

08

PULSE NEWSLETTER

CORPORATE SOCIAL RESPONSIBILITY

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

Details of CSR Initiatives	NUMBER OF BENEFICIARIES	
	AUG	Cumulative From Nov- 2008 to March-2024
No of Eye-Camp Participants (A)	22716	2832974
No of free spectacles	594	122837
Cataract Operations	139	35789
Vaccination Camp Participants (B)	0	5752876
General Medical Camp Participants (C)	20173	4109032
Other Camps (Homeopathy camps/ Ayurveda camp Participants) (D)	5005	36899
Sugam Health clinic Beneficiaries (E)	299	79784
Total (Eye Camps +Other Med Camps+ Covid + Health clinic) (A)+(B)+(C) +(D)+(E)	48193	12811565
Veterinary Camp	544	18250
Health Help Line	4	32306
No of Health camps	356	43404
No of Vaccination camp	0	54252
Health Screening Vehicle Finance Clients	521	48422

OTHERS

Participants in skill Training Programs (A)	2648	638276
EGK Tailoring center (B)	7	624
EGK Computer center (C)	0	720
Skill training programs (A+B+C)	2655	639620
Placements for Unemployed Youth	1525	262321
Swasth Mahila Health Education	31384	787008
Persons with disability	643	167796
Persons with disability (Blind)	257	28974
Equitas Birds Nest-Rehab of homeless	89	3676
Equitas Birds Nest- Scholarship	0	2546
Transgender Inclusion	9	409
Equitas Temporary Market	16	95

HIGHLIGHTS



FREE KNEE SURGERY

Two beneficiaries were identified for Knee replacement surgery from the orthopedic camp held at Thuraiyur Government School. This surgery has helped them to come out of their knee pain as well as walk without sticks. The surgeries were done free of cost and has helped them to save a significant amount of Rs. 1,40,000. Both individuals have fully recuperated and resumed their regular activities.

MD VISIT TO HEALTH CAMP

Our Equitas Bank Managing Director Mr. P.N Vasudevan's visit to our Health camps for the poor showcased our profound commitment to social responsibility. His participation in the camp inspired employees and uplifted the spirits of the underprivileged beneficiaries. This compassionate gesture reaffirmed our organization's dedication to making a meaningful impact on the lives of the less fortunate.



AWARENESS CAMPAIGN TO PROMOTE AGRICULTURE

Agriculture universities play a pivotal role in shaping the future of agriculture by providing students with specialized knowledge and skills. These institutions offer comprehensive education in crop management, sustainable practices, and agricultural innovation. Farmers' support is integral to this ecosystem, as they offer practical insights and real-world experiences, bridging the gap between theory and application.

Equitas facilitated an awareness campaign by mobilizing farmers and connecting them with SRM Agriculture University. This collaboration will promote research, innovation, and the adoption of modern agricultural techniques by farmers and equip students to tackle the challenges of global food security and environmental sustainability.



EXHIBITION

CSR Initiative to Foster Skill Development: Showcasing an Exhibition for Emerging Women Entrepreneurs, Products Crafted by Prison Inmates, Rehabilitated Pavement Dwellers and with Diverse Abilities, and many more. The Exhibitors were given stalls free of cost..

EQUITAS GURUKUL SCHOOLS



VISION SCREENING CAMP

Eye camps are highly desirable and accepted way of providing Eye care services. Coimbatore Gurukul in association with Equitas CSR Team and Aravind Eye Hospitals organised vision screening camp for parents on 1st of August. Around 250 people were screened and primary eye care service was provided

VETTUKORU VIGNANI



77TH INDEPENDENCE DAY CELEBRATION



Veetukuoru Vignani" by Puthiya Thalaimurai TV channel is a grand platform that nurtures passion for science and ignites young minds of Tamil Nadu to scientific discoveries. The annual mega event was conducted across all districts of Tamil Nadu. Students of Coimbatore and Salem Gurukuls participated with zeal and showcased their models. Our students declared that the event is a great exposure for ideation.

All the students of Equitas Gurukul rejoiced with fervour and patriotism, as we commemorated the 77th anniversary of the nation's Independence. The celebration was filled with a myriad of events that radiated the essence of national pride and unity. Amidst an air filled with reverence the Indian national flag was hoisted by our principals and the schools reverberated with the National Anthem.

