

KEATS Samacharam

Quarterly News Letter -Vol 28 , Oct'24



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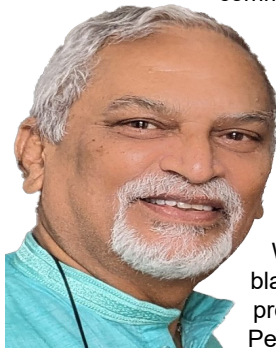
2014
2024

KEATS is "TEN acious"

From Chairman's Desk....

Dear philanthropists,

We are pleased to present Vol 28 of KEATS SAMACHARAM, our Quarterly Newsletter, keeping you informed of the brisk pace of activities at KEATS. As promised, this edition brings highlights of our efforts over the past quarter, marked by significant community support and outreach.



The recent devastating floods that severely impacted both the Telugu states left many communities, particularly those in submerged areas near Vijayawada, in dire straits. In response, KEATS swiftly acted to provide relief to those affected. Upon issuing an appeal for support, we were heartened to witness an overwhelming response. While Dr Jayadev Vellanki (President - KEATS USA) played a pivotal role in mobilising contributions from US, we are proud to highlight that Indian donors were no less generous. Within just 24 hours, a whopping amount of ₹12.00 plus lakhs was received.

With these funds, we immediately procured 1,000 relief kits - each consisting of 2 bedsheets, 1 thick blanket, 1 lungi, 1 saree, 2 towels etc. Special thanks to Mr Sampath Kumar Myneni for his assistance in procuring the material. These kits were distributed to the severely impacted families in Kandrika a locality in Penamalur Mandal , where many residents lost almost everything to the floods.

Our ground relief operations were led by Mr. Sampat Kumar Myneni, Mr Jagan Mohan, Manager SDC along with 25 male and female trainees . They were supported by Mr Pranay, Manager of WEC , Mr Satyanarayana Abburi of M/s Lakshmee Foundation Hospital, Ex servicemen friends of Mr Sampat, several Life Trustees of KEATS from Eluru. Their solidarity and hard work ensured that the aid reached the most deserved victims. But the karta, karma and kriya for the entire operation was our Managing Trustee Mr YS Subrahmanyam. Kudos to him for the micro-planning, monitoring, executing and reporting the entire chain of activities.

Looking ahead, we have scheduled the Annual General Body Meeting for 3rd October 2024. This forum will be pivotal as we discuss and finalize plans for the KEATS Decennial Celebrations, set to take place in December 2024 apart from other agenda.

As always, we remain committed to our mission of serving the underprivileged and assure you of our best efforts to continue this noble work.

Dronamraju Venkata Giridhar

1 Oct 2024.



Big Hearts.....

Who responded instantly to help flood victims.....

Date	Donor	Received in INR
3-Sep-24	Mr MSR Sarma -	10000
3-Sep-24	Mrs Kalipatnapu Kiranmayi	15000
3-Sep-24	Mr G Apparao	15000
3-Sep-24	Mrs Dronamraju Santha	9000
3-Sep-24	Mr Vadapalli Rama S Sarma	3000
3-Sep-24	Mrs Vemuri Damayanti	1500
3-Sep-24	Mrs Dronamraju Indira	6000
3-Sep-24	Mr Yerramilli Radhakrishna	3000
3-Sep-24	Mr KMS Srinivas	50000
3-Sep-24	Mr Emani Ramesh Narayana	50000
3-Sep-24	Mr M Krishna Mohan Rao	15000
3-Sep-24	Mr & Mrs Jayadev & Vijaya Lakshmi	50000
3-Sep-24	Mr Pardha Saradhi Naidu	15000
3-Sep-24	Mrs Saraswati Velidandla	1500
3-Sep-24	Mr E Ravindranadh	20000
3-Sep-24	Mr G Kondala Rao	4000
3-Sep-24	Mr YS Subrahmanyam	25000
3-Sep-24	Mrs Paracha Usha	25000
3-Sep-24	Mr Narsi Bolloju	15000
3-Sep-24	Mrs Kausalya Ganapathiraju	100000
3-Sep-24	Mr Dr Sajjan Rao	84000
3-Sep-24	Mr KV Rao	42000
3-Sep-24	Mr Subu Garikapati	10000
3-Sep-24	Mr & Mrs Myneni Sridhar & Suseela	25000
3-Sep-24	Mr Tadimeti Charan	75000
4-Sep-24	Mr Venu Kakaraparti	10000
4-Sep-24	Mr SRK Rao	42000
4-Sep-24	Mr Anonymous	10000
4-Sep-24	Mr Mulpuri Venkata Rao	84000
4-Sep-24	Mr Polepalli Natarajachari	18000
4-Sep-24	Mr Venkat Koganti	21000
4-Sep-24	Mr Suresh Katragadda	21000
4-Sep-24	Mrs Chandana Kaza	21000
4-Sep-24	Mr Pruthvi Venkayala	15000
4-Sep-24	Mr PV Rao	50000
4-Sep-24	Mr T Srinivasa Rao	20000
4-Sep-24	Mrs G Sandhya Sakuntala	3000
4-Sep-24	Mrs Raghavarani Tanuku	10000
4-Sep-24	Mr K Krishna Murthy	5000
4-Sep-24	Mrs T Sita Vara Lakshmi	35000
4-Sep-24	Mr Kishore Yelamanchili	10000
4-Sep-24	Mrs Vemuri Damayanti	6000
4-Sep-24	Mr I Srinivasa Sastry	4500
4-Sep-24	Mr Akundi Murali Krishna	5000
4-Sep-24	Mr R Vijaya Bhaskar Rao	4500
4-Sep-24	Mr T Nageswara Sarma	20000
4-Sep-24	Mrs Dr Priya Vellanki	33000
4-Sep-24	M/s Karthikeya Trading Pvt. Limited	50000
5-Sep-24	Mr K Manohar	5000
6-Sep-24	Mr DV Narasimha Rao	4500
13-Sep-24	Mr Yerramilli Sri Krishna Prasad	25000
16-Sep-24	Mr P Vijayagopal	10000
	Total	1211500

