



# 35 ANNUAL REPORT 2023-24



Improving Rural Life





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# ABOUT US

Rural Economic and Educational Development Society (REEDS) is a not-for-profit organization registered under the Societies Registration Act XXI of 1860.

Our Vision is 'an inclusively empowered rural India'.

Our mission is to implement innovative strategies with public, private, and community partnerships for sustainable and inclusive socio-economic development to enhance the ability of rural communities to become more entrepreneurial and productive at scale.



We implement diverse programs to address the needs of rural communities, combining domain expertise with local focus and participation to ensure relevance and effectiveness. Our intervention areas, aligned with national development missions and the Sustainable Development Goals

REEDS has extended its efforts across fifteen states, including Andhra Pradesh, Bihar, Chhattisgarh, Delhi, Gujarat, Karnataka, Kerala, Maharashtra, Manipur, Odisha, Punjab, Tamil Nadu, Telangana, Uttar Pradesh, and West Bengal, making a meaningful difference in diverse communities.

At REEDS, we take immense pride in the significant honors received that include the Government of Andhra Pradesh's Letter of Appreciation in 2009, the India Today Safaigiri 'Water Warrior Award' in 2016, and the Gramodaya Bandhu Mitra Puraskar Award in 2020.

Our competencies encompass Community Engagement, Community Empowerment Plans, Socio-economic Impact Assessments, Capacity Building, and Promoting Awareness on Attitudes, Entrepreneurial Skills, and CSR Initiatives. We are proud to be a legally compliant entity with ISO certification.



## BOARD OF GOVERNORS

We are guided by a dedicated board, elected by its members for two-year terms. Their leadership shapes our direction and inspires our pursuit of excellence.

Mr. Ravindra Vikram M, Chairman  
Dr. Ravi K Reddy, Secretary  
Ms. Sunanda S, Treasurer  
Mr. Sudhir Paul G, Member  
Mr. Hari Prasad Babu C, Member

## LEADERSHIP

Dr. Shailendra Kumar Hajela  
Dr. Sadamate V.V  
Dr. Hemnath Rao Hanumankar  
Mr. Srinivasa Rao S  
Ms. Sumeet Rawla  
Ms. Suma Niveditha Karasala  
Mr. Mohan Reddy A  
Mr. Sridhar DLV  
Ms. Harshita Sannapureddy  
Mr. Vijay Reddy

## ADVISORY COUNCIL

It is an honor to be guided by our esteemed Advisory Board and Expert Group for the Rural Empowerment Initiative. Their collective expertise, diverse skills, and profound insights into our work inspire us daily, driving us confidently toward our vision.



# EXECUTIVE TEAM

At REEDS, a core team of specialists with diverse competencies is formed for the effective formulation and implementation of each project. This core team is supported by dedicated resource personnel who are carefully oriented to the specific programs. The successful completion of significant assignments reflects the unwavering commitment of TEAM REEDS to achieving the best possible results.

Dr. Kishor Patnaik  
Chief Operating Officer

Ms. Poonam Thakur  
Communication & Outreach Specialist

Ms. Sneha Somavarapu  
Finance & Risk Advisory Consultant

Mr. Vijay P Raj  
Sr Executive - Administration & Outsourcing

Ms. Pooja S Singh  
Executive - Accounts & Administration

Mr. Navin Kumar T  
Executive - Upkeep & Maintenance

## ACKNOWLEDGEMENTS

With heartfelt gratitude, we thank Team REEDS, our donors, partners, governments, bankers, and our esteemed Advisory Council, Expert Group, and Board of Governors for their unwavering support. Your commitment makes our mission possible. As we move forward, your support propels our initiatives and strengthens our vision of an inclusive and empowered rural India. Thank you for standing with us.



# CHAIRMAN'S MESSAGE

Over the past 30+ years, we have achieved remarkable milestones, faced significant challenges, and encountered setbacks. Yet, throughout it all, our commitment to supporting rural communities and enhancing their quality of life has never wavered.

In recent years, the COVID-19 pandemic and its aftershocks have posed significant disruptions to our operations. However, our organization has demonstrated remarkable resilience in the face of these adversities. As we navigate an increasingly dynamic operational environment, it has become clear that a comprehensive overhaul is necessary. This will enable us to adapt effectively and position ourselves for transformative change.

To this end, we have developed a Three-Year Strategic Plan for 2024-27. This plan is the result of a thorough re-evaluation of our resources, methodologies, and delivery models, building on our past successes. We are confident that this renewed approach will empower us to be a catalyst for change on a larger scale.

Our multi-faceted strategies are designed to develop and implement innovative, tailored solutions that address the unique challenges of rural empowerment. As REEDS embarks on this journey of strategic reinvention, we remain hopeful and determined.

We are immensely grateful for the unwavering support, guidance, encouragement, and faith we have received from so many. These have enabled us to achieve so much, and we continue to count on this invaluable support as we move forward.

Best Regards,

**M. Ravindra Vikram**

Chairman

22 July 2024





# SECRETARY'S REPORT

Dear Members,

I am honored to present the 35th Annual Report of the Society for the financial year 2023-24. This year, we saw significant financial improvements, reflecting our steadfast commitment to rural empowerment. Our Society's total revenue rose to ₹9.4 million from ₹2.7 million last year. Despite increased expenditures, we achieved a nominal surplus of ₹0.14 million, a remarkable turnaround from the previous year's ₹3.35 million deficit.

Our initiatives in Monitoring & Evaluations, Entrepreneurship Development, and Corporate Social Responsibility, primarily in Andhra Pradesh and Telangana, have positively impacted rural communities. Detailed highlights of our work are outlined in the following pages.

In line with REEDS' mission to uplift underserved communities, we are launching transformative projects: the WASH Initiative: Transforming Primary School Facilities and Empowering Futures: Building Rural School Infrastructure. These projects aim to create safe, healthy learning environments for rural children and are expected to be ready for the forthcoming academic year.

Guided by our Three-Year Strategic Plan, we are poised for transformation, emphasizing sustainable growth, partnerships, technology adoption, governance, and operational excellence. We prioritize revenue diversification, advocacy, and performance measurement. From empowering communities to embracing technological advancements, REEDS employs a range of strategies to enhance our capabilities and drive impact.

I extend my gratitude to Team REEDS, our donors, program sponsors, partners, governments, bankers, and our esteemed Advisory Council, and Board of Governors for their unwavering support. As we stride into the future, the multi-dimensional support from our stakeholders propels our initiatives and fuels our vision of an inclusive and empowered rural India.

Thank you.

