



36th ANNUAL REPORT 2024 - 25

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ABOUT REEDS



Who We Are

We are a not-for-profit non-governmental organization dedicated to fostering sustainable development in rural communities. At REEDS, we strive to enhance educational and economic opportunities for underserved populations. Our diverse capabilities, built through collaborative community engagement, enable us to develop and implement innovative, tailored solutions that address the unique challenges of rural development.

Our Core Purpose

- Inclusive Rural Empowerment - We are dedicated to empowering rural and underprivileged communities, ensuring no one is left behind.
- Unlocking Potential - We strive to help rural areas achieve their full potential, fostering sustainable growth and progress.
- Our Aspiration - We envision an empowered Rural India where every individual has the opportunity to thrive.

Our Vision

An inclusively empowered rural India that thrives through sustainable growth, improved livelihoods, enhanced opportunities, quality education, accessible healthcare, and community-driven initiatives—enabled by the power of technology.

Our Mission

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

Our Values

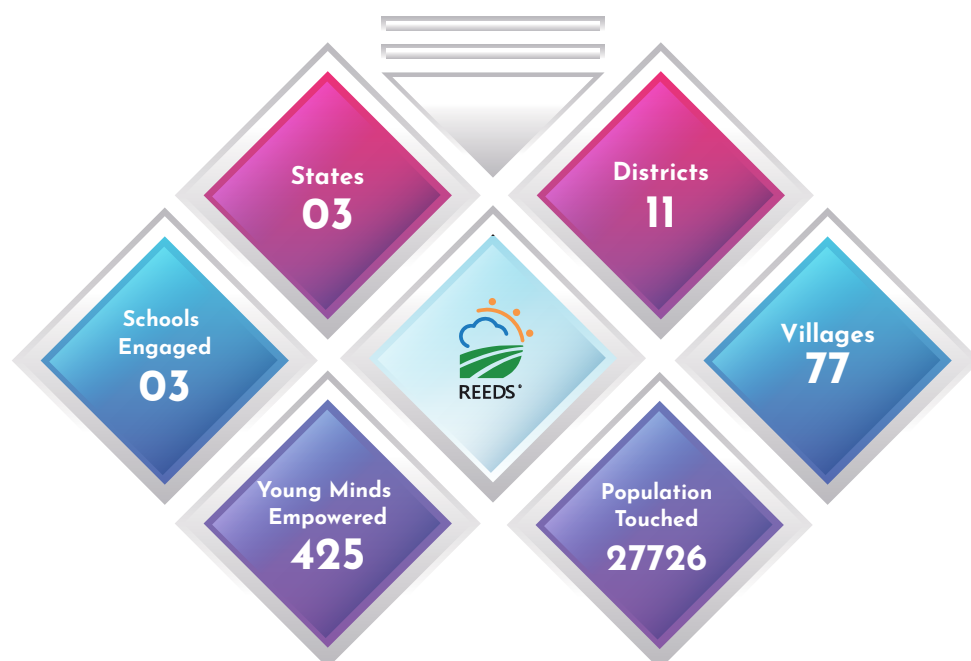
Our four core values shape our culture, define who we are, and represent what we aspire to be.

- Respect - We honor the values and beliefs of the people we work with.
- Integrity - We uphold our commitments and deliver on our promises.
- Excellence - We continuously strive to surpass our current capabilities and achieve the highest standards.
- Happiness - Our success is measured by the genuine smiles and positive impact we inspire.

