

# Corporate Social Responsibilities



News Letter

May -2014

## Equitas Gurukul.

### Summer camp for children in Dindigul school



Dindigul



Dindigul

Dindigul gurukul school organized a summer camp for the children on different skill sets. They learnt to make glass painting, pot painting, paper cup flower making, doll making, birthday cap, paper bag making and mother's day greeting card making and other art craft, chess and carom. They learnt to speak in Hindi and English. Many of them were from other schools and they said that they were lucky and happy to join this camp and are waiting to rejoin next year again for another camp, all the children received their certificates for participating in the camp. The teachers were given a chance to show case their talents helped in the smooth functioning of the camp.

## Monthly medical camps

During the month 57846 members benefited through medical camps conducted across India by various hospitals. In eye camps 20789 members were screened, 148 free cataract operations were performed and 618 were provided free reading spectacles. Seen in the photo Mr. S.P Mathur, DGP (retd) our trustee & Dr. Madhu Mathur attending the camp at Jaipur.



camp at



## Health help line

During the month, 157 members derived a savings of Rs 7.6 lacs, through health help line (major illness, surgeries and cataract were performed). This month Dindigul area performance was very impressive.



## Telemedicine

We have covered 504 members by addressing their OP needs during the month.

## Health camps by vehicle finance branches

We conducted various camps on general health, aids awareness and eye screening for eh truck drivers and cleaners, through our vehicle finance branches and this month 100 members benefited.



Pondy



Trichy



Purasaiwalkam Branch

## Placements :

Conducted job fairs for members children and facilitated getting gainful employment opportunities to nearly 278 youth for the month and cumulatively to 18059 youth. Seen in the photo Mrs. Tamizazagi daughter of our member Mrs. Parameshwari, Purasaiwalkam branch, She got placed in a cell phone sales showroom through our job fair.



## CSR Activities

	For the month	Cumulative
No of Participants in Eye camp (A).	20789	935707
No of free Spectacles.	618	59370
No of free Cataract operations.	148	22701
No of Participants in Medical Camps. (B)	37057	1205842
<b>Total (Eye + Medical Camps) (A) + (B).</b>	<b>57846</b>	<b>2141549</b>
No of Participants in Skill Training Programs.	4890	331119
No of Placements in Job fairs.	278	18059



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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 50 tree saplings.



## EGK-Skill training

We Conducted 5 day skill training programme across India for 4890 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.



## "Swasth Mahila" Training the trainers

We have launched our Swasth Mahila (Sanskrit word for Healthy women) project in south India and shortly across India. Initially pilot of this project was successfully done at Chennai and Nagpur. Since there is overwhelming response from both the areas we are launching across India. All EGK trainers will be trained by experienced trainers/CSR for 2 days on Swasth Mahila and will be certified and in turn they will educate our members in EGK 5 days classes. Swasth Mahila is about non communicable disease and healthy habits of life framed by Freedom from hunger, USA. Contents of Swasth Mahila is about Diabetes, Cancer, High blood pressure, healthy eating, being active and five yearly check up for women.

## EDK grocery stores:



14292 members benefited from EDK shops during the month of May 2014. The average purchase by each member was Rs.1453 per month and average savings was around 8-10%. We have added 4839 new members to the total base in the month of May thus taking the total customer base to 112148, Triplicane shop topped the sales for the month followed by Pammal and Purasaiwakkam. The Bio metric identification of members is implemented in 21 stores

## Anemia prevention camp



We launched an Anemia prevention camp in Kannagi nagar, Chennai, in tieup with Chennai Corporation and Chettinadu Hospitals, Chennai, 240 members were screened and benefited in this camp. Seen in the photo Dr. C.K. Gariyali, I.A.S (retd) attending the program and interacting with members.

## Beyond the call of duty



## Blood donation Camp

Trichy, Manachanallur branch, organized a blood donation camp with Trichy Government Hospital. Our staff and the public came forward to donate blood and 48 units of blood was collected and handed over to the hospital.

## Literacy program for members

We conducted a literacy program for new members. In the program the members were taught to sign, We also helped them opening a savings account in Bank of India. 15 members participated and benefited.



## Awareness on savings and insurance.

We conducted an awareness program for our members on importance of Saving and insurance at Taware colony branch, 61 Members benefited through the program.

## News Coverage-Times of India

### A Room Of One's Own

A Social Initiative That Helps The Homeless Rent Low-Cost Homes Is Sweeping Through Chennai's Streets



The plight of those who dwell in a room of one's own, a social initiative that helps the homeless rent low-cost homes is sweeping through Chennai's streets. The initiative, known as 'A Room of One's Own', is a social enterprise that provides affordable housing for the homeless. It was launched by the Chennai Corporation and Chettinadu Hospitals. The program has been successful in providing housing for many homeless people. The newspaper clipping includes a photo of a homeless person sitting on the floor of a room.