

EQUITAS

pulse

A CSR NEWSLETTER
from Equitas

Jan 2017

Knowing our helpers better! Field Trip to town police station at Karur

Experiential and hands on learning approach is one of the many hallmarks of Gurukul education. Lessons are made more interesting by connecting them to practical life situations. Middle school students of Karur Gurukul participated in a field visit to the local police station on 7th January 2017. An interactive session with the D.S.P Kummaraju and Inspector Rani was the highlight of the visit amidst other learning experiences. What better way to understand the roles and responsibilities of the police department than knowing from the police officers themselves? The inquisitiveness and the active involvement of our students during the session, was much appreciated by them. Some of the questions the children asked were about how the police officers got their promotions, what the criteria were for the same, what challenges they faced in the system internally and externally, what kind of weapons and ammunition they had for managing and ensuring security, law and order and many more. The DSP during his talk, emphasised on the hazards of misusing mobile phones, internet surfing, social media like facebook & Instagram through a few instances and encouraged children to be wise and careful while embracing technology. A tour of the police station, especially the women's wing, the control room and its operations added value to the visit. It was indeed an exciting and enriching learning experience for all our Gurukul students.



Lets' go grocery shopping!!

Have you ever gone to a supermarket with your teachers when you were 5 years old? Well, Equitas Gurukul Kindergarten kids enjoyed a lovely morning walking through the rows of food and other consumables. Children recalled their classroom learnings about 'Market'. They identified the things they found in the supermarket like grains, veggies, fruits, domestic wares, cups, plates and many more. They were quite excited to see the rows and rows of neatly stacked goods and narrated to each other about their experience with their parents. Children also learnt about the concept of paying money to buy the goods, how billing is done and who helps us to make our shopping easier. The institution extends its gratitude to both Kannan and Sri Krishna Departmental stores for giving us this lovely opportunity.



Let us all be safe on road!!

As an epilogue to the field visit to the Karur police station, students and teachers of Karur Gurukul enacted a street play through mime, a powerful theatrical medium of expression at one of the most crowded places of Karur-Vengamedu. The chief objective of this show was to spread awareness among the public about road safety rules. The campaign highlighted the following rules:

- Wear helmet while driving
- Do not use mobile while driving
- Do not over load your vehicle with extra passengers.
- Cross the road at the zebra crossing only and not at the median

Classroom lessons taught in science and social sciences were brought to practical real life situations thereby reflecting our mission to make our children responsible citizens. 'When I teach someone else a concept, I have learnt it 100% myself'. This was well portrayed by the Mime act. DSP of Karur police station, who had made this request to our school to support this social cause, appreciated our students and teachers for their meaningful contribution. The public and the department members were surprised at the skill and talent displayed by the Equitas Gurukul children for this social cause and applauded the school management for such wonderful initiatives.



A day for parents! @ Karur Gurukul

A school consists of not just the teachers and the students but the parents also who are one of the important stake holders of every institution. 8th January 2017, was a day of joy and cheer as all the parents of Karur Gurukul School, came together and organised the Parents' day celebration. A plethora of activities and competitions made the day interactive and engaging and served to be a platform to connect with the school team. Mr. Chokalingam, Coordinator of Consumer Club, Karur graced the occasion as the chief guest and adjudged a few of the competitions. Highlights of the day were the competitions - cooking without fire, dressing the mother to go to office and Rangoli competition. In his address, he expressed his appreciation for the school management and staff for providing such engagements for parents too. The day also marked the announcement of the launch of our Equitas Small Finance Bank at Karur that will go live from 1st of February 2017.



National Leprosy Eradication Day

On 30th January 2017, National Leprosy Eradication day was observed in VSKD Nadar Gurukul, Sivakasi. School Pupil Leader S.Thennavan of Std. IX read out the Collector's letter on



Leprosy, during the morning assembly that was followed by an oath taking by all the students, pledging themselves to serve for the cause of Leprosy eradication. Ms. P.Prisy Renita of Std VIII rendered a compilation of information about Leprosy, what it is, causes, prevention methods and how we could support the cause.

Time to applaud!!

T. S. Gunashri of Std IX, a VSKD Nadar Gurukul student won the 4th prize in the 12th National level Abacus competition held at Bangalore. She qualified in the highest level, which is the 8th level called STARS.



Joy of Reading

Equitas Gurukul has instituted the program called 'joy of reading' to nurture a joy for reading books. The word DEAR has a different meaning at Equitas. It says 'Drop everything and Read'. Children are encouraged to explore the world of books so that they can experience the world beyond through the eyes of the author while building good vocabulary too. Every term, school recognises the children who have shown interest in reading books are awarded prizes. On 19th January 2017, VSKD Nadar Gurukul Principal felicitated students and teachers who had read the most number of books.



Matyr's Day

School education is not just about learning the 3 R's but goes much deeper. Global awareness and significances are most important for every child to grow and live in this global village. The significance of Matyr's day was well brought out by the students of VSKD Nadar Gurukul, Sivakasi through an informative presentation by Dency Jeba Gnanam of Std.VIII. One minute silence as a mark of respect to the father of our Nation, Mahatma Gandhi and all the Matyrs, was observed by the entire school commemorating the day.



7 Habits Club

Be it a child or an adult, good habits always makes one effective in their task delivery. As a proactive institution that nurtures leadership in every individual be it a child, a teacher or staff, VSKD Nadar Gurukul organised a presentation as part of the activities of the '7 habits Club' on 27th January 2017. P. Prisy Renita of Std VIII summarized the private victory habits as "Be proactive, Begin with the end in mind and put First things First" from the book 7 habits of highly effective people by Stephen Covey.



