

# Corporate Social Responsibilities

News Letter

March -2014



## Equitas Gurukul.

### KG Graduation at Coimbatore, Dindigul and Sivakasi Gurukul students.

Convocation for KG students was held at all our Gurukul schools. It is normally the graduates who celebrate the convocation. But we conducted the convocation for KG students since they were moving to primary classes. Children were very excited wearing the convocation dress. Parents kept emotionally clapping seeing their little ones wearing the convocation dress.



Coimbatore



Dindigul



Sivakasi

### Dindigul Gurukul celebrated World Book Day

Book Day was celebrated on 15th March in Dindigul Gurukul. The students gave speech about library and books in Tamil and English. They read books in English, Tamil and Hindi. They read out the names of some of the Famous Children's book authors. Almost 32 students and 5 staff donated around 78 books for the school library. They had also made miniature manuscript books on various topics and it has been displayed on the Wall magazine.



### Eye camp for Salem Gurukul students and their parents.

An eye camp was conducted for the students and their parents at our Salem Gurukul through Vasan Eye care Hospital. Dr.Sasikumar Devaraj - Vice president of vasan gave a detailed speech on the structure of eye and few tips for taking good care of eyes.

## International women's day with medical camps

Women's Day was celebrated with much pomp during the month and we combined it with mega health camps and cultural events at all branches. Nearly 43995 members participated and benefited.



Pardi Pune



2014.03.08 10:48 AM Dindigul

### Health help line

During the month, 96 members derived a savings of Rs 8.01 lacs, through health help line (major illness, surgeries and cataract were performed). This month Indore area performance was very impressive.



Pune



Sakinaka branch

### Health camps at Vehicle Finance Branches.

We conducted various camps on general health, Aids awareness and eye screening for the truckdrivers and cleaners, through our vehicle finance branches 429 members benefited.

### Telemedicine

We have covered 596 members by addressing their OP needs during the month.



## CSR Activities

	For the month	Cumulative
No of Participants in Eye camp (A).	15412	895075
No of free Spectacles.	443	58299
No of free Cataract operations.	84	22502
No of Participants in Medical Camps. (B)	28583	1140445
<b>Total (Eye + Medical Camps) (A) + (B).</b>	<b>43995</b>	<b>2035520</b>
No of Participants in Skill Training Programs.	2710	323759
No of Placements in Job fairs.	300	17440



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Jaipur

## Environmental awareness:

In order to build awareness on environment, tree saplings are planted at every health camp by members and medical team. This month we have planted 101 tree saplings.



## EGK-Skill training

We Conducted 5 day skill training programme across India for 2710 members on various products like soap oil, soap powder, phenol, tailoring, beautician, embroidering etc. These trainings help supplement income of members.

## Conference on Personal Hygiene by Ministry of Textiles at Coimbatore.



We organized a conference on Personal Hygiene for our members at Coimbatore. The conference was conducted by Center of Excellence for Medical Textiles & The South India Textile Research Association of Coimbatore. The conference was regarding, Hygiene, usage of sanitary napkin, Diseases and Infections associated with improper usage of sanitary napkin, Making of sanitary napkins on their own, Sanitary napkin disposal procedures. Dr. Chandrakala Magudapathi of GKNM Hospital, delivered informative speech followed Q&A session. The session was very useful for our Members. 350 of our Members participated in this event and benefited. All our Members were presented with a bag which contained a brochure with medical tips and information about napkins and a sample packet of napkin. On behalf of Equitas, we added vegetable seeds in the bag.

## EDK grocery stores:



15132 members benefited from EDK shops during the month of March 2014. The average purchase by each member was Rs.1286 per month and average savings was around 8-10%. We have added 4411 new members to the total base in the month of March thus taking the total customer base to 105222, Triplicane shop topped the sales for the month followed by Purasaiwalkam and Poonamalle. The Bio metric identification of members is implemented in 21 stores.



Barshi

## Placements :

Conducted job fairs for members children and facilitated getting gainful employment opportunities to nearly 300 youth for the month and cumulatively to 17440 youth

## Beyond the call of duty

Distributed health drink samples for children at our EBN (Rehabilitation of pavement dwellers).

Sample packs of health drink was distributed to the children of our EBN. The Sample health drink packets was sponsored by EDK.

