

Improving Rural Life.

CAPABILITY STATEMENT



REEDS: MAKING A LIFE-CHANGING IMPACT

Rural India is the lifeline of the nation across which lives its major populace. The rural heartland is from where India receives everything from food on its plate, to products that harness native potential. But despite all this, rural India needs support to live a better-quality life. REEDS is here to facilitate that.

REEDS is a voluntary not-for-profit organization, established in 1989 as a Society. With multi-state presence, it is actively engaged in promoting the quality of life of rural communities through programs and initiatives that can improve diverse spheres of rural life.

Our activities so far have been carried out across 14 states comprising Andhra Pradesh, Bihar, Chhattisgarh, Gujarat, Karnataka, Kerala, Maharashtra, Manipur, Odisha, Punjab, Tamil Nadu, Telangana, Uttar Pradesh and West Bengal.



MISSION

'Apply innovation, commitment and expertise to promote and implement sound socio-economic strategies that improve and enhance the quality of life of rural communities.'



CAPABILITIES AND COMPETENCIES

Adding purpose to empowerment.

REEDS applies its experience in design, development, implementation and evaluation of programs to enhance the quality of rural life. REEDS has been in the active propagation and participation of several interventions and undertakes diverse projects in the realm of rural empowerment. REEDS plays an active role for and on behalf of government agencies, ministries, and national and international affiliates.

Our competencies

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

OUR DIFFERENTIATORS

Alike, yet distinct in strength.

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

- Guided and actively led by members who bring expertise and experience from their respective fields.
- Undertakes interventions concomitant with national development missions: Clean India, Skill India, Digital India, and Make in India.
- Capability to quickly mobilize required resources to ensure satisfactory and on-schedule service deliveries across interventions, initiatives, studies, evaluations, projects, programs.
- Networking and collaboration with top-tier government, non-government, national and global agencies to expedite implementation of programs.
- Deep-rooted reach in the hinterlands of the states it operates in, through community heads.



OUR WORK

How we bring about change.

REEDS focuses its energies in formulating and implementing programs aimed at improving rural life. With adoption of the Sustainable Development Goals (SDGs), REEDS brought convergence to its action approach with the 17 indivisible SDGs that encompass economic, social and environmental dimensions in all its rural empowerment interventions. REEDS is committed to contributing to the socio-economic progress of rural landscapes with interventions targeted towards sustainability and inclusive growth.

Arenas of work that REEDS is involved in
STUDIES & EVALUATIONS | RURAL ENTREPRENEURSHIP |
SANITATION & HYGIENE | SAFE DRINKING WATER | SKILLS DEVELOPMENT

REEDS' interventions are largely related to the following
National Development Missions:



REEDS is proud that it has been able to bring at least a marginal growth while contributing towards realisation of a few SDGs. With this action, we continue our endeavour towards setting the stage for 'an inclusively empowered rural India'.



MONITORING & EVALUATIONS

Evaluating initiatives to measure impact.

[Associated with SDG 1 of 'End poverty in all its forms everywhere' & National Rural Development Flagship Programs]

DEVELOPMENTAL STUDIES | MONITORING | VERIFICATIONS | BASE-LINE SURVEYS

Governments implement several programs and policies, most of which are directed towards the betterment of the rural poor, with the aim of ending poverty across dimensions. REEDS is actively engaged with many prestigious, interpretive studies and expository evaluations related to socio-economic development programs.

Some of our key interventions include:

- Impact Study on the Direct Benefit Transfer System in MGNREGS for Commissioner of Rural Development, Government of Andhra Pradesh.
- National-level monitoring of Rural Development Programs of Ministry of Rural Development, Government of India in 7 States covering over 60 districts.
- Verification of Open Defecation-free declared villages for Ministry of Drinking Water and Sanitation, Government of India and also Government of Andhra Pradesh covering 6 States, 19 Districts, 336 Blocks, 11,000+ villages, and 4,30,000+ households.
- Base-line Survey of Horticulture Activities towards creation of a credible database of horticulture stakeholders covering 8000

farmers for the Department of Horticulture, Government of Andhra Pradesh.



RURAL ENTREPRENEURSHIP

Creating entrepreneurs who can create more.

