

Corporate Social Responsibilities

News Letter

April -2014



Equitas Gurukul.

Gurukul day celebration along with staff birthday in Salem and Dindigul school

Gurukul day was celebrated in Salem and Dindigul School with lot of cherished moments. It was a new unique experience for the children and staff meeting all the families together. It was like a family get together. Function began with prayer. Principal highlighted about Equitas special features, about EDK, EGK, EDIT - Mission, uniqueness and future plans & dreams and also our CSR activities making a special mention on Equitas Birds Nest. The Principal introduced the Staff members, special features, outstanding performances and areas of improvement and thanked their family for rendering their support to Gurukul. All the teachers expressed their sincere thanks to the principal and management for grooming them and they added that this is the only institution which takes utmost care for their professional growth. As a mark of the celebration lamp was lit by all families (A floating lamp was kept in each family table and was lit by all at a time) Cake was cut by the Children who came with their parents. Gifts was given to all the teachers from staff club.



Dindigul



Dindigul



Salem



Salem

Monthly medical camps

During the month 48183 members benefited through medical camps conducted across India by various hospitals. In eye camps 19843 members were screened, 51 free cataract operations were performed and 453 were provided free reading spectacles.



Sumerpur



Nellikuppam

Health help line

During the month, 53 members derived a savings of Rs 4.4 lacs, through health help line (major illness, surgeries and cataract were performed). This month Nagpur area performance was very impressive.



Ayodhya nagar



Telemedicine

We have covered 672 members by addressing their OP needs during the month.

Placements :

Conducted job fairs for members children and facilitated getting gainful employment opportunities to nearly 341 youth for the month and cumulatively to 17781 youth.



CSR Activities

	For the month	Cumulative
No of Participants in Eye camp (A).	19843	914918
No of free Spectacles.	453	58752
No of free Cataract operations.	51	22553
No of Participants in Medical Camps. (B)	28340	1168785
Total (Eye + Medical Camps) (A) + (B).	48183	2083703
No of Participants in Skill Training Programs.	2470	326229
No of Placements in Job fairs.	341	17781

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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 68 tree saplings.



EGK-Skill training

We Conducted 5 day skill training programme across India for 2470 members on various products like soap oil, soap powder, phenol, tailoring, beautician, embroidering etc. These trainings help supplement income of members. Along with the skill training we also provide health education to members.



Entrepreneurship development program

An Entrepreneurship development program was conducted for our members in Chennai. The program was sponsored by Science city, Chennai. Dr.M.Kutralingam, I.A.S, Vice Chairman, Science city, inaugurated the program and Dr.C.K Gariyali was the chief guest. Ms Jeyalakshmi, Founder- Universe Power Systems, Ms. Patricia Narayan, Director-Sandheepa Restaurants and Ms. Krishna Radhakrishnan, President -Women Entrepreneur -ur Welfare Association, T.N gave speech on Entrepreneurship development. 82 of our members participated in this event and benefited.

EDK grocery stores:



15132 members benefited from EDK shops during the month of April 2014. The average purchase by each member was Rs.1270 per month and average savings was around 8-10%. We have added 3451 new members to the total base in the month of March thus taking the total customer base to 108172, Triplicane shop topped 14.60 lakhs. the sales for the month followed by Purasaiwalkam 13.1 lakhs and Ambattur 11.28 lakhs. The Bio metric identification of members is implemented in all 21 stores.

Sales conference for Area Managers and Divisional Managers

A sales conference was conducted for the Area Managers and the Divisional Managers at Trivandrum. Discussion on new techniques and ideas on business development, new products, and fixing sales target were discussed. Best performers were awarded. Seen here is the Chennai team with Chairman Sri. Arun Ramanathan, I.A.S.



Beyond the call of duty Awareness program on disability and Inclusive development

Disability and Inclusive Development awareness program was conducted in Coimbatore. Mr. Mohanraj DDM- Coimbatore and Mrs. Sindhuja - Director of Susin Technologies, Coimbatore gave a special address in the Program. The topics on Disability and inclusive Development, Inclusive development of visually Handicapped, Inclusive development of Hearing impaired and intellectually challenged were covered. 28 disabled people participated in this awareness program and benefited.



Sports activity for children at Police boy's club, Coimbatore.



Conducted sports activity for our members children at police boys club Coimbatore. Speech and dance competition was conducted. Mrs. Murugaselvi, Founder of Aathma foundation and Mr. Mohanraj DDM Coimbatore distributed prize to the winners.