2024-25

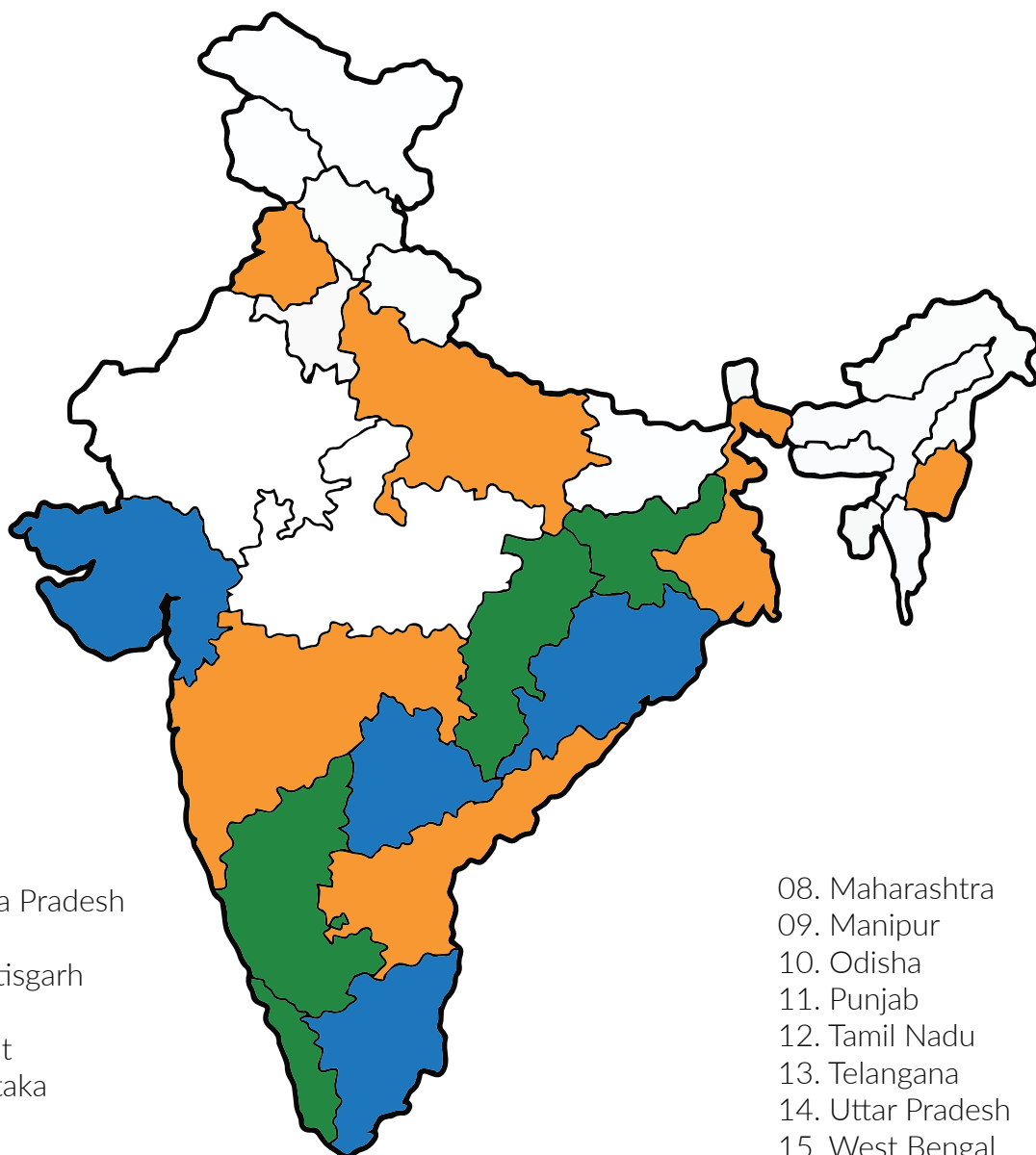
A Year of Impact

An impactful year — told through data that reflects our footprint across rural India. Our Reach in Numbers



Each number represents real change in real communities — a testament to the power of collective action and meaningful partnerships

Our Reach (since inception)



Leadership Profile

Board of Governors

REEDS is guided by a visionary Board of Governors whose leadership and values inspire our mission and drive our progress in rural transformation. Their collective wisdom steers us with purpose toward lasting impact.



Mr. Ravindra Vikram M, Chairman

Mr. Vikram holds degrees in B.Sc. and LL.B., and is a qualified Chartered Accountant. A respected Financial Services Consultant, he serves on the boards of several corporates. He is also a Trustee of the M. V. Foundation, an NGO known for its work in promoting child literacy and eliminating child labour. His leadership brings strategic insight and a strong social conscience to REEDS.



