

# PULSE NEWSLETTER

## CORPORATE SOCIAL RESPONSIBILITY

10

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	
	OCT	Cumulative From Nov-2008 to March-2024
No of Eye-Camp Participants (A)	21184	2878385
No of free spectacles	587	123968
Cataract Operations	465	36425
Vaccination Camp Participants (B)	0	5752876
General Medical Camp Participants (C)	31935	4170205
Other Camps (Homeopathy camps/ Ayurvedic camp Participants) (D)	1084	40026
Sugam Health clinic Beneficiaries (E)	0	80029
Total (Eye Camps +Other Med Camps+ Covid-19 + Health clinic) (A)+(B)+(C) +(D)+(E)	54203	12921521
Veterinary Camp	163	18764
Health Help Line	8	32316
No of Health camps	422	44253
No of Vaccination camp	0	54252
Health Screening Vehicle Finance Clients	239	49085
Participants in skill Training Programs (A)	2794	644728
EGK Tailoring center (B)	5	629
EGK Computer center (C)	0	720
Skill training programs (A+B+C)	2799	646077
Placements for Unemployed Youth	1601	266044
Swasth Mahila Health Education	25550	837896
Persons with disability	679	169141
Persons with disability (Visually Impaired)	277	29509
Equitas Birds Nest-Rehab of homeless	146	3894
Equitas Birds Nest- Scholarship	1	2559
Transgender Inclusion	12	431
Equitas Temporary Market	14	117

## OTHERS

## EQUITAS GURUKUL SCHOOLS

### 7<sup>TH</sup> SMT. CHOODAMANI RANGACHARY AWARD AND 3<sup>RD</sup> ANNUAL ACADEMIC EXCELLENCE AWARD



Annual Academic Excellence Award is an event to felicitate the school toppers who demonstrate unwavering dedication and tireless commitment through their outstanding performance in the board exams. Students who ranked first and second positions in class X and XII were honoured with 7<sup>th</sup> Smt. Choodamani Rangachary Award. Master. Rohit Kanna of Sivakasi Gurukul and Karur Gurukul bagged 3<sup>rd</sup> Annual Academic Excellence Award for scoring the highest marks among all the Gurukuls. These awards serve as a testament to the hard work, perseverance and academic prowess of Equitas Gurukul Group of Schools



### APPRECIATION FOR AGILITY

It's a matter of immense pleasure that the popularity of yoga is increasing day by day. Yoga has become the integral part of Gurukul students for their holistic development. 20 students from Karur Gurukul participated in the first National Yoga Championship 2023, organised by School Yoga Association of Tamil Nadu and won 12 Gold Medals, 3 Silver medals and 5 Bronze Medals. Indeed, it was the proudest moment to see all the 20 participants adorning the stage with medals and bagging the overall championship

### RETREAT CAMP FOR ACTIVE VOLUNTEERS

Cuddalore Gurukul organised a two-day club camp for uniformed troops from classes 1 to 8. Around 60 students belonging to Scouts and Guides, Junior Red Cross and Road Safety Patrol actively took part in this retreat. Various activities were spread across from 6:00 a.m to 6:00 p.m. where the students were involved in physical exercises, meditation, yoga, first aid, singing songs, fun activities etc. Students were honoured with certificates by Mr. Sivakumar, President of Bharat Scouts & Guides(BGS), Mr. Raj Mohan, Vice President (BGS), Mr. Selvanathan and Mr. Jagaraj, members of BGS during the valedictory ceremony





## EQUITAS GURUKUL SCHOOLS

### RAISING GURUKUL FLAG AT SGFI NATIONALS

Students of Salem and Cuddalore Gurukuls participated in the State Level competitions organised by School Games Federation of India. It is heart-warming to see the achievements of our students at state level and scaling up to the Nationals. Ms. Thusitha of Salem Gurukul cleared the state level competition in Gymnastics which is considered to be the hardest sport in the world. She will be representing at the Nationals in Arunachal Pradesh shortly. Master Thiraiventhan and Ms. Tamilarasi of Cuddalore Gurukul also bagged gold medals at State level in Kurash which is a form of folk wrestling style