**Dr. Ravi K. Reddy**

Secretary

22 July 2024



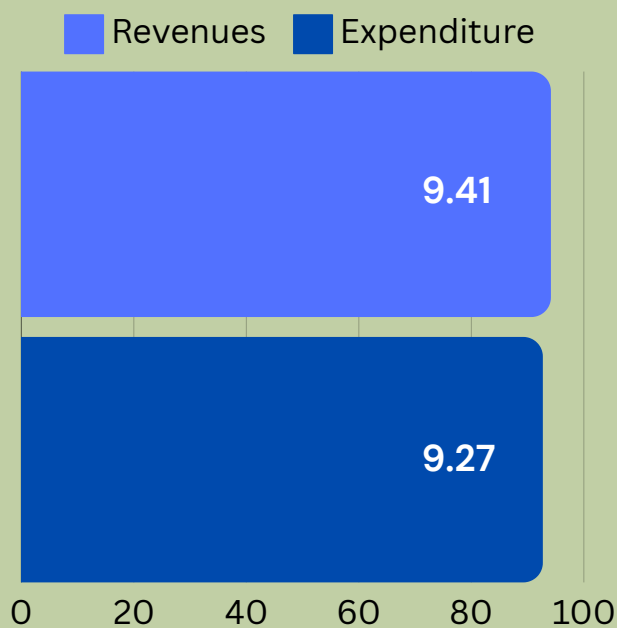




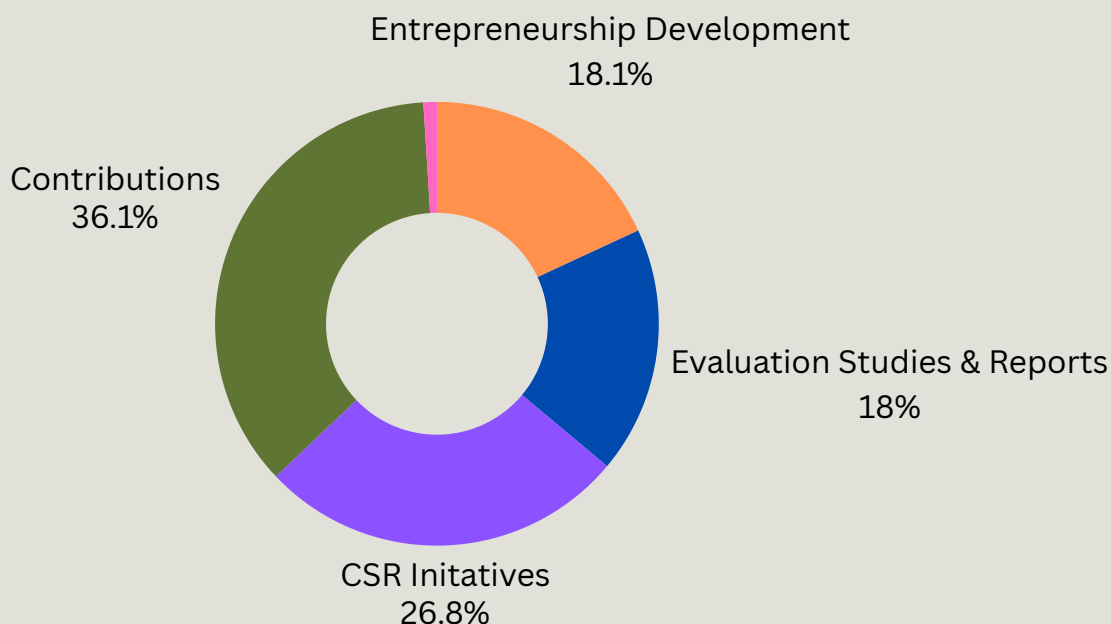
# FINANCIALS

₹ Millions

In the financial year 2023-24, we recorded a total revenue of ₹9.2 million, marking a significant increase from ₹2.7 million in the previous year. Despite increased expenditures, we maintained a nominal surplus of ₹0.14 million, a substantial improvement from the previous year's deficit of ₹3.35 million. We are confident that our revised strategies for organizational transformation will drive sustainable growth.



## Project Expenditure





## Evaluations and Studies

**Mandatory third-party verification of ODF Plus (Model) villages under the Swachh Bharat Mission (Grameen) Phase-II**

The Program covered 419 villages across 10 districts in Andhra Pradesh. Commissioned by the Swachh Andhra Corporation, the program ran from February 2023 to June 2023. The impact of this initiative empowered District Administrations to take corrective actions and achieve the mission's objectives.

# OUR WORK

## Rural Entrepreneurship Development

**Establishment of a services marketplace as a social enterprise for Tier II and below cities, as well as rural areas in India.**

The pilot will initially cover 30 villages within one district, either in Andhra Pradesh or Telangana, with plans to expand to all of India. This initiative is in partnership with First-Global Services and Technologies Private Limited and is set to run from September 2024 to March 2025. The program's impact focuses on promoting entrepreneurship and enhancing service accessibility in rural India.





## Nurturing Learning Environments

### WASH Initiative: Transforming Primary School Facilities

### Empowering Futures: Building Rural School Infrastructure

The 'WASH Initiative' will enhance facilities for over 60 primary students, reducing the incidence of waterborne diseases, while 'Empowering Futures' will upgrade infrastructure for 300-400 higher secondary students. Both transformative projects are set for completion by June 2024. The former project is located in Narsapur Village, Siddipet District, Telangana, while the latter is in Pavalur Village, Bapatla District, Andhra Pradesh.