Dr. Ravi K Reddy, Secretary

Dr. Reddy is a Chartered Accountant and Business Advisory Consultant. He serves as Director on the boards of various corporates. In recognition of his sustained commitment to rural empowerment, he was conferred an Honorary Doctorate by American Sentinel University in 2015. His visionary guidance continues to steer REEDS with purpose and integrity.



Ms. Sunanda S. Treasurer

Mrs. Sunanda, a graduate in Arts, is a passionate advocate for women's empowerment and an active community volunteer. She plays a key role in supporting REEDS' capacity-building initiatives and rural livelihood programs, lending empathy and grass-roots connection to the Board.



Mr. Sudhir Paul G, Member

Mr. Sudhir, a postgraduate in Management, brings rich expertise in product design, development, and safe drinking water technologies. His support strengthens REEDS' efforts in improving water access and promoting sustainable water management across rural communities.

Mr. Hari Prasad Babu C, Member

Mr. Hari Prasad, a graduate in Commerce and Law, served the insurance sector for over three decades, retiring at a senior level in 2018. His extensive network and professional experience significantly enhance REEDS' community engagement and outreach efforts.



Advisory Council

We are privileged to be guided by a distinguished group of professionals whose experience, insights, and belief in REEDS' mission inspire and elevate our journey toward rural transformation.



Dr. Shailendra Kumar Hajela

A renowned telecommunication professional, Dr. Hajela has served at the highest levels of government, industry, and the United Nations. With vast international experience, he has consulted for the UNDP, UNESCAP, ITU, APT, World Bank, ADB, the Government of India, and the private sector. His strategic vision continues to guide REEDS with global relevance and technical depth.

Ms. Sumeet Rawla

As the leader of Philanthropic Initiatives at Community Pure Water Foundation (USA), Ms. Rawla brings rich experience from Global 2000 corporations, tech start-ups, and non-profit ventures. An activist at heart, she champions high-impact initiatives that drive measurable change within defined timeframes—amplifying REEDS' purpose through results-driven engagement.





Mr. D.L.V. Sridhar

An engineering graduate from MIT, India, Mr. Sridhar heads South India's largest heavy equipment transport fleet. A philanthropist and socio-economic impact generalist, he is also a mentor to entrepreneurs and a passionate advocate for elderly care and community well-being. His multifaceted contributions add depth to REEDS' grassroots strategies.



Mr. Vijay Reddy

A mechanical engineering graduate and accomplished entrepreneur, Mr. Reddy is President and Co-founder of Bean Infosystems LLC (USA), a leading software consulting firm. He is also the founder of SocialBirds, a digital crowdfunding platform for non-profits. His passion for inclusive development and digital innovation enriches REEDS' technology-enabled initiatives.



Ms. Harshita Sannapureddy

An award-winning leader and MBA graduate from the Indian School of Business, Ms. Sannapureddy is a NISM-certified investment consultant known for helping start-ups access funding and scale innovation. Her dynamic leadership and commitment to driving growth continue to inspire the REEDS ecosystem.



Ms. Suma Niveditha Karasala

With deep expertise in Social Impact Assessment, Corporate Social Responsibility, and Academics, Ms. Karasala is Co-founder and Chief Strategist at Anusandhan Social Consultants. Holding a master's degree in Social Work, she has led and contributed to numerous development projects focused on community well-being and sustainable impact.

Rural Empowerment Initiative – Expert Group

At the heart of REEDS' mission lies the wisdom and guidance of our Rural Empowerment Initiative Expert Group—a distinguished panel of thought leaders and practitioners who bring decades of field experience, academic insight, and policy expertise. Their mentorship and diverse perspectives empower us to innovate, strengthen impact, and stay true to our vision of inclusive rural transformation.

Dr. V.V. Sadamate

Dr. Sadamate is a renowned agricultural extension expert and former Adviser (Agriculture) to the Planning Commission, Government of India. A Ph.D. from IARI, New Delhi, he has worked with national and international bodies including NCCSD, World Bank, and FAO. He currently serves as Chief Coordinator of the Agricultural Extension Platform for South Asia (AEPSA) under TAAS, New Delhi and continues to contribute to rural policy and program design across India.



