



**Our Services during the COVID-19 pandemic lockdown crisis supporting the needy communities in rural areas.**

**Annual Report 2020-21**

**Pragathi Association for Rural Development**

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# **ANNUAL REPORT (2020-21)**

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## 1.0 Founder's Message



*“Even in COVID-19 isolation, we all could stand united to serve the needy and brought Smiles in their hearts .....”*

We all have faced an unprecedented situation in the world during the year 2020-21 and India underwent a complete lockdown to protect the 1/6th of the world's population from the COVID-19 virus. While everyone was running for life by maintaining social distance and confirmed to isolation in their homes, our volunteers transformed their commitment to save the lives of destitute and migrant workers, who are left on the roads and streets, by serving them with cooked meals to fight their hunger.

This unique challenge has been addressed by PARD INDIA through a novel initiative, “**Feed the Hungry Program**” with collective effort of all our stakeholders (volunteers, donors, and partners); the **Hunger Heroes**, who continued to deliver support services to save lives of destitute (differently abled, sick families, abandoned old people and migrant workers) affected by the crisis of COVID-19 pandemic for about 120 days without interrupting the supply of food in various villages across Andhra Pradesh.

During the entire crisis, our teams have extensively demonstrated their collective commitment to provide critical aid and protection to the most vulnerable at grassroots by way of creating awareness on COVID-19 virus and distributing masks and sanitizers to prevent the spread of virus. We all have worked with extensive network of our volunteers and supporters across the globe. This is how PARD INDIA has played a key role of NPO serving at grassroots with global mindset. I am grateful to have such a dynamic, positive, and generous people in our teams; the **Agents of Change** and whole heartedly laud their voluntary services and invaluable support.

Further, recognizing the need of Oxygen during the Corona delta variant spread, our teams have undertaken mass plantation drives by involving local communities in various villages under our “**Green Challenge Program**” that has extensively impacted rural minds positively on the importance of oxygen and sustainability of our mother planet by preserving our nature and maintaining healthy lifestyles and environment.

During the unprecedented challenging period of 2020-21, you all have proved, “**Collectively, we can do Better**” and wish you all continue to carry the same spirit strengthening our resolve to our social cause bringing smiles in the lives of needy people around us.

*With Best Regards*

**Bethala Veera Swami**

**Founder of PARD INDIA**



## 2.0 President's Message



Reflecting on the past year 2020-21, the outbreak of coronavirus remains the biggest challenge that the PARD INDIA has ever faced. The COVID-19 pandemic provoked and caused much disruption and led us to come up with fundamentally new and different ways to provide support services. To do so, our team focused on key priorities to work with deprived communities and migrant workers and ensured to keep poor children and their families to stay connected to our support services during the time of global pandemic crisis.

“**Building Positive Community Project**” was at the heart of our activities during the year 2020-21. With the support of our volunteers and donors, we could provide food packages, rice, grocery kits, medicines, clothes, blankets, masks, sanitizers, oxygen cylinders and other essential requirements including cash supporting the needy people and migrant workers who affected badly due to COVID-19 lockdown steps. We will continue to carry all these noble services year after year for improving the quality of needy people in rural areas.

I would like to thank all members of our Executive Committee, Directors, Advisors and our Staff for successfully driving PARD INDIA's vision and its presence through this challenging period, with the unwavering support of our stakeholders – donors, volunteers, beneficiaries, local communities, government agencies and our partners.

With Warm Regards

*On Behalf of the Executive Committee*

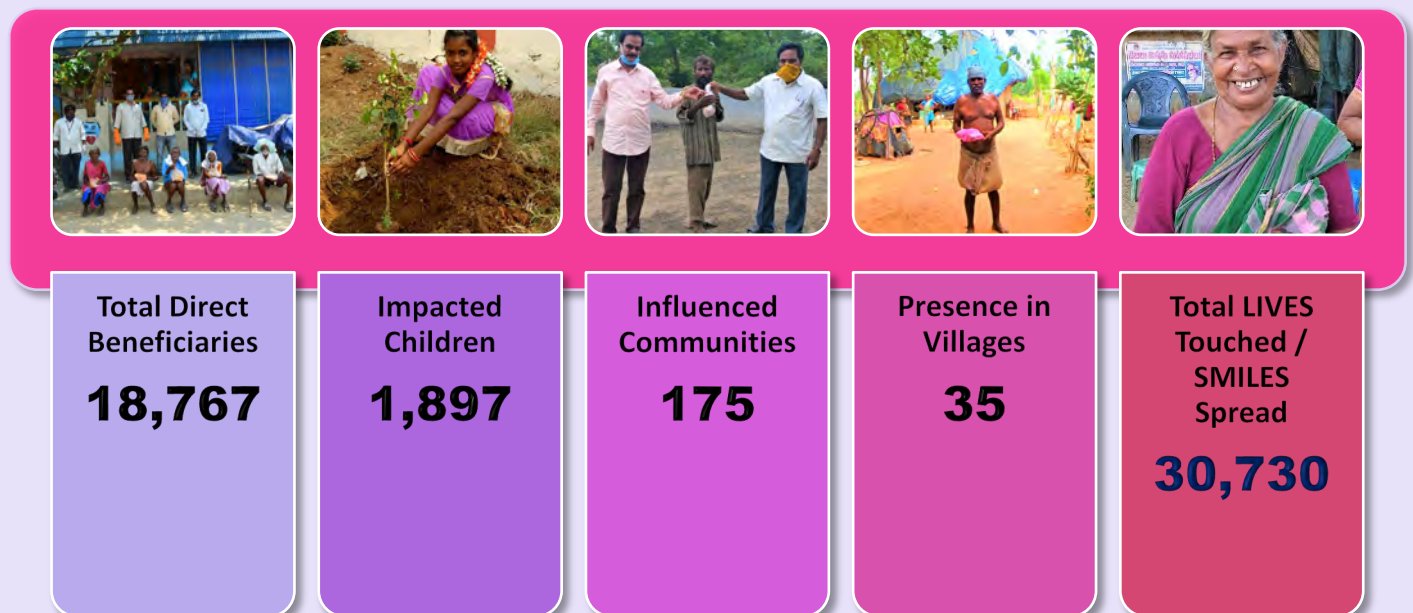
**Ambati Srinivasa Rao**  
**Executive President**



### 3.0 Impact Summary

During the year 2020-21, PARD INDIA continued to impact through empowerment of deprived children and communities by means of **Education, Health, and Environmental** initiatives to build respect to their dignity, justice, equity and improve quality of life for all. Despite the COVID-19 crisis across the nation during the year, we could support the needy people in rural areas, primarily covering villages in East Godavari, West Godavari, Eluru, and Visakhapatnam Districts of Andhra Pradesh and in and around Hyderabad, Telengana.

#### The net impact made by us during the year (2020-21)



**We touched about 30,000 lives spreading smiles amid COVID-19 pandemic crisis**

## 4.0 Projects & Programs Highlights

During the year, we have faced challenges to implement our programs under READ Project due to **COVID-19 crisis** and its compliances to maintain social distances to prevent the spread of the coronavirus. However, our teams at the grassