

KEATS Samacharam

Quarterly News Letter -Vol 29 , Jan'25



Editor: Kosaraju Ramesh



From Chairman's Desk...

Dear philanthropists,

Happy New Year!



We are delighted to present Volume 29 of KEATS SAMACHARAM, our quarterly newsletter, as a special edition commemorating Decennial Celebrations. It feels like just yesterday that KEATS came into existence, and now we stand proud, reflecting on a fulfilling 10-year journey made possible by the unwavering support and confidence of each one of you.

These years have been filled with remarkable successes, and even the occasional setbacks have only strengthened our resolve. In this bulletin, we highlight several key initiatives undertaken over the past decade.

A simple yet heartwarming celebration was held on 27th December 2024 at our Skill Development and Women Empowerment Center Complex in Ambarupet. Sri G Deepak Reddy, Chairman Society for Employment Generation and Enterprise Development in Andhra Pradesh (SEEDAP) graced the function as Chief Guest and unveiled the Pylon to mark the Decades Journey. The Guest of Honour Dr. A. Vijayalakshmi unveiled the KEATS Skilling Journey Plaque. The event was attended by numerous members and Life Trustees from both India and the US. Despite recovering from a recent hospitalization, our Managing Trustee Mr YS Subrahmanyam personally oversaw the arrangements, demonstrating deep commitment to the cause.

We are also proud to announce the successful completion of another prestigious project at the College of Excellence, Kondaparva, Vissannapet, where KEATS served as a supporting partner. This project was graced by the presence of the Rotary Club of Burlingame, Rotary Vijayawada, and Mr. Bobba Venkatadri from the US.

As we celebrate 10 years of service, we rededicate ourselves to our mission. With renewed energy and dedication, we pledge to continue earning your trust and confidence in the years to come.

For KEATS

DV Giridhar
Chairman

12 Jan 2025
Hyderabad

A Journey of Giving Back



The story of Keats India began with a simple yet profound idea: to give back to society. In 2014, during a college reunion, a group of alumni came together to reflect on their shared experiences and the blessings life had bestowed upon them. This reflection sowed the seeds for Keats, an organization dedicated to making a meaningful impact on the world around them.

From its inception, Keats India has focused on creating positive change through various projects. Whether it was educational initiatives, community development programs, or efforts to uplift the underprivileged, the organization has worked tirelessly to fulfill its mission. Over the years, substantial resources have been mobilized, and countless lives have been touched through these efforts.

As the organization grew, so did its aspirations. Recognizing the potential to expand its reach, a sister organization was established in the USA. This step not only strengthened Keats' global presence but also showcased its ability to inspire individuals across borders to contribute to a shared vision of social betterment.

Today, as Keats India reflects on its journey, there is a sense of humble gratification. None of this would have been possible without the unwavering dedication of the management committee and the trust and belief of its numerous members. Their collective passion and commitment have been the cornerstone of the organization's success.

Keats India's journey serves as a testament to the power of unity and the impact of giving back. While there is much to celebrate, the organization remains focused on the future, committed to continuing its work and making a difference in the years to come.

-Dr Vellanki Jayadev, President, KEATS USA

Decennial Celebrations



27th December, 2024 will be a milestone in the journey of KEATS - marking ten years of its inception and existence. Very fittingly, the venue was Ambarupeta where our twin centres of Skill Development and Women Empowerment are located.

Several members of KEATS family from near and far attended and participated with enthusiasm. Prominent among them was KEATS USA President Dr Jayadev Vellanki. The current

trainees undergoing skill development course, staff of WEC and locals added to the fervour creating a festive atmosphere.

The products of WEC under the brand KEATS EATS were on display and sale. The attendees, specially the women couldn't resist taking home the pickles, powders and snacks.

Chief Guest Sri G Deepak Reddy, MLC and SEEDAP Chairman was taken around the campus with the facilities shown. In his address to the gathering, he highlighted the steps taken by State and Central governments in skilling the youth and assured of his full support to our SDC. CMD of KPC Projects Ltd Mr K Anil Kumar and Mr TS Rama Mohana Rao of M/s MN Rao & Associates, who are our skilling partners, shared the dias and their experiences.