Dr. Hemnath Rao Hanumankar

Dr. Rao is the Founder Director of StratPol International Advisory Services and formerly Senior Professor & Director at the Development Management Institute, Patna. A trusted advisor to several ministries—including Agriculture, Rural Development, Panchayati Raj, and Human Resource Development—he brings deep knowledge of governance and development policy to REEDS' initiatives.

Mr. Srinivasa Rao S

Recipient of the “Enterprise Excellence Award” from the Association of Small and Medium Enterprises, Singapore, Mr. Srinivasa Rao is a seasoned techno-management professional focused on MSMEs. As the former Managing Director of APITCO, he played a pivotal role in advancing the SME ecosystem across India. His insights continue to inform REEDS' enterprise development work.





Mr. A. Mohan Reddy

A Chartered Accountant with a passion for sustainable development, Mr. Mohan Reddy leads a prominent renewable energy company. His work spans Biomass Power, Carbon Asset Development, Clean Development Mechanisms, and NetZero strategies. His contributions help align REEDS' efforts with global climate and sustainability goals.

Mr. Manas Ranjan Mohanty

Former Managing Director of Bharatiya Reserve Bank Note Mudran Pvt. Ltd., Mr. Mohanty holds degrees in Fishery Science & Technology and Law. With deep expertise in trade finance, credit risk, and banking operations, his leadership has significantly influenced the financial services sector. He brings strategic financial acumen to REEDS' rural enterprise and livelihoods agenda.



Executive Team

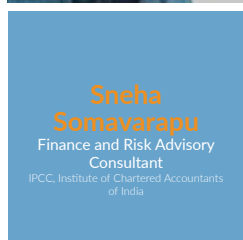
We are immensely proud of our exceptional Team REEDS, whose talent, dedication, and agility are the driving force behind our success. Their unwavering commitment and passion enable us to consistently deliver expertise on time, every time. Each team member brings specialized knowledge and innovative solutions to their assigned programs, creating meaningful impact across rural communities.



Poonam Thakur
Communication and Outreach
Specialist
Post-Graduate in Agribusiness Management



Tez Sungeeth Pappala
Project coordinator
Post-Graduate in Social Work



Sneha Somavarapu
Finance and Risk Advisory
Consultant
IPCC, Institute of Chartered Accountants of India



Vijay Raj P
Asst Manager - Admin & Outsourcing
Post-Graduate in English Literature





Assignment-Based Professionals



CHAIRMAN MESSAGE

Dear Members,

This 36th year of REEDS is both a celebration and a Challenge. I am reminded of a James Allen quote "In all human affairs there are efforts and there are results and the strength of the efforts is the true measure of results"

In the past three decades of our work we faced many challenges both in strategic direction and operational execution. The strength of our resolve to make rural lives better through our work has always driven us to continue to put in the effort, and we would like to be measured by this strength.

The world is getting digitalised, more and more. Our lives are driven by the data we generate as a collective and influenced by the people who know how to work with this data. We are exposed to a variety of risks which we see and read every day in the media, not knowing how much of what we absorb is reliable, credible information. Our biases are mysteriously strengthened by the falsities that are so easily spread. It is in this context that digital literacy takes an important place to prepare our future generations to the challenges ahead. Project RISE is only a beginning of the long road to being a digitally literate citizen.

Forging partnerships has been a cornerstone in our work in the past three decades. An initiative linked with ANURAG university brings to the fore the urgent need to involve academicians with grassroot initiatives to change rural livelihoods. The fresh minds of the students, the insightful wisdom of the teachers and the wealth of experience which the practitioner brings makes a unique combination of understanding society's many challenges and failings. Working with students also brings hope and helps us to get out of the cynicism built over the years through our many failures. Also, the mantra of sustainability can only be effective only if the programs we run involve youth who have to carry the torch to make lives better.

