



34th ANNUAL REPORT

2022-23

Photo Descriptions

Cover Page: This award-winning poster was created by a class 1 student for a Poster Painting Competition on the topic of "India: Vision 2047".

This Page and opposite Page: ODF Plus village assessment in the state of Andhra Pradesh.

Page 6: In a tribal village in the state of Andhra Pradesh, the REEDS team has been actively promoting micro entrepreneurship awareness.

Page 7: An Evaluation of the flagship Development Programmes of the Government of India, Ministry of Rural Development in a Village in Andhra Pradesh.

Page 8: An Evaluation of the flagship Development Programmes of the Government of India, Ministry of Rural Development in a Village in Maharashtra.

Page 9: REEDS Team with Bureau of Indian Standards Quality Management Systems assessors.

Page 10: Our program coordinators 1 Mr K Suresh 2. Mr P Vijay Raj 3. Dr. G Shanmugam 4. Ms K Swapna Deepti 5. Prasanna Parida 6. Ms S Jaya Kumari 7. Mr V Babu Rao 8. Mr Srinivas Ambati 9. Mr M Konda Reddy 10. Mr Suryakanth Pradhan 11. Mr Santosh Kumar Parida

Below: Our Rural Empowerment Initiative Group



Man is made by his belief, as he believes, so he is.
- Bhagavad Gita



At REEDS, we believe that hope is timeless. We believe India is on its way to being the most prosperous country in the world by 2047, the centennial of India's Independence. Even a small increase in productivity for 70% of people in rural areas will greatly impact India and the world. We remain committed to empowering our rural population to be productive contributors to India's economy. We envision India as the most inclusively prosperous nation in the world.

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About Us

Competencies

Community Engagement | Community Empowerment Plans
Socio-economic Impact Assessment | Building Capacities of People
Promoting Awareness on Attitude | Employable & Entrepreneurial Skills
CSR Initiatives.

Work

REEDS actively promotes initiatives that can improve diverse spheres of rural life. REEDS interventional areas include Sanitation & Hygiene, Safe Drinking Water, Skills & Entrepreneurship Development, Waste Management, and Evaluations & Studies.

Recognitions

REEDS is proud to have significant honours in its rural empowerment pursuit: the Government of Andhra Pradesh's Letter of Appreciation 2009, the India Today Safaigiri 'Water Warrior Award' 2016, and the Gramodaya Bandhu Mitra Puraskar Award 2020.

Reach

REEDS carried out its work across fifteen states: Andhra Pradesh, Bihar, Chhattisgarh, Delhi, Gujarat, Karnataka, Kerala, Maharashtra, Manipur, Odisha, Punjab, Tamil Nadu, Telangana, Uttar Pradesh, and West Bengal.

Collaborative Partners

Amrita Vishwa Vidyapeetham | Andhra Pradesh Food Processing Society
Andhra Pradesh Productivity Council | Centre for Good Governance | DVR Foundation
First-Global Services & Technologies Private Limited | Give2Asia, USA
Life Skills and Livelihood Skills – International | Ministry of Rural Development,
Government of India | National Institute of Agricultural Marketing | NTPC Limited
Shobhit University | SocialBirds, USA | Swachh Andhra Corporation
Zenith Energy Services Private Limited

Mission

Enabling disruptive socio-economic strategies for sustainable rural empowerment.

Our Leadership

Advisory Council

Shailendra Kumar Hajela

Dr. Hajela is eminent telecommunication professional with a record of service at the highest levels of Government, Industry, and the United Nations. He has been Consultant to UNDP, UNESCAP, ITU, APT, WB, ADB, Government of India and Private sector industry.



Sumeet Rawla

Ms. Sumeet Rawla leads Philanthropic Initiatives at Community Pure Water Foundation, USA. She has a breadth of experience with Global 2000 multinationals, technology start-ups, and not-for-profit ventures. An activist at heart, Sumeet Rawla is focused on actions that bring measurable impact within a finite time-span.

Sridhar DLV

Mr. Sridhar has pursued his engineering at MIT, India and heads South India's largest heavy equipment transportation fleet. Sridhar is a socio-economic impact generalist and a philanthropist. His wide interests beyond the philanthropy, include entrepreneurship mentoring, elderly care and travel.



