



KEATS

a helping hand.

KEATS Samacharam

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QUARTERLY NEWSLETTER

Editor : Kosaraju Ramesh

From The Chairman's Desk

Dear Philanthropists,



As always, activities at KEATS continue with energy, commitment, and a clear sense of purpose. I am happy to share that our long-cherished goal has been realised — the Skill Development Center (SDC) has been recognised as a Project Implementing Agency (PIA) for DDU-GKY projects by the Ministry of Rural Development (MoRD), Government of India. KEATS has been entrusted with a pilot assignment to train and place 70 candidates by 26 March. We are fully prepared to discharge this responsibility and look forward to the continued support of our well-wishers in establishing a revolving fund to ensure smooth and timely implementation. In response to our appeal ₹ 8,35,000.00 has been received and further support is in the pipeline.

In addition, at the behest of our CSR partner, Dr. Reddy's Laboratories, KEATS has initiated an HPV vaccination programme for school-going girls in Vijayawada, reaffirming our commitment to preventive healthcare and community well-being.

I am also pleased to share that ECOSAK Hyderabad has partnered with KEATS not only in extending scholarships to deserving students but also in mentoring them, thereby deepening the impact of our collective efforts.

One important milestone remains — making the Women Empowerment Center fully self-sustaining. I am confident that, with the same spirit of cooperation and commitment, this objective too will be achieved soon.

I extend my warm wishes to all members and their families for a very happy, healthy, and prosperous New Year 2026.

DV Giridhar

31 December 2025



Skill Development Center

A cherished dream that we have pursued since our inception has finally been fulfilled. What began as a vision to empower youth through skill development has today blossomed into a proud milestone for our organization. The successful conduct of multiple skill development programs, coupled with meaningful placements achieved through CSR support and the generous contributions of our members and well-wishers, has steadily strengthened our operational capabilities, credibility, and compliance framework.

We are delighted to announce that this collective effort and experience have earned us the qualification to be registered as a Project Implementing Agency (PIA) under the prestigious DDU-GKY program. This long-awaited recognition stands as a testimony to our commitment, perseverance, and shared belief in transforming lives.

Our Skill Development Center has received initial approval from SEEDAP, the implementing agency of the Government of Andhra Pradesh under DDU-GKY. We have been sanctioned a batch of 70 candidates for skill training and assured placement, to be successfully completed by the end of February 2026.

We place on record our heartfelt gratitude to our CSR partners, donors, members, mentors, faculty, and dedicated staff, whose unwavering support, guidance, and trust made this milestone possible. We also thank our well-wishers and placement partners for believing in our mission and standing with us at every step. This achievement belongs to every stakeholder who contributed to this journey. Together, we move forward with renewed confidence, responsibility, and determination to create greater impact and brighter futures.

Women Empowerment Center

This is our only pending target to make it self sustaining and all the sincere efforts are on to achieve this prestigious initiative for the welfare of rural Women. Talks are on with several agencies having wide distribution/marketing network not only in India but also in other countries like Dubai. Their team had visited recently our unit and talks are going on. Space at Modern Bakers, Narsingi, Hyderabad was allotted to KEATS to showcase WEC products.

A Big Fillip to JNTU -K Scholarships Program

The 1975-80 batch of Engineering College, Kakinada celebrated their **Golden Jubilee** during 15-17 November at Pragati Resorts, Hyderabad. It was a mix of nostalgia, fun, entertainment and gaiety. They had also in mind that something should be done to give back to the institution. So all the participants contributed a minimum of Rs 5,000 for the cause of alma mater. Large-hearted alumni voluntarily announced bigger donations and the total amount exceeded ₹ 12 lakhs.

At the event, the donors unanimously agreed upon supporting the Scholarships Program undertaken by KEATS since four years. Under this needy students will be provided financial assistance of Rs 20,000 each per annum during their 2nd, 3rd and 4th years of study.

It was also resolved that Rs 1.00 lakh shall be used for financial assistance to 5 second year students this year. The remaining amount will be put in a FD. Ten students shall be supported from next year onwards till the funds last. A separate account under the head JNTU-K 1975 GOLDEN JUBILEE ENDOWMENT FUND will be maintained by KEATS.

KEATS in general and Chairman, Managing Trustee of KEATS India and President KEATS-USA in particular conveyed their appreciation and gratitude for their support to the JNTU-K Scholarships Program. They thank from the bottom of their hearts each of the participants for their contribution both as a group and individuals. Their details are shown in blue colour in the Contributions received since last reported table.

