



KEATS

a helping hand.

KEATS Samacharam

Volume 34

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QUARTERLY NEWSLETTER

Editor : Kosaraju Ramesh

From The Chairman's Desk

Dear Philanthropists,



The year 2026 has begun on an encouraging and energetic note, with many developments unfolding just as we had envisioned. We are delighted by the tremendous response to our appeal for building a corpus fund to support the programmes we are undertaking in our new role as PIA. Contributions from philanthropists have reached a new high this year, reflecting the strong and growing confidence placed in us. We sincerely assure you that we will strive to live up to your expectations.

Due to recent policy guidelines issued by the Government of India, our HPV vaccination programme for school girls had to be discontinued. While this was a difficult decision, we remain committed to exploring alternative avenues to support community health initiatives.

On a positive note, our Skill Development Center (SDC) is now solar-powered, thanks to the generous CSR support from Dr. Reddy's. Additionally, we were able to install a few outdoor lights, further enhancing the facility.

We are making concerted efforts to streamline operations and ensure that our Women Empowerment Center becomes self-sustainable. We are confident that this goal is well within reach in the near future.

We are also pleased to share another piece of good news from KEATS USA: a young and dynamic member has recently joined their Advisory Committee, strengthening the team further.

DV Giridhar

31 March 2026



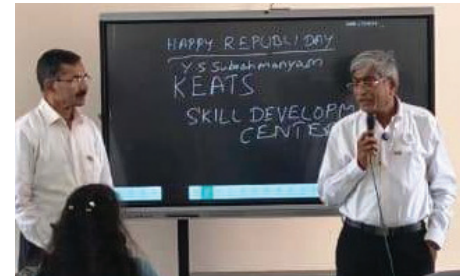
Skill Development Center

The appeal for revolving fund for SDC has elicited good response. As much as ₹ 24.30 lakhs has been received and another ₹ 2.00 Lakhs is assured. We profusely thank major donors specially Mr Emani Ramesh Narayana and Dr KI Varaprasada Reddy of M/s Shantha Vasantha Trust.

KEATS Skill Development Center after getting successfully enrolled as a Project Implementing Agency (PIA) and has been allotted a target of training 70 candidates in the Junior Software Developer stream.

The first batch of 35 candidates commenced training on 31st December 2025 and is scheduled for completion by 3rd April 2026. As part of the program, a 10-day On-the-Job Training (OJT) began on 20th March 2026.

The second batch of 35 candidates started on 26th February 2026 and will complete training by 30th May 2026. Their 10-day OJT is scheduled to commence on 18th May 2026. The maiden programs after obtaining the status of PIA are progressing as planned, equipping candidates with industry-relevant skills and practical exposure.



Women Empowerment Center

As previously reported, exploring international markets such as Dubai was considered as a potential marketing avenue. However, in view of challenges similar to those encountered in the proposed USA market, this plan has been kept on the backburner for the time being.

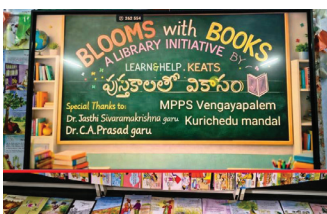
Meanwhile, efforts are underway to strengthen local market linkages. Collaboration with women entrepreneurs through the Enterprise Development Wing of SEEDAP is being actively explored to enhance production and market reach.

Discussions are in progress to secure marketing opportunities in prominent food court locations, including Phoenix Equinox Towers, Sattva Knowledge Park, and Raheja Towers, for the sale of products such as stuffed parathas, spice mixes, and food powders.

Additionally, a group of enthusiastic young chefs has come forward to support the initiative by promoting KEATS products through their supper clubs and flea market events, thereby expanding visibility and customer reach.

Bloom with Books

Under this school library initiative project, in collaboration with KEATS USA and Manchipus-takam trust, 170 book sets were delivered to Primary schools and High schools mainly in the districts of Anantapur, Chittoor, Prakasam, Krishna and Guntur - as per donors' wishes. Of these, 40 schools were selected by individual donors and 128 by LEARN & HELP organisation in the US. We would like to remind readers that \$ 1,000 was the donation amount per set containing more than 200 children's books primarily in Telugu.



Details of Major Contributions received since last reported

M/s BRAANS Foundation Inc	31-Dec-25	₹ 891,200.00
Mr. Guduru Ravi Kumar	1-Jan-26	₹ 25,000.00
Mr. Emani Ramesh Narayana	8-Jan-26	₹ 500,000.00
Baby Paarth Ashwin	9-Jan-26	₹ 25,000.00
Mrs. M Sarvani	21-Jan-26	₹ 20,000.00
Mrs Seema Kameswari Sista	29-Jan-26	₹ 50,000.00
Mrs. Swathi Kameswari Sista	29-Jan-26	₹ 50,000.00
Mrs. Padmavathy Sista	29-Jan-26	₹ 50,000.00
Mr. E Ravindranath	1-Feb-26	₹ 25,000.00
M/s Dr Reddy's Laboratories	18-Feb-26	₹ 3,000,000.00
M/s Dr Reddy's Laboratories	18-Feb-26	₹ 60,000.00
Mr. YS Subrahmanyam	2-Mar-26	₹ 80,000.00
Mr. S Ravi Chandra Murthy	3-Mar-26	₹ 32,305.00
M/s Shantha Vasantha Trust	13-Mar-26	₹ 1,000,000.00

KEATS USA News

The following disbursements have been made to support several worthy causes in India:

Vikasa Vidyavanam Trust, Vijayawada, which provides quality education to children through innovative methods, has received ₹18 lakhs (\$20,000) from **KEATS USA**.

Subu Garikapati sponsored ₹9 lakhs for the Sri Sathya Sai Project in Anantapur and about ₹7 lakhs for Taylor High School and Y.N. College in Narsapuram.

Sanapala Ramakrishna Rao (SRK) donated ₹1 lakh to CSS International to support Maggam (weaving) skill development for women's empowerment.

Another ₹10 lakhs received through general donations was transferred to KEATS India.

The "**Blooms with Books**" initiative of KEATS USA raised about ₹16 lakhs to help establish as many as 170 school libraries in India through Manchi Pustakam.



We are very happy to inform you that **Ms. Snigdha Yerramilli** has joined the core advisory committee of **KEATS USA**. We look forward to her dynamic contributions in furthering the organization's mission.

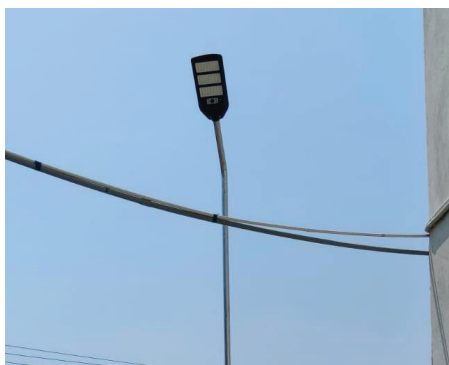
Solar Power Initiative- Skill Development Center

As you are aware, Dr. Reddy's Laboratories Ltd. sanctioned a CSR grant of ₹8.60 lakhs for the installation of a 24 KW solar power system at our Skill Development Center.

Through effective renegotiation with the supplier, supported by revised GST benefits, a cost saving of ₹60,000 was achieved. With the approval of Dr. Reddy's, this amount has been utilised for additional green energy initiatives.

Accordingly, 8 all-in-one out door solar lights have been installed across the SDC campus, covering the entrance, play area, canteen entrance, and backyard, enhancing both sustainability and safety.

The solar power system was successfully commissioned in the last week of January, marking a significant step towards energy efficiency and environmental responsibility.



12th Annual General Body Meeting

AGM was conducted on 25 Jan 2026 at DCS Ltd, Hyderabad attended by EC members and other Life Trustees both in person and thro virtually. Points as per the agenda circulated was discussed and way forward for coming year was chalked out. Balance sheet for last Financial year was approved after deliberations.

ECK (ECOSAK) Initiatives

In collaboration with ECOSAK (H), ECOSAK, and other alumni batches, KEATS is actively exploring initiatives beyond the existing scholarship programs.

Efforts are currently underway to implement solar power installations within the campus, further strengthening sustainable infrastructure.

Special appreciation is due to **Mr. Subhash Kona**, Secretary, ECOSAK (H), for his dedicated efforts in streamlining and advancing these initiatives.

Alumni Contribution – “SMRITI” (1995 Batch)

It is our privilege to acknowledge the commendable efforts of the 1995 batch of our Kakinada Engineering College – “SMRITI”.

The batch has been actively encouraging students to undertake innovative projects, particularly in core engineering disciplines, by inviting applications, providing funding support, and offering mentorship.

One such notable achievement is the project “Drone”, developed by **Mr. Vemulapalli Leela Krishna**, a 3rd-year Mechanical Engineering student, which emerged as a winner in the Skill India – Unmanned Aerial Systems Stream and was awarded the “**Medallion for Excellence.**”

KEATS extends whole hearted appreciation for the initiative by **SMRITI** and the achievement by budding engineer **Mr V Leela Krishna**



HPV Vaccination Drive for Girls

As previously proposed, the HPV vaccination program aimed to cover 1,000 girl beneficiaries. However, in light of the Government of India's National Vaccination Policy initiative to include HPV vaccination, the program scope has been streamlined. Accordingly, the vaccination drive commenced in Dec 2025 has been restricted to the already initiated 500 girls at HEALS Paradise.



Further, in view of this revision of policy by Govt. of India, the unutilised CSR grant amounting to ₹16,18,800 has been returned to Dr. Reddy's Laboratories Ltd.

The initiative reflects KEATS' continued commitment to public health, while aligning with evolving government policies and ensuring responsible utilisation of CSR funds.

SRK Couple Visits ZPHS, Kaikaram

Smt Sanapala Bhanumathi and Sri Sanapala Ramakrishna Rao visited ZPH School, Kaikaram who sponsored for the Library Hall in the school. He made arrangements and funds to run the Computer Lab for which they spent around ₹30 L earlier, with an in-charge who teaches basic computer courses and ensures that all the systems are working properly. Earlier, this couple sponsored for the construction of Toilets for girl students.



Youngest Life Trustee

Baby Paarth Ashwin, born on 5th January 2026 in California, USA, has become the youngest Life Trustee of KEATS with a beautiful beginning to a lifetime of giving! in values of service and commitment— Pruthviraj, are Life Trustees, and his and Santha, continue to inspire with their



2026 in California, USA, has become the generous contribution of ₹25,000. Such a He comes from a family deeply rooted his parents, Dronamraju Keerthana and grandparents, Dronamraju Venkata Giridhar dedication.

May little Paarth Ashwin be blessed with life filled with compassion and meaningful forward this noble legacy and make a

good health, happiness, wisdom, and a contributions. May he grow to carry positive difference in the world.