[Associated with SDG 2 of 'End hunger, achieve food security and improved nutrition and promote sustainable agriculture' and agri-based rural development]

RURAL ENTREPRENEURSHIP | LIVELIHOOD PROMOTION | AGRIPRENURESHIP | KNOWLEDGE DISSEMINATION |

Close to 70% of India's rural households still depend primarily on Agriculture for their livelihood. Sustainable agriculture in terms of food security, rural employment, and environmentally sustainable technologies are essential for holistic rural development. REEDS believes that Agriculture and its allied sectors-based economy play a more meaningful role in the economy and consequent contribution towards equitable economic growth.

Our key interventions include:

- Collaborative efforts in partnership with National Institute of Agricultural Marketing, Government of India, to promote Agri-start-ups.
- Initiated a joint interventional pilot for 'Promoting Agriprenurship and skills in rural areas through convergence of development programs' aimed at building a comprehensive skills delivery mechanism in rural areas.
- Piloted a 'Resource Center' for providing knowledge and support for practical and commercial usage on renewable energy towards sustainable rural development and livelihoods promotion in cooperation with the Department of Economic and Social Affairs of United Nations.
- In alliance with APITCO, initiated the process of publishing literature and extend training for commercial usage of knowledge that would help establish and develop Agriprenureship and create rural employment.



SANITATION & HYGIENE

Making sanitation and hygiene all-pervasive.

[Associated with SDG6 'Ensure availability and sustainable management of water and sanitation for all' & Swachh Bharat Mission]

AWARENESS | CAPACITY-BUILDING | INFRASTRUCTURE | TRAINING |
VERIFICATIONS | WASTE-MANAGEMENT | EVALUATIONS |

REEDS has been a proud participant with best-in-class field-level expertise in many interventions related to Swachh Bharat Mission and WASH, incorporating capacity-building, behaviour change and verifications in partnership with UNICEF and other national, state, and district-level agencies. Successful completion of several massive assignments reflects REEDS' capability and expertise in its on-schedule quality service deliveries.

Our key interventions in this area include:

- Preparation of GP-specific Detailed Project Reports for implementation of SLWM Projects meeting the objectives of National Sanitation Missions for 350+ GPs in Andhra Pradesh for Swachh Andhra Corporation.
- Field verification of ODF Status under SBM(G) and NRRDWP schemes in 11000+ villages in 6 States as an empanelled Institutional National-level Monitor (NLM) with the Ministry of Drinking Water and Sanitation, Government of India and Swachh Andhra Corporation. We are proud of this achievement, for having carried verification of ODF declared villages in highest numbers in the country.
- A district-level WASH Resource Centre to strengthen capacity-building efforts under Swachh Bharat Mission. This was a first-of-its-kind IT-enabled telephone-based replicable intervention model, implemented in collaboration with UNICEF.
- Total Sanitation Campaign in 55 Gram Panchayats towards making them 'Nirmal Gram'. In fact, 36 of these 55 Gram Panchayats were recipients of the prestigious national award 'Nirmal Gram Puraskar 2008'.
- 'Trainers' Orientation Program' in association with Charlton Brown, Australia, to enhance professional learning and development of basic instructional skills towards fulfilling the role of sanitation and hygiene-care trainers in service delivery systems.
- Hygiene education campaigns 'Promoting use of toilet, creating awareness on hand-washing at the right times and sharing tasks among school children' covering over 3,00,000 school children at over 7,000 schools in Andhra Pradesh for Department of Rural Water Supply, Government of Andhra Pradesh, UNICEF.

SAFE DRINKING WATER

Taking clean water to the last mile.

[Associated with SDG 6 of 'Ensure availability and sustainable management of water and sanitation for all' & National and State Rural Drinking Water Missions]

AWARENESS | CAPACITY-BUILDING | INFRASTRUCTURE |
OPERATIONS & MAINTENANCE | TECHNOLOGY | RAIN-WATER HARVESTING |

Lack of consumable drinking water is a major problem that not just rural India is affected by, but even parts of urban India are reeling under. REEDS, for over 15 years, has been endeavouring to bridge the gap in promoting community-managed safe drinking-water systems, strengthening operation & maintenance, and access to knowledge and practice of households about the use of safe water by working with State Water and Sanitation Missions/Departments of Rural Sanitation and Water Supply of Andhra Pradesh, Karnataka and Odisha, and various District Water and Sanitation Committees.

