

# KEATS Samacharam

Quarterly Newsletter- Volume 27 Jul'24



**Editor: Kosaraju Ramesh**

## **From The Chairman's Desk....**

Dear philanthropists,



**W**e are pleased to bring you the latest edition of Keats Samacharam. We are proud to announce the Women Empowerment Center's venture into producing mango pickles under the brand name KEATS EATS. It's wonderful to know that these products have been well received in various places in India and the US, garnering positive feedback and encouragement from those who have tasted them. A big round of applause to all our women life trustees who contributed to achieving such excellent taste. Due to overwhelming orders, took up another batch of production, possibly the last for the season. Of course we are adding new line of pickle products, Powders, Papads and sun-dried fritter(Vadiyalu). Keep watching and if interested, you can order online using this link.

After achieving almost 82% placement success in the first two batches trained at our center, our endeavors and activities at the Skill Development Center also look promising. The ongoing training in Data Analytics in Artificial Intelligence (AI) and Machine Learning (ML), facilitated by the renowned M/s KC Pullaiah Foundation, will continue for 3 and 4 months respectively. With around 70 students enrolled across the 3rd and 4th batches, it's clear that there's significant interest and investment in these cutting-edge fields.

Looking ahead, the upcoming celebration of KEATS' 10th anniversary in December 2024 is undoubtedly a milestone worth commemorating. Brainstorming various initiatives for the occasion shows a commitment to marking this momentous event in a memorable way. I am eager to share more about the plans as they unfold in due time.

Regards,

DVGiridhar  
Chairman

Hyderabad  
1 Jul 2024



## WOMEN EMPOWERMENT CENTER(WEC)

We have made significant progress with our WEC's efforts towards self-sustainability, particularly with the launch of "KEATS EATS" for marketing its products. Here are some points summarizing our achievements and ongoing activities:

**Brand Development and Registration:** The name KEATS EATS has been chosen for marketing the products. We have initiated the registration process for the brand name, which is crucial for protection and recognition. But then we decided against independent entry into the retail market due to logistical challenges. Instead M/s GCF will be our marketing partner and will manage retail aspects. Focus will be on marketing KEATS EATS products through our network and in the Hotel Restaurant and Café/Catering (HoReCa) sector.

**Partnerships and Collaborations:** Discussions are ongoing to collaborate with corporate caterers like COMPASS which could significantly expand our market reach and distribution channels.

Our pickle products have been well received, generating orders and inquiries. They are available for online orders within India, showcasing demand and market interest. There have been issues with accepting international card payments but we are actively working with Razor Pay, our payment gateway partner, to resolve these payment issues, ensuring smoother transactions for international customers. We are open to further leads and collaborations from members to enhance our presence and sales, particularly in corporate catering and related sectors. Overall, our efforts demonstrate a strategic approach to building and expanding our brand while addressing operational challenges effectively. Keep leveraging partnerships and focusing on market segments that align with our strengths and goals.



## SKILL DEVELOPMENT CENTER(SDC)

We are pleased to report that the first two batches of participants trained in the health sector as "Patient Relation Coordinators" (with KIMS Foundation as Knowledge and Training partner) achieved an 82% placement rate. The remaining 18% could not join due to their personal reasons.



Currently, we are focusing on skilling for degree holders in Data Analytics and for Engineering Graduates in Artificial Intelligence & Machine Learning with M/s KC Pullaiah foundation as our Knowledge and Training partners. SDC is a program that requires continuous fund raising to help rural unemployed and financially disadvantaged youth. We are making efforts to partner with other NGOs and corporate entities for funds. We request support from our trustees and philanthropists as well for this cause.

Further proposals are under consideration to train 50 to 100 youth with a minimum qualification as drivers, with Maruti as training partner. M/s EVZIP Mobility Pvt Ltd, a startup with a fleet of electric cars for corporate hiring and last-mile connectivity with Metro (still under approval) will be the employment partner.



## EDUCATION

The Vissanapeta Tribal School & Junior College's digital classroom project and infrastructure improvement project are in advanced stages. The digital classroom project is a collaboration with Rotary Midtown Vijayawada as the host club, Rotary Burlingame as international partner, with matching contributions from the International Rotary Fund. The IRF grant is under approval. Our role will be as an implementing partner.