EQUITAS GURUKUL SCHOOLS



ROAD SAFETY PATROL

In a bid to create awareness among students on road safety and equip them with the training required to guide motorists and pedestrians near school premises, Coimbatore Gurukul inaugurated 'Road Safety Patrol' on 25th Aug 23. Mr. Sam Babu, Chief, Tamil Nadu Police Traffic Wardens and Mr. Ranga Prabhu, Deputy Chief, Traffic presided over the function and enlightened the students on how minor negligence and ignorance can lead to road accidents.

SPORT DAY CELEBRATION



Sports Day is one of the most awaited events of the year that the children eagerly look forward to. Kumbakonam, Karur, Sivakasi and Trichy Gurukuls held the event this month. Oath taking and synchronised March Past were a bliss to watch. Eminent personalities presided over and honoured the winners of various indoor, outdoor and track events. The eventful day had eye-catching performances by students that included silambam, lezime, yoga, Pyramid, saree drill, mass drill, etc.

IT'S ALL ABOUT SPORTS AND GAMES



**Mas. Abdul Aziz, VII-KMU,
1st place National Level Karate**

Sports and games acts as a catalyst for development and harmony. Everyone is involved in sports, as a participant or as an audience. Students of Gurukuls always prefer to be participants and strive hard to excel in sports of their choice. Elated to announce, our students of Gurukul have excelled at various levels at Zonal, State, National and International by participating in different games as Chess, Carrom, Table Tennis, Ball Badminton, Volleyball and Basketball in the under 11, 14, 17 and 19 for boys & girls categories. The icing on the cake is the winning moments of Mas. Pugazh, class IX, Coimbatore Gurukul bagging Bronze medal at 7th International Karate Championship and Mas. Abdul Aziz, Class VIII, Kumbakonam Gurukul securing the first place at National Level Karate Competition.

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.



Blouse Cutting Training
@ Chennai



Chemical Making Training
@ Pondicherry



Blouse Cutting Training
@ Vellore



Agarbatti Making Training
@ Mysore



Beautician Training
@ Trichy



Aari Work Training
@ Chitradurga

SKILL DEVELOPMENT TRAINING



Cake Making Training
@ Nashik



Masala Powder Making Training
@ Aurangabad



Masala Powder Making Training
@ Pune



Chemical Making Training
@ Nagpur



Mahanadi Art Training
@ Ahmedabad



Chemical Making Training
@ Raipur



No of Women
Entrepreneurs attended
EGK Skill Trainings
2,655

TEMPORARY MARKETS



**Aadi Thiruvizha Kondatam
@ Head Office.**

No of Stalls: 15

Total Sale Value :

Rs.1,13,950



**Organised stall activity @ Rasi Kalyana
Mandapam, Udumalaipettai.**

No Of Stalls: 7, Total Sale Value : Rs.53500



Aadi Attakasam @ Erode.

No of Stalls : 55

Total sale value : Rs.37,0,000



**Organised Stall activity together with Udayam Trust @
Trichy .**

No of Stalls: 7. Sale Value : Rs.28,376.

**No . of
Exhibitions Organized**

16

Total Sale Value

Rs 9,57,608



November 2022

ENTREPRENEUR JOURNEY OF MS. PADMA

Padma initially approached Equitas Bank to apply for a loan along with a group of women. During her visit, she discovered that we were offering skill development training programs. Her interest was highly motivated when she found out about our tailoring training, considering she already possessed some basic stitching knowledge. Her specific goal was to learn the art of cutting and stitching blouses, and she decided to enroll in our tailoring course.

CONVENIENCE OF TRAINING

What made this training even more accessible and convenient for Padma was the fact that she could attend it while taking care of her child. She successfully completed the training and, after acquiring these valuable skills, started sewing blouses not only for herself but for others as well, generating income from her newfound talent. Over time, her income grew, and she was able to repay her loan.



August 2023



Padma shared with us that this training was a life changing moment for her, especially given her responsibilities as a parent. It allowed her to generate income from the comfort of her home. Today, she is a contented entrepreneur who earns approximately 4000 INR per month through her tailoring business.

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.



