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Issue - 22
Dec. 2021

Editor: K Ramesh

KEATS SAMACHARAM
(Quarterly Newsletter)

FROM THE HORSE'S MOUTH!

Dear members,

The last two years have been really tough for all of us. But true to the adage "When the going gets tough, the tough get going", KEATS pursued it's activities relentlessly, service being our motto. You all are the real strength of the organisation.

The Skill Development and Women Empowerment Centres at Ambarupeta should be operational in this quarter. The EC team is going all out to mobilize the balance funds required for the project. Leaders in the industry are being approached for contributions under CSR. I also appeal for your largesse for the cause of empowering the underprivileged.

We had closely interacted with KEATS US President Dr Jayadev during his recent visit to India, who also was present for the Gramasabha at Ambarupeta. Needless to say he is the motivating factor behind significant inflow of funds from the US for our projects. The contribution and efforts of PV Rao (our Vice-chairman), Dr Vidyasagar (Executive Trustee), Mr Rajkiran Nadimpally (from US), Mrs & Mr Alluri V Raju and Mr KMS Srinivas are "booster doses" for us. I should also appreciate the efforts of Mr K Ramesh in the design of trifold e-brochure in English (this has been already circulated to you).

Philanthropy is in the genes of our members and whatever be the occasion - reunions, marriages, anniversaries, arrival of a new member etc. - KEATS is always at the back of their mind. I salute each one of them!

So as KEATS completes 7 glorious years and enters the 8th, let's be positive and hope that "this too shall pass" and "all will be well" soon. But don't let the guard down.

WISH YOU AND ALL YOUR FAMILY MEMBERS A VERY HAPPY, HEALTHY AND PROSPEROUS 2022.

