cutting @Erode



Chemical preparation @ Viluppuram



Chemical preparation @ Manachanallur

• SKILL DEVELOPMENT TRAINING



Cake making Training @ Nashik



Perfume making Training @Kolhapur



Tailoring @Mysore



Mehendi @ Hubli



Blouse cutting @ Ajmer



Tailoring @Udaipur

Success Stories!

Mrs. Anita Gawade got job because of Equitas placement drive.



Candidate Name	ANITA GAWADE
Mobile Number	7709057035
Company Name (Name of the Company who has recruited)	Ashok Leyland
Position	Tele Caller
Location	Hadapsar
Salary	13K
Job Fair Date & Location	06-10-2024 Tingare Nagar



Two months ago, EGK training was successfully conducted for perfume making at Santoshi Nagar, coming under Taware Colony Branch. One participant, Mrs. Soni, utilized an Equitas Bank microfinance loan to establish a beauty parlor and has started a perfume-selling business with an initial capital of ₹70,000. Today, she runs both ventures successfully, earning over ₹20,000 per month. This initiative has significantly improved her livelihood and marks a positive step towards financial independence and progress.

Six months ago, EGK training was conducted for Soap making at Borgaon Meghe, coming under Wardha Branch. Mrs. Sarika Kambale, a housewife, attended the training and decided to start her own business.

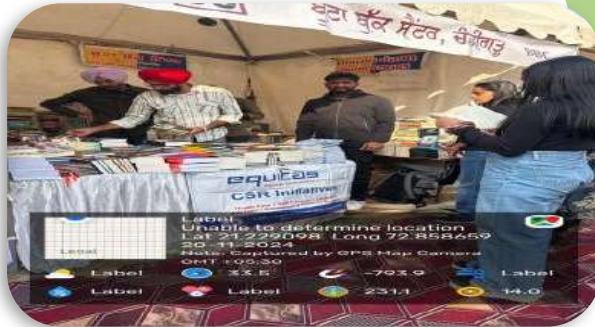
With the skills gained, she began soap making and later expanded to run a kirana shop. Her business has got stabilized and she now earns over ₹15,000 per month, marking a significant improvement in her livelihood and journey towards self-reliance.



TEMPORARY MARKETS



Organised Exhibition @ Haryana
No of Stalls: 3 Sale Value ₹.11000/-



Organised Exhibition @ Punjab
No of Stalls: 3 Sale Value ₹.15000/-

NO. OF EXHIBITION ORGANISED : 2: SALE VALUE : ₹ 260000/-

Awards



Mr. Britto, Assistant Manager – CSR, Perambalur, was honoured by the Trichy Collector, Mr. M. Pradeep Kumar, and DSRO, Ms. Rajeshwari, with the 'Best Social Activist Award' for providing exemplary service to the underprivileged by organizing free eye check-up camps and cataract surgeries in the Perambalur district

Mr. Venkatesh, Assistant Manager – CSR, Salem, was honoured by Mrs. Veeramani, the District Forest Officer (DFO) of Salem district, with a shield for organizing several environmental protection initiatives



JOY OF GIVING



Mr. Gurusamy ,Cluster Manager, Madurai Area , provided a whole day's food worth of Rs 8500 to 65 children staying in Seva Home for Children @ Karumathur



Distributed new dress to Gypsy community children @ Viluppuram



In view of "Abhyang Snan" , donated Oil, Soap and Utensils to CPR Government Hospital @ Kolhapur



Provided crutch worth of Rs500 to Ms.Ankita @Ahmedabad



Distributed cattle feed, including pellets and coconut oil cake, worth of ₹45,000/-@ Mannachanallur



Lunch provided to inmates St. Anne's Old Age Home @ Perembalur

JOY OF GIVING



Facilitated the ARCH Foundation in donating computers and smart boards worth Six lakh rupees to St. Anne's Girls Higher Secondary School and Greater Chennai Corporation School @ Vyasarpadi, Chennai

CHILDREN'S DAY



Organized Children's Day Celebration at Govt. Kallar Primary School in Pottalpatti village@ Madurai



Organized Children's day @ Annai Home, chennai



Children's Day celebrated in Sanmati Mentally Retarded and Rehabilitation School @ Ichalkaranji



Organized Drawing Competition for Children during Children's day celebration @ Nashik

REHABILITATED PAVEMENT DWELLERS

Chennai

No of Homeless Pavement Dwellers Rehabilitated : 68

BEFORE



AFTER



Parvathy, W/O Jeeva from Jeeva Railway Station ,Vyasarpadi to Shanmugapuram , Ambattur



Navaneethan W/O Ashokan from Jeeva railway Station to Shanmugapuram,Ambattur.