Skill Development Center (SDC):

As shared in previous newsletter, the skilling programs for 35 participants each in both Data Analytics (DA) and Data Science are well underway. We are thrilled to inform you that the DA batch has successfully completed their training, and interviews are already being scheduled. We've received the heartening news that 10 young men have been selected by MRF, with a starting package of ₹24.5 K pm CTC. By the time you read this, we hope to have placed all the candidates, and the AI-ML batch will also have completed their training, with preparations for the next batch already in motion.



It's important for us to share that the skilling program we conduct is fully residential, except for a few local candidates. The cost of training and placing each candidate comes to Rs 35,000 which includes the fee for our training partners. So far, we have been able to sustain this initiative through CSR contributions, matching funds from collaborating NGOs, and the generous initial donations of our members. Our goal is to train and place at least 100 candidates per year, at a total annual cost of ₹35,00,000.



We would like to appeal to all of you to imagine the impact if each of us sponsored just one participant, with a recurring monthly contribution in instalments. We will be reaching out soon with a detailed appeal on how you can be part of this life-changing initiative.

We extend our heartfelt gratitude to IDRF for their generous matching fund of 49000 USD in support of our Skill Development Center (SDC) initiatives.



Women Empowerment Center (WEC):

Many of you are already familiar with our vision for the Women Empowerment Center – a model that goes beyond mere training to offer sustainable livelihoods for rural women. In line with this, we have established a food processing unit, producing pickles, spice powders, ready-to-cook mixes, and snack items. Your overwhelming support, especially in procuring our Mango Pickles, has been deeply encouraging. We now have a variety of products available, and we urge you to continue supporting the determined women at our WEC by trying the food items.

Efforts are also underway to establish marketing links to promote our products under the brand name KEATS EATS. Once these initiatives are stabilized, we will realize our larger dream of establishing similar centers, eventually forming a sustainable chain that empowers more women across rural communities.

We take this column to appreciate the sincere efforts of Mr Mullapudi Krishna Mohan Rao in promoting both SDC and WEC through his You Tube Channel



AP Tribal Welfare School and Tribal Welfare Junior College for Excellence for Tribal Girls, Kondaparava, Vissanapeta, NTR District, AP:

The saying "If you want to go far, go together" is proving true for our educational goals. As you know, we collaborated with ZPHS Unguturu on a project, and the credit goes to Rtn. Bobba Venkatadri, and also our Life Trustee, for their contributions. He personally donated Rs 75 lakhs and connected us with Rotary Burlingame, Rotary Vijayawada, and other organizations like Dr. Reddy's Labs and Vijaya Electricals. These connections helped secure about ₹65 lakhs through CSR grants, along with individual donations. With the support of a Rotary Global Grant, the school was transformed into a state-of-the-art learning centre, comparable to any corporate school.