Vijay Reddy

Mr. Vijay is a successful entrepreneur and a graduate of mechanical engineering. He is president and co-founder of US based Bean Infosystems LLC, a leading software technology and consultancy company. Passionate about development, Vijay founded SocialBirds, a digital crowdfunding platform for non-profits.

Harshita Sannapureddy

Ms. Harshita is a multifaceted leader with a proven track record in various industries. She is an MBA from the Indian School of Business and a Young Leader Awardee for the class of 2018. As a NISM-certified investment consultant, she actively helps start-ups raise funds, driving growth and innovation.



Suma Niveditha Karasala

Ms. Suma is an accomplished Social Impact Assessment, Corporate Social Responsibility, and academic professional. As a co-founder and chief strategist with Anusandhan Social Consultants, she has led and contributed to various development projects aimed at creating positive change in communities. She has a master's degree in social work.

Our Leadership

Rural Empowerment Initiative Expert Group



Sadamate V.V

Dr. Sadamate is an Eminent Agricultural Extension Specialist & Former Adviser to Agriculture, Planning Commission, Government of India. He graduated from Pune Agriculture College and Masters / PhD in Agricultural Extension from Indian Agricultural Research Institute, New Delhi. He Worked as Principal Consultant with FAO.

Hemnath Rao Hanumankar

Dr. Hemnath Rao, founder and Director of StratPol International Advisory Services and formerly Senior Professor and director of Development Management Institute, Patna. Rao served on various expert committees of the Government of India in the Ministries of Agriculture, Rural Development, Panchayati Raj, Human Resources Development.



Srinivasa Rao S

Mr. Srinivasa Rao, recipient of the prestigious “Enterprise Excellence Award” of the Association of Small and Medium Enterprises, Singapore is a renowned techno-management professional with a focus on Micro, Small, and Medium Enterprises. He retired as MD, APITCO, an organization involved the SME sector.

Mohan Reddy A

Mr. Mohan Reddy is a Chartered Accountant and a professional in the management of Biomass Power Generation, Climate Change, and Clean Development mechanisms. He heads a leading renewable energy organization specialized in NetZero, Carbon Asset Development, Energy Savings, Solar Energy, and Water Management.



EXECUTIVE TEAM

Ashok Sahoo | Janni Rama Rao | Konda Reddy M | Naveen T | Pooja Singh | Poonam Thakur
Puvvala Pydiraju | Santosh Parida | Sneha Somavarapu | Srinivas Ambati | Suryakant Pradhan
Telajala Pitchaiah | Vijay P Raj

Our Leadership

Board Of Governors



Ravindra Vikram M, Chairman

Mr. Vikram is a Chartered Accountant and an eminent Financial Consultant. He serves on the Boards of several companies and is a regular Speaker & Paper writer on finance and banking issues. Vikram is a Trustee of the M. V Foundation, an NGO actively involved in child literacy and eradicating child labour.



Ravi K Reddy, Secretary

Dr. Ravi Reddy is a Chartered Accountant and a Business Advisory Consultant. He serves as a director on the boards of several corporate. Ravi passionately believes rural empowerment is a concern in a country like India and has been actively associated with the REEDS for more than 20 years.



Sunanda S, Treasurer

Ms. Sunanda holds a Bachelor's degree in Arts. She is an enthusiastic supporter of women's empowerment and a dedicated volunteer. Sunanda actively contributes to REEDS's capacity-building and rural livelihood development initiatives. She is involved in several developmental initiatives with particular reference to women.



Sudhir Paul G, Member

Mr. Sudhir is a postgraduate in Management and has extensive expertise in the area of safe drinking water management. He actively contributes to REEDS drinking water initiatives and is instrumental in developing an award-winning 'Multi-stage Micro Water Filtration System' for sustainable and safe drinking water supplies in rural communities.

