

From The Chairman's Desk.....

Dear philanthropists,

I sincerely apologize for the extended hiatus in publishing our Quarterly Newsletter, KEATS Samacharam. Following Issue No. 25 in October 2023, we faced several unforeseen challenges that hindered our continuity. I am pleased to announce that Issue No. 26 is currently in the works and is scheduled for circulation in April 2024. Moving forward, our commitment is to ensure a regular quarterly release and, if needed, explore the possibility of monthly publications based on ongoing activities.

It brings me immense joy to share that KEATS has now entered its 10th year since inception. In December 2024, we will mark this milestone with Decennial celebrations, to reaffirm our dedication to focus areas and expanding our activities. None of this would have been achievable without your active support, and we eagerly anticipate your continued backing.



I am thrilled to report that both of our prestigious projects, the Skill Development Center in Ambarupet, NTR and Women Empowerment Center in Ambarupet, NTR Dist, are fully operational. The first batch of 50 graduates from the Skill Development Center has successfully completed training, with a majority securing placements. The second batch is poised to finish their training by the time this Newsletter reaches you. The Women Empowerment Center has also produced initial products, and we are exploring additional opportunities for marketable items.

Our initiatives, including scholarships and assistance for deserving students at the Center for Social Services, Hyderabad and Engineering College Kakinada, are gaining more donors each year. We have ambitious plans, and once they materialize, we will promptly share the news with each of you.

I am delighted to inform you that KEATS is now recognized by both national and international organizations, including Dr. Reddy's Labs, Tech India Infoway Pvt Ltd, The Forgotten International, Rotary Club of Burlingame, India Development and Relief Fund (IDRF), and the Tella Sakamoto Foundation. We have become their trusted partners in various projects related to India.

We are happy to inform that as a result of confidence reposed in Team KEATS, around 2.08 Crores was received as contributions during the financial year 2023-24.

Thank you for your continued support. Happy reading!



Dronamraju Venkata Giridhar
April 2024



ZPH School. Unguturu

The successful completion of the ZPHS Unguturu project is a significant milestone in our efforts to enhance educational infrastructure and opportunities. This project, executed by KEATS in collaboration with esteemed partners, marks a commendable achievement in our shared commitment to advancing education and empowering young minds.



As the executing agency, KEATS played a pivotal role in ensuring the seamless implementation of the project, from planning to execution. Rotary Club Vijayawada as the Host Club is the main sponsor of the project. Rotary Burlingame's partnership as the International Club fosters global collaboration.



The matching funds provided by Rotary International have been instrumental in augmenting our efforts and amplifying the impact of the project. KEATS as a CSR implementing partner to Dr. Reddy's Laboratories established Infrastructure and Stem lab components

Project Highlights: The transformation of ZPHS Unguturu into a state-of-the-art learning center stands as a testament to our collective dedication to excellence in education. The project features:

- **Digital Classrooms:** Equipped with cutting-edge edtech software, facilitating interactive and immersive learning experiences for students courtesy wikikids ltd
- **Smart TVs:** Enhancing the learning environment with multimedia capabilities and access to educational content.
- **STEM Labs:** Providing students with hands-on learning opportunities in science, technology, engineering, and mathematics, fostering innovation and critical thinking.
- **Computer Lab:** Equipping students with essential digital literacy skills and access to information technology resources.
- **Solar Power:** Promoting sustainability and environmental consciousness by harnessing renewable energy sources to power the school's facilities.
- **Dining Hall:** Creating a conducive space for students to enjoy nutritious meals, essential for their overall health and well-being.
- **Gym Equipment:** Encouraging physical fitness and promoting a healthy lifestyle among students through access to modern gym facilities.
- **Health Monitoring:** In collaboration with Vijaya Hospitals weekly monitoring of students.

Hand-holding Students: Regular monitoring of students performance through Software implementing partners.



The project has been executed with a total outlay of Rs 350 lakhs, reflecting our commitment to delivering quality education and infrastructure to the community. In conclusion, the completion of the ZPHS Unguturu project is a significant step forward in our collective mission to empower the next generation through education. We extend our gratitude to all our partners, supporters, and stakeholders whose unwavering dedication and collaboration have made this achievement possible.



SUCCOUR TO UNEMPLOYED YOUTH

City Central Library at Chikkadapally, Hyderabad is the hub where hundreds of unemployed youth prepare for competitive exams in the Government sector – such as Group I and II conducted by Telangana State Public Service Commission. The majority of them are from lower income groups who find it tough to manage both time and money. KEATS pitched in to support them and, after discussing with the authorities, decided to provide dinner free of cost. The initial plan was to cater to about 200 students for 3 months. The program was formally launched on 10th May, 2023 by Sri Mahesh P Bhagwat, IPS, Addl DGP – CID.

The initiative received instant support from philanthropists, KEATS, KEATS US members and other NGOs. The attendance and need was reviewed and the free meal program was extended to nearly 400 candidates. The duration was also extended to four months. Managing Trustee Mr YS Subrahmanyam has monitored the food distribution regularly along with his better-half Smt Usha.

KEATS wishes the candidates all the best in the competitive exams and a bright future. Several of them have been enrolled as KEATS volunteers whose services were planned to be utilised as and when required.

SCHOLARSHIPS TO FUTURE ENGINEERS

For the second year, the annual scholarships of Rs 20,000 to economically weaker students of University College of Engineering, Kakinada were given. In addition to 14 old students, 12 new students of second year were selected by a team of senior faculty. KEATS profoundly thanks all the donors committed to this program.

This year Dr Vidyasagar (Advisor to



KEATS, CEO of Avantel Ltd and alumnus of JNTU-K) voluntarily came forward to financially support another 15 girl students on merit-cum-means basis through his family trust LAKSHMEE FOUNDATION with a similar amount of Rs 20,000 each.

A two-day visit was planned to JNTU-KAKINADA for multiple reasons.



On 17th November, 2023 a guest lecture was given by Prof Vijayalakshmi Atluri (Rutgers University, NJ) to CSE students. The same day afternoon Prof Vijayalakshmi and Dr Jayadev interacted with final year students and answered their queries regarding admissions into Universities in USA. The next day ie 18th November, KEATS and LAKSHMEE FOUNDATION scholarships were



disbursed to the 41 students. KEATS volunteer certificates were distributed to around 30 students who evinced interest in serving the needy when necessary. The function was attended in large numbers of KEATS family including its Chairman Mr D Giridhar, Managing Trustee Mr Y S Subrahmanyam, Program Co-ordinator Mr K Ramesh and Lakshmee Foundation rep Mr V Sampath Kumar. KEATS is extremely thankful to the Principal Prof Krishna Prasad, Vice-principal Dr Meera Saheb and Prof Ratnakumari of JNTU-K for their support to the scholarship program.

Glad to announce that ECOSAK (Engineering College Old Students Association of Kakinada) donated Rs 1.00 lakh recently and has committed a similar amount annually for a minimum of 5 years. This caters to scholarships for 5 students additionally. The number of recipients may well cross 50 this year.



SKILLING THE YOUTH AND EMPLOYMENT CREATION

27th November, 2023 is a historic day in the journey of KEATS. The objective of skilling and employing the economically underprivileged rural youth has fructified with the commencement of training program at the SKILL DEVELOPMENT CENTRE, christened SRI GARIKAPATI SIVARAMA SASTRY BLOCK. Remind readers that this centre is located at Ambarupeta near Nandigama in erstwhile Krishna dt of Andhra Pradesh. This has been possible only due to the persistence and continuous efforts of our Managing Trustee Mr YS Subrahmanyam for the past three years. Kudos to him !



The infrastructure in the RCC building of 13,500 sft consists of:

1. An administrative office
2. Counseling room
3. Computer Lab with 40 work stations and laptops
4. Two classrooms with teaching aids
5. Two domain labs with necessary equipment
6. Two separate dormitories for boys and girls
7. Pantry and dining area
8. A Center Manager along with support staff have been recruited for running the centre.

After due diligence, the course selected was Patient Relations Associate in the health sector. The first batch comprised 50 beneficiaries (of both genders) and was divided into two groups. KEATS is fortunate to have M/s Bollineni Medi Skills (under Kamineni Research Foundation) as training partner. They will be providing high-quality customised training experience.

The residential program of 60 days (480 hours) was completed by end January, 2024. A second batch of similar strength also has just concluded.

We are extremely grateful to Dr Reddy's Laboratories Ltd, Hyderabad for providing funds of Rs 40.00 plus lakhs towards training costs of the first two batches of 100 trainees. We are heartened that M/s IDRf (India Development and Relief Fund) has approved a grant of \$50,000 for training another 2 batches.

Pleased to inform that 70% candidates have been absorbed in various hospitals

was entered for manufacture and marketing of spice powders, pickles and ready-to-cook items. Machinery/equipment worth Rs 15 lakhs was procured and installed. Ten local women were employed and the number is likely to be more than doubled once the unit becomes self sustainable. The profits will be utilised to reinvest in replicating similar centres and also shared with the employees.

The products, with KEATS logo, are already on the racks of Vijetha Super Market, Q - Mart, Palem Organics etc. KEATS reserves the right to white-labelling and direct sales of general products. We seek your support for our products which are also available online.



EMPOWERING RURAL WOMEN - DREAM COME TRUE!

Happy to announce that the WOMEN EMPOWERMENT CENTRE (named Sri Atluri Venkateswara Rao Block) at Ambarupeta, Nandigama in NTR dist has commenced operations. The total project cost including working capital is about Rs 75 lakhs.

The centre was established with the objective of uplifting the less privileged and low-skilled local women in the areas of financial independence and nurturing entrepreneurship. This dream became a reality with the magnanimous contributions from Sri Garikapati Subrahmanyam, Prof Vijayalakshmi Atluri, Dr Jayadev Vellanki and M/s Paramount Builders, Jaggayyapeta initially. KEATS profusely thanks organisations from USA - India Development Relief Fund (IDRF), The Forgotten International Inc, EKAM and KEATS-US for their financial support in making the project viable.

After several rounds of discussions with M/s Gourmet Craft Foods, Hyderabad, which is an established player in the food industry, an agreement



Visits

Three member team consisting of Mr. D V Giridhar, Chairman, KEATS, Mr. Y S Subrahmanyam, Managing Trustee, KEATS and Mr. G Appa Rao, Executive Trustee travelled to Bangalore during 2&3 Feb 2024 to meet and have discussions with Mr Tom Nazario of The Forgotten International (TFI), California, US and Mr Andrew Lederer, Founder and Executive Director of M/s Build a School in India (BSI), US to explore the possibilities of their new projects implementation and monitoring. The discussions were positive

They had an opportunity to visit Shanti Bhavan Situated in Baliganapalli, Hosur, Tamil Nadu, merely 35 km from Bengaluru, this institution was founded in 1997 by Dr. Abraham George, an Indo-American businessman and former Indian Army personnel. Initially established as a privately funded institution, it later evolved into an NGO, collaborating with various



corporations. Operating as the Shanti Bhavan Children Project, it holds 80G certification in India and 501(c) status in the USA. This residential school caters to students from pre-kindergarten to 12th grade, enrolling 15 girls and 15 boys aged 4 from socially and economically disadvantaged backgrounds. The institution provides comprehensive support, including free boarding and lodging facilities. Upon graduation, if completed in India, or through scholarships for studies abroad, they cover pre-admission expenses, including school fees, flight tickets, and related costs. Also during the trip, they met Mr. Pankaj Sing Thakur CEO of Heads Held High (HHH) to explore possible synergies. Various options were discussed at length including collaboration with them for training and placing in hospitality Industry and the discussions are useful for future projects.

SRI RAVI TEJA HOME, ELURU

On 16th November, 2023 President KEATS-US Dr Jayadev Vellanki

inspected the home for HIV effected children along with Prof Vijayalakshmi Atluri, Mr MV Krishnarao and Mr M Sampath Kumar. To better the living conditions of the 30 odd children, a monetary assistance of Rs 7.50 lakhs



was provided by KEATS-USA.

Most of you will recall that an Exigency Block and Toiletries were constructed at the home few years back and financial aid was given during COVID time.

VIRTUAL MEET ON Vissannapeta Tribal Girls School and Junior College Project

On 9th February a virtual meeting was held with Mr. Kumar Ranadhir Singh Head-CSR of Dr Reddy's Laboratories along with their CSR Executive Mr. Suraj Nanda Gopal; Mr Bobba Venkatadri and Mr Bob Doer of Rotary Burlingame; Mr Jerry from Wings of Rotary, Ms. Vijaya from APNRTS and Mr Jagadeesh from Smart Class.

Rotary Club has pledged \$108 K for digitisation, while Dr. Reddy's Labs, Hyderabad will contribute \$100 K for infrastructure requirements under their CSR. The CSR head emphasised that the funds will be channeled through KEATS, their implementing partner, similar to the approach used in ZPHS, Unguturu. This is a great development and KEATS profusely thanks both the organisations for their magnanimous support. KEATS Managing Trustee Mr Subrahmanyam also took the opportunity to express appreciation and gratitude to Dr Reddy's for funding Training project at it's Skill Development Centre, Ambarupeta.

Annual General Body Meeting

The 10th Annual General Body Meeting of KEATS was convened on the 23rd of September, 2023, at 7:00 PM,

hosted at the premises of Avantel Ltd, Madhapur, Hyderabad. The Chairman, Sri Giridhar, extended a warm welcome

to all attendees and delivered an inspiring address. With KEATS poised to mark its tenth year of operations in January 2024, he urged everyone to rededicate themselves to initiatives that would have a lasting impact. He expressed gratitude to all members for their unwavering support and trust over the years.



Following the Chairman's remarks, the Managing Trustee, Sri YS Subrahmanyam, delivered a comprehensive presentation outlining the organization's activities. The presentation included notable past projects, programs undertaken in the preceding year, and forthcoming plans.

Sri Subrahmanyam highlighted significant developments, including the full equipping and acquisition of statutory clearances for both the Skill Development Centre (SDC) and the Women Empowerment Centre (WEC). These centers are slated for inauguration in October 23.

At the SDC, two training programmes



each having 2 month duration will be conducted for approximately 50 candidates in each programme as Patient Relation Coordinators, with assured placement opportunities upon successful completion. This initiative is being undertaken in collaboration with M/s Dr. Reddy's Labs, Hyderabad, who have generously sponsored the initial expenses amounting to Rs 18 plus lakhs each batch.

Meanwhile, at the WEC, 10-12 women from nearby villages will undergo training in the production of food products such as pickles and powders. Necessary machinery has been procured and modifications made as required. This manufacturing endeavor will be guided by M/s Gourmet Food Products, Hyderabad, with whom an MoU has been established. They will also facilitate the purchase of the finished products.

The Annual General Body Meeting concluded on a note of optimism and determination as members pledged their continued commitment to KEATS' noble mission.

EC Meeting

A physical meeting was held on 27th March '24 at Avantel Ltd premises. The activities in the current financial year and plan of action for the next year were discussed at length.

Obituary:

Sri Bodapati Ramesh

It is with heavy hearts that we announce the passing of Sri Bodapati Ramesh, a cherished Life Trustee of our KEATS, on the 8th of October 2023, in Hyderabad. Sri Ramesh retired twelve years ago as the Assistant Commissioner of Central Excise. He leaves behind a legacy of service and dedication.

Sri Bodapati Ramesh is survived by his beloved wife & two sons. Each member of his family, including his spouse, daughters-in-law, and grandchildren, holds the esteemed position of Life Trustee at KEATS, a testament to the



values and commitment shared by the Bodapati family.

Sri Bodapati Ramesh's presence was felt and valued in every aspect of our organization. His unwavering support and dedication were evident as he actively participated in our Annual General Body Meeting held on the 23rd of September 2023. His sudden departure shortly after that meeting has left a void in our hearts and within the KEATS community.

In this moment of grief, Team KEATS extends its deepest condolences to the bereaved family. We stand together in honouring Sri Bodapati Ramesh's memory and the significant contributions he made to our organization and beyond. May his soul find eternal peace, and may his family find solace in cherished memories and the enduring legacy he leaves behind.

Helping Hands

Details of major donations (Rs 25000 or above) received subsequent to the list published in last Newsletter dated Oct 2022 are provided chronologically below. We regret that other donors could not be accommodated here.