Now, under the leadership of Rtn. Bobba Venkatadri once again, we are working on another project. KEATS is again a cooperating partner for a Rotary Global Grant with Rotary Club of Vijayawada Midtown and Rotary Club of Burlingame, California, US. This global grant of \$100,000 is allocated to Rotary Vijayawada Midtown, and KEATS will administer it. Dr. Reddy's Labs has also approved a CSR grant of Rs 83 lakhs for infrastructure development.

The ground-breaking ceremony for this project was recently held. The global grant will fund the digitization of classrooms, setting up computer and STEM labs, while CSR funds will be used for building toilets, installing a solar plant, securing the campus, and improving the water supply.

Around 180 pairs of Shoes and socks were procured and donated to girl students with generous donations from some of the KEATS members.

Plans are afoot to work with Rotary on another 12 Tribal Girls' Schools in AP. An application has been submitted by Rotary for the 2025 Rotary Scale Grant, which is awarded to only one project globally each year. Let's keep our fingers crossed. We now ask our US alumni to consider collaborating with Telugu associations in the US for further support.



Events:

- In collaboration with M/s Lakshmee Foundation Hospital, Vijayawada a free health checkup camp, with focus on Ophthalmology (Eye-testing), was conducted on 20th July at our SDC. About 100 villagers and 75 trainees and staff of SDC & WEC got the tests done. Many thanks to Dr Vidyasagar, CEO of Avantel Ltd, and his charitable trust running the hospital.



- Independence day was celebrated on 15 th August with fervour at the SDC with flag hoisting and virtual meeting with Dr Jayadev Vellanki's (President - KEATS USA) motivational address.



- Participated in the Amazon Food Festival (16 - 18 July) at their campus in Hyderabad. The products of WEC were on display at the counter and with positive feedback from the visitors sales to the tune of Rs 50,000 were achieved.



- For the second year in succession, Mr Bipin Parcha has arranged for 46 refurbished laptops from his company M/s IntegRhytham Inc. (INRY), Hyderabad for SDC. This will help in each of the trainee having a personal device during his/her training period. M/s ADP has also promised 25 laptops.



- Served food packets to truck drivers and stranded passengers on highway at Ithavaram (a village next to Ambarupeta) when the Hyderabad Vijayawada Highway was cut off due to floods.



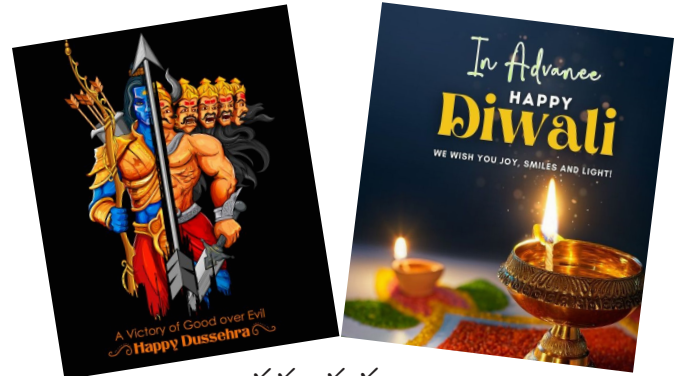
- Mr Prasad Garikapati donated Rs 1 Lakh as part of his assured donation of Rs 1.00 lakh per annum which is continuing for the past several years.
- Mr SRK Rao . who sponsored Computer Lab and Digital class rooms earlier, during his recent trip to India, visited ZPHS, Kaikaram and committed to sponsor Toilets for Girls at this school for which estimation is being made by them.



- Chi. Chaitanya, son of Sri Kalipatnapu Krishna, and Chi. Sow. Soumya, daughter of Sri Emani Ramesh Narayana, tied the sacred knot in a beautiful and glittering ceremony in Bangalore on 11th August 2024. Both the bride and groom, along with their parents, are Life Trustees of KEATS and have been dedicated supporters of our mission since its inception. We extend heartfelt congratulations to the couple and wish them a lifetime of happiness and togetherness.



- Another Life Trustee Sri D Venugopla Reddy's younger daughter Chi Sou Charitha got married to Chi Rishikesh on 28th August at Hyderabad. Best wishes to the newly weds and God bless them!



సహృదయులు
కీట్స్ కుటుంబ సభ్యులందరికీ,
దసరా మరియు దీపావళి
శుభాకాంక్షలు.

