

QUARTERLY
NEWSLETTER

Editor: Kosaraju Ramesh

From The Chairman's Desk

I am pleased to share that KEATS continues to make steady progress in its key areas of skill development, women entrepreneurship and education.

Under DDU-GKY 2.0, KEATS is commencing training in the Multi-Skill Technician trade, supported by K.C. Pullaiah Foundation, Hyderabad. At the Women Empowerment Centre, we have moved from supported employment to an entrepreneurship model, providing the women with seed capital, technical guidance and continued handholding, while working with SERP to strengthen market linkages.

Our infrastructure initiatives at the Tribal Residential Schools and Junior Colleges at Bhadravari and Paderu have also progressed well. With a ₹1.90 crore CSR grant from Dr. Reddy's Labs, the identified works have commenced, complementing the Rotary-supported Digital, STEM, Science and Computer Laboratory initiatives.

I thank all our trustees, partners and well-wishers for their continued support and commitment to KEATS.

Wishing everyone a very Happy, Peaceful and Prosperous Dussehra!

DV Giridhar
Chairman

Hyderabad
30 Sept 2026



Skill Development Center, Ambarupeta

As you are all aware, **KEATS** has been associated with the *Society for Employment Generation and Enterprise Development* in Andhra Pradesh (**SEEDAP**) for implementation of the **DDU-GKY** Scheme.

Initially, under the earlier **DDU-GKY** programme, **KEATS** undertook one project on a contracting basis as a precursor to gain the necessary experience. Subsequently, after registration as a *Project Implementing Agency (PIA)*, **KEATS** successfully trained 70 candidates.



With the launch of **DDU-GKY 2.0**, **KEATS** has opted to undertake training in the Multi-Skill Technician trade and has entered into an MoU for a period of three years. Since payments under the scheme are generally received after considerable time, **KEATS** had planned to create a revolving fund of ₹50,00,000 to meet the working capital requirements during the intervening period. Against this target, we could so far mobilise ₹29,74,675. Till now, we have been able to manage the cash-flow requirements. However, if payments are delayed further, additional revolving funds may have to be raised.

Our training partner, **KC Pullaiah Foundation**, in Hyderabad is also supporting the programme by establishing the laboratories and other facilities required for the new skill trade. The programme is expected to commence in the second week of November.

Women Empowerment Center

Till now, the Women Empowerment Centre has been operated in a supportive mode, with **KEATS** providing monthly emoluments to the participants.

Our Executive Trustees had advocated earlier that the participants should ultimately be encouraged to function in an entrepreneurial mode. While this approach was considered appropriate, it was felt that proper benchmarks, Standard Operating Procedures (SOPs), adequate infrastructure and minimum assured marketing channels had first to be established before the women could be expected to operate independently. As most of the required systems and facilities are now in place, the payment of monthly remuneration to the participants has been discontinued, and they have been encouraged to function independently as entrepreneurs, with seed capital support, technical guidance and continued handholding from **KEATS**.

KEATS is also working with **SERP** to explore and develop sustainable marketing channels for these new women entrepreneurs.

Though **SERP** came forward to extend a loan of ₹40,000 to each participant, **KEATS** advised against immediately availing the loan, as the women should not be burdened with interest obligations before adequate and sustainable marketing channels are established. The intention is to first strengthen market access and income generation and thereafter consider credit support wherever required.

The **KEATS EATS** brand has been approved. The **ISO 22000** certification and **FSSAI** registration/certification have also been renewed.



Donations Received since last report

M/s Forgotten Intl. USA INC.	1-Jul	₹ 1,86,615
Mrs Nirmala G	2-Jul	₹ 50,000
Mr GS Rama Rao	1-Aug	₹ 10,000
M/s Pramana Realtors & Builders	06-Apr	₹ 80,000
Mr YS Subrahmanyam	4-Aug	₹ 15,000
Mr Col Ravi Kumar	12-Aug	₹ 50,000
M/s KEATS USA	27-Aug	₹ 12,75,807
M/s Dr. Reddy's Laboratories	25-Sep	₹ 85,50,000

Mrs. **G Nirmala** continued donating ₹ 50,000 towards ECK Scholarships Program. She has been contributing a similar since inception of the program despite not being an alumnus of JNTU-K.

KEATS USA News

The following payments/donations have been made cumulatively in 2026 by Keats USA.

\$15,600 donation by **Learn and Help** team for the **Manchi Pustakam** library books initiative.