I love my India!! Mera Bharat Mahan!!

VSKD Nadar Gurukul celebrated Republic Day at the school campus. The principal hoisted our national flag .Speeches and cultural performances by students across the school made the celebration a memorable one. Prize winners of competitions conducted during Pongal celebration and the Road safety week were felicitated.



Awareness program on Digital Banking

Awareness program on Digital Banking was conducted at Thanjavur. Banking has definitely taken a great leap in the last decade. With the introduction of online banking and the nculcation of cutting-edge technology, the foundation of digital banking was laid. It involves the amalgamation of various factors like internet and mobile banking, ATMs, social media, customer service, and a lot more.



Free heart surgery

Free heart surgery done for 3 children at vedharanyam through KMC Hospital.



Road Safety Week Celebration

On 24th January 2017, Road Safety week was celebrated in VSKD Nadar School. Drawing Competition was conducted for the children from LKG to II STD. Speeches and creative writing competitions titled on road safety, both in Tamil and English were conducted. Students from across grades participated actively.



Pongal celebration

Pongal cleberation was held at Equitas Nalvazhvu Maiyam at slum board Perumbakkam. Pavement dwellers celebrate Pongal with senior citizens at Vyasarpady.



Republic day celebration in branch

Republic day was celebrated in solapur branch with our members children drawing and speech competition was conducted and prize was distributed to the winners



Monthly Medical Camp

45875 members benetted through medical camps conducted across India by various hospitals. 30761 members were screened in eye camp, 294 free cataract operations by Aravind/Vasan/Ramakrishana Mission/Pranav Eye care/Uma Eye hospitals and 780 members were provided free reading spectacles.



Placement Cell

Equitas conducted job fairs for unemployed youth and was successful in giving employment opportunities to nearly 3015 for the month of Jan-2017 and cumulatively 84870 youth were placed.

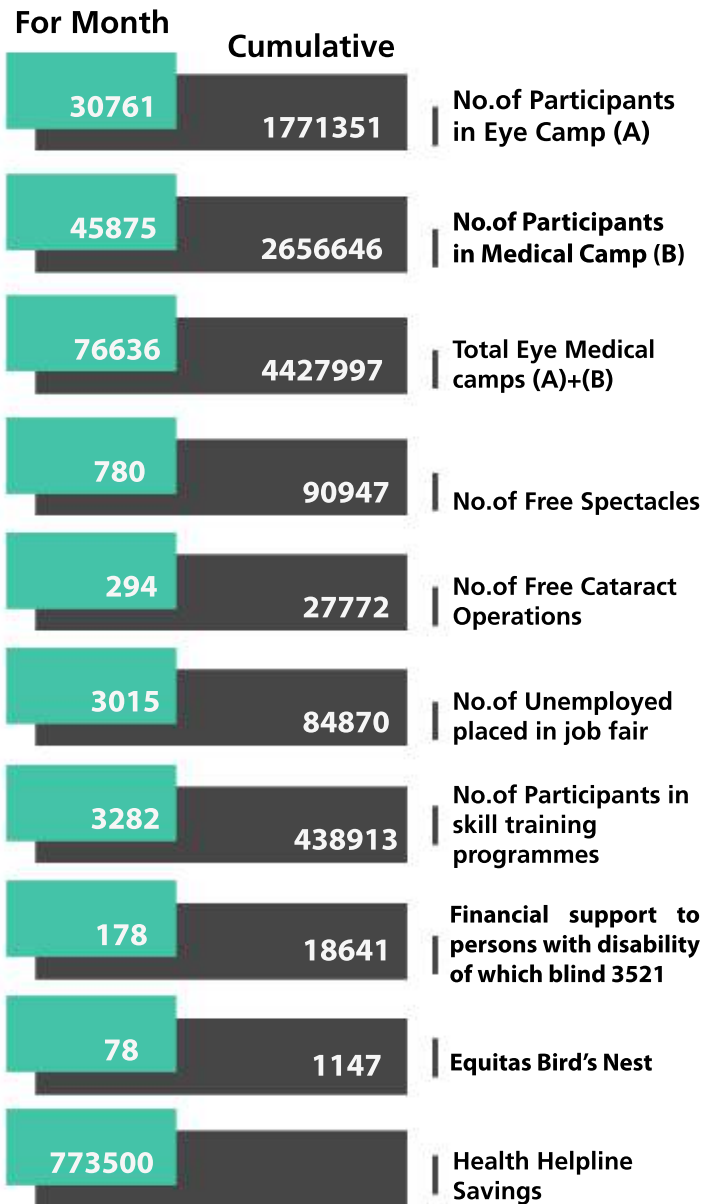


Skill Training

Branches conducted 5 days skill training programme across India for 3282 members on various products like soap oil, soap powder, phenol, tailoring, beautician, embroidering etc. These trainings additionally support the members' income. Along with the skill training we also provide health education to members, developed & supported by freedom from hunger.



MEMBERS REACH OF CSR INITIATIVES



Equitas Dhanyakosha

10868 members benefited from EDK shops during the month of January 2017. The average purchase by each member was Rs.1785 per month and average savings was around 8-10%. We have added 1671 new members to the total base in the month of Jan thus taking the total customer base to 226526.

KODUNGAIIYUR shop topped the sales for the month followed by PAMMAL andTAMBARAM .The Bio metric identification of members is implemented in all 24 stores.