

# PULSE NEWSLETTER

## CORPORATE SOCIAL RESPONSIBILITY

11

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	
	NOV	Cumulative From Nov-2008 to March-2024
No of Eye-Camp Participants (A)	20013	2898398
No of free spectacles	388	124356
Cataract Operations	271	36696
Vaccination Camp Participants (B)	0	5752876
General Medical Camp Participants (C)	28776	4198981
Other Camps (Homeopathy camps/ Ayurvedic camp Participants) (D)	1310	41336
Sugam Health clinic Beneficiaries (E)	0	80029
Total (Eye Camps +Other Med Camps+ Covid-19 + Health clinic) (A)+(B)+(C) +(D)+(E)	50099	12971620
Veterinary Camp	2739	21503
Health Help Line - Treated	4	32314
No of Health camps	416	44669
No of Vaccination camp	0	54252
Health Screening Vehicle Finance Clients	287	49372
Participants in skill Training Programs (A)	3487	648215
EGK Tailoring center (B)	5	634
EGK Computer center (C)	0	720
Skill training programs (A+B+C)	3492	649569
Placements for Unemployed Youth	699	266743
Swasth Mahila Health Education	20550	858446
Persons with disability	166	168905
Persons with disability (Visually Impaired)	111	30022
Equitas Birds Nest-Rehab of homeless	137	4031
Equitas Birds Nest- Scholarship	12	2571
Transgender Inclusion	12	443
Equitas Temporary Market	10	123

## OTHERS



## ● EQUITAS GURUKUL SCHOOLS

### CELEBRATING THE GRAND ANGELS



Grandparents Day celebration is a glorious way to honour and appreciate the unique role that grandparents play in nurturing their grandchildren and the culture. Various activities were arranged by the Gurukuls on this occasion considering the importance of all generations and to promote a supportive environment. The day's programme included Paadha Pooja, cultural activities and games for grandparents and students. Presence of Special Guests added significance to the event. Cuddalore Gurukul felicitated the grandparents with take home gifts like saplings. Altogether 'Grandparents Day' celebration has created a lasting memory for students and their families while fostering a sense of community within the schools

### STRIKING WORK - LIFE BALANCE



Recognising the importance of work-life balance, Equitas organizes day outs annually to promote a healthier balance between academic responsibilities and personal well-being. The faculty of Equitas Gurukul group of schools visited different spots to relax, unwind and recharge. This break from routine ensured overall satisfaction. Such an event affirms that our organization values and appreciates its employees

### GOOD SLEEP IS A FOE TO CANCER



Understanding that early education on health care can empower our faculty to make informed choices that contribute to cancer prevention, Salem Gurukul in collaboration with SKS Hospital organised a seminar on Lung Cancer Awareness Programme to their teachers. Detailed presentation was made elucidating how to make healthier lifestyle choices and avoid activities that increase the risk of lung cancer. This programme not only gave valuable insight on preventing lung cancer but also navigated through various aspects of life which included the importance of good 6 - 8hrs of sleep

## **EQUITAS GURUKUL SCHOOLS**

### **CELEBRATING THE FESTIVAL OF LIGHTS**



Diwali was commemorated with zeal across all the Gurukuls. It brought together students, teachers and staff to share the festive spirit. The school premises were adorned with decorations and rangolis. Students and teachers performed a variety of programmes depicting the significance of Diwali. Sweets and gifts were distributed to teachers and staff fostering a sense of camaraderie and spreading joy among them

### **CHILD SAFETY AWARENESS PROGRAMME**

Child safety is of paramount importance. Recognising its significance, Gurukul Schools organised a comprehensive Child Safety Awareness Programme on the importance of creating a secure environment for children. The programme focused on various aspects of child safety, including personal safety, cyber safety and other emergency preparedness. Videos, speeches, general discussions were based on setting personal boundaries, recognizing signs of abuse and building the confidence to speak up. This programme has proved to be a vital initiative in promoting a culture of safety and well-being of the students.



