



**KEATS**

*a helping hand.*

# KEATS Samacharam

## Quarterly Newsletter-Vol. 31-Jul '25.

**Editor : Ramesh Kosaraju**

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

Dear philanthropists,

**W**e are delighted to release Volume 31 of KEATS Samacharam, our quarterly newsletter — right on schedule.

The past quarter has been vibrant, marked by significant progress and encouraging developments.

Our Skill Development Centre (SDC) at Ambarupet is now functioning almost independently, which addresses one of our major concerns — funding such a large initiative. We are pleased to share that the doors to the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) have finally reopened after several months. Based on our commendable track record in training and placements, KEATS has applied under this scheme. The application is currently under review, and the mandatory inspection of our facilities has been successfully completed. As a reminder, DDU-GKY is a skill training and placement program for rural youth, implemented by the Ministry of Rural Development.

Currently, the 9th and 10th batches are undergoing training. Out of 221 trainees who were successfully assessed, an impressive 181 have been placed, reflecting a remarkable placement rate of 82%.

We are also pleased to extend support to Vidyaranyam, a Vedic School in Chippalapally, Hyderabad, which is flourishing thanks to generous contributions from philanthropists, both from India and USA. We invite you to explore their inspiring work via this video: <https://www.youtube.com/watch?v=1-u93XkaXj8>. KEATS welcomes support from all who are interested in preserving this noble tradition. A visit to the school will surely be a heartening experience.

Our Women Empowerment Center (WEC), another flagship project, is gaining strong momentum. All WEC products are now available on Amazon, and ISO certification is in an advanced stage. Two retail outlets — one on Vijayawada Highway and another at CSD Canteen, Hyderabad — are already operational, alongside several eateries across the region. The efforts of the WEC team, ably led by Mr. YS Subrahmanyam, are truly commendable. We were honored by a visit from celebrated actor and industrialist Sri Muralimohan, who appreciated the empowerment initiatives taken up by KEATS through both SDC and WEC. We warmly invite all KEATS members to visit our centers whenever possible and witness the impact firsthand.

We are happy to inform that our web site [keats.in](https://keats.in) has a new look with better content.

For KEATS

DV Giridhar

30 Jun 2025

## Skill Development Center

### Batch and Placement details at a glance.....

Batch No	Batch Duration		Job Role	Batch Size	Male	Female	As-sessed	Placed	Placement%
	Start	End							
1	20-Nov-23	23-Jan-24	Patient Relations Associate	24	13	11	24	18	75.00%
2	20-Nov-23	23-Jan-24	Patient Relations Associate	26	15	11	26	20	76.90%
3	05-Feb-24	05-Apr-24	Patient Relations Associate	25	13	10	25	24	96.00%
4	05-Feb-24	05-Apr-24	Patient Relations Associate	25	15	12	25	22	88.00%
5	24-May-24	30-Aug-24	Data Analytics	37	17	20	37	28	75.70%
6	24-May-24	05-Oct-24	AI & ML	33	17	16	33	30	91.00%
7	26-Dec-24	06-Mar-25	Tally & Accounting	22	12	10	22	17	77.00%
8	03-Jan-25	18-Apr-25	Data Analytics	29	10	19	29	22	76.00%
9	26-May-25	24-Aug-25	Junior Software Developer	37	20	17	Currently Under Training		
10	10-May-25	27-Aug-25	Patient Relations Associate	21	11	10	Currently Under Training		
			Total	279	143	136	221	181	81.9%

## Vidyaranya-Veda Pathasala

Founded by Sri Madugula Sashibhushana Somayaji on 7 acres of his own land in Chippalapally (RR District), Vidyaranya Vedapathasala offers a 10-year integrated program in Vedas, formal education, martial arts, and music. Students join at a young age and complete their Vedic studies by Class 10.



The campus is being developed around a temple, with facilities like classrooms, student and Veda Pandit residences, and a Goshala housing 170 cows. Residential quarters were funded by Dr. Varaprasad Reddy Garu. Temple and Annadanam (Dining Hall with Conference Hall above) works are progressing.

Shri Ravikumar Kamepally and Smt. Nalini Kamepally requested KEATS to accept donations for completing the project. KEATS has evaluated and approved support. Contracts are under finalization.

## ZPH School-Kaikaram

Following a series of infrastructure improvements such as a Computer Lab, interactive digital classroom facilities, and toilets for girls, Mr. Sanapala Rama Krishna Rao, an alumnus of the school, and

Smt. Bhanumathi generously donated tables, almirahs, and chairs for the school library.

These facilities are now being effectively utilized by the students. With this facelift to the old library, the School is almost through with all facilities.





## Gym Facilities-SPB Park,Nellore

Gymnasium equipment was provided by KEATS at SPB Park, Aditya Nagar, Nellore - under the CSR initiative supported by LEA Associates South Asia Pvt. Ltd., Hyderabad.



The facility was formally inaugurated by Mr.



Ponguru Narayana, Hon'ble Minister for Municipal Administration and Urban Development, Government of Andhra Pradesh.



## Happenings

Uniforms for SDC inmates: In line with DDU-GKY instructions/practice in vogue, one set of uniform and a cap was provided to all the students of current programmes ie Junior Software Developer and Patient Relation Associate during the inspection of premises and facilities by Mrs Sumalatha, Job District Manager, Society for Employment Generation and Enterprise Development in Andhra Pradesh (SEEDAP)-a Key post for DDU-GKY Projects. She was thoroughly impressed with our establishment.



The International Day of Yoga is a day in recognition of Yoga that is celebrated around the world annually on 21 June following its adoption by the United Nations in 2014. As Yoga exercises have shown significant benefits for physical and mental well-being, it was considered important by the UN to globally promote this wellness practice, which originated in ancient India. Our SDC inmates celebrated the day in true letter and spirit on that day.



## Donations recd. since last report

S No	Contributor	Date	Amount in Rs.
1	The Forgotten International	24-Apr-25	8,44,308.00
2	KEATS USA INC.	28-Apr-25	25,28,794.00
3	The Forgotten International	01-May-25	2,08,072.00
4	Rotary Club of Burlingame	01-May-25	8,37,322.00
5	Project Yash	30-May-25	34,08,800.00
6	LEA Associates South Asia Pvt Ltd	02-Jun-25	5,96,165.00
7	Mrs Kosaraju Lalitha	14-Jun-25	25,000.00
8	Project Yash	17-Jun-25	42,91,625.00
9	Mrs Ch. Umamaheswari	24-Jun-25	25,000.00
<b>Total</b>			<b>1,27,65,086.00</b>



## News Round Up

**M**r Krishna Mohan Rao, Executive Trustee KEATS welcomed Mrs Sumalatha, JDM SEEDAP who came to inspect our Skill Development Center as part of the DDU-GKY process.



**S**ales counters of KEATS EATS products were organised for a day/two at some residential societies.



**S**ales Counter was established at CSD Canteen, Hyderabad thanks to Col. Ravi Kumar (Retd.) Vice Chairman, KEATS in addition to one at Ambarupet.



**A** review meeting was conducted at DCS Ltd office premises on 28th Jun 2025 to not only to discuss the progress of on going projects but also future and upcoming event of OAK Jubilee Celebrations curtain raiser to be held in big scale at Kakinada during 16-17 July 2025.

## Visits to SDC & WEC

**M**r. Subu Garikapati, donor of our Ambarupet land and Vice President of KEATS USA, visited our campus and interacted with the students of the Skill Development Centre (SDC) as well as the process owners of the Women Empowerment Centre (WEC).



**M**r. Maganti Muralimohan, renowned industrialist, actor and former Member of Parliament, visited the premises of both SDC and WEC on his own initiative and spent valuable time interacting with the residents. He appreciated the efforts of KEATS in empowering the underprivileged.







**M**r. Sankara Subbarao, Director of M/s Kalipatnapu Foundation—one of our major supporters—visited the SDC along with his wife and daughter. He had in-depth discussions with Incharge of SDC Mr Srinivasa Rao about the programmes and facilities being provided by KEATS and expressed wholehearted appreciation for the work being done.

They could not visit WEC which was closed on a week end . He assured to visit the same during his next.



## Celebrations

**T**he Upanayanam (Sacred Thread Ceremony) of Chi. Venturumilli Dhruv, beloved grandson of Mr. Y.S. Subrahmanyam and Mrs. Usha, and son of Mrs. Snigdha and Mr. Abhinay, was celebrated in a traditional and auspicious manner on 6th June at the glittering Vedika Function Hall, Jalavihar, Hyderabad. The event was marked



by cultural grace and spiritual fervour. All members of the family, including the Vatuuvu (Dhruv) and his parents, are Life Trustees of KEATS. Notably, Mr. Abhinay also serves as the Secretary of KEATS USA. The celebration saw an overwhelming turnout of guests and loved ones, all showering their blessings on Master Dhruv.



**K**EATS is delighted to welcome its youngest Life Trustee, Baby Boggavarapu Tara, born on 12th June 2025. She is the beloved granddaughter of Smt Kosaraju Lalitha & Ramesh and daughter of Dr. Kosaraju Sneha and Sri B. Chaudhary Charan. It is a remarkable coincidence that Baby Tara and her great-grandmother, Smt. Kosaraju Anasuya, now represent the youngest Life Trustee and oldest Member from the same family, with almost 85 years gap- a rare and inspiring highlight in the KEATS journey.



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