Our key interventions in this area include:

- Development of a low-cost and easy-to-maintain 'Multi-stage Micro Water Filtration System' – MWF evaluated by relevant agencies as suitable for its effectiveness, efficiency, adaptability, and consumer acceptance, for sustainable and safe drinking-water supplies in rural communities.
- Design and introduction of state-of-the-art Mobile Unit is one of the many pioneering efforts of REEDS in addressing safe drinking-water needs during calamities and also meeting the drinking water needs of remote rural communities.
- Establishment of MWF plants in over 80 locations in Andhra Pradesh, Orissa, and Karnataka, with combined capacity being about 50 million litres of safe drinking water treatment per day. These projects cover over 6 lakh rural population.
- Customizing a gravitation-oriented drinking water treatment system for a tiny hilly tribal habitation in Andhra Pradesh located at an altitude of 1450 MSL with 500 population that too without any access to power.
- Campaigns for creation of awareness among user-community and other stakeholders on Operation & Maintenance of Drinking Water Schemes under Swajaldhara in over 1800 villages spread in Andhra Pradesh.
- REEDS, in partnership with The Andhyodaya, a Kerala-based NGO and winner of coveted UNESCO's Best Rain Water-harvesting NGO in the country, established over 80 Roof-top Rain-water Harvesting Structures in specified schools in Andhra Pradesh.

SKILLS DEVELOPMENT

Bringing talent and skills together.

[Associated with SDG 4 of 'Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all'; SDG 8: 'Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all'; Skill India, Digital India, Make in India Missions]

EMPLOYABLE SKILLS | EMPOWERMENT SKILLS | CAPACITY-BUILDING | ASSESSMENTS | CONFERENCES & WORKSHOPS | ACADEMIC & INDUSTRY PARTNERSHIPS | KNOWLEDGE DISSEMINATION

With regard to talent-base, REEDS trusts that there is a great deal for everybody to gain as rural, urban, and international community interact and jointly address the challenge. REEDS' engagement in this area has yielded encouraging results towards developing actionable collaborative training and skill development initiatives, with focus on skill-empowerment in rural and unorganized sectors.

Our key interventions in this area include:

- Initiating a series of Life Skills and Livelihood Skills International conferences aimed at developing the skill levels for sustainable rural economies and general quality of life in rural India.
- Organized 5 international conferences in a series that focused on skill-development of rural Indians. All these conferences addressed vital aspect of skill progress.
- Established cooperative relationships with industry and academia in the areas of vocational training and skills development.
- Empanelled as Assessing Body under the erstwhile Skill Development Initiative Scheme of Directorate General of Employment and Training, Ministry of Labour & Employment, Government of India for 3 specified sectors.
- As part of Make in India initiative, conducted ZED (Zero Defect Zero Effect) Model awareness programmes among MSMEs across all Telangana Districts in association with LSLSI and FISME.



COVID -19

Helping beat the COVID-19 pandemic.

The COVID -19 pandemic has befallen on almost everyone, affecting individual lives significantly. The worse is, the pandemic has stayed on beyond what one probably foresaw or hoped it would be. This has meant a massive burden on lives, earnings and has been proving as an impediment for hopes of returning to normal life anytime soon in the future. At REEDS, we have taken up the onus of helping certain members of the society deal with it.

Our efforts have been focused on reaching out to those who need to be in direct public contact due to their professional commitment. That is, we have handed over masks and sanitizers to police personnel, health and sanitation workforce, provided meals to rural underprivileged, and financial support to the staff of REEDS.



PROGRAM PARTNERS

Partnering entities for public service.

REEDS is privileged to partner several impact-creating national and international agencies as part of its various initiatives some of which include:

Drinking Water

- Karnataka Rural Water Supply and Sanitation Agency, Government of Karnataka
- L&T Limited, Hyderabad
- Public Health Department, Government of Odisha
- Rural Water Supply and Sanitation Department, Government of Andhra Pradesh
- Rural Water Supply and Sanitation Department, Government of Odisha
- Sri Sathya Sai Central Trust, Andhra Pradesh

Rainwater Harvesting

- State Water and Sanitation Mission, Andhra Pradesh

Sanitation

- District Water Sanitation Committees, Andhra Pradesh & Telangana
- Foundation of Goodness, Sri Lanka
- Rural Water Supply and Sanitation Department, Government of Andhra Pradesh, UNICEF

Waste Management

- District Water Sanitation Committees, Telangana
- Swachh Andhra Corporation, Government of Andhra Pradesh