The program received further boost with ECOSAK Kakinada and Hyderabad chapters pitching in full support. Together they are providing similar financial assistance to 20 more economically backward students of second year. With this all the 32 applicants to the scholarship program will be getting aid. The combined number of students of all years receiving scholarships during 2025-26 is 75! A mentoring program for the group of 32 students has been initiated.



KEATS-Rotary Tribal Education Initiative

In partnership with Rotary and with CSR support from Dr. Reddy's Laboratories, we are planning new infrastructure projects at Paderu and Bhadravari, Parvatipuram for the next financial year. The focus is on infrastructure improvement in general, and also those needed for enabling Digital Classrooms, Computer Labs, and STEM facilities from Rotary funds in Tribal Girls' Schools and Colleges. It is found that rehabilitation of abandoned 600 bedded dormitory, and other rooms for want of repairs and extension of Dining hall and classrooms.



A KEATS team led by Vice Chairman Col. G Ravi Kumar, Managing Trustee Sri YS Subrahmanyam, and Executive Trustees Sri M Krishna Mohan Rao and Sri MV Krishna Rao visited the institutions on 25th and 27th November, along with Rtn. Bobba Venkatadri and some Rotary members.

Inauguration of AP Tribal Welfare Institutions

Infrastructure works at the AP Tribal Welfare Girls School and College were inaugurated on 10th December. Managing Trustee Sri YS Subrahmanyam, Executive Trustees Sri M Krishna Mohan Rao and Sri M Krishna Rao represented KEATS.

Dr. Reddy's CSR team, led by Mr. Randhir and Ms. Marie Jane, and Rotary leaders including Rtn. Bobba Venkatadri and Past Governor Rtn. Subba Rao attended the event.



Details of Major Contributions received since last reported

M/s Andhra Pradesh Non Resident Telugu Trust	14-Oct-25	₹ 513,874.00
Mr Kosaraju Ramesh	24-Oct-25	₹ 20,000.00
Mr Emani Ramesh Narayana	24-Oct-25	₹ 100,000.00
M/s Hyderabad Alumni Association Of JNTU College of Engg, Kakinada	27-Oct-25	₹ 100,000.00
M/s Avantel Limited	12-Nov-25	₹ 350,000.00
M/s Paramesu Biotech Private Limited	18-Nov-25	₹ 200,000.00
Mr Bairanna Reddy K	19-Nov-25	₹ 100,000.00
Mr Naveen Hota	20-Nov-25	₹ 100,000.00
Mr Vempati Venkata Subrahmanya Brahmam	21-Nov-25	₹ 25,000.00
Mr Saifulla Khalid	23-Nov-25	₹ 25,000.00
Mr Tummalapalli Satyanarayana	23-Nov-25	₹ 25,000.00
Group Contribution by Alumni of 1975-80 Batch	23-Nov-25	₹ 259,000.00
Mr GSN Reddy	27-Nov-25	₹ 50,000.00
Mr Tetali Upendra Reddy	28-Nov-25	₹ 40,000.00
Mr Lakkakula Sesha Ramanuja Rao	28-Nov-25	₹ 45,000.00
Mr Cherukuri Venkanna Chowdhary	30-Nov-25	₹ 100,000.00
Mr V Ramana Murthy Vishnumahanti	03-Dec-25	₹ 50,000.00
Mr Kameswara Rao PVSS	04-Dec-25	₹ 100,000.00
M/s The Forgotten International, USA	12-Dec-25	₹ 894,707.00
Mr Kakaraparathi Venu	17-Dec-25	₹ 40,000.00
Mrs Sindhu Yerramilli	17-Dec-25	₹ 25,000.00
Mr YS Subrahmanyam	17-Dec-25	₹ 25,000.00
Mr BS Venkateswar	18-Dec-25	₹ 25,000.00
Mr Kishan Nutakki	19-Dec-25	₹ 100,000.00
M/s KEATS USA	19-Dec-25	₹ 32,85,254.00
Mr G Appa Rao	20-Dec-25	₹ 25,000.00
Mr Mullapudi Vamsi	21-Dec-25	₹ 25,000.00
Mr Leelavathi K Rao	22-Dec-25	₹ 100,000.00
Dr Sneha Bolloju	23-Dec-25	₹ 25,000.00
Ms Priyanka Chaganti	23-Dec-25	₹ 25,000.00
Mr A Radha Krishna	23-Dec-25	₹ 50,000.00
Mr MV Krishna Rao	29-Dec-25	₹ 25,000.00

KEATS-JNTU-K Scholarships

For the fourth year in a row, scholarship of ₹ 20,000 each per annum was provided to 24 students of 3rd & 4th years and 8 new students from 2nd year ie a total of 32 . The numbers in the earlier three years were 25, 26 and 30.

Col. Ravikumar and Kosaraju Ramesh being coordinators of this program were present in the morning of 25th October, 2025 at Engineering College Kakinada campus to disburse the scholarships.



In the afternoon, they assisted the college committee in selecting new students for the year 2025-26. Beneficiaries will continue to receive similar aid for the next two years. The criteria looked into were purely their economical background .

A brief introduction was given of the magnanimous donors since beginning - Dr. Vijayalakshmi Atluri, Dr. Jayadev Vellanki, Mr. Ramesh Narayana Emani, Col. Ravikumar, Mrs. Nirmala Gondi and Mr. Prasad Garikapati. All the recipients gave their consent to be enrolled as volunteers of KEATS.

KEATS USA News

Many of us grew up reading children’s books that brought us immense joy. These stories sparked our imagination, shaped our personalities, and gently taught us morals and values. Today, however, the simple pleasure of reading at our own pace—a far richer way to absorb ideas—is increasingly being replaced by media that often delivers filtered opinions, causing us to miss out on the deeper benefits of reading.

Manchi Pustakam (“Good Book”), an organization in India, is working to revive classic stories and distribute them to schools across Andhra Pradesh and Telangana.



These books are available in both Telugu and English, and Keats India is a major supporter of this meaningful initiative. They are currently running a campaign in which a donation of \$100 will sponsor a full set of books for a school of the donor’s choice.

Happy to report that we are personally sponsoring 10 schools through Keats USA/ Keats India. We are excited to share that 20 schools across Andhra Pradesh and Telangana will be receiving complete children’s storybook sets as part of the Manchi

Pustakam project , thanks to a total donation of \$4,000 through KEATS USA!

These generous contributions will provide essential reading materials to schools across Andhra Pradesh and Telangana, fostering a love for literature in our youth. Here is a quick link for donors from abroad:

<https://forms.gle/1LtKHFuTgDHftHjv9>



Raviteja Home for HIV-infected children at Eluru, Andhra Pradesh has completed 25 years of dedicated service. Founded and run by Mr. Ayika Raju and his family, the home has been a place of care and compassion where their three sons grew up alongside the children they served. For many years, the family sustained the home through their modest personal savings, supplemented by the generosity of individual donors who helped bridge the funding gaps.

In recent years, KEATS and KEATS USA have stepped forward with significant support—building a hospice facility for terminally ill children, installing a solar power system, and contributing up to ₹25 lakhs in gap funding to further this noble mission.

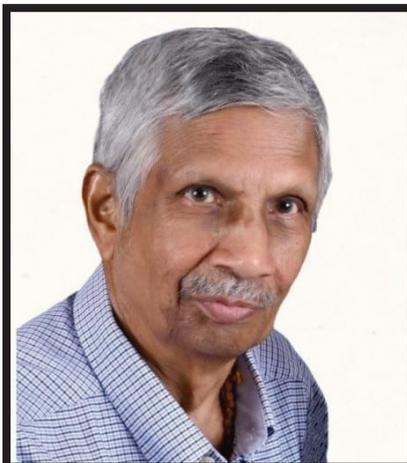
On recent World AIDS Day, the children of Raviteja Home reciprocated and shared heartfelt message to all the donors



KEATS launches HPV Vaccination Drive for Girls

With a CSR grant of ₹30 lakhs by Dr. Reddy's Laboratories Hyderabad, KEATS has initiated an HPV vaccination program to prevent cervical cancer among schoolgirls. As a pilot project, 50 girls were vaccinated at HEAL School, Thotapally, Vijayawada on 11th December 2025.

The second phase is planned in January 2026 to cover about 400 girls. The program follows the approved dosage schedule and is being implemented in partnership with M/s Lakshmee Foundation Hospital, established by Dr. Abburi Vidyasagar, Life Trustee of KEATS.



Obituary:

Sri Chitturi Krishna Murthy, fondly known as CK Murthy Mechanical Engineer (1965 Batch) and Former President of the ECOSAK Hyderabad Chapter, passed away on 16 November 2025 in Hyderabad. He was a Life Trustee of KEATS and had also served as an Executive Committee Member earlier.

He is survived by his spouse Smt. Janaki, children, and grandchildren.

KEATS conveys its heartfelt condolences to the bereaved family and prays for his noble soul to rest in eternal peace.