1<sup>st</sup> Place, District Level, Kumbakonam

Table Tennis Tournament, U-14

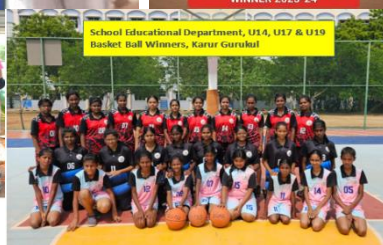


Ms. M. Punitha, VII, Salem Gurukul

III Place, Table Tennis, Under 14



Winners of State Level Silambam Championship, Sivakasi



### SPORTS IS OUR FORTE

Most of our Gurukul students are genuinely interested in participating in different kinds of sports & games. Our schools create a conducive environment to support their athletic endeavours. The above display of pictures is an absolute testimony of students' enthusiasm for sports and their winning spirit

### WORLD STUDENTS' DAY CELEBRATION



In commemoration of Dr. J. Abdul Kalam's 91st birth anniversary, Cuddalore Gurukul organised Project Day on 14th October at the school premises. A wide range of working models and visual displays were presented under all possible topics which also included health and wellness. Eminent personalities graced the occasion. On the whole, the event was a grand success with enthusiasm from students, staff and guest



## 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.



Agarbatti Making @Chennai



Chemical Making @ Pondicherry



Tailoring Class @ Bangalore



Tailoring Class @Chitradurga



Blouse Cutting Training @ Mandya



## SKILL DEVELOPMENT TRAINING



Cake Making Training @Nashik



Washing Power Making Training  
@Ahmedabad



Masala Making Training @Pune



Chemical Making Training @Raipur



Cake Making Training @Aurangabad



Perfume Making Training @Kolhapur

**No of Women Entrepreneurs attended EGK Skill Trainings : 2799**

## TEMPORARY MARKETS



Organised exhibition at BHC College , Trichy.

No Of Stalls : 8

Total Sale Value : Rs.24,740



Organised exhibition in the  
job Fair @ Dindugal.

No Of Stall: 1

Total Sale Value : Rs.2,500/-



## SKILL DEVELOPMENT TRAINING



Diwali Exhibition @ Ahmedabad  
No. of Stalls: 13, Total Sale Value : Rs. 82,000



Diwali Exhibition @ Nagpur  
No. of Stalls: 18, Total Sale Value : Rs. 98,000



Organised exhibition at H.O , Chennai.  
No of Stalls : 15 , Total Sale Value : Rs.1,31,115



Organized exhibition at St. Patrick'S Anglo-Indian  
Hr. Sec. School @ Chennai. No Of Stalls : 4 , Total  
Sale Value : Rs.21,525



Organised exhibition at Imayam,College & Rover Colleges, Perambalur.  
No of Stalls: 18, Total Sale Value : Rs.63,190



Organised Stalls at Mysore Dusshera  
festival. No of Stalls: 3 for 5 days, Total Sale  
Value : Rs.87,950

**No . of Exhibitions Organized : 14**  
**Total Sale Value Through Temporary Markets: 5,33,520**



### an inspirational journey



We organized EGK skill training in Chetpet, Chennai, spanning 15 days, covering various crafts such as Candle making, Masala Powder making, Chemical wash detergents, and more for a group of women. The training resulted in the emergence of four entrepreneurs, with two of them actively participating in our exhibition held at the headquarters in Chennai. It brings us immense joy to witness these women transform into independent and successful entrepreneurs, significantly augmenting their family incomes.

#### ONE TRAINING FOSTERS THE BIRTH OF FOUR ENTREPRENEURS

#### Mrs. Vanita Chavan, Homemaker to Entrepreneur

Delighted to announce that Mrs. Vanita Chavan successfully completed EGK training a few months ago in Phursungi Gaon, focusing on the art of crafting Scented Candles and Sticks. Harnessing her newfound skills, she has established her own business from the comfort of her home, contributing significantly to her household income. The venture has flourished, and Mrs. Chavan is reaping substantial benefits.