Skills Development

- AMR Group
- American Sentinel University, USA
- Amrita University
- Australian Council for Private Education and Training, Australia
- Charlton Brown, Australia
- Department of Employment & Training, Government of Andhra Pradesh
- Department of Panchayati Raj & Rural Water Supply, Government of Andhra Pradesh
- Directorate General of Employment & Training, Government of India
- Federation of Indian Micro & Small and Medium Enterprises
- Foundation of Goodness, Sri Lanka
- Hyderabad Convention Visitors Bureau
- IL&FS Education
- ITU-APT Foundation of India
- LSLSI International
- National Academy of Construction
- National Institute for Micro, Small and Medium Enterprises
- National Skill Development Corporation
- Telangana Academy for Skill and Knowledge, Government of Telangana

Awareness & Education

- Rural Water Supply and Sanitation Department, Government of Andhra Pradesh
- State Water and Sanitation Mission, Andhra Pradesh
- UNICEF

Rural Entrepreneurship

- APITCO Limited
- Department of Economic and Social Affairs of United Nations
- Winrock International India
- National Institute of Agricultural Marketing

Monitoring & Evaluations

- Ashok Leyland Limited
- Department of Horticulture, Government of Andhra Pradesh
- Ministry of Drinking Water & Sanitation, Government of India
- Ministry of Rural Development, Government of India
- State Water and Sanitation Mission, Andhra Pradesh
- Swachh Andhra Corporation, Government of Andhra Pradesh

RECOGNITION

Acknowledged by those who matter.

REEDS has been recognised for its work at various stages in its rural empowerment pursuit.



Dr. Ravi K Reddy at the 'UNICEF National Workshop on Investing in the National Sanitation Cycle'



In recognition of the outstanding initiatives in rural development, we were presented with 'Gramodaya Bandhu Mitra Puraskar' Award by Gramodaya Chamber of Commerce and Technology.



American Sentinel University, Denver, Colorado, USA has conferred Ravi K Reddy, Secretary, REEDS with honorary degree of Doctor of Letters from American Sentinel University on 19 June 2015 at Denver recognizing his efforts for rural empowerment in India. REEDS considers this as a recognition too.

Governance

Leaders, mentors and torchlights of REEDS.

The management team of REEDS comprises an experienced and distinguished group that steers the organization towards its purpose, and most importantly, believe in REEDS' philosophy and its activities.



Ravindra Vikram M, Chairman

- Chartered Accountant
- Financial and Management Consultant
- Advisor, Auditor, Director of many corporate institutions

Ravi Kumar Reddy, Secretary

- Chartered Accountant
- Business Advisory Consultant
- Consults several small, medium and emerging enterprises



Sunanda, Treasurer

- Graduate of Arts
- Passionate about women empowerment issues
- Focus on less-educated and women below poverty line

Sudhir Paul, Member

- Post-graduate in Management
- Deep interest in social mobilization
- Vast experience in design, development, management of safe drinking water treatment



Hari Prasad Babu

- Graduate of Commerce and Law
- Insurance professional
- Vast social network supports community reach

ADVISORY COUNCIL

Their advice helps us serve better.

REEDS has an Advisory Council that has on its board professionals who are eminent personalities in their respective fields and believe in REEDS' philosophy. They extend their advice and guidance in the entity's activities.



SK Hajela

- Distinguished Telecommunications professional with a record of service at the highest levels in Government, Industry, and the United Nations
- Member of Project Committee of Technology Systems Group, Ministry of Science & Technology, Government of India

Mohan Reddy A

- Chartered Accountant and a professional in Management of Biomass Power Generation, Climate Change, and Clean Development Mechanism
- Catalyst of creating awareness about renewable energy and sustainability in India



Sridhar DLV

- Engineer from MIT, India
- Head of South India's leading heavy equipment transportation fleet
- Through DVR Foundation, a personal Trust established by him, supports initiatives for the underprivileged

Murthy B N

- Mechanical Engineer with over 30 years of diverse business and industrial experience
- Formidable knowledge of social entrepreneurship space and rural youth empowerment



Sumeet Rawala

- Leads Philanthropic Initiatives at Community Pure Water Foundation, USA
- Vast experience with Global 2000 multi-nationals, technology start-ups, and not-for-profit ventures

Srinivasa Rao S

- Renowned techno-management professional with a focus on Micro, Small and Medium Enterprises
- Recipient of prestigious "Enterprise Excellence Award" of Association of Small and Medium Enterprises, Singapore



OUR FOCUS



┆ Drinking Water



┆ Rainwater Harvesting



┆ Rural Entrepreneurship & Livelihood



┆ Sanitation



┆ Skills Development



┆ Solid & Liquid Waste Management



┆ Evaluation of Developmental Programs