### **CELEBRATING THE STARS**



Children's Day, celebrated on the birth anniversary of the former Prime Minister Pandit Jawaharlal Nehru, is a special occasion dedicated to honour and cherish the spirit of childhood. At Gurukuls, this day commenced with a special morning assembly that featured enthusiastic performances by teachers. Various games, competitions and distribution of prizes made the day eventful and ensured that every child felt included and appreciated. On the whole, the day was vibrant with joyful celebration to express love and appreciation for the students



**SKILL DEVELOPMENT TRAINING**



Aari Work Training @Chennai



Blouse Cutting Training @Erode



Door Mat making Training@ Madurai



Tailoring Training @ Chitragurga



Tailoring training @ Mysore



Blouse Cutting training @ Trichy



Cake Making Training @ Raipur



Cake Making Training @ Nashik



Masala Power @ Aurangabad



Chemical Making Training @ Nagpur



Tailoring Training @ Punjab



Washing Power @ Ahmedabad

**NO OF WOMEN ENTREPRENEURS ATTENDED EGK SKILL TRAININGS : 3492**



## TEMPORARY MARKETS



Organised “Deepavali Double Damakka” Exhibition at H.O. No of Stalls Participated : 19,  
Total Sale Value : Rs.87895



Together with Udayam Trust, organised exhibition at Trichy.  
No of Stalls : 2, Total Sale Value : Rs.4336



Participated in “ College Bazar Exhibition” at St Joseph College, Cuddalore. No of Stalls : 5  
Total Sale Value : Rs.7480



Participated in the exhibition “Krishi Mela” organized by Government of Karnataka for the farmers @ Bangalore.  
No of Stalls : 3 , Total Sale Value : Rs. 37000



Organized Diwali Exhibition for 2 days @ Aurangabad  
No of Stalls: 4, Total Sale Value : Rs. 30000



Organized Diwali Exhibition @ Kolhapur  
No of Stalls: 20, Total Sale Value : Rs. 85000



**TEMPORARY MARKETS**



Visually Challenge People Exhibition 2 days @ Pune. No of Stall: 5, Total Sale Value : Rs. 45000



Organized Diwali Exhibition for 2 days @ Pune  
No of Stalls: 40, Total Sale Value : Rs. 175000



Organized Diwali Exhibition for 2 days @ Ahmedabad  
No of Stalls: 4, Total Sale Value : Rs. 38000



Organized Diwali Exhibition for 2 days @Surat  
No of Stalls: 7, Total Sale Value : Rs. 49000





## 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 : 137**



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Distributed Equitas Bank's marketing promotional umbrellas to Rehabilitated Pavement Dwellers Families at Kodambakkam Railway station

Assisted the Saraswathi Educational Cultural and Charitable Trust in disbursing the Aishwarya loan to 12 individuals from rehabilitated pavement dweller families.



The event was attended by Dr. S. Ramalingam, a Member of the Juvenile Justice Board, Mr. D. Kotteswarai Rao, Assistant Director at the Schizophrenia Research Foundation, Ms. Priyadarshini Rajkumar, Secretary of the Saraswati Educational Cultural and Charitable Trust, and Mr. Jon Alex, Head of CSR at Equitas Bank.

## 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.



Tiruvanamalai



Usilampatti



Tirunelveli



Bangalore



Amravati



Nashik

**NO OF JOB FAIRS : 10**

**NO OF BRANCHES COVERED : 31**

**SHORTLISTED : 699 FEMALE : 299 MALE : 400**



## 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.



Chennai



Vellore



Madurai



Trichy



Tirunelveli



Pondicherry



Coimbatore



Perambalur



Erode



Chitradurga



Mysore



Bangalore



GENERAL CAMPS



Solapur



Punjab



Ahmedabad



Hubli



Haryana



Jaipur



Nashik



Raipur



Jabalpur



Aurangabad



Udaipur



Pune

TOTAL BENEFICIARIES : 30,086 MALE : 13500 FEMALE : 16,586



**EYE SCREENING CAMP**



Chennai



Vellore



Perambalur



Coimbatore



Tirunelveli



Trichy



Salem



Dindugal



Pondicherry



Jaipur



Aurangabad



Su  
rat



## ● EYE SCREENING CAMP



Pune



Nashik



Indore



Hubli



Solapur



Nagpur

**BENEFICIARIES : 20,013**

**MALE : 9,169 FEMALE : 10,844**

**MEGA HEALTH CAMP AT THE  
ADOPTED VILLAGE IN  
KANCHIPURAM DISTRICT**



Together with Karpaga Vinayaga Institute of Medical Sciences Organized mega health camp at Puthali village, Uthiramerur Block , Kanchipuram District . Mr.John Alex , Head –CSR ,Equitas Bank , Mrs Anjalai Ramasamy , Panchayat President ,Puthali Village, Mr Selvam ,Branch Manager (Asset), Uthiramerur graced the occasion