\$ 73,200 to **Vikasa Educational Trust, Vijayawada** sponsored by various donors towards their corpus fund and building initiatives.

\$82,000 to **KEATS India** for various causes.

\$16,000 to **Vicente Ferrer Foundation, Anantapur** - sponsored by **Subu Garikapati** for the hospital building.

\$ 9,500 to **Raviteja HIV Home, Eluru** - towards the purchase of a new van, and Girls extension block sponsored by **Dr.Vijayalakshmi Atluri, Mrs.Suseela Myneni and Sri Nagaraja Rao Yenugadhati**.

\$ 40,000 to **Lakshmee Foundation Hospital,**

Gannavaram towards the purchase of medical equipment and building expenses by **Dr. Jayadev Vellanki & Dr. Vijayalakshmi Atluri**.

Congratulations !

Mr. B Sivakumar (of EEE branch) a recipient of the financial assistance for 3 years was selected by Medha Servo Drives Pvt. Ltd, Hyderabad with a handsome package of Rs 5.50 lakhs per annum. Congratulations and all the best to him!

Tree Plantation at ECK

During OAK Jubilee Celebrations in July, **JNTU-Kakinada** initiated tree plantations in the campus and solicited contributions @ Rs 2,000 per tree. ENVIRONMENT being one of our focus areas, **KEATS** has donated **Rs 50,000** for the good cause.



KEATS EATS

The **KEATS EATS** trademark application has also been accepted and published. Once the publication period is completed, the registration certificate will be issued.

Our **KEATS** logo trademark application is also progressing well and we look forward to a favorable outcome.

These milestones further strengthen the **KEATS** identity and help protect the organization's name and brand for the future.

Bulk Order for WEC

The management of **Netaji Sainik School** at Ketanakonda in NTR dt of AP run by Vidya Bharati (as promised during earlier discussions with Dr.C L Venkatarao) has placed bulk order for our pickles and snacks.

P4 Initiative of Govt of AP

KEATS is exploring a potential collaboration with P4, an initiative of the Government of Andhra Pradesh, under which corporates will be encouraged to adopt villages and contribute to their overall development. Through this collaboration, KEATS could be associated with corporates adopting villages in Andhra Pradesh and support them in designing and implementing impactful community-development initiatives, particularly in education, skill development, women's empowerment, healthcare, and livelihoods.

CSR Projects - Coordination With Rotary

In collaboration with Rotary, KEATS has taken up infrastructure development projects at two Tribal Residential School and Junior College campuses in Andhra Pradesh - one at Bhadravari in Parvathipuram Manyam District and the other at Paderu in Alluri Sitarama Raju District. Both locations were initially visited in December 2025 by our **Vice Chairman, Col. Ravi Kumar**, along with the **Managing Trustee, Sri YS Subrahmanyam**, and **Executive Trustees Sri Mukkamala Venkata Krishna Rao & Sri Mullapudi Krishna Mohan Rao**.



Subsequently, the sites were revisited for a detailed assessment of the requirements by the Managing Trustee along with Executive Trustees Sri G. Jagannadha Rao and Sri MV Krishna Rao.

At **Bhadravari**, the major works identified include:

Renovation of an abandoned

dormitory building of about 12,000 sq. ft., including recasting of the damaged roof slab. This is particularly important as the girl students are presently being accommodated in classrooms.

Renovation of the Junior College building, which is presently in poor condition, including recasting of approximately 5,500 sq. ft. of roof slab.

Upgradation of the civil infrastructure required to facilitate establishment of Digital Classrooms, STEM and Science Laboratories, and Computer Laboratories.

Construction of a room of about 1,000 sq. ft. for the Computer Laboratory serving the School and Junior College.



At **Paderu**, the principal works identified include construction of a room for the Computer Laboratory and a Conference/Seminar Hall for the Junior College, together with the associated infrastructure improvements.

The Digital Classrooms, **STEM** Laboratories, Science Laboratories and Computer



Laboratories at these institutions will be established under a Rotary Global Grant by the **Rotary Club of Vijayawada Midtown** with the

Host Club and the **Rotary Club of Burlingame & Hillsborough** as the International Partner. **KEATS** is coordinating the necessary civil infrastructure and other preparatory works so that these facilities can be effectively installed and utilised.



Thereafter, the Managing Trustee, along with **Life Trustee Smt. Paracha Usha**, again visited both project locations in August 2026. The scope of work and estimates were finalised in consultation with the Tribal Welfare Engineering Department, and detailed proposals were submitted to **Dr. Reddy's Labs** seeking CSR support.