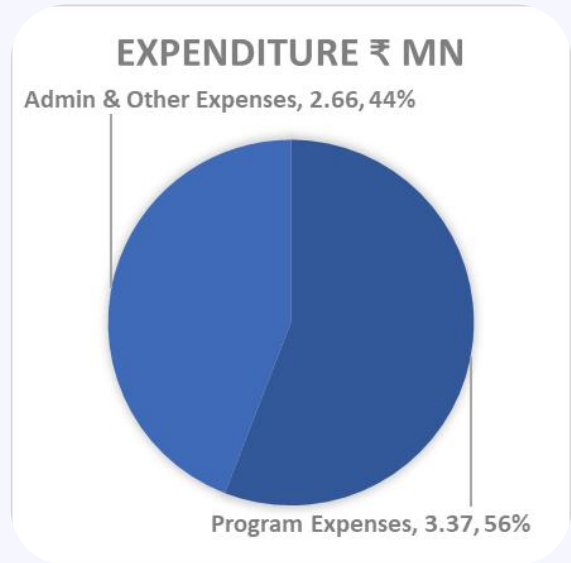
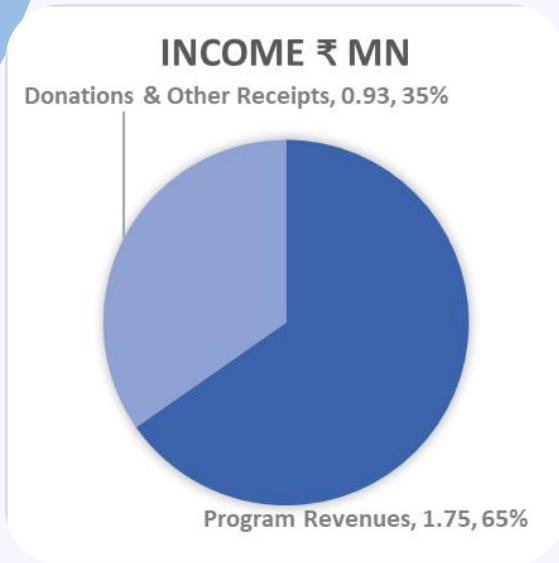


Hari Prasad Babu C, Member

Mr. Hari Prasad is a graduate of Commerce and Law. After over two decades of service in the insurance sector, he retired in 2019 at a senior level. His vast network is an excellent source of strength for REEDS community reach and in implementing programs aimed at improving rural life.

Operational Overview

Financials



Our Work



Financial Supporters

Punitha Menni | |Ravi K Reddy |Sadamate VV |Satheesh Annanki
Sneha Somavarapu | Sravya Somavarapu | Sunanda Somavarapu
UK Online Giving Foundation [Benevity workplace giving program]

Sustainable Development Goals

We are proud to be able to contribute our bit to a few Sustainable Development Goals that aim to transform our world:



Our Differentiators

REEDS has strengths that it leverages to make deeper impact through the activities it undertakes:

- Led by members who bring expertise from their respective fields..
- Capability to quickly mobilize resources to ensure on-schedule service deliveries.
- Collaboration with government, non-government, national and global agencies to expedite implementation of programs.
- Deep-rooted reach in the hinterlands of the states it operates in.



Secretary's Annual Report



On behalf of the Board of Governors, I am presenting this 34th Annual Report of the Society for the financial year 2022-23.

We could have had a better year for the Society's finances. This is the second year in a row that the revenues of the Society have decreased. The primary reason is that some of the anticipated assignments in the important project vertical of the Society, Sanitation and Waste Management, which have been the focal point of our efforts in the past few years, have yet to materialize. Regarding another rural empowerment project, we incurred significant expenditures but did not generate revenue during the year. Nevertheless, hope is forever, and we remain confident that our revised strategies will result in improved financial sustainability in the coming years.

Despite the challenging conditions of the past year, with financial constraints and stress, we are able to keep going and develop ambitious strategies to help make a difference in rural areas.

Let's examine what we did and where we stood during this challenging year.

- **Financials:** For the financial year 2022-23, the total revenue of the Society was ₹ 2,7 million, while expenditure was ₹ 6,0 million, comprising ₹ 3,4 million for Projects and Programs. Due to reduced revenues, certain initiatives had to be scaled down, and others had to be modified. All in all, the Society's operations led to a financial loss of ₹ 3,3 million.
- **Our Work:** Over the year, our activities included monitoring development programs, building microenterprise capacity, and developing a model for micro and small entrepreneurship empowerment in rural areas. We've worked in five states: Andhra Pradesh, Karnataka, Kerala, Odisha, and Telangana.
- **Evaluations and Studies:** Over the past year, we have monitored the Ministry of Rural Development, Government of India's flagship developmental programs to improve rural life and livelihoods in 13 districts spread across 4 states, covering 144 villages in 43 blocks, as an Institutional National Level Monitoring Agency. These programs include MGNREGS, PMAY-G, NSAP, DAY-NRLM, PMGSY, SAGY, PMKSY, DILRMP, DDU-GKY, RSETI, and SVAMITVA.