BEFORE
SUBATHRA/MURUGAN -JUL



BEFORE
MUNIYAMMAL / MURTHY-JUL



AFTER
SUBATHRA/MURUGAN



AFTER
MUNIYAMMAL/ MURTHY

No of Homeless
Pavement Dwellers
Rehabilitated

89

Ending homelessness
to lead a dignified life

ending homelessness

Rehabilitated from Parrys area Pavement to lead a dignified life



BHUVANESWARI

**28 Years old, Widow.
Moved to Vyasarpadi,
Chennai 39**

BHUVANESWARI, A LIFELONG PAVEMENT DWELLER NOW RESIDING AT VYASARPADI

Bhuvaneshwari, a lifelong pavement dweller residing near Parrys Police Station, supported herself by selling fruits after getting married and having two children. At the age of 28, she became a widow, with her seven-year-old son named Aswanth in the second grade, and her younger son, Eswanth, at just 1 year and 5 months old. Living on the pavement presented numerous challenges, including safety, sanitation, and the aspiration to provide a happier and healthier life for her children.

Our CSR team member reached out to Bhuvaneshwari, counseling her on the possibility of moving to a secure home for the well-being of her children. She eagerly embraced the opportunity, and Equitas assisted in relocating her to a house, enabling her to establish a legal identity. Now, she can safely leave her children at home while continuing her work. Her newfound hope revolves around securing an education for her children, with the goal of seeing them become graduates. Bhuvaneshwari looks to Equitas for guidance and support in shaping a brighter future for her children.



ending homelessness

Rehabilitated from Mannady area Pavement to lead a dignified life

CHITRA, PAVEMENT DWELLER FOR 30 YEARS, NOW RESIDING AT VYASARPADI

For the past three decades, Chitra has been employed as a housekeeper, while her husband Maari worked as an auto driver. They resided on a pavement near Thambuchetty Street, Mannady.

Tragically, Maari passed away three years ago due to a heart attack, leaving Chitra to care for their two daughters, Kowsalya (23) and Soundarya (21).

CHALLENGES

They encountered several challenges; Securing employment was difficult due to their pavement address, making it hard to provide for their daily needs. Chitra had to ensure the safety of her daughters daily, leading to a life filled with anxiety, stress, and fear.

After her husband's demise, Chitra took up daily labor and housekeeping jobs, often working over 8 hours a day to support her daughters. However, her earnings only sufficed for the family's basic needs.



BEFORE
CHITRA/MARI-AUG



AFTER
CHITRA/MARI-Aug

NOW

Fortunately, thanks to the EBN project, Chitra and her family were provided with a house, offering them a safe and secure place to live. Now, even though she continuously works and occasionally puts in overtime, Chitra does everything without the burden of fear and anxiety about the safety of her daughters.

Supporting Destitute Women & Transgender

DISBURSEMENT OF AISHWARYA LOAN TO DESTITUTE WOMEN AND WIDOW

The Aishwarya Livelihood Revolving Fund offers interest free loans to Widow, Transgender and Destitute Women. The main intention of the fund is to offer financial security to destitute. This fund is sponsored by Sarawathi Educational Cultural and Charitable Trust in association with Equitas Development Initiatives Trust.



The Saraswathi Educational Cultural and Charitable Trust played a pivotal role in assisting **4 destitute individuals and 1 widow** from previously homeless families, offering them Aishwarya loans. The event was honored by the presence of distinguished guests, including Dr. C.K. Garyali, a retired IAS officer who served as the Former Principal Secretary to the Governor, Mr. Ravikumar Gariyali, the Managing Director of Irrigation Products International, and Ms. Priyadarshini Rajkumar, who serves as the Secretary of the Saraswathi Educational Cultural and Charitable Trust.

No of Aishwarya Loan Beneficiaries: 47

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.



Chennai



Dindugal South



Aurangabad



Mysore



Pune



Punjab

No of job fairs : 20

No of Branches Covered : 66

Attended :2634

Male : 1000

Female: 1634

Shortlisted: 1525

Male:725

Female : 800



K. KANIMOZHI

Recently graduated with a Bachelor's degree in Engineering and has been actively searching for a job for over three months. Her journey led her to our Job Fair, where she attended and successfully secured a position at Shriram Finance for Semi Voice. She mentioned that the interview process went smoothly for her, and she was thrilled to receive her job offer letter on the same day.



