equitas

**AUGUST 2023** 

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.







www.equitastrust.org

**OUR SOCIAL IMPACT** 



	NUMBER OF BENEFICIARIES	
Details of CSR Initiatives	AUG	Cumulative From No v- 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/ Ayurved a 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
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**





**CSR NEWSLETTER** 

#### **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.



#### 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.

#### 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.







#### **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..

#### **EDUCATION**

#### EQUITAS GURUKUL SCHOOLS

**CSR NEWSLETTER** 





#### **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**





### **77**TH 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 unity. Amidst an air filled with reverence the Indian national flag was hoisted by our principals and the schools reverberated with the National Anthem.

#### **EDUCATION**

#### 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 25<sup>th</sup> 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.

**CSR NEWSLETTER** www.equitastrust.org

#### SKILL DEVELOPMENT TRAINING

equibas





**EQUITAS GYAN KENDRA** 



**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.



**Blouse Cutting Training** @ Chennai



**Chemical Making Training** @ Pondicherry



**Blouse Cutting Training** @ Vellore



Agarbatti Making Training @ Mysore



**Beautician Training** @ Trichy



**Aari Work Training** @ Chitradurga



#### **EQUITAS GYAN KENDRA**

#### 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



#### **EQUITAS GYAN KENDRA**

#### TEMPORARY MARKETS

equibas



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







# an inspirational journey Stories!





#### **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, 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.



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

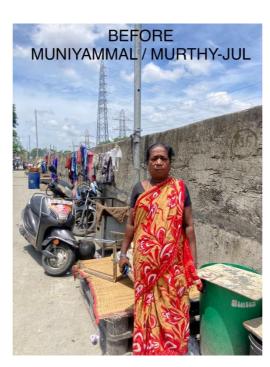
# Equitas Birds Nest-Extending an arm to help mainstream homeless families into slums and sustain themselves

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.







No of Homeless Pavement Dwellers Rehabilitated

89



Ending homelessness to lead a dignified life





# an inspirational journey Stories!

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

Bhuvaneswari, 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 Bhuvaneswari, 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. Bhuvaneswari looks to Equitas for guidance and support in shaping a brighter future for her children.





# Success

# an inspirational journey Stories!

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.

#### 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

#### AISHWARYA REVOLVING FUND

#### 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

#### **JOB FAIR**

#### 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

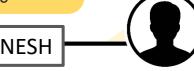
> Female: 1634 Attended: 2634 Male: 1000 Shortlisted: 1525 Male:725 Female: 800



#### 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.

### equitas

#### 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

Ahmedabad







Mysore Chitradurga

### equibas

#### GENERAL CAMP







Amravati Punjab Nashik





Udaipur Indore







# an inspirational journey

# 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**

equibas









Vellore

Coimbatore







Perambalur



Trichy







Salem

Hubli

Mysore







Ahmedabad Surat Nashik

**HEALTH CARE** 

#### • 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 social responsibility. His participation in the camp inspired employees and uplifted spirits of the underprivileged beneficiaries. This compassionate gesture reaffirmed our organization's dedication to making a meaningful impact on the lives fortunate. of the less







Pune

Aurangabad

Kolhapur



Total no. of Eye Camp Beneficiaries

22,716

Male: 9087 Female: 13629



Amravati

Raipur

**HEALTH CARE** 

### equibas

#### HEALTH HELP LINE





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



Cataract surgeries done for 20 Members @ Tirunelvelli 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/-

### equibas

#### 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

equibas





Blood Donation Camp @ Chennai



Blood Donation Camp @ Erode



Blood Donation Camp @ Hubli



Blood Donation Camp @ Amravati



Blood Donation Camp @ Haryana



#### **AWARENESS CAMPS**



Women safety and legal awareness program @ Trichy



Road safety awareness camp and stress management program @ Salem

CSR NEWSLETTER www.equitastrust.org

### Other Initiatives

equibas



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 Kavadigarahatty 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