Lastly, the larger problem of climate change is in fact the elephant in the room. Too little is being done to understand how this would change our lives and sometimes it is a cause of worry that it might be too late. There is a tipping point after which many initiatives may go waste because the changes bring in irreversible consequences. We are glad to be part of the mission to provide safe drinking water to the millions. Clearly this is an urgent need for solutions to provide safe drinking water to the rural poor. Our work in the past two decades on Safe drinking water has brought in both recognition and responsibility. Our plans to expand this line of activity will certainly bear fruit in the coming years.

Best wishes
M.R.Vikram
Chairman
June 24, 2025

Catalyzing Change: Since 1989, REEDS has championed holistic rural transformation, guided by the conviction that empowering rural communities is key to national progress. We envision an India where every rural individual has the opportunity to thrive—impacting one-sixth of humanity with profound global significance.

SECRETARY'S REPORT

Dear Members,

It is an honor to present the 36th Annual Report of REEDS—a year defined by resilience, innovation, and transformative rural impact. It was a journey of progress and promise—marked by purposeful partnerships, grassroots action, and a shared commitment to transforming rural India. Despite challenges, our collective resolve helped translate vision into visible impact.

Strategic Progress

Aligned with our Three-Year Strategic Plan (2024–27), we prioritized sustainability, governance, partnerships, technology adoption, resource diversification, and measurable impact. While financial results met 50% of the targets due to program conversion delays, donations exceeded expectations by 25%, reflecting strong stakeholder trust.

We continue to strengthen our credibility, national mission and SDG alignment, and quality standards while addressing key gaps in communication, impact tracking, and human resources. In 2025–26, our focus will be on deepening partnerships, innovating solutions, and advancing systemic and scalable rural development.

Programmatic Highlights

Livelihoods: The Oonchee Udaan initiative, in collaboration with Bharat Cares (SMEC Trust), trained 38 rural women in Krishna District, Andhra Pradesh, in entrepreneurship and digital literacy. This initiative nurtured economic independence and laid the foundation for Project RISE, aimed at scaling micro and small rural enterprises.

Safe Drinking Water: As an Implementation Support Agency to Evident Action International under the Jal Jeevan Mission, REEDS is facilitating the deployment of in-line chlorination technology across four districts in Andhra Pradesh. By March 2025, this initiative successfully provided access to safe drinking water for 12,645 individuals (3,323 families) across 10 villages, contributing to a significant improvement in community health and well-being.

Education & Health: Under our WASH Initiative, funded by donor partners, we upgraded Water, Sanitation, and Hygiene facilities in 2 select Telangana schools. These upgrades improved sanitation, hygiene practices, and student well-being and attendance. Encouraged by success, we aim to expand this initiative to 100 schools across India in 2025–26., enhancing student well-being and attendance.

Recognized for Excellence: Our unwavering commitment to sustainable rural development has been honored with prestigious awards: Gramodaya Bandhu Mitra Puraskar (2020) – for excellence in rural development; Water Warrior Award (2016) – for pioneering efforts in water and sanitation; Chief Minister's Appreciation (2008) – for impactful statewide sanitation initiatives

A field assessment of WASH facilities in Bellampally, a Telangana Assembly constituency revealed gaps in infrastructure and hygiene awareness. The findings, due soon, will support authorities in improving implementation.

School Infrastructure: Through Empowering Futures, we supported infrastructure enhancements in few schools in Andhra Pradesh—building classroom blocks and essential facilities, made possible by generous community champions.

Monitoring Developmental Programs: In 2024–25, as a National Level Monitoring (NLM) Agency to the Ministry of Rural Development, REEDS conducted comprehensive evaluations across 60 villages in Tamil Nadu and Andhra Pradesh, assessing the implementation and impact of key rural development programs.

We are pleased to share that REEDS has been re-empanelled by the Ministry of Rural Development as a Institutional NLM Agency for an additional three-year term. This recognition reaffirms our commitment to conducting high-quality impact evaluations

Health & Elderly Care: We continued our modest yet passionate support for elderly care. Our small acts of compassion brought warmth and joy to senior residents in care homes, a reflection of our values in service.