After the meeting a sumptuous lunch was served. An outlet of KEATS EATS on the VJA-HYD highway was inaugurated by Prof Vijayalakshmi Atluri. Our Managing Trustee Mr YS Subrahmanyam left no stone unturned in organizing the program and making it a success despite being indisposed - true to his working style that earned him the title పని బకాసురుడు! Kudos to him. 🙏🙏🙏

The event was covered in the vernacular media. We thank all the members present and all the donors for their unstinted support all these years from the bottom of our hearts.



Details of Contributions received since last report

Sl No	Name	Date	Amount
1	Mrs.Aparna Sharma	26-Sep-24	₹ 45,000.00
2	Mr KVV Satyanarayana	22-Oct-23	₹ 45,000.00
3	Mr Potharaju Seshagiri Rao	23-Oct-24	₹ 40,000.00
4	Mr Yerramilli Siva Subrahmanyam	26-Oct-24	₹ 60,000.00
5	Mr K Narasimha Murthy Bhatta	27-Oct-24	₹ 36,000.00
6	Ms Hima Bulusu	27-Oct-24	₹ 40,000.00
7	Mr Karpurapu Rajagopal	28-Oct-24	₹ 80,000.00
8	Mrs Revati Kakaraparthi	29-Oct-24	₹ 35,000.00
9	Mr Sanjay Kapalli	31-Oct-24	₹ 10,000.00
10	Mr Suri Babu Bulusu	2-Nov-24	₹ 40,000.00
11	Mrs Bulusu Rajeswari	2-Nov-24	₹ 40,000.00
12	Mr Venkata Vidyasagar Ammu	6-Nov-24	₹ 20,000.00
13	Mr Pidikiti Raghu Prasad	12-Nov-24	₹ 50,000.00
14	Mr E Ravindranath	5-Dec-24	₹ 20,000.00
15	KEATS USA INC.	6-Dec-24	₹ 2,528,869.00
16	M/s India Development and Relief Fund	31-Dec-24	₹ 4,262,000.00
17	Mrs Aduri Pallavi	4-Jan-25	₹ 35,000.00
18	Mr Dronamraju Venkata Naga Dinakar	4-Jan-25	₹ 35,000.00

M7 University College of Engineering - Kakinada Scholarships

In the third year of the program, 15 second year students shortlisted by the college committee on economic grounds were approved for the financial aid. With 15 students of present third and fourth years already receiving the scholarships, the total candidates under the program is 30. KEATS thanks ECOSAK and it's Hyderabad chapter for pledging Rs 1.00 lakh each every year by which 10 candidates can be supported.



In addition, for the second year our Advisor and CEO of AVANTEL Ltd Dr Abburi Vidyasagar is sponsoring 13 girl students this year alone. With 8 girls of earlier batches, the total is 21. The scholarships based on merit-cum-means is facilitated through LAKSHMEE FOUNDATION TRUST. The overall tally thus is 51 students for 2024-25. Each student will be receiving an amount of Rs 20,000 per annum. These scholarships were disbursed on 7th January 2025 at the college in

the presence of Hon'ble Vice Chancellor Prof KVSG Murali Krishna, Principal Prof N Mohanrao, Vice-principal Dr M Swarupa Rani and other dignitaries. Mr Ramesh Kosaraju and Mr Sampath Myneni represented KEATS and LAKSHMEE FOUNDATION respectively. Local KEATS members Mr MV Rajarao and Dr I Santhiprabha were also present.

The speakers exhorted the students to do well



Decennial Special Edition

academically and make good use of the scholarship amounts. They also hoped that after settling in life, the present recipients would help others in need. All the students gave their consent to be recruited as volunteers of KEATS.



In the evening, Mr Ramesh Kosaraju had a separate meeting with the students with the



intention of interacting with them and motivating. Our Managing Trustee and President KEATS-USA also gave their messages through video call.

SRE7 CSS Program

May I remind members that from the Smt Ramadevi Endowment Fund, the needs of five orphan girls of Centre for Social Services, Hayathnagar are being taken care of.



This year, in lieu of three girls who have completed their degrees and are taking up jobs, three girls B Navya, E Vandana and E Supriya have been included. They are studying Intermediate at nearby Sidhartha Degree College. We shall be supporting them till they complete studies and are employed.