றாக்போர்ட் கூடம்ஸ்

#### திருவெறும்பூர் ஃபீல் அறக்கட்டளை சார்பில் இலவச கண் சிகிச்சை முகாம்



திருச்சி திருமெறுப்பூர் அருகே உள்ள பர்பா காலனியில் ஃபீல் ட்ரஸ்ட், எக்விடாஸ் அறக்கட்டளை, தி.ஜ. பவுண்டேசன் கண் மருத்துவமனை மற்றும் துளசி பார்மசி ணந்து இலவச கண் சிகிச்சை மற்றும் சர்க்கரை நோய் கண்டறித்துக்கான இலவச மருந்துவ முகாமை நடத்தியது. இம்முகாமை, திருவேறும்பூர் அனைத்து பகளிர் காவல் நிலைய ஆய்வாளர் வக்கையர்களி குத்துவினக்கு ஏற்ற தொடக்கி வைந்தார். இம்முகாயில், கண் மற்றும் எர்க்கரை நோயால் பாதிக்கப்பட்ட நூற்றுக்கும் மேற்பட்டோர் கலந்து கொண்டு பயன்பெற்றனர். இதில், எக்விடாஸ் வங்கி காட்டூர் கினை பேலாளர் வரதாஜன், க்டில் டிரஸ்ட் பேலாளர் கத்தராகி, மீ.ஜி.எக்.ப்.தர்சில் ஸ்க.ல் ஆசிரியர் ரஞ் சிதா, ஐ பவுண்டேஷன் கண் மருத்துவமனை மேலாளர். செந்தில் ஆலியோர் கலந்து கொண்டனர். முகாயிற்கான ஏற்பாடுகளை ஃபில் டிரஸ்ட் இயக்குனர். குணசேகரன், ககுமாரன் மற்றும் எக்விடாஸ் அறக்கட்டளையினர் செய்திருந்தனர்.



மெகா வேலைவாய்ப்பு கண்காட்சி



**PORUR TIMES** 

Navigation

Independence Day Celebration

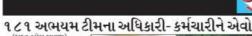
August 24, 2023 Uncategorized No



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.





પ્રેટ્ર પેતું માનવા (દાદન અહેરા ભાવાય) ૧૫ ઓ વરદ દિન નિશ્વીને ખાત પહેલીય કે શત કર્યાન કર્યા અહેરા તે અહિંદ કાઉન્ડેશન કર્યા કર્











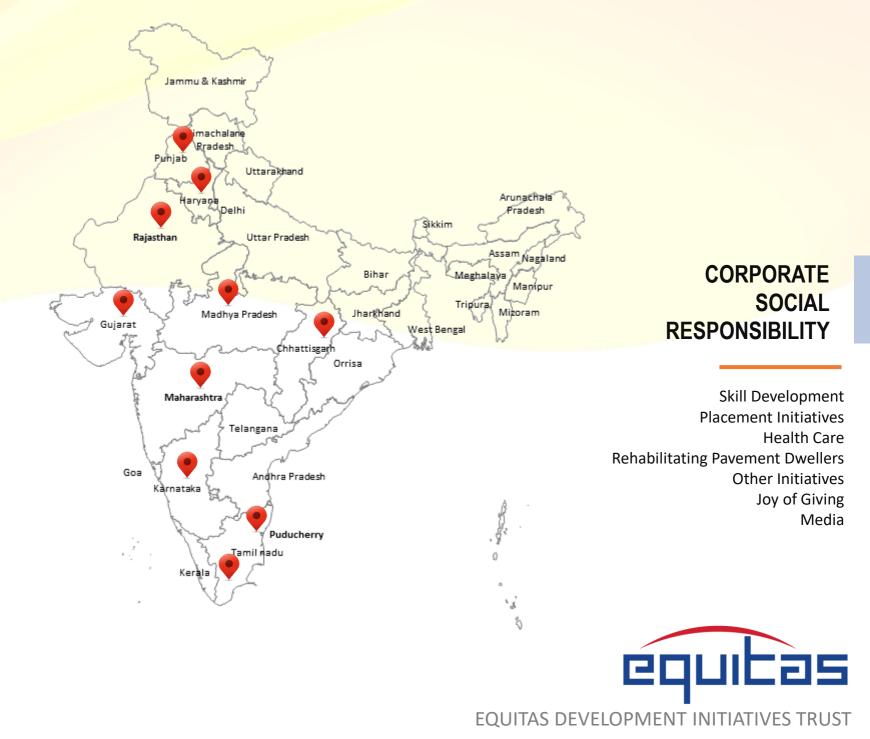
https://youtu.be/NC49maQ9ayA

https://youtu.be/8x8UTTkF5hk

https://youtu.be/wbF0dAgAY2Q

https://youtu.be/c0X5DsOTZLoिभभ

https://youtu.be/zwigRNI-hrg



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."