Secretary's Annual Report

- Rural Entrepreneurship Development: As a District Resource Agency for Andhra Pradesh Food Processing Society, for a brief period during the year, we had the privilege to guide more than 200 micro-entrepreneurs in remote areas spread across two districts in Andhra Pradesh under 'Pradhan Mantri Formalization of Micro Food Processing Enterprises' [PMFME] scheme, a flagship initiative of the Ministry of Food Processing Industries, Government of India, aimed to promote the formalization of the sector. We needed more resources to continue this prestigious initiative. We hope to return to PMFME soon, adequately equipped.
- In addition, we are reimagining our ongoing work on rural skill support and development as a scalable platform for small and micro-entrepreneurship to drive sustainable socio-economic development in rural and non-urban segments of the country, which we look forward to sharing soon.
- Here is something about the ongoing works:-
- CSR initiatives: We had the honor of partnering with NTPC Limited, India's largest energy conglomerate, on one of their CSR initiatives this year. This project's scope is to install solar streetlights in a remote village in Peddapalli District, Telangana. Located near NTPC's thermal power plant in Ramagundam, this project was entrusted to us in February 2023 and is ongoing. We are proud to be able to help light up a rural village inhabited by marginal communities mostly.
- Clean India: Since its inception, REEDS has been actively involved in several interventions related to the Swachh Bharat Mission, one of India's most critical developmental missions. We are proud to have carried out the highest number of verification missions for ODF-declared villages (11,000+) across the country and are continuing to do so. We're excited to get another chance this year to participate in SBM Phase-II, where we'll be assessing 419 ODF Plus villages in 10 districts in Andhra Pradesh. This project was entrusted to REEDS in February 2023. The project is currently underway.
- Educational Support: During the year, we continued extending a small financial contribution to a girl child to enable her to continue her educational journey. We are delighted to note that she is succeeding in her studies.
- Registrations & Certifications:
- FCRA Registration: Our Registration under the Foreign Contribution Regulation Act, 2010, has been renewed by the Ministry of Home Affairs, Government of India, in August 2022 for 5 years. Thus, REEDS can continue to receive foreign contributions for its social and economic activities.



Secretary's Annual Report



- ISO Certification: REEDS is now an ISO 9001:2015-certified organization. The Bureau of Indian Standards granted a license for Quality Management Systems (QMS) certification to REEDS in November 2022, valid for three years. It's a testament to our robust processes within our programs that meet the established quality assurance standards.
- Board of Governors: REEDS is governed by a board elected by its members for a term of office of two years. The tenure of the current Board of Governors will end at the 2023-24 Annual General Body Meeting. We sincerely appreciate the Board who have dedicated their time to leading REEDS and making it a sustainable organization.
- Advisory Council: We are always honored to have an esteemed Advisory Board and an Expert Group for the Rural Empowerment Initiative. To add wings to our grand ambition to be a change-maker at scale, we have broadened our Advisory Board with a few young empowerment advocates and seasoned career professionals: Harshita Sannapureddy, Suma Niveditha Karasala, and Vijay Reddy. Their collective and unique skills, knowledge, and insights into the organization's work inspire us to advance our mission and vision.
- Way Forward: The rapidly changing operational environment, especially during and after the COVID-19 pandemic, necessitates re-examining our resources, working practices, and delivery modalities. We need to re-position ourselves to respond to the changing transformative economic, environmental, and social conditions in rural life. We have started re-strategizing our approach to allow us to be a multiplier of change at scale. We plan to be on track by the end of this financial year.
- Acknowledgments: Thank you, Team REEDS, for your hard work throughout this challenging year. We extend our sincerest gratitude to our donors, program/project partner agencies, state and district governments, bankers, implementing and collaborative partners, and members of the Society, advisory council, expert group, and Board of Governors for continuing to support us in our mission.

We're counting on you to be with us every step of the way in making rural India a better place! Thank you!

Dr. Ravi K Reddy
Secretary

17 May 2023

The Team







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