With a surge in demand for Scented Sticks, Mrs. Chavan has invested in a specialized machine to streamline production. The meticulously crafted incense sticks are now distributed to wholesalers, while she personally seals deals with nearby shops. The response from the community has been overwhelmingly positive, further fueling the success of her Scented Sticks enterprise.



## 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.

#### TAMIL NADU



Ms.Tamil Mani W/O Vetri living on the pavements near Central railway station from her birth has been rehabilitated at Sathya Nagar, Near War Memorial



Ms.Priyanka W/O Kennady living on the pavements near Beach, from her birth has been rehabilitated at Pattinapakkam

#### MAHARASHTRA



Ms.Sureka Suraj Chavan ,W/O Suraj Bhagwat Chavhan living on the pavements near Chandan Nagar from her birth has been rehabilitated at Keshav nagar

**No of Homeless Pavement Dwellers Rehabilitated : 146**



### an inspirational journey



Kamatchi, residing next door to Ms. Rajathi, learned about our rehabilitation program from someone and reached out to us seeking assistance. A mother of three children—two boys and a girl—all attending school, Kamatchi aspired to offer a better life to her family in every possible way. After the rehabilitation, she had the chance to cook for her family, enabling her husband to work longer hours. This positive change allowed them to save money that would have been spent on meals from hotels.

The savings enabled them to purchase new kitchen vessels, and they joyfully embarked on establishing a home with a kitchen. To sustain this improved lifestyle, Kamatchi has taken on additional work, dedicating extra time to increase their income.



Ms. Rajathi Ezhumalai, a widow who spent her early years at Parrys Bus stand, faced the harsh reality of life when her husband abandoned her, leaving her to fend for herself and her two sons.



Alongside her sister, she sustained herself by selling flowers at the bus stand. Having become an orphan at the age of 12, she encountered additional challenges when authorities displaced them from their dwelling near a dental hospital pavement due to the construction of the Amma Unavagam restaurant. This caused disruptions in their lives. During a travel in that bus route, our CSR officer expressed concern for her welfare, inquired about her situation, and provided counseling. This intervention led to Ms. Rajathi Ezhumalai successfully relocating, and she now resides happily in Ezhil Nagar, marking a positive turn in her life's journey.



## 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.



Kanchipuram



Madurai



Kolhapur



Nagpur

**No of job fairs : 12 No Of Branches Covered : 50**

**Attended : 2716 Male : 1170 Female: 1546  
Shortlisted: 1631 Male : 703 Female : 928**



Chitradurga



Nashik



## 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



Kumbakonam



Dindugal



Erode



Madurai



Tirunelveli



Pondicherry



Coimbatore



Chitradurga



Mysore



Haryana



Trichy



GENERAL CAMPS



Solapur



Rai



Udaipur



Amravati



Ahmedabad



Jabalpur



Pune



Punjab



Amravati



Hubli



Aurangabad

Total no. of General  
Health Camp  
Beneficiaries

**33,019**

Male : 14,567 Female : 18,452



**EYE SCREENING CAMP**



Chennai



Vellore



Erode



Coimbatore



Dindugal



Kumbakonam



Trichy



Perambalur



Tirunelveli



Bangalore



Punjab



Haryana



EYE SCREENING CAMP



Nagpur



Nashik



Udaipur



Hubli



Aurangabad



Raipur



Ahmedabad



Surat



Amravati



Pune



Kolhapur



Jaipur

Total no. of Eye  
Camp Beneficiaries

21,184

Male : 7415 Female : 13769



**SPECIAL CAMP**



Eye Camp for the specially abled people @ Chennai



Dental Camp @ Tirunelveli



Dental Camp @ Dindugal



Dental Camp @ Pondicherry



Veterinary Camp @ Haryana



Veterinary Camp @ Amravati



Blood donation camp @Dindugal  
Units Donated :38



Blood donation camp @ Pondicherry  
Units Donated : 38



Blood Donation Camp @ Mysore  
Units Donated: 70



Blood donation camp @Udaipur  
Units Donated : 32



Mega Blood Donation Camp @Kholapur  
Units Donated : 165



Blood Donation Camp @Amravati  
Units Donated : 30

**No of Blood Units Donated: 373**





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.