VIGNESH

Vignesh recently earned his Bachelor's degree in Engineering in Trichy and has been actively seeking employment for over two months. His job search journey led him to our Job Fair, where he participated and successfully secured a position at Cryogenic Engineers Pvt Ltd as a Project Engineer. He mentioned that the interview process went smoothly for him, and he was delighted to receive the job offer letter on the same day.

GENERAL CAMP

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



Kumbakonam



Pondicherry



Coimbatore



Dindukkal South



Trichy



Perambalur



Erode



Mysore



Chitradurga



Ahmedabad

GENERAL CAMP



Amravati



Punjab



Nashik



Udaipur



Indore



Total no. of
General Health Camp
Beneficiaries

25,178

Male : 10,072
Female : 15,106

Healthcare Event Free Health Camp for Visually Impaired School Students

In response to a request from the Madurai PWDs Association, Equitas, in partnership with FPA Hospital, organized a Free general health camp for the students of St. Joseph School for the Visually Impaired in Paravai village, Madurai. Over one hundred Visually Impaired students and teachers actively participated in the camp, receiving comprehensive physical examinations. At the conclusion of the program, the beneficiaries expressed their gratitude to Equitas for making this valuable opportunity available.



EYE SCREENING CAMP



Chennai



Vellore



Coimbatore



Perambalur



Tirunelveli



Trichy



Salem



Hubli



Mysore



Surat



Ahmedabad



Nashik

● EYE SCREENING CAMP



Our Equitas Bank Managing Director Mr. P.N Vasudevan's visit to our Health camps for the poor showcased our profound commitment to social responsibility. His participation in the camp inspired employees and uplifted the spirits of the underprivileged beneficiaries. This compassionate gesture reaffirmed our organization's dedication to making a meaningful impact on the lives of the less fortunate.



Pune



Aurangabad



Kolhapur



Raipur



Amravati

Total no. of Eye
Camp Beneficiaries

22,716

Male : 9087
Female : 13629



Cataract surgeries done for 43 Members @ Dharmapuri
Amount Saved : Rs.129000/-



Cataract surgeries done for 20 Members @ Tirunelveli
Amount Saved : Rs.60000/-



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



Cataract surgeries done for 16 Members @ Salem
Amount Saved : Rs.48000/-



Cataract surgeries done for 33 Members @ Erode
Amount Saved : Rs.99000/-



Cataract surgeries done for 12 Members @ Karur
Amount Saved : Rs.36000/-



Two beneficiaries were identified for Knee replacement surgery from the orthopedic camp held at Thuraiyur Government School. This surgery was done @ MM Hospital, Namakkal at free of cost and has helped them to save Rs. 1,40,000. Both individuals have fully recuperated and resumed their regular activities.



Cataract surgery done for MF customer Ms.Sayara Shaikh@ Kolhapur. Amount Saved : Rs.15000/-

SPECIAL CAMP



Cardiac Camp @ Trichy



Dental Camp @ Udaipur



Dental Camp @ Pondicherry



Veterinary Camp @ Perambalur



Veterinary Camp @ Kumbakonam



No of Cattles
Treated
544



BLOOD DONATION CAMP



Blood Donation Camp @ Chennai



Blood Donation Camp @ Erode



Blood Donation Camp @ Hubli



Blood Donation Camp @ Amravati



Blood Donation Camp @ Haryana

No of Blood
Units Donated

52

AWARENESS CAMPS



Women safety and legal awareness program @ Trichy



Road safety awareness camp and stress management program @ Salem

Other Initiatives



Handing over the Equitas employee's contribution of Rs. 20,500 to Ms. Bharathi, an aspiring IAS candidate currently enrolled in coaching at Sigaram IAS Academy in Chennai. This fund will assist her in covering her hostel fees and daily living expenses.