Rajeswari W/O Chandru from Vyasar Nagar to Shnamugapuram,Ambattur.

• REHABILITATED PAVEMENT DWELLERS

MAHARASHTRA**No of Homeless Families Rehabilitated : 2****BEFORE****AFTER**

Ratnabai Pawar before Jahangir nagar After Shinde vasti



Kajal Bhoiraj Pawar from Jahangir nagar to Shinde vasti

• PROVIDING EMPLOYMENT TO THE 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 : 11

No of Branches Covered : 38



Salem

No of Shortlisted : 2018

(Male : 1073 Female : 945)



Chennai



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560100, India
Lat 12.892507° Long 77.683042°
Plus Code : 7J4VRMHH+26
09/11/24 12:23 PM GMT +05:30
Google

Bangaluru



Trichy, Tamil Nadu, India
11/20, Kamara Nagar, Trichy, Tamil Nadu 620007, India
Lat 10.806709°
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Google

Trichy

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Mayiladuthurai



Kumbakonam



Pondicherry



Pune

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 :34355

| MALE : 13742 FEMALE : 20613



Erode



Perembalur



Chennai



Pondicherry



Trichy



Mayiladuthurai

GENERAL CAMPS



Raipur



Aurangabad



Mysore



Indore



Chitradurga



Madurai

EYE SCREENING CAMP

BENEFICIARIES :22365

MALE :8946

FEMALE :13419



Chennai



Tirunelveli



Coimbatore



Pondicherry



Bangalore



Kolhapur

EYE SCREENING CAMPS

Pune



Nashik



Jaipur

Haryan
a

SPECIAL CAMPS



Eye Camp for Truck Drivers @ Chennai



Eye camps for drivers @ Erode



TB screening camp @ Viluppuram



Diabetic Screening camp @ Kumbakonam

SPECIAL CAMPS

Dental Camp @ Pondicherry



Together with Arogya Welfare Trust, organized Multi Speciality camp for the members of Motorcycle repairers welfare Association @ Chennai



Dental Camp @ Coimbatore



HIV Screening Camp for construction workers @ Nagpur



Cardiac camp @ Dindugal



Veterinary Camp @ Madurai

BLOOD DONATION CAMPS

Pondicherr
vChitradurg
aBangalor
eMysor
eHaryan
a

TOTAL UNITS OF BLOOD COLLECTED

:

212 UNITS

GENERAL & CANCER AWARENESS CAMPS WITH EQUITAS SRINGERI SHARADA MULTISPECIALTY HOSPITAL



GENERAL & CANCER AWARENESS CAMPS WITH EQUITAS SRINGERI SHARADA MULTISPECIALTY HOSPITAL

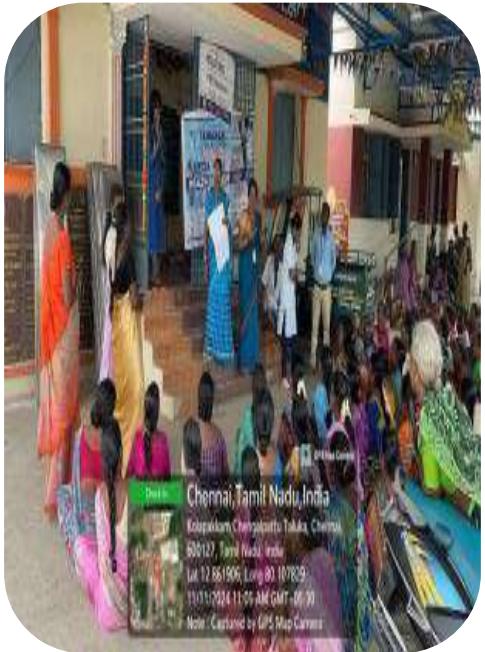


NO. OF CAMPS ORGANIZED : 5

BENEFICIARIES ATTENDED: 599

Details of Follow up Cases	
Anemia	14
General Cases (Diabetic & BP)	10
Cancer	3
Kidney related	1
Cardiac	2
Gynecology	2
Varicose	1
Ortho	2
Allergy	2
Gastro	3
Gallbladder	1
Total	41

OTHER INITIATIVES



Commemorated World Diabetes Awareness Day @ Chennai



Cancer Awareness Program @ Perambalur



Mental Health Awareness program @Kumbakonam



Bharat Literacy Program @ Salem Shri Sharada Balamandir Aided Primary School



Cancer Awareness Program @ Trichy



Organized Dengue Awareness and gave away 250 stainless steel glasses with Nilavembu Kashayam free of cost to the participants @ Trichy