AP Tribal Welfare School and Junior College of Excellence, Kondaparva

Facilities such as new borewell, Digital lab, Digital Classrooms, STEM Lab and 20KW Solar Power costing Rs 1.85 crores were provided at AP Tribal Welfare School and College for tribal girls, Kondaparava, Vissannapeta, NTR dt. These were inaugurated on 7th Dec 2024. Rotary Club of Burlingame, Rotary International Vijayawada & Dr Reddy Labs sponsored the facilities whereas KEATS is the coordinating and implimenting agency. Representatives from USA accompanied by Mr Bobba Venkatadri participated in the glittering function.



Located at Amberpet, Hyderabad, it offers services that include 24-hour availability of emergency shelter; counseling and support for GBV survivors. Once the victim reaches Sayodhya home, their efforts are focused in providing an environment that will help her recover from the traumatic effects of victimization and develop an understanding of herself and awareness of the dynamics of domestic violence, relationships, financial and workplace requirements through rehabilitation skill trainings and counselling.



KEATS India and USA Team visited the home on 6th Jan 2025 to hand over a cheque for Rs 3.00 lakhs. The amount was contributed by KEATS USA members Mr Subu Garikipati (Rs 2.00 lakhs), Mrs Suseela Myneni (Rs 50,000), and Mr Nagaraj Yenugadhati (Rs 50,000).

Toilet blocks at ZPH School, Kaikaram

Earlier several improvements such as Computer Lab, Digital Class rooms were sponsored by Mr and Mrs SRK Rao. Now they have provided additional funds for toilet blocks which are getting ready. Our Executive Trustee Mr G Apparao visited the school last week to inspect the progress.



Sports & Rangoli Competition at Skill Development Center

Sports day and Rangoli competitions were conducted at our SDC and WEC complex. All the girl inmates participated in the Rangoli with the festival geity and fervour. Prizes also were also given to the winners to encourage their participation.