Partnerships for Impact

We signed an MoU with ANURAG University to encourage student-led rural development projects—bridging academia and grassroots action. Globally, we formalized a strategic MoU with Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP). The declaration of July 6th, the foundation day of CIRDAP as World Rural Development Day by the United Nations, marks a significant milestone. This global collaboration inspires us to lead with purpose in the pursuit of sustainable rural progress with a broader global perspective.

Our People and Governance

Our journey is powered by a dedicated Board of Governors, Advisory Council, and Expert Group. Their vision, and wisdom drive our work and illuminate our path, shaping our mission and impact.

REEDS at Work: With operations across four Indian states and a global presence in Canada and the USA, REEDS has implemented impactful interventions in 15 states—demonstrating our ability to deliver results through strong local and international networks.

Financial Overview

In the financial year 2024–25, REEDS recorded a total revenue of ₹10.1 million—a modest yet steady increase of 7.3% over the previous year. Expenditure rose by 9.5%, amounting to 100.5% of revenue, compared to 98.5% in 2023–24. This resulted in a nominal deficit of ₹0.05 million, in contrast to the ₹0.1 million surplus recorded in the previous year. While the minor deficit reflects program expansion and investment in impact, we remain confident of financial sustainability, with a strong program pipeline and increasing donor engagement.

Looking Ahead: 2025–26 and Beyond

With renewed energy, we embark on 2025–26 under the theme 'Sustain' we will focus on innovation, inclusion, and partnerships to drive lasting impact. This year, Project RISE (Resources and Innovation for Sustainable Enterprises) will spearhead efforts to scale rural micro and small enterprises, unlocking entrepreneurial potential and sustainable livelihoods.

Alongside, as a collaborative partner with First-Global Services and Technologies Pvt. Ltd., we will advance the Rural Services Marketplace (RSM)—a pioneering digital platform that connects skilled rural professionals with service opportunities across Tier II and rural India. We are confident these innovations will catalyse inclusive growth driving transformative change in rural India, enabled by our grassroots presence, impactful partnerships, and unwavering belief in rural potential.

Acknowledgments

To our team, donors, partners, and well-wishers—thank you. Every empowered woman, every child in school, every clean glass of water reflects your belief in grassroots change. Every life touched is a testament to your belief in rural potential. We are deeply grateful to Team REEDS, Advisory Council, Expert Group, Board of Governors, Program Partners, Government Agencies, Donors, Bankers, and Community Champions for your steadfast support.

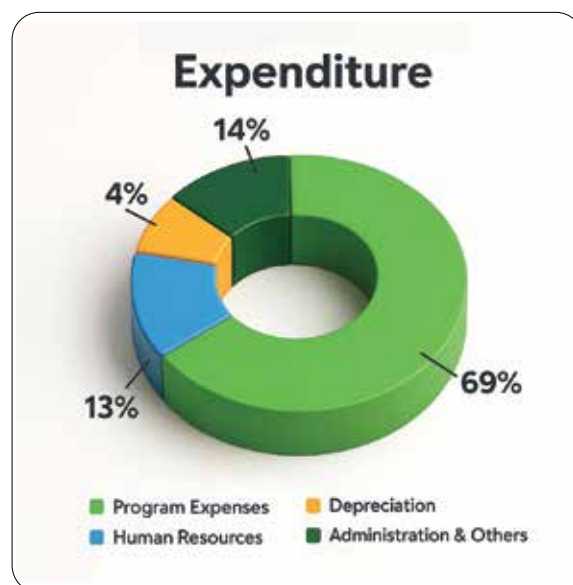
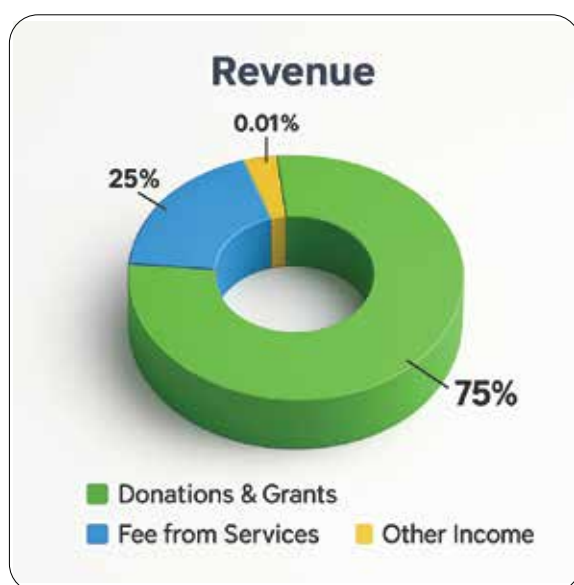
We reaffirm our moral compass—to serve the most vulnerable as a tribute to Mahatma Gandhi. Amidst a world of uncertainty, REEDS remains rooted in unity, peace, and hope. Together, we are not just implementing programs—we are fuelling a movement for resilient and inclusive rural transformation. We believe that when rural India thrives, so does the nation. Let's rise—together.