The Equitas Health Helpline is an initiative dedicated to assisting individuals seeking Inpatient (IP) and specialized health treatments. A toll-free number is made available to our members and beneficiaries, offering guidance to our affiliated hospitals. This service aids them in accessing their treatments at a subsidized cost.



Mrs Margaret Das, from Shimoga contacted Health helpline for her husband for Diabetes. Responding to the call, CSR Suresh took immediate action and referred the beneficiary to Metro Ortho Hospital for further treatment. At the end of the treatment the hospital management gave our client a discount of Rs.8500 (Eight thousand five hundred only) on the total medical cost .

Cataract surgeries were done free of cost at Good Samaritan Eye Hospital for 15 Members @ Tiruppathur.  
Amount Saved : Rs.150000/-



Cataract surgeries were done free of cost at Arasan Eye Hospital for 7 Members @Trichy  
Amount Saved : Rs.14000/-



Cataract surgeries done free of cost at Vivekananda Medical College ,Salem for 45 Members from Edappadi. Amount Saved : Rs.135000/-



Cataract surgeries done free of cost at Vivekananda Medical College ,Salem for 36 Members from Krishnagiri (VF) Amount Saved : Rs.108000/-



Cataract Surgery was done free of cost through City Lions Hospital for 1 Member @ Kolhapur free of cost  
Amount Saved Rs. 7500



Cataract Surgeries for 7 Members were performed free of cost @ Bharati Multi Specialty Hospital, Pune.  
Amount Saved Rs. 52500



Cataract Surgeries for 9 members were performed free of cost @ City Lions Hospital, Kolhapur.  
Amount Saved Rs. 67500

**Total No Of Cataract Surgeries : 271**



Provided 2 units of blood for Mrs. Deepmala Shendre  
@ Nagpur, Amount Saved Rs. 3000



Facilitated artificial Hand for Mr. Shavarsidha Chandrasha from Solapur free of cost through Bharat Vikasa Parishad @ Solapur, Amount Saved Rs. 85000



VETERINARY CAMP



Kumbakonam



Perambalur



Pondicherry



Madurai



Trichy



Udaipur



# Other Initiatives



Blood Donation  
Camp@ Haryana



Blood Donation Camp@ Hubli  
**Total Blood Donated : 277 Units**



Blood Donation Camp@  
Chitradurga



Award received from Ministry of  
Health and Family Welfare for  
Providing Nutritious Food to  
Tuberculosis affected patients from  
Economically Weaker Section



Tree Sapling plantation  
@Madurai



Cancer Awareness program  
@Salem



Commemoration of National  
Education Day @ Dindugal



Breast Cancer Awareness  
program @ Kumbakonm



World Toilet Day Awareness  
Program @ Trichy



World Epilepsy Day Awareness  
Program @ Trichy



Cancer Awareness Program @  
Trichy



Breast Cancer Awareness  
Program @ Raipur



# Other Initiatives

## CHILDRENS DAY CELEBRATION



Trichy



Nashik



Aurangabad



Kolhapur



Solapur



Pune

## JOY OF GIVING



Provided bread and jam to 50 individuals worth of Rs2000 in Chennai.



Provided Grocery to 2 families worth of Rs.1000. in Chennai.



Provided new dresses, crackers, sweets & snacks worth of Rs 16000 to the inmates of RGMI Children's Home @ 'Sivakasi'



Provided breakfast worth of Rs 5000 to the inmates (110 Persons ) of Karunai Illam in Perambalur.