OTHER INITIATIVES



TB Awareness
program @ Trichy



Indian Constitution Day
commemorated @ Salem



Cancer Awareness program
@ Nagpur



Vaginal Cancer awareness
Program @ Pune



Cancer Awareness Program
@ Nagpur



Cancer Awareness Program @
Indore

OTHER INITIATIVES



Cancer Awareness Program @
Ahmedabad

Cancer Awareness Program @ Nashik



Indian Constitution Day commemorated @ Pune



Indian Constitution Day commemorated
@ Ahmedabad

EQUITAS HEALTH HELPLINE THROUGH TIE UP HOSPITALS



27 Members underwent Cataract surgeries @ Salem Amount Saved : ₹ 81000



25 members underwent Cataract surgeries @ Kumbakonam Amount Saved: ₹ 75000



Mr.Balu Powar underwent Cataract surgery @ Kolhapur Amount Saved : ₹ 4500



52 members underwent cataract surgeries @ Manachanallur. Amount Saved : ₹ 156000



25 Members underwent Cataract surgeries @ Vellore Amount Saved : ₹ 75000



10 Beneficiaries underwent Cataract surgeries @ Dindigul Amount saved : ₹ 30000

EQUITAS HEALTH HELPLINE THROUGH TIE UP HOSPITALS



2 members underwent cataract surgeries
@Nashik .
Amount Saved : ₹ 10000



10 beneficiaries received Panchakarma &
Kayachikitsa treatments @ Amaravati.
Amount Saved: ₹.55000



Ms. G.Tamilarasi underwent Cardiac surgery at Meenashki Mission Hospital, Tanjore. Amount Saved : ₹ . 30,000



10 members underwent cataract surgeries @
Indore Amount Saved : ₹100000



2 members underwent cataract surgeries @
Pune Amount Saved : ₹ 10000



10 beneficiaries received Panchakarma & Kayachikithsa
treatments @ Amravati, Amount Saved: ₹ 55000

MEDIA COVERAGE – PAN INDIA

ರಾಂಪುರದ ಮುದುಕೆತ್ತರ ವಿದ್ಯಾರ್ಥಿ ಕಾರ್ಯದರ್ಶಿ ವೀರಭದ್ರಯ್ಯ ಸ್ವಾಮಿಜಿ ರಕ್ತದಾನದ ಬಗ್ಗೆ ಮೂರಂಬಿಕೆ ಸಲ್ಲದು



தேசிய சட்ட நாள் விழா

சேம் டான் போல்கோ அன்பு தின்மை நேஷனல் லா பிபவன்டேஷன், பசுமை தாயகம், எக்ஸிடாஸ் அறக்கட்டளை, சேம் நுகர்வோர் குரல் தின்மை நேஷனல் தாதம்பட்டி கிராம மக்கள் மத்தியில் வழக்கறிஞர் சேதுபதி மாரியப்பன் சட்ட விழிப்புணர்வு ஏற்படுத்தினார். மேலும் அரசியலமைப்பின் முகப்புவரை படிக்கப்பட்டது.

கிணறிகழ்வில் சபாபதி, தியாகராஜன், கார்த்திகா, ரஞ்சித்குமார், பூபான், பகபதி உள்ளிட்டோர் கண்டு கொண்டார்கள்.



■ தமிழக வளர்த்துறை பாதுகாவலர்கள், அதனுடன் ஒருங்கிணைந்து, பசுமை தாயகம் ஏக்கிட்டாஸ் நிறுவனம், காடுகள், அதன் பயன்கள் குறித்து, சேலம், ஜெய்ராம் பப்ஸிக் பார்ஸ் மாணவர்களுக்கு விழிப்பணைவு போட்டிகளை நடத்தின். அதில் வெற்றி பெற்றவர்களுக்கு, வளர்த்துறை பயிர்ச் சாலைப்பிரிவு கீர்த்தனா, சமூக வளர்த்துறை எல்லை அலுவலர் வீரமணி, பரவீன், பெங்கால் நரி கண்டுபிடிப்பு உயிரியலாளர் வெங்கடேஷ், பசுமை தாயக ஒருங்கிணைப்பாளர் சபாபதி ஆகியோர், பரிசுகளை வழங்கினார். பரிசு பெற்ற மாணவர்களை, முதல்வர் பாலுபிரான்சிஸ் சேவியர் பாராட்டினார்.



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."