A **CSR grant of ₹190 lakhs** was subsequently sanctioned for implementation of the identified civil infrastructure works at the two institutions.

Following the sanction, **Expressions of Interest (EOIs)** were invited. The proposals received were evaluated and negotiated by a Committee comprising the Managing Trustee, Executive Trustee Sri G. Jagannadha Rao, former Engineer-in-Chief (R&B), and Executive Trustee Sri Mullapudi Krishna Mohan Rao, former Executive Engineer (R&B).

The works were thereafter awarded to the selected agencies, and execution has already commenced.



Final HPV Vaccination

At **HEALS Paradise** near Vijayawada, final vaccination camp has been conducted on 17th August.



Tidbits

Padmasri **Muralimohan** actor, producer, politician, businessman and philanthropist, visited our **Women Empowerment Centre** at Ambarupeta for the second time on **10th July** and purchased pickles and snacks.



Visits

Mr **DV Giridhar**, Chairman KEATS along with **Smt Santha**, **Life Trustee** visited **Ravi Teja HIV Home**, Eluru on 24th Aug 2026 where KEATS India and KEATS USA have undertaken several infrastructure and welfare measures.

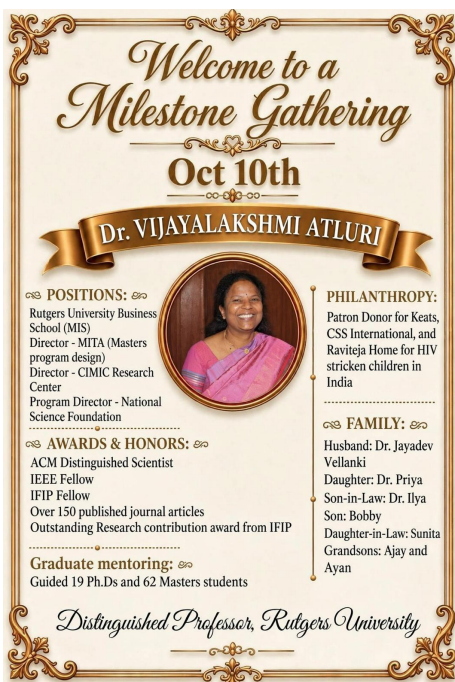


Annual General Body of KEATS

13th Annual General Body of KEATS will be conducted at DCS Office, Hyderabad on **8th November 2026** at 1830 Hrs and necessary intimation to all the stake holders has since been sent. For the convenience of those who are not able to attend physically, virtual meeting link also was given. The same is reproduced for ready reference.

<https://us06web.zoom.us/j/86236512791?pwd=LAngHKL2BF3o8ZyZwOWUEZlUcbHyOa.1>

KEATS is grateful to Mr P Raghu Prasad, Executive Trustee, for providing his office and comforts to conduct AGM (and EC Meetings).



Milestone birthday of Dr Vijaya Lakshmi

KEATS wishes happy 70th birthday (31 August) to a distinguished scholar, an inspiring mentor, and an extraordinary woman whose life and work have enlightened so many!!

Dr. Atluri Vijayalakshmi belonged to the Class of 1977 from JNTU, Kakinada and is a Post Graduate from IIT- Kharagpur. She was a faculty at VR Siddhartha Engineering College, Vijayawada; Bapatla Engineering College; Koneru Lakshmaiah College of Engineering, Vaddeswaram before moving to the USA. She did her Ph.D. from George Mason University. She specialized in information systems security and database management.

Celebrations are scheduled on 10th Oct 2026 at Rutgers University, New Jersey.

You have made us all proud, Madam.

Obituary

With heavy hearts, we inform you that one of our Life Trustee Mr. **Maruvada Kanakaraju** had his last breath on **14th August 26** in Seattle, US.

Belonging to Class of 1979 JNTU-K , Electrical Engineering, he was a truly selfless soul, he always reached out to help the needy, embodying a spirit of quiet generosity. He used to actively participate in quizzes and also conduct in exclusive WhatsApp group regularly till his very end. He along with his wife observed **Kasi Vasam** for 9 months and 9 days last year and he turned a philosopher subsequently.

KEATS extends its heartfelt condolences to his spouse **Mrs. Aruna** and bereaved family members.



Wishing all our dear family members and philanthropists
a very **Happy Dasara !!!**