Regarding infrastructure improvement, we are CSR implementing partners for Dr. Reddy's Laboratories. An amount of Rs 80.00 lakh grant has already been approved and received last week. The project will start in the second week of July.

We (KEATS) have aligned with another trust MANCHIPUSTAKAM in fostering reading habit amongst children. Recently the trust has completed 20 years of service in publishing and promoting low-cost children's books. KEATS decided to donate their books worth Rs 1.00 lakh to libraries of about 25 schools, most of which are long term associates.



### Smt VELLANKI LEELAVATHI RAGHAVAI AH EXTENSION BLOCK AND LIBRARY ROOM @ CSS-NAM SCHOOL:

Although KEATS is not directly involved in this program, it would be grossly unjust if the event is not reported here in our communication journal. On 24th June, the additional infrastructure created at CSS-NAM English Medium School at Hayathnagar was inaugurated. Dr Jayadev Vellanki, President KEATS-US and Dr Venkatarao Mulpuri helped Mrs Vijayalakshmi Vemuri of Center for Social Service mobilise the funds required during their fund raising trip to US last year.



Jayadev and Prof Vijayalakshmi Atluri set an example by contributing Rs 50.00 lakhs towards the extension block and their daughter Dr Priya Velanki donated Rs 10.00 lakhs. Mrs Savithri and Dr Venkatarao gave away Rs 10.00 lakhs towards building cost. The expenses of Rs 12.00 lakhs for the library were borne by Sri Nagaraja Kumar Yenugadhati, our Life Trustee. To refresh your memory, he is sponsor of Smt Ramadevi Endowment Fund through which we have been supporting 5 orphan girls of CSS Home for around 20 years. Kudos to the magnanimity of the mega donors.

May their tribe increase !

Smt. VELLANKI LEELAVATHY RAGHAVAI AH	
EXTENSION BLOCK	
DONORS WHO CONTRIBUTED USD 10000 +	
S.NO	NAME OF THE DONOR
1.	Dr.VijayaLakshmi & Dr.JayaDev Vellanki
2.	Mr.Nagaraj Kumar Yenugadhati
3.	TELLA - SAKAMOTO FOUNDATION
4.	Dr.Ankitha Desai & Dr. Sarat Ganga
5.	GIVING CIRCLE FOUNDATION - SAN DIEGO
6.	Mr.Karunendra Chilakapati ( Welkom Solutions) In Memory Of Dr. Chilakapati Venkata Ramarao
7.	Dr.Lakshmi & Dr.Ganga Choudary
8.	Dr.Manasa Musunuri & Dr.Uday Bahunutula
9.	Mrs.Manu & Mr.Venu Vemula
10.	Mrs.Padmaja & Mr. Durga Prasad Gadde
11.	Mrs.Ragini & Mr.Anjaneya Varaprasad Chimalakonda
12.	Smt.Savithri & Dr.Venkatarao Mulpuri
13.	Dr.Srilatha Mulamalla & Mr.Rajesh Vonguru
14.	Mrs.Sukadha & Mr.Ram Venigandla
15.	Mrs.Srinivasarao Vempati - in memory of his Mother Smt. Damayanti Vempati
16.	VIDHYA RIGHTS FOUNDATION

### HELPING HANDS

1	Dr Reddy's Laboratories	80,32,238.00
2	M/s India Development and Relief Fund	12,01,615.00
3	Mr Pidikiti Raghu Prasad	1,00,000.00
4	Mr Srihari V Vemulakonda	83,300.00
5	Ms Hima Bulusu	45,000.00
6	Mr JSVU Sastry	20,000.00
7	Mrs Kosaraju Lalitha	20,000.00
8	Mr E Ramesh Narayana	10,000.00
9	Mr YS Subrahmanyam	10,000.00
10	Mrs D Akhila Reddy	5,000.00

## APPEAL FROM EXECUTIVE COMMITTEE

As you may be aware, our Skill Development Center (SDC) located in Ambarupeta, NTR Dist., is dedicated to empowering unemployed youth in rural areas by equipping them with the necessary skills for employment opportunities. However, we currently face a challenge in accessing Government support, such as reimbursement through the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), due to delays in the registration process. While we continue to resolve this issue, we are actively seeking assistance from various avenues, including Corporate Social Responsibility (CSR) initiatives, NGOs, and contributions from our members. To provide comprehensive training to each participant, we estimate a requirement of approximately Rs. 16,000 for training expenses and Rs. 18,000 for boarding and lodging. It's worth noting that all contributions made by Indian donors are eligible for IT exemption u.s. 80G.