## OUR WORK

### Educational & Old Age Support

#### Financial assistance for education and elderly care.

Educational assistance was provided to a girl child in Delhi, while support for elderly care was extended to a village in Nizamabad District, Telangana. These programs, funded by individual donations and supplemented by REEDS. During the financial year 2023-24, these initiatives enabled the academic progress of a young girl and brought joy and comfort to elderly residents at the orphanage.





## CSR initiatives

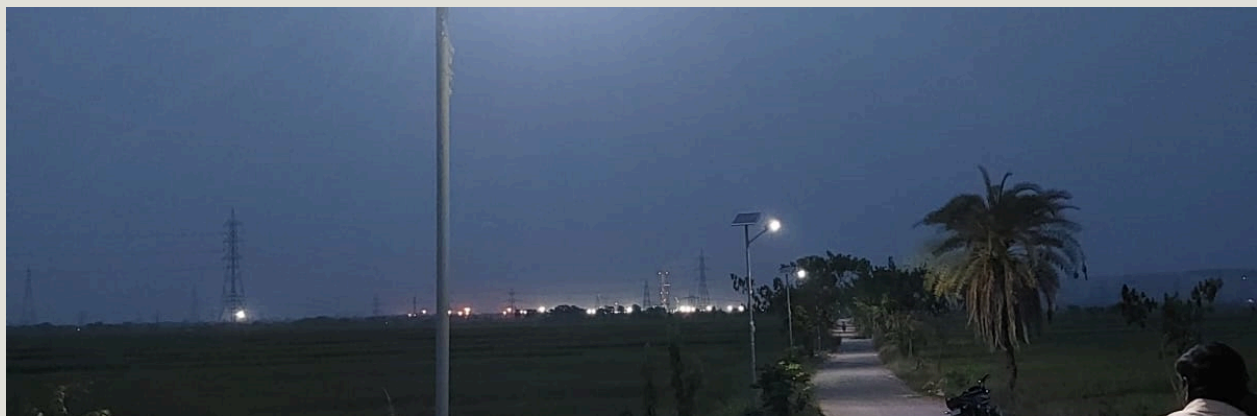
### Installation of Semi-Integrated Solar Street Lighting Systems and a Water Purifying Plant.

These programs, sponsored by NTPC Limited, covered two villages in Peddapalli district, Telangana state. The Solar Street Lighting Systems reduced electricity bills for local authorities, improved nighttime safety and security, lowered the carbon footprint, and boosted community pride and empowerment. The Water Purifying Plant reduced waterborne diseases, leading to significant health and economic benefits. It also provided reliable access to clean water, enhancing daily life, and further increased community pride and empowerment.

## OUR WORK

### Way Forward

As we enters the 2024-2027 period, our commitment to an inclusively empowered rural India remains strong. Guided by our Three-Year Strategic Plan, we are set for transformation. By empowering communities and embracing technological advancements, REEDS will implement diverse strategies to enhance our capabilities and drive exponential growth.





# PARTNERS & SUPPORTERS

At REEDS, we believe in partnering with those who share our vision and commitment to making a greater impact. Our goal is to raise awareness, enhance knowledge, and build capacities within rural communities. By leveraging resources and driving change, we aim to reach these communities effectively. The support we have received—both financial and otherwise—from individuals, organizations, and governmental agencies who believe in our mission has been crucial to our success.

## Program Partners

First-Global Services & Technologies Private Limited | NTPC Limited | Ramky Foundation | Swachh Andhra Corporation | Zenith Energy Services Private Limited

## Financial Supporters

Bright Funds Foundation | CAF America | Hari Prasad Babu Chigarapalle | Sunitha Menni | Ravi Kumar Reddy Somavarapu | Sneha Somavarapu | Sravya Reddy Somavarapu | Sunanda Somavarapu | UK Online Giving Foundation | Vishnu Vishwanth Sadamate

## Collaborative Partners

Amrita Vishwa Vidyapeetham | Andhra Pradesh Productivity Council | Centre for Good Governance | DVR Foundation | Life Skills and Livelihood Skills – International | Myriad USA | National Institute of Agricultural Marketing | National Institute of Agricultural Extension Management (MANAGE) | Shobhit University | SocialBirds, USA







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