Drawing competition @ Trichy



Commemoration of National Deworming day @ Madurai



Awareness creation and free distribution of Sanitary Pads to the school students @ Aurangabad



Cervical cancer awareness program @ Pune



National fish farmer day program @ Amravati

Other Initiatives



Groceries worth of Rs 33,000 were distributed to forty four MF Clients from Kavadijarahatty village @ Chitradurga who fell ill after drinking contaminated water



Tree plantation program @ Madurai



Aadhar, Voter ID enrolment camp @ Raipur



Tree plantation program @ Pune



Tree Plantation Program @ Vellore

JOY OF GIVING

employee volunteerism



Equitas Receivable Team provided Hand Made Gift Items and Sweets to the inmates of Mariyalaya Girls Home @ Chennai. Mr. Ram Prasad Panchapakesan Iyer National Receivable Head IB&MSE Banking, Ms. Batul National Receivable Manager, MS. LAVANYA Regional Manager for South graced the occasion.

Along with Trichy district PWD society & BHEL PWD society, distributed school bags, note books, pen and pencils and food to 60 children from registered PWD families of the society.



Provided lunch to 100 Children of Shambhu Raje Anathaashram @Pune.



Provided lunch for 90 students of Sheth R.T Municipal School @Ahmedabad .

The *greatest* joy
in all of living is the
joy that comes from
freely *giving*

Provided walker worth of
Rs 450 for paralysis patient.
Ms. Shainbanu Shaikh
@ Ahmedabad



2023 ஆகஸ்ட்.03 - 09

நாத்தோர் அம்ம்

திருவெறும்பூர் ஃபில் அறக்கட்டளை சார்பில்
இலவச கண் சிகிச்சை முகாம்

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ரோட்டரி மற்றும் ஈக்விடாஸ் நடத்திய
மேகா வேலைவாய்ப்பு கண்காட்சி

അദ്ധ്യക്ഷനായി മുൻപിട്ട സംഗ്രഹം: ഗുണഗതികൾ മുഖ്യമായി പ്രസിദ്ധീകരിച്ച ഒരു സംഗ്രഹം: ഗുണഗതികൾ	2024-23) കെ.എസ്.എസ്.എസ്. (2024-23) കെ.എസ്.എസ്.എസ്. (2024-23) കെ.എസ്.എസ്.എസ്. (2024-23) കെ.എസ്.എസ്.എസ്.	ഗുണഗതികൾ മുൻപിട്ട അദ്ധ്യക്ഷനായി മുൻപിട്ട സംഗ്രഹം: ഗുണഗതികൾ മുഖ്യമായി പ്രസിദ്ധീകരിച്ച ഒരു സംഗ്രഹം: ഗുണഗതികൾ
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MCQs on 23/07/2021
QUESTION
 1. The following are the components of the total cost of a product except:

a. Direct materials
 b. Direct labor
 c. Overhead costs
 d. Selling and administrative expenses

ANSWER
 d. Selling and administrative expenses

QUESTION
 2. The following are the components of the total cost of a product except:

a. Direct materials
 b. Direct labor
 c. Overhead costs
 d. Selling and administrative expenses

ANSWER
 d. Selling and administrative expenses



397 பேருக்கு பணி நியமன ஆணை

**IN THE CO
ASTY CITY**

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PORUR TIMES

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Independence Day
Celebration

August 24, 2023 [Uncategorized](#) [No comments](#)

Equitas Development Initiatives Trust (Anna Salai) celebrated 77th Independence Day alongwith Equitas Birds Nest Children and members at Rangoon Street, Thousand Light. M. Krishnamurthy (CSR Manager, Equitas) hoisted the National Flag. Books, Sweets and Flags were distributed to the children.



4 17-08-2023, Thursday

૧૮૧ અભયમ ટીમના અધિકારી- કર્મચારીને એવોર્ડ

(હાઇન બોરા બાવળા)
૧૫ ઓગસ્ટ દિન નિમીત્તે
મહિલા પોલીસ સ્ટેશન સાપ્તાહીક
ખાતે એપિક ફાઉન્ડેશન &
એક્ટિવિટીસ ટ્રસ્ટ દ્વારા એવોર્ડ
સેરમોન અવરોધવામાં આવ્યો.

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 **News LINK**

- <https://youtu.be/NC49maQ9avA>

- <https://youtu.be/8x8UTTkJ5hk>

- <https://youtu.be/wbF0dAgAY2O>

- <https://youtu.be/c0X5DsOTZLo>မြိမ

- <https://youtu.be/zwigRNI-hrg>



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"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."