సంక్రాంతి సుభాకాంక్షలు

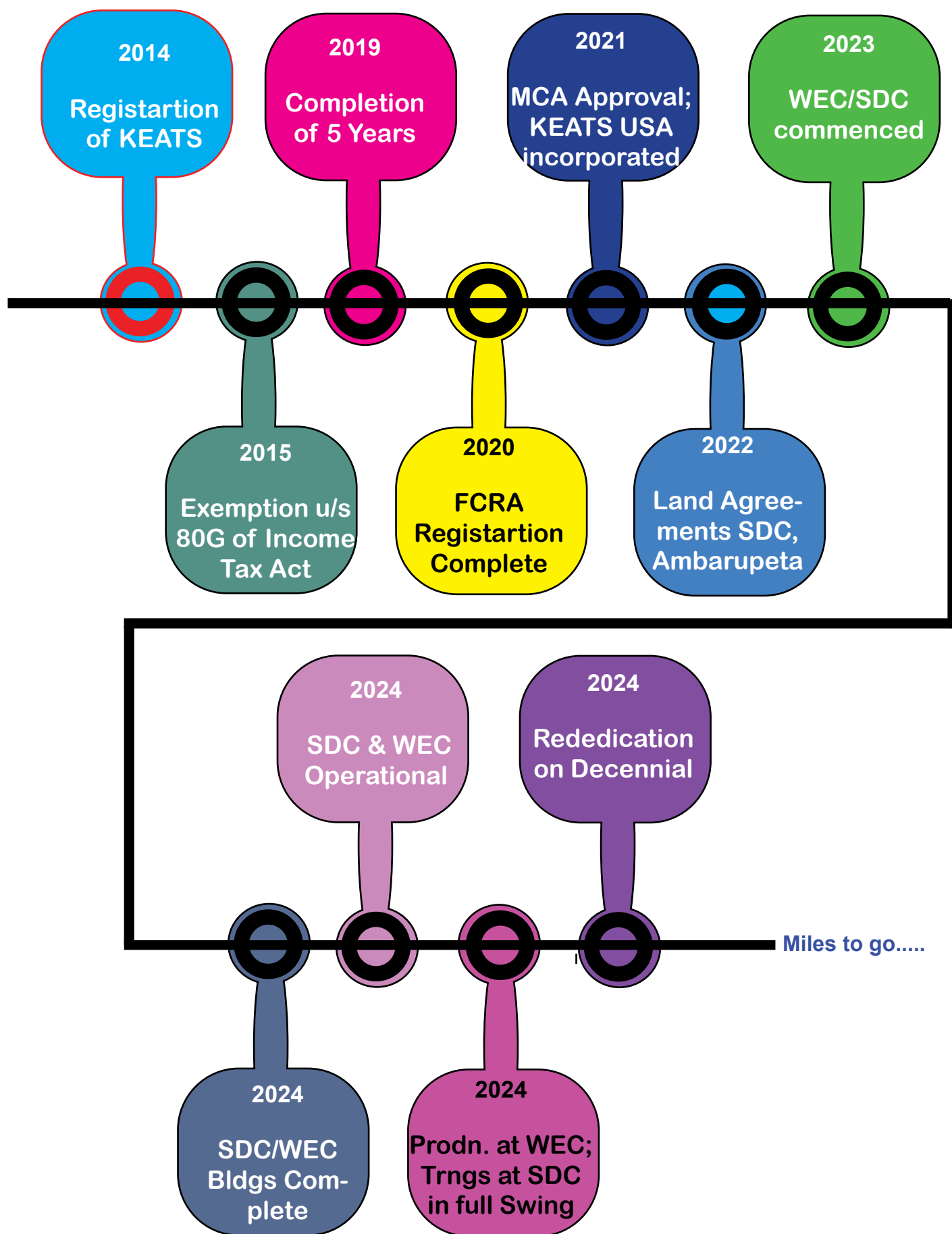




Retrospection

.....great job inDEED !

10 YEAR MILESTONES



Our logo designed at the time of inception in 2014
continued for 6 years.



In 2020, a new logo in accordance with the changing times
was approved.



Giving back to Societyprior to inception of KEATS

Giving back to the Society started with very small donations from friends and their children who used to celebrate their birthdays, marriage days with school children by distribution of sweets, fruits, books etc. Mr Krishna Mohan Rao Mullapudi used to regularly organise in the Schools around Tiruvuru prior to inception of KEATS. It is no exaggeration if we consider him as the inspiration behind the very idea of formation of KEATS.



Computer Education in ZPH Schools in Krishna Dist. AP



This is one of the early projects undertaken by KEATS after its formation. As many as 35 schools in Krishna district were selected and trainers recruited. The initial enthusiasm by the school managements melted slowly forcing us to discontinue the programme.

Infrastructure development at ZPH School, Tiruvoor-Krishna Dt, AP

Infastructure Development included benches to the students, toilets along with continuous water supply for boys and girls, stage for daily assembly and for conducting Annual Days. English speaking courses were conducted periodically to build confidence among the students to face the challenges in life.



Infrastructure development at ZPH School, Cheruvu Madhavaram, Telangana



Dilapidated classrooms were demolished and new block along with toilets were constructed. Computer lab,digital class rooms and drinking water facility were provided. A library/reading room was established in the village community hall to help youth prepare for exams.

Infrastructure development in ZPH School, Dwaraka, Telangana

M/s Pennar Industries who adopted the school donated funds to KEATS for providing basic amenities such as toilets and clean drinking water and an auditorium.



Infrastructure development in ZPH School, Gangalakurru, AP



Our initiatives at Gangalakurru in West Godavary district of Andhra Pradesh were confined to improving the basic amenities required for the students such as benches in the class rooms of ZPH School.

Drinking Water Project for the Gummaladoddi Village

It is an initiative as per the wish of M/s Gayathri Projects under the Corporate Social Responsibility. An RO plant at the cost of Rs 10.00 lakhs was established and handed over to the village organisers at Gummaladoddi village near Vizianagaram in Andhra Pradesh



SRTE & ICWS, Eluru-AP



The society run by Mr Ayikaraju and his spouse takes care of AIDS affected children. An exigency block for critically ill children and toilet block for girl inmates were constructed and financial support provided during Covid time. KEATS USA is providing financial support as and when needed.