With gratitude,
Dr. Ravi K. Reddy
Secretary
On behalf of the Board of Governors
June 24, 2025

Strategic Partnerships for Impact: We work with national and international partners to deliver scalable, community-centered solutions. Our strengths include community engagement, impact studies, capacity building, and entrepreneurship promotion.

Financial Performance: Sustaining Growth, Powering Impact

In 2024-25, REEDS achieved a revenue of ₹10.1 million, marking a 7.3% growth. A nominal deficit of ₹0.05 million reflects strategic investments and program expansion. With rising donor confidence and a strong impact pipeline, we remain firmly on track toward sustained financial resilience and growth. Turning resources into results.



INCOME	₹ Millions
Donations and Grants	7.5
Fees from Rendering of Services	2.6
Other Income	0.01
Total Income	10.1

EXPENSES	₹ Millions
Expenses on Projects & Programs	7.0
Employee benefits expense	1.3
Depreciation and amortization expense	0.4
Other Expenses	1.4
Total Expenses	10.1
Deficit	(0.05)

The Partners Who Power Our Mission

At REEDS, transformative change emerges through collective action. Our work in rural India is powered by an extraordinary network of partners who share our vision of empowerment and inclusive progress.

We extend our heartfelt gratitude to all our partners whose unwavering commitment—financial, strategic, and collaborative—continues to broaden our reach and amplify our impact across rural communities.

Program Partners

- Bharat Cares (SMEC Trust)
- Department of Rural Development, Government of India
- EAll Advisors Pvt. Ltd
- First-Global Services & Technologies Private Limited

Financial Supporters

- Bhavani Ganesh Abbireddi
- Blackbaud Giving Fund Charity
- Bright Funds Foundation
- Dr. Richard W Oliver
- Groundswell Charitable Foundation
- Poonam Thakur
- Punitha Menni
- R K Reddy & Associates
- Ravuri Naga Seshagiri Rao
- Sri Balaji Agri Chem (India) Private Limited
- The UK Online Giving Foundation
- Vishnu Vishwanth Sadamate

Collaborative Partners



Driving Change Aligned with National Missions and Global Goals

REEDS programs create strong synergies between grassroots impact and broader development frameworks. Our interventions are aligned with key National Development Missions and contribute meaningfully to the realization of several United Nations Sustainable Development Goals—ensuring our work supports both national priorities and global development objectives.

National Development Missions



Sustainable Development Goals



Our Reach Across India: Our programs have reached Andhra Pradesh, Bihar, Chhattisgarh, Delhi, Gujarat, Karnataka, Kerala, Maharashtra, Manipur, Odisha, Punjab, Tamil Nadu, Telangana, Uttar Pradesh, and West Bengal—creating meaningful impact across India's diverse landscapes and communities

Programmatic Highlights

Wings of Change: Empowering Women Entrepreneurs

As the implementing partner of Bharat Cares' transformative Oonchee Udaan initiative, REEDS successfully equipped 38 women entrepreneurs in Krishna District, Andhra Pradesh—empowering low-income women with essential skills and resources to build sustainable micro-enterprises. ***When women rise, communities thrive.***