DV Giridhar
Chairman

Hyderabad
1st January'22

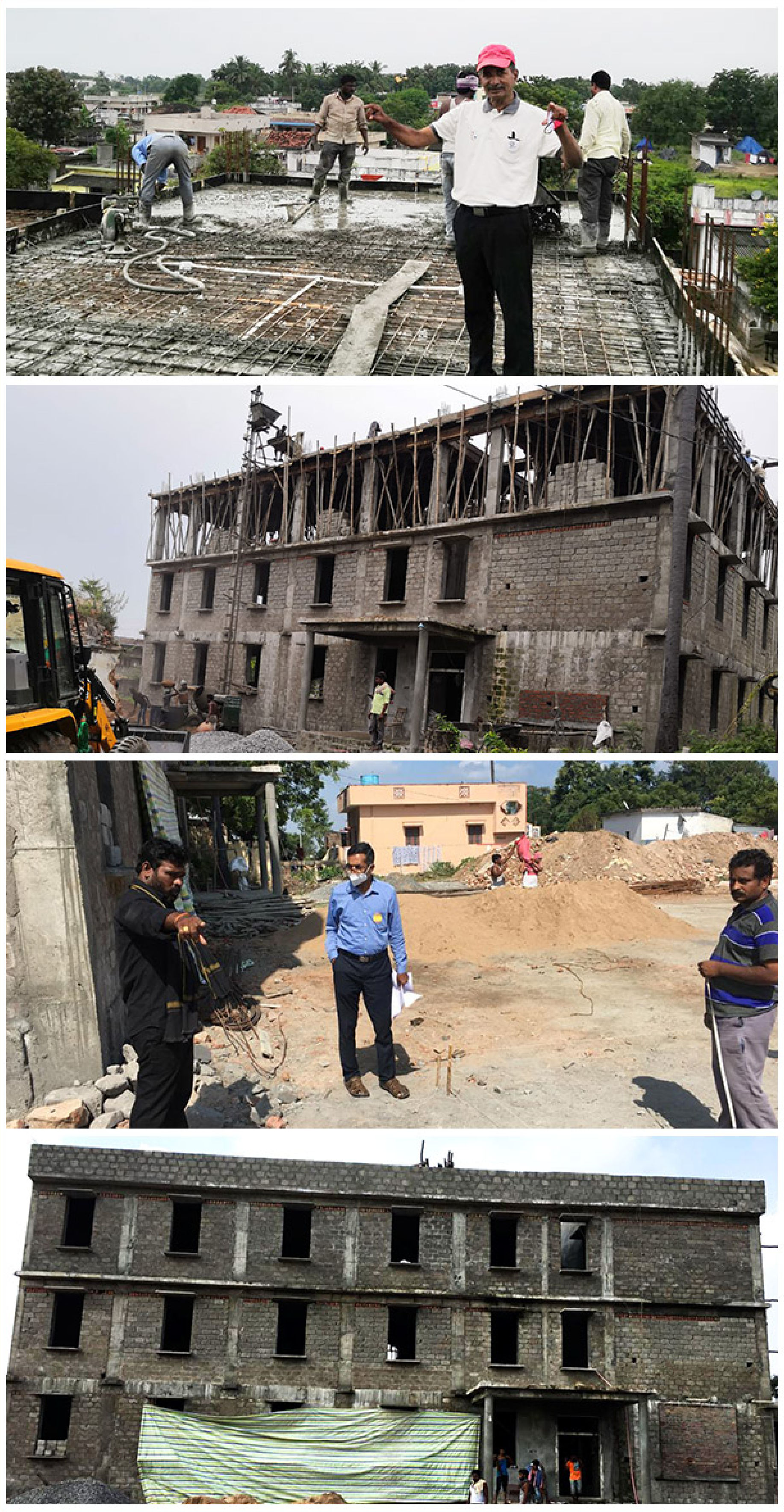
EVENTS

GRAMASABHA AT AMBARUPETA ON 9TH NOVEMBER

The Skill Development Centre (SDC) and Women Empowerment Centre (WEC) construction activities are going as planned. To take inputs from the surrounding villagers on the trades to be established at the centre, an interactive meeting was organised by Mr Naanayya of Ambarupeta. The KEATS team comprised Mr YS Subrahmanyam, Mr PV Rao, Mr V Jayadev, Mr G Apparao and Mr A Vidyasagar. Sri Vasantha Nageswararsao, Ex Home Minister of AP, was the Chief Guest. He and other MPTC and ZPTC members, villagers who attended assured their full support and co-operation in making the project a success. The data collected from the unemployed youth will be collated and keeping the job opportunities in mind the trades will be finalized. Flyers in Telugu highlighting KEATS past activities and about the future plans for SDC were distributed to create awareness among the villagers and public.

THE PROGRESS OF CIVIL WORKS IN PICTURES:

Mr M Krishnamohanrao and Mr YS Subrahmanyam are closely monitoring the progress.



KEATS MEETING WITH ROTARY VIJAYAWADA

KEATS meeting with Rotary Vijayawada, Mr Venkadri Bobba of Forgotten International, US regarding the progress at ZPHS, Unguturu and implementation of Simply science education portal. Managing Trustee Mr Subrahmanyam and Executive Trustee Mr Krishnamohanrao are in the picture. Mr Bobba has transferred ₹30.00 lakhs as 2nd tranche of his commitment for the project.

THEME SONG FOR KEATS

Chairman and Managing Trustee are in discussions with renowned lyricist Mr Ananth Sriram on a theme song for the trust.

Wedding Bells

Mr T Srinivasa Rao and Mrs Padmaja (our life trustees) performed Sangeet and marriage of their son Jagan Mohan Rao with Himaja on Dec 25th & 26th at Hyderabad. Several KEATS members attended and blessed the couple.

MEET ISHAN

Mr G Jagannadharao (EC member) and Mrs Anasuya arranged a function to introduce their grandson Master Ishan (S/o Mr Kartik and Mrs Monisha - all of who are Life Trustees of KEATS) on Dec 27 at Hyderabad. Again several KEATS members graced the occasion and blessed the child. ₹14,000 was donated to KEATS on the occasion.

OCCASIONS AND DONATIONS

- On their 5th wedding anniversary, Mr Chowdary Charan and Dr Sneha (both Life Trustees) donated ₹50,000/- God bless the couple!
- Dr A Vidyasagar, CEO of Avantel Ltd, donated ₹5.00 lakhs for SDC. The company has been presented with Industry Excellency Award by Institution of Engineers India on December 26th at New Delhi. It has also diversified into medical equipment sector under the brand name IMEDS. 🙏
- Mr PV Rao donated ₹2.00 lakhs and mobilised over ₹6.00 lakhs by motivating his friends and relatives for the cause of SDC. 👏
- Mrs Vijaya Raju Alluri is contributing ₹2.00 lakhs for ZPHS, Unguturu project. Mr Alluri V Raju pledged continuous support for the cause of education in memory of his father. WoW!
- Mr KMS Srinivas's (Life Trustee) New Year resolution is to donate ₹1.00 lakh for SDC project. What a noble idea Sirjee!!!

CAMARADARIE '73

ECK Class of 1973-78 had a Golden Reunion at Celebrity Resorts, Shamirpet. Around 40 members with their families had memorable time during three days of stay from 3rd to 6th December. Variety of games were conducted, visit to Raduno Abodes (retirement home) was arranged and there was a light music program on the last day. Entire group danced to the tune of "Snehamera jeevitham, snehamera saaswatham".

An amount of ₹53,800 was collectively donated to KEATS on the momentous occasion. We salute the leaders!

FROM OUR BIG BROTHER

Dear fraternity,

The year 2021 has been anything but ordinary. In the USA, it started out with a cataclysmic event that shook the foundations of American democracy to its very core. But the year started out with a lot of hope that the pandemic would be conquered and that normalcy would be restored soon.

Though the vaccines for Covid 19 pandemic were developed, it was a logistical challenge to deploy them across the world. People at the lower rungs of the society still suffered from economic deprivation.

KEATS and KEATS USA continued their efforts to help the underprivileged and then the second wave of a virulent strain of Covid struck causing tremendous loss of life and disruption, especially in India. The donors of KEATS USA stepped up to the occasion contributing 20 plus lakhs of rupees to the efforts of our parent organization KEATS in India. Many hungry mouths were fed, an exclusive isolation center for the Police force was built in an effort to do our bit to help.

We provided a year's worth of support for feeding the cancer stricken children in support to Samtrupti organization in Hyderabad. We are able to register with many large organizations qualifying for 100% company match. In addition, we were able to support other charities like CSS India who were struggling because they lost CSR funds from Indian companies. In another wonderful development we were able to collaborate closely with VRF of Pennsylvania led by Meghna Ganapathiraju for helping many students in India financially and also in teaching spoken English skills. We received feedback that these skills instilled the necessary confidence for a few girls who could successfully face their job interviews. And we are very proud that our very own Keats USA teen group was started in New Hampshire by Rithika Praturu. They helped the local orphan children, conducted social help activities and are currently conducting a drive for clothes collection for poor children in India.

All this charitable activity would not have been possible without the kindness of so many of our members who opened their hearts and wallets generously for giving a helping hand to the deprived members of the society. We wish them happiness and prosperity and hope that they will continue to support KEATS USA.

Wish you all a very happy 2022!

Dr Jayadev Vellanki
President - KEATS USA

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