Anganwadi Center/School improvement at Bombay Tanda

Bombay Tanda is a tribal village near Illendu of Bhadrachalam Kothagudem district in Telangana State. An anganwadi center and primary school were renovated by providing benches, drinking water and facelift to the buildings.



Open Defecation Free Project at Bombay Tanda



Construction of Toilet cum Bath rooms for each and every household of tribal hamlet having around 250 families was undertaken. It resulted in dignity to women and health benefits to all the people. This Tanda was declared Open defecation free (ODF) by Sri Raju IG of CRPF. This is one of the projects that has given us immense satisfaction.

Vivekananda Convent High School, Moosapet, Hyderabad

This convent with reasonable standards of education caters to the children of labourers and lower income group. Fee reimbursement (partially and fully) was provided to poor students and financial assistance was given for other facilities. During Covid time, salaries of staff were taken care of.



Support to Alambana -School for poor children



Alambana School in Kukatpally provides free education to children of migrant labourers. We have provided timely assistance in running the school.

Skill Development Project, Gurukulam -Tadepalligudem

Skill Development training was given on Modern Survey using DGPS and Testing of Construction Material for 40 days which was well taken by students. They were also placed after the training. Late Sri T Ch Hanuman Rao took this initiative and camped there through out.



Support to Orphan girls of Kasturba Gandhi National Memorial Trust



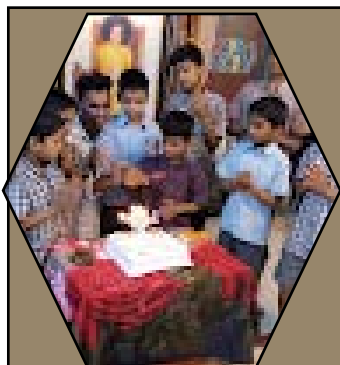
Kasturba Gandhi National Memorial Trust, Bandlaguda, Hyderabad is an institute for destitutes, Orphan girls and also mentally challenged. College fee of Orphan girls was taken care of for a period of 4 years We have supported marriage of an orphan girl by providing financial assistance of Rs 2.0 lakhs.

Satya Sai School for Blind, Narsapur, Telangana

Sincere efforts were made to shift the students and School to a permanent building. But the Covid and other circumstances did not allow us to proceed in this regard.



Sri Satya Sai Home - Orphanage, Bharatnagar, Hyderabad



Provisions were supplied and financial assistance provided .Possibilities to run this orphanage for boys by KEATS were explored but in vain.



5K Run by KEATS clubbed along with main event in the eve of 5 year completion



5 Yr Completion Program wherein Dr KI Varaprasad Reddy was the Chief Guest



Covid Relief Activities

To provide succour & strength to vulnerable sections during the lockdown crisis, KEATS stepped in to do its best.

1. Support to orphanages, migrant labour, homeguards, police personnel on duty, hairdressers, cab drivers etc
2. 500 provision kits were distributed to Municipal workers on daily wages through Mrs Kavya Kishan Reddy.
3. Nearly 1,000 kits were distributed in remote tribal villages of Khammam and Kothagudem dts.
4. Another 1,000 kits were given to carpenters from Rajasthan, labourers from West Bengal, Madhya Pradesh and Bihar, ASHA and sanitary workers and needy archakas.
5. PPE kits and equipment were given to Gandhi and Osmania Medical College Hospitals.



Donation to Kerala Flood Victims



When floods devastated Kerala, Eenadu group initiated a relief fund for which KEATS contributed Rs 2.00 lakhs to extend their help and sympathies to the victims.

Toilet Block, City Central Library, Afjalgunj, Hyderabad

The library users were suffering as there was no toilet in the premises. KEATS acted upon their request and constructed a toilet block for gents and ladies separately at a cost of Rs 5.00 lakhs.



Donation to Hanumantharaya Grandhalayam, Vijayawada, AP



Velidanda Hanumantaraya Grandhalayam is one of the oldest Library/Community Hall in Vijayawada. In its difficult times, many supporters contributed for the cause of reading including our members who donated magnanimously.