Cataract surgeries done for 28 Members @ Trichy  
Amount Saved : Rs.84,000/-



Cataract surgeries done for 47 Members @Erode  
Amount Saved : Rs.1,41,000/-



Cataract surgeries done for 23 Members @Tirchengode  
Amount Saved : Rs.69,000/-



Cataract surgeries done for 41 Members @Perambalur  
Amount Saved : Rs.1,23,000/-



Provided artificial Leg for Mr.Chhotu Uttam Sonawane free of cost@ Aurangabad,  
Amount Saved Rs. 190000



Provided Artificial Hand for Mr.Somalinga Dhodake.  
free of cost@ Solapur,  
Amount Saved Rs. 85000



# Other Initiatives



CSR Team took active participation in the walkathon organized by CAN – STOP , at Chennai for creating awareness about preventing Breast Cancer



Planted 50 trees at Govt.Hr.sec. School, Ranipet @Vellore



De Addiction awareness program for Children @ Trichy



“Wash hands the Right Way”- Hygiene awareness program for children @Madurai



Cancer awareness Program @ Dindugal



Planted 100 trees at Dhanalakshmi college@ Trichy



Cancer awareness Program @ Perambalur



Menstrual hygiene awareness Program @ Pondicherry



Cancer Awareness Program@ Tirunelveli



Cancer Awareness Program @ Pondicherry



Cancer awareness Program @ Kumbakonam



Mental Health awareness program for Adolescents @ Kumbakonam



## Other Initiatives



Awareness on CPR Program for ESFB staff @ Jabalpur



Breast Cancer And Antenatal Check Up Awareness Program @ Pune



Menstrual Cycle Awareness Program @ Nagpur



Mental Health, Good Touch - Bad Touch Awareness Program @ Amravati



Run to Support Mental Health Awareness Program @ Udaipur



Breast Cancer Awareness Program @ Udaipur

## COMMEMORATION OF SWACHH BHARAT ABHIYAN



Chennai



Trichy



Perembalur



Kumbakonam



Kolhapur



Surat



## Other Initiatives

### COMMEMORATION OF WORLD MENTAL HEALTH DAY



Chennai



Dindugal



Perembalur



Madurai



Kumbakonam



Udaipur



### CANCER AWARENESS PROGRAMS



Chennai



Villupuram



Mysore



Udaipur



Aurangabad



Amravati



## Other Initiatives

### WORLD FOOD DAY



Provided Groceries to 20 Rehabilitated Pavement Dweller Families @ Chennai



Provided morning breakfast to 17 Old aged people @ Pondicherry



Provided morning breakfast to 30 Old aged people @ Dindugal



Provided morning breakfast to 25 Old aged people @ Tirunelveli



Provided morning breakfast to 40 Old aged people @ Perambalur



Provided morning breakfast to 20 Old aged people @ Kumbakonam



JOY OF GIVING

# employee volunteerism



Provided Nutritious Food to 14 Pregnant Women @ Chennai



Provided Toys worth of Rs 2800 to 18 Children @ Ahmedabad



Provided Snacks & Fruits worth of Rs 6000 to 25 Children in an Anganwaadi @ Nagpur



Provided Walker worth of Rs 350 to Mr.Mahendrabhai Parmar, @ Ahmedabad



Provided Books worth of Rs 1000 for 40 slum Children @ Jabalpur



Provided Fruits & Toys worth of Rs 4000 to 25 inmates of Surman Sansthan @ Jaipur

## MEDIA







## CORPORATE SOCIAL RESPONSIBILITY

Skill Development  
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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."