KEATS USA INC.	14-Oct-22	813669.00
The Forgotten International	21-Nov-22	1056814.00
Dr Reddy's Foundation	30-Nov-22	1500000.00
Vijai ElecticalsLmited	01-Dec-22	429825.00
Shanta Vasantha Trust	06-Dec-22	200000.00
The Forgotten International	06-Dec-22	1228699.00
Vijayalakshmi Aluri	22-Dec-22	100004.72
Bobba Annapurna Devi	26-Dec-22	100000.00
Lakshmee Foundation	28-Dec-22	50000.00
The Forgotten International	29-Dec-22	614033.00
KEATS USA INC.	06-Jan-23	816364.00
The Forgotten International	07-Feb-23	1642944.00
Mullapudi Krishna Mohan Rao	15-Feb-23	95000.00
Y Bhupalam Reddy	28-Feb-23	25000.00
Y Bhupalam Reddy	01-Mar-23	25000.00
Tota Srinivasa Rao	13-Mar-23	30000.00
Saifulla Khalid	13-Mar-23	30000.00
GNV Prasad	13-Mar-23	30000.00
Pramana Realtors & Builders	18-Mar-23	100000.00
KEATS USA INC.	23-Mar-23	2553057.00
The Forgotten International	29-Mar-23	161370.00
India Development and Relief Fund	04-Apr-23	3260000.00
Kuchipudi Venkateswara Rao	23-Apr-23	50000.00
MSVKSR Prasad	23-Apr-23	30000.00
Hima Bulusu	23-Apr-23	31500.00
Bolloju Narasimha	24-Apr-23	30000.00
GavaraJagannadha Rao	25-Apr-23	31500.00
E Ravindranath	25-Apr-23	25000.00
Gaddamanugu Lakshmi	27-Apr-23	31500.00
Emani Ramesh Narayana	02-May-23	50000.00
Guduru Ravi Kumar	04-May-23	50000.00
India Development and Relief Fund	05-Jun-23	817300.00
Pramana Realtors & Builders	13-Jun-23	100000.00
Kosaraju Lalitha	15-Jun-23	25000.00
Venkata Vidyasagar Ammu	18-Jun-23	25000.00
Pidikiti Raghu Prasad	19-Jun-23	100000.00
Raduno Rocks Contribution	07-Jul-23	27519.00
Emani Ramesh Narayana	16-Jul-23	100000.00
Mallela Lakshmi	30-Jul-23	25000.00
Yerramilli S Krishna Prasad	28-Aug-23	100000.00
Tella Sakamoto Foundation	14-Jul-23	974280.00
India Development and Relief Fund	12-Oct-23	1657250.00
Dr Reddy's Laboratories	19-Oct-23	2318150.00
India Development and Relief Fund	07-Nov-23	1659400.00
Mahesh Shriram Phansalkar	22-Nov-23	25000.00
India Development and Relief Fund	16-Feb-24	3758156.00
The Forgotten International	04-Mar-24	203633.00
Dr Reddy's Laboratories	12-Mar-24	2318150.00
ECOSAK, Hyderabad Chapter	13-Mar-24	100000.00
APNRT	15-Mar-24	200000.00

Appeal for Contributions

We earnestly appeal all the members to invite and add their friends and family members as Members, Life Trustees. We reassure that each rupee KEATS receives will be spent only for the purpose and our commitment to ensure Zero/minimal overheads as the case may be will be maintained. IT benefits u/s 80G will continue for all the eligible donations. (y)Our KEATS has grown up manifold in the journey of 9 years so far and it will be our endeavour reach newer heights in the years to come

From Our Big Brother

(Report by President, KEATS USA-
Dr. Jayadev Vellanki)

KEATS USA works closely with the India Development Relief Foundation to support essential projects like the SDC (Skill Development Center) and WEC (Women Empowerment Center) led by our colleagues at KEATS India. Despite the generous contributions from supporters such as Subu Garikapati (Vice President), YS Subrahmanyam (MT of KEATS India), Pruthvi Venkayala, Ravikiran Nadimpally, Prasad Garikipati, Dr. Priya Vellanki, Suseela and Sridhar



Myneni, Rahul Yelamanchili, and Vijay Kasi, additional funding is needed to ensure these initiatives can operate smoothly.

In addition, KEATS USA aids Vikasa Vidyavanam, an innovative school in AP fostering free thinking and a deep connection with nature among its students. Alumni in the USA maintain a strong bond with the school, and KEATS

supports fund raising efforts there.

KEATS USA also provides vital assistance to the Raviteja Home for HIV-infected orphan children in Eluru, Andhra Pradesh, offering Rs 7.50 lakhs in financial relief. Notably, Dr. Vijayalakshmi Atluri, Bhanu and Ramakrishna Sanapala, Madhavi and Vijay Kasi, Usha and PV Rao, and Y Nagraja Kumar fully fund this contribution with a commitment to ongoing support.

Furthermore, KEATS allocates Rs 2 lakhs to economically disadvantaged female students in Vijayawada, India, with contributions from Dr. Mulpuri Venkat Rao and Dr. Jayadev Vellanki. Ongoing support is also pledged for deserving students like Deekshita, with an additional Rs 50,000 from Dr. Rao.

An additional Rs 6 lakhs in support was provided to CSS International,

a home and school for orphan and underprivileged girls, funded by Savitri Mulpuri and Dr. Vijayalakshmi Atluri. We also applaud the generous support provided by Kowsalya Ganapathiraju family for CSS.

Moreover, KEATS India facilitates scholarships for about 45 students at JNTU Engineering College, Kakindada, A.P., with generous backing from KEATS USA members including Dr. Mulpuri Rao, Ramakrishna Rao Sanapala, Dr. Vijayalakshmi Atluri, and Dr. Jayadev Vellanki.

Looking ahead, KEATS USA is gearing up for its annual fundraising campaign for Samrupti Cancer Care. Gratitude is extended to all those who contributed to supporting the underprivileged in society.

Photo Gallery from SDC & WEC



శ్రీధి నామ సంవత్సర ఉగాది శుభాకాంక్షలు