Skill Development Training Programs at Thorur

At Vandemataram Trust, Thorur Academically bright students from nearby villages are being trained in-house for competitive exams. Their request for a Skill Set improvement training was considered favourably. Late T Ch Hanumanrao rose to the occasion and conducted DGPS training during which entire Thorur was mapped.



Computer Lab in Vandemataram Trust



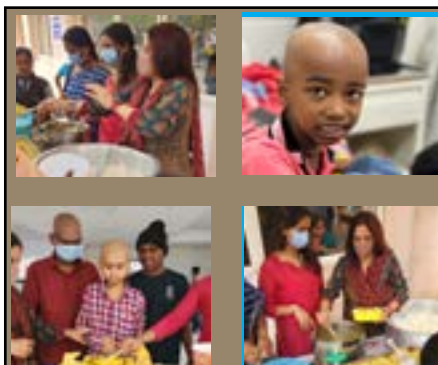
Computer lab was set up for the benefit of all the children preparing for the exams at Vandemataram Trust, Thorur. 24 Computers with all the paraphernalia and internet were provided. The facility was inaugurated by Sri VC Sajjanar, CP and graced by Sri Chukka Ramaiah, noted educationist and MLC.

Digital Classrooms & Computer Lab in ZPH School, Kaikaram

SRK Rao one of the Patron of KEATS, and Alumnus of ZPH School, Kaikaram, wished the school be equipped with Computer lab and Digital Classrooms. He fully funded the Rs 20.00 lakh projec. It is now fully operational providing excellent learning opportunity to students.



Care for cancer affected children



An NGO Samtrupti is doing yeoman's service by providing food to cancer affected children and their assistants at NIMS, Hyderabad for the past several years. Since 3-4 years KEATS USA has been supporting them by sharing their monthly expenditure.

Infra Development, Digital Classrooms & Computer Lab in ZPHS, Dharmasagar

Enthusied by the dynamic principal of ZPH School Dharmasagar, and interest shown by teaching staff, KEATS gave a complete facelift to the school. Science lab, Digital Class rooms, Bicycles for girl students are few among various facilities provided.



Donations to Pulwama Victims families.



After the blast by terrorists at Pulwama, wherein our Army jawans died, financial help started pouring in to the families of the victims. Not to be left behind, KEATS handed over a cheque of Rs 3.00 Lakhs to IG, CRPF Hyderabad through Late Col (Retd.) Sankar Rao.

Financial Support and Infrastructure Development at Taylor High School, Narsapuram

Taylor High School Narsapuram is one of the oldest where prominent personalities including Alluri Sitaramaraju, Director Bapu studied. KEATS undertook construction of toilet blocks , providing benches and renovation of premises.



Smt Ramadevi Endowment Scheme at CSS, Hyderabad



In memory of Late Y Ramadevi, her family deposited an endowment fund of Rs 20.00 Lakhs. From it and the interest accrued education and other needs of 5 orphan girls at CSS is being taken care of till they settle down. The duration of this program is for a period of 20 years approx.

Infra Development, Digital Classrooms, Computer, STEM Labs at ZPHS Ungutur,

An NRI Mr Bobba Venkatadri who was an alumnus of ZPH School Ungutur mopped up the support of Rotary Burlingame, Dr Reddys Labs, The Forgotten International apart from his own contribution to completely renovate the School. New buildings with Digital class rooms, Solar Power, dining hall, Sports & Medical facilities were provided. KEATS was implementing agency.



Project FAITH



FAITH- "Fostering Aspiring Individuals Through Hospitality - is a project that provided meals to the unemployed rural youth preparing for competitive exams in City Central Library, Ashoknagar, Hyderabad. On an average, 300 meals were provided daily for 6 months.

Scholarships for Inmates of KVSS, Vijayawada, AP

KVSS is a non-profit organisation for the welfare of poor girl students to study and come up in life. Scholarships were provided by KEATS USA



Floods inundating Vijayawada suburbs



Most recently, flash floods severely impacted both the Telugu states. KEATS swiftly acted and approx. Rs 12.00 lakhs was garnered in quick time. 1,000 relief kits - each consisting of 2 bedsheets, 1 thick blanket, 1 lungi, 1 saree and 2 towels were distributed to the severely impacted families in Kandrika a locality in Penamaluru Mandal, where many residents lost almost everything.