Provided Dress worth of Rs1000 to the inmates ( 5 Persons ) of Anbukarankal trust @ karur



Provided Food to 125 People worth of Rs12000 in the slum area at Rajkot



JOY OF GIVING

# employee volunteerism



Provided Snacks & Education Material worth of Rs 1500 to 80 Children at Jai Janardhan Orphanage @ Lasalgaon



Provided Snacks, Education Materials, Chocolates, Crackers, Sweets, Cloths worth of Rs 10000, to 50 Children of Deaf Arpan Divyang Public School @ Raipur



Provided Snacks, Sweets & Clothes worth of Rs4000 to 100 Village people at Jalkot, Solapur



Provided Food worth of Rs1900 to 35 Children of Sugarcane Workers at Tarabai park @ Kolhapur



Provided Books worth of Rs1000 for 25 Children in slum area @ Balaghat, Jabalpur



Provided Provisions & Stationaries worth of Rs2000 to 33 Children living in Open shelter children's home at Dharwad, Hubli



## MEDIA



50க்கும் மேற்பட்ட இளைஞர்கள் பயன்

மதுரை மாவட்டம் உசிலம்பட்டி பகுப்பொன் முத்துராமலிங்கத் தேவர் கல்லுரி அருகேயுள்ள அருக்கட்டை என்றும் போட்டரி சங்கம் உள்ளிட்ட தொண்டு நிறுவனங்கள் இணைந்து மாபெரும் வேலை வாய்ப்பு முகாபிற்று ஏற்பாடு செய்திருந்தது இந்த முகாபை உசிலம்பட்டி எம்எல்ஏ ஐயப்பன் துவக்கி வைத்தார். முகாபின் 50க்கு மேற்பட்ட கம்பெனிகள் கலந்து கொண்டு பாய்னைத் துள்ள



# PORUR TIMES

Equitas distributes Diwali gifts

November 20, 2023 Uncategorized No comments



Equitas Development initiatives Trust (Anna Salai) celebrated Diwali festival alongwith Equitas Bird's Nest rehabilitated pavement dwellers families. The chief guests are Jonna Alex and Rev Fr. Joe Andrew, Rector of Don Bosco Beatitudes. They distributed new clothes, sweets and gift boxes for them. M. Krishnamurthy (CSR Manager, Equitas) coordinated the event.

Equitas launches  
Multispecialty & Cancer care  
Hospital

November 18, 2023 Uncategorized No comments



Equitas Healthcare Foundation (CSR Initiative of Equitas Small Finance Bank) and Sringeri Sharada Mutt taken an initiative to give high quality Cancer treatment accessible to the economically challenged segments. Sringeri Sharada Equitas Hospital Multispecialty & Cancer care, Velachery Tambaram Road, Gowrvakkam was inaugurated by Ma. Subramanian (Minister of Health & Family Welfare) on Nov 16 in the presence of S.R.Raja (MLA of Tambaram Constituency). The other dignitaries present in the event are N. Rangachary (IRS-Rtd, Former Chairman of The Central Board of Direct Taxes & IRDAI), Gagandeep Singh Bedi, IAS (Principal Secretary to Government of Tamilnadu), V.R.Gowrishankar (CEO and Administrator of Sringeri Sharada Peetam), Hemanth Raj (Executive Vice Chairman of Adyar Cancer Institute) and P.N. Vasudevan (MD & CEO of Equitas small Finance Bank & Managing Trustee of Equitas Healthcare Foundation). A John Alex (Equitas Head Social Initiatives CSR) also present in the event.





## MEDIA



## News Links

<https://youtu.be/hDSXZdWiUmE?si=IZsR7DbalDMUWHDY>

<https://youtu.be/Zsa5BkEU8zU?feature=shared>

<https://arasiyaltoday.com/students-enthusiastically-participated-in-the-employment-camp/>



- ❖ <https://youtu.be/hvy9y65sDQk>
- ❖ <https://youtu.be/WZL7jUdTjvY?si=int rG2tGZOS6lcW0>
- ❖ <https://youtu.be/Ws8mJnZzdwY?si=G lgDrDfTFFGQGJg6>
- ❖ <https://youtu.be/Cdh6tNylvkLc?si=geZ b1YMkPo4u0LU9>





## CORPORATE SOCIAL RESPONSIBILITY

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



EQUITAS DEVELOPMENT INITIATIVES TRUST

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