Safe Drinking Water: Enabling Healthy Communities

As Implementation Support Agency to Evidence Action International under the Jal Jeevan Mission, REEDS is enabling access to safe drinking water through in-line chlorination technology across four Andhra Pradesh districts. 12,645 individuals (3,323 families) in 10 villages gained access to safe drinking water, so far, transforming community health outcomes. ***Safe water, healthier futures.***



WASH: A Healthier Future for Rural Children

We upgraded Water, Sanitation, and Hygiene facilities in 2 Telangana schools- Narsapur Village Primary School, and, equipping children with crucial hygiene knowledge. These improvements enhanced sanitation practices, boosted student well-being, and increased attendance rates. Encouraged by this success, we're expanding this transformative initiative. ***Clean schools, confident learners.***



Transforming Learning Spaces: Building Tomorrow's Foundation

Through Empowering Futures initiative, REEDS supported critical infrastructure upgrades in two government schools—Pavuluru in Prakasam District and Vidavalur in Nellore District of Andhra Pradesh—creating safer, more engaging learning environments for rural children. ***Strong schools, stronger futures.***



Tracking Progress, Strengthening Impact:

As National Level Monitoring Agency to the Ministry of Rural Development, REEDS conducted comprehensive evaluations across 60 villages in 6 districts of Tamil Nadu and Andhra Pradesh during 2024-25, assessing key rural development programs' implementation and impact. ***Monitoring progress, empowering communities.***



Engaging Leadership for Rural Empowerment

In October 2024, REEDS had the honour of engaging with Shri Kanaka Vardhan Singh Deo, Hon'ble Deputy Chief Minister of Odisha, whose leadership in Agriculture, Farmers' Empowerment, and Energy is shaping meaningful change for rural communities. ***Where leadership meets grassroots impact.***



Honouring Visionary Leadership

In July, we celebrated Dr. P. Chandra Shekara's transition from MANAGE Director General to his new role at CIRDAP, Dhaka. His unwavering support significantly impacted numerous REEDS initiatives. We wish him success in this pivotal position serving rural communities across Asia-Pacific. ***Transformative leadership, lasting impact.***



Organizational Overview

Our Identity

REEDS is a not-for-profit organization registered under the Societies Registration Act XXI of 1860. Date of Registration: November 25, 1989

Regulatory Compliance

REEDS maintains full regulatory compliance and operates with all necessary legal registrations and approvals. Current Regulatory Registrations and Approvals include:

- Foreign Contribution (Regulation) Act (FCRA) Registration
- 12A Registration
- 80G Certification
- Permanent Account Number
- CSR Registration
- GSTN Registration

Registered Office:

C-206, Vijaya Hills, 11-4-646, AC Guards, Hyderabad 500004, India

Our Presence

REEDS operates through strategically located offices across multiple regions to maximize our rural development impact:

India	International
Telangana: Hyderabad	USA: Texas
Andhra Pradesh: Bapatla, Vijayawada	Canada: Toronto
Karnataka: Bengaluru	
Odisha: Bhubaneswar	

Auditors

M Sainath & Associates, Chartered Accountants, Hyderabad

Banking Partners

- Bank of Baroda - Banjara Hills, Hyderabad
- Karnataka Bank - Dilsukhnagar, Hyderabad
- State Bank of India - Parliament Street, New Delhi

Connect With Us

For more information about our work, please visit our website www.reeds.in or contact us at info@reeds.in

Quality Assured. Impact Driven. REEDS is proud to be an ISO 9001:2015–certified organization, with certification granted for “Implementation and Evaluation of Rural Empowerment Programs.” This recognition reflects our unwavering commitment to quality, transparency, and process excellence—ensuring every initiative meets the highest standards of effectiveness.



"CLEAN HANDS ARE"

NARSAPUR & BANDAMAILARAM GOVT
SIDDIPET DIST. TELANGANA S

Rural Economic and Ed
velopment Society

24th January 2025

Rural Development
Society

Improving Rural Life

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