We humbly request your support in sponsoring the full expenses for one participant or contributing towards any specific component. Your generosity will enable us to sustain our efforts in empowering and engaging youth in constructive endeavors. Our goal for this year is to train around 250 participants, and your support will significantly contribute to achieving this objective. Together, we can make a meaningful difference in the lives of rural youth.

## THANK YOU MAIL

This is from a beneficiary, P Anvesh who completed his engineering in EEE in April, 2024 from Sri Venkateswara University Tirupathi.

*Respected Sir,*

*"Thank you so much KEATS, for your help when I was struggling to pay the hostel fees at Sri Venkateswara University's College of Engineering during my second year. I remember feeling hopeless about paying the fees on time, which could have forced me to leave the hostel. At that critical moment, you stepped in and provided the necessary financial support. I*

*am proud to say that I have now successfully graduated with a campus placement offer of 4.50 LPA. Your support has been invaluable, and I promise to support financially disadvantaged students through your foundation once I am settled. Once again, I heartily thank KEATS for the support."*

*Warm regards,  
Anvesh Peesa*

Anvesh's sister Naveena is a former resident of Center for Social Service (CSS) orphanage at Hayathnagar (to which we have been extending financial support since nearly a decade). She is now pursuing her masters in the US. Both of them promised to give back to the society sooner.

It is very heartening to hear such success stories which motivate all of us to do more. Please join us in wishing Anvesh and Naveena all the best in their future endeavours.

## OBITUARY



We are deeply pained to share the passing away of Mr. Kasinadhuni Satyanarayana one of our Life Trustees. He was an exceptional individual who made significant contributions throughout his career, especially in his role as CEO at M/s Starworth Infrastructure and Construction Limited, Bangalore and as Strategic Business Unit Head at M/s Tata Projects Limited, Hyderabad. We extend our heartfelt condolences to his beloved wife Mrs. Satya, his daughter Mrs. Sarvani, who is also our Life Trustee and the rest of his family. May they find strength and solace during this difficult time.

Team KEATS stands by them in support.



## CELEBRATIONS & MISCELLANY

Mr Bulusu Sri Venkateswar from Navi Mumbai celebrated his 67th Birthday in the presence of his wife and both the daughters at Active Senior Citizens home Raduno Abode, Medchal on 27th May 2024. Several well wishers attended the occasion and wished him. KEATS join to wish him many more years of healthy life.



Mrs Savithri Mulpuri and Prof Venkatarao Mulpuri's visit to WEC and SDC, Ambarupeta

Mrs Singdha Yerramilli daughter of our Managing Trustee and our Life Trustee celebrated her milestone 40th Birthday on 23 June 2024 in Europe. Mr YS Subrahmanyam, Mrs Usha and Mr MV Narasimharao apart from her husband Mr Abhinay and two children joined her celebrations in Europe. Also Mrs Usha celebrated her Birthday in Switzerland on 27th June 2024. KEATS extends warm wishes to both on their Birthdays.



Marketing of our WEC products by GCF at Botanical Garden and Software Companies in Hitech City

A tall achievement: Prof Vijayalakshmi Atluri has been elevated to Distinguished Professor at Rutgers University, New Jersey, US- the first Indian lady out of a total of 10,000 plus faculty! KEATS is proud of her and extends hearty congratulations to Prof Vijayalakshmi Atluri.



SDC trainee placed at KIMS, Gachibowli Managing Trustee and Mrs Usha with Mr Sridhar as ER Co-ordinator

## PHOTO GALLERY



Distribution of Drawing books and crayons at ZPHS Hasanparthy Sponsor: Emani Parthasarathi



Group photo of Current batch Trainees at Skill Development Center, Ambarupeta.

