

EQUITAS

pulse

A CSR NEWSLETTER  
from Equitas

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## Tribute to Abdul Kalam

On Dr Abdul Kalam's death anniversary, the students from class IX spoke about the world-renowned leader and recited poems. In memory of Dr APJ Abdul Kalam, speeches were given by the students in English and Tamil about his lifetime achievements, awards and dreams. Students of class VI performed a skit on the topic "Plastic-free zone"

and insisted on Ban of plastics. Students took an oath not to use plastic and to keep the environment clean. Saplings were planted which were donated by the parents.



Karur Gurukul School

## Ramzan celebration

Ramzan was celebrated with great fervor in Salem Gurukul. The event started with Arabic Prayer and also had a tamil skit by students of classes 4 to 7 describing the importance of Ramzan , fasting, Namaz . The 5 principles of Muslims was explained by the English Teacher, Ms. Ayiesha Asma. An English skit on the importance of mother was also staged.

Importance of Zakat was well detailed through a short film. Vegetarian porridge was distributed to all students and parents. The event helped students understand the importance of Unity.



Salem Gurukul School

## Inauguration of Tamil Muthamil Manram

Inauguration of Tamil Muthamil Manram was held in Salem Gurukul. Chief guest was Pulavar Salem Raman. The function started with Tamizh Thai Vaazhthu and lighting of Lamp. Chief guest's address was impeccable which reveals his experience and expertise. Students presented Poems, Speech, Drama, Dance and there was an array of portraits of ancient poets, popular personalities etc. Quiz was conducted for X students. Chief guest was very pleased with the students potential and applauded the staff & students. Prizes were distributed to the winners.

## Red Colour Day Celebration

A colour day was celebrated, with Red being the colour. Students and teachers came in red and various activities were conducted. KG blooming buds did various activities. The whole school was decorated with red colour.

## World Zoonosis Day

On 6th July 2016, R. Vibisha of VIII Std spoke about Zoonosis, a disease transmitted from animals to humans. She also spoke about the methods of transmission, diagnosis and prevention of the disease.



## Inauguration of cultural association

Gurukul cultural Association was inaugurated in VSK Nadar Gurukul. Mr M. Jeya Chandran was the chief guest. He spoke on the importance of club in the school. Mrs D. Selvi spoke about the various club



After the inauguration, subject wise association meetings started. They did various activities like Intro about association, Mime, Dumb charades, Skit, Quiz, Games etc. which was both entertaining and educating.

## Chess competition

20 students of Trichy gurukul participated in a Chess competition at Arnolds Matriculation Hr. Sec. School conducted by " SAAMRATS' Chess Academy Trichy. The school was given a shield for sending max number of participants. The children were very eager to participate in the competition.



## Science Showcase

Trichy Gurukul students from VI to XI participated in Science projects presentation conducted by Puthiya Thalaimurai at Sri Vigneshwara Mat.Hr.Sec.School, Samayapuram. 66 schools from Trichy district participated. Our Students were appreciated and given prizes and were enlightened about Science in daily life

## Kamarajar Day

Trichy Gurukul school celebrated Kamarajar Day. Students honored the leader with flowers, participated in speech competition, recited poems about the leader. A video was shown about him for better understanding of his contribution to the country.



## Trichy School - KG - Fun Day



A fun day was organized by the KG students. There was a banana eating competition. It was really a fun day for the kids and also for the teachers.

## Independence Day Celebration



VSKD Nadar Gurukul School



Trichy Gurukul School

Mr.R.Johnson Sundar Devaraj was the chief Guest. The National Flag was hoisted. Poems, Skits and Speeches were given by the students and teachers threw light on the importance of the day and our duties towards the country.

70th Independence Day was celebrated by hosting the national flag. Students spoke about the struggles faced by our freedom fighters, the growth of our country after

Independence, the role of students to future India. In nation building was explained in detail.

## Readers club

On 4th August 2016, Stories like Hansel and Gretel, Lion and the mouse and Fox and the grapes were narrated by the students. All the children keenly listened to the story and the principal explained the moral of all these three stories to the children.



VSKD Nadar Gurukul School

## Vinayagar Chaturthi Celebration at Gurukul Schools



VSKD Nadar Gurukul School



VSKD Nadar Gurukul School

Our school students and teachers celebrated Vinayagar Chaturthi. Students presented an informative speech, a dance and a drama highlighting the importance of Lord Ganesh.

## Trichy School Club inauguration

5th-year Club inauguration was held for 7 clubs - English, Tamil, Maths, Science, Social, Computer, Arts & craft clubs in charge Heads introduced their members followed by videos of their subjects which were very informative and interesting.



Trichy Gurukul School

## VSKD Nadar Gurukul School engages students with activities

Math Club, Science Club, English Literary Association conducted programs. Math Club engaged the students with activities like puzzles, Mental math problems. English Literary Association, conducted storytelling session. The science club conducted test experiment. Children eagerly watched the experiment. They asked several questions regarding the topic. As a part of social club activity, word games like unscramble the words based on kings and tourist places in India was conducted. They enjoyed the club activity and learned lot of new things.

## Krishna Jayanthi celebration

Krishna Jayanthi was celebrated in the school, students spoke about the life history of Krishna and his role in Mahabharatha. There was dance performances which was spellbinding.



VSKD Nadar Gurukul School



VSKD Nadar Gurukul School

## Investiture ceremony

Investiture ceremony was conducted on 3rd August. School Pupil Leader and ASPL were elected. Secretary, Joint Secretary, all the house Captains and Vice Captains were given the title with Badges. The school flag was handed over by the previous leaders to the new leaders. Leaders took oath that they would do their duties with due respect and responsibility.



Trichy Gurukul School



Trichy Gurukul School

## White day celebration

Dindigul Gurukul school took up National Integration as the theme and White for color day celebration. The rooms and reception were decorated in white color. Students came in white colour dress. They dressed up as Mother Theresa, Jawaharlal Nehru, Bharath Matha, Angel and so on. Students were happy and excited. Parents helped by preparing food items. Through this celebration, the message they took back home is that we should not fight with others, to be friendly and to treat everyone as their family members.

# Annual Sports Meet Celebrations

At Salem gurukul, the Chief guest of the day was Mr.K.Sivakumar, Vice – President, Salem District Basketball Association accompanied by Special guest Mr.Kothandapani, Area Manager, Equitas. Function commenced with Flag hoisting followed by Prayer, Lighting of lamp. A march past with the band music by the four houses – Emerald, Garnet, Marble and Sapphire .Sports oath was administered by the captains to participate in the annual sports meet with true spirit of sportsmanship for the honor of the school and glory of sports.An Olympic torch was ignited and chief guest lit the Olympic flame mounted in the podium. The Chief guest declared the sports meet open with a speech on sportsmanship.He appreciated the efforts taken by the management.



**VSKD Nadar Gurukul School**



**Trichy Gurukul School**



**Coimbatore Gurukul School**



**Coimbatore Gurukul School**

## VSKD Nadar Gurukul School

VSKD Nadar Gurukul Matriculation School celebrated the grand 2nd Annual Sports Meet on 15th August, 2016. The chief guest Er. P. Sreenivasan, Junior Engineer, District Adi Dravidar Welfare Office, Tirunelveli graced. The National Flag, Olympic Flag and School Flags were hoisted and there was a marchpast. The chief Guest declared the meet open by releasing three pigeons. Mass drill, Yoga, Running Race, Karate, Pyramid and dance were done by the students. Medals were distributed to all the prize winners in the various sports events.

## Trichy Gurukul

7th Sports Meet was conducted on 12th August. Chief Guests were Mr. Yesudoss, Regional Inspector of Physical Education and Mr. Thilak Chander , Chairman, M A P Sports Academy Trichy. Flags were hoisted .The sports meet was declared open by Mr. Yesudoss by releasing two pigeons and balloons and with the start of March past and Olympic Torch. Mass drill, Yoga, aerobic exercise, band retreat and the finals were applauded and cheered by the students and parents.



**Trichy Gurukul School**

# Trichy School Concept day

Concept Day was celebrated on 29th of August. Students learned about "Myself and My Body". Storytelling, rhymes, position words, shapes, basic communication, Sense organs etc were the concepts of discussion.KG students conducted their Concept Day with "My Family" as the concept. Students did rhymes, skit, speeches, forward and backward counting, Big & small things identification and Thirukural. Around 74 students participated and exhibited their talents



**Trichy Gurukul School**

## Teachers day Celebration at Gurukul Schools

Our school students & teachers celebrated teacher's day. Students gave a wonderful speech about teachers. The girls performed a dance, and boys organized interesting games for all the teachers. Teachers participated in the games enthusiastically and won prizes distributed by the Principal.



## Field Trip To Pazhamudircholai

KG Kids were taken for a field trip to "Pazhamudircholai" at Vaiyapuri Nagar in Karur on 14th September. They were exposed to a wide range of fruits, vegetables, sprouts, greens etc. Our students gathered in-depth knowledge about different vegetables, fruits and their colours. They shared their happiness and experience with their parents. Seasonal Fruits were given by Pazhamudhircholai to students.



## Blood Donation Camp

Equitas employees involve themselves in various blood donation camps. Equitas Salem team's 5th-year blood donation campaign was held in Salem Gurukul. Guest of honor was Mr.Subramaniam, Deputy Superintendent of Police, Salem, 93 units of blood were collected and handed over to Govt. Hospital, the team received an appreciation certificates from the District Superintendent of Police.



## Dental Camp

A Dental camp was conducted in Trichy gurukul for Primary children. Camp Health club team helped the Doctors team. They gave mini toothpaste, brush to 280 students.



## Free Heart Surgery Performed



Free Heart Surgery was performed to a special child, in Kolhapur. Equitas tie up with large number of hospitals helps the economically weaker section of the society to get treated for serious illness with inpatient facilities free of cost.

## Liver Care Camp Organized

Equitas is actively involved in various initiatives to raise awareness on health. An awareness camp to understand the vital role of Liver Care was organized in association with JAMMI PHARMA & LIVER CARE CLINIC at Equitas Head Quarters, Spencer plaza. Equitas also conducted a TB Awareness Camp at Ezhil Nagar in which 129 members benefited. The health camps are conducted in partnership with leading hospitals and health care providers and include general health camps, eye camps, cancer detection camps etc.



## Free Cancer Screening Camp Conducted

Equitas understands that access to affordable healthcare is a key pain-point for members. Towards bridging this gap, Equitas has conducted a Cancer Screening Camp for the benefit of low-income households.

Various test were conducted for women in Daund village, to diagnose breast cancer, stomach cancer, and cervical cancer free of cost, cancer awareness camp was also organized for the members at Thirunelveli.

## Singeri-Equitas-Sugam Clinic Inaugurated at Selaiyur

Equitas runs Sugam Clinic, an evening clinic for the benefit of low-income households who seek medical help when they come back home in the evening after the day's work, one such clinic was inaugurated at Selaiyur in Tambaram recently. Sugam clinic at BV colony in Perembur celebrated their first year anniversary. Doctors offer quality consultation and health history of every patient is tracked.



## Equitas Gyan Kendra Skill Training

Equitas organized skill training program 'Equitas Gyan Kendra' in all branches. The skill development program has helped improve the income of the beneficiaries. A beneficiary from Nashik introduced a new liquid soap product 'Clean Master'. The training had also enabled a member to open a tailoring shop at Mylapore, Chennai. Training to over four lakh women members in vocational skills such as tailoring & embroidery, agarbathi/candle making, detergent/phenyl manufacturing and preparing processed food such as pickles & jams. These training programs are structured as 1-week long programs.



### Partnering with Rotary Club

In association with rotary club skill activities like kutch embroidery training programme are conducted. In this programme members have benefited by gaining the skills of how to get self employed. This Programme was done. joining hands with rotary club Mr.Ganesan Rotarian distributed certificates to our EGK Members. Rotarians visited EBN in the nearby areas and interacted with rehabilitated members.



## Equitas Holds agricultural training and awareness camp

Many families depend on agriculture, either directly or indirectly, understanding the current scenario, Equitas organised an agriculture awareness workshop at Yavatmal district ZariTalukin Nakshlisit area of Maharashtra. Women from 18 nearby villages including widows participated in this skill training workshop. Authorities from Government Agricultural Department educated the participants about various schemes and measures taken by the government this session also enabled the participants to escalate their issues to the concerned authorities.



## Equitas Birds Nest - Rehabilitation of homeless pavement dwellers

12 children from the rehabilitated pavement dwellers recieved scholarship for pursuing their studies from udavum ullangal.

# 14,000 Piggy Banks distributed to students

In order to encourage savings among the student community. Piggy banks were distributed to 14,000 students at villages of Chengalpet to inculcate the habit of savings.



# Equitas DhanyaKosha Milestones

## Jul-16

16058 members benefited from EDK shops during the month of July 2016. The average purchase by each member was Rs.1734 per month and average savings was around 8-10%. We have added 4926 new members to the total base in the month of JUL thus taking the total customer base to 208163.

KODUNGAIIYUR shop topped the sales for the month followed by CHOOLAIMEDU and AMBATTUR.

## Aug-16

15814 members benefited from EDK shops during the month of Aug 2016. The average purchase by each member was Rs.1783 per month and average savings was around 8-10%. We have added 4714 new members to the total base in the month of AUG thus taking the total customer base to 212877

PORURshop topped the sales for the month followed by CHOOLAIMEDU and AMBATTUR.

## Sep-16

15478 members benefited from EDK shops during the month of September 2016. The average purchase by each member was Rs.1700 per month and average savings was around 8-10%. We have added 3873 new members to the total base in the month of SEP thus taking the total customer base to 216750

PORURshop topped the sales for the month followed by KODUNGAIIYUR and TAMBARAM. Biometric identification of members is implemented in all 24 stores.

## MEMBERS REACH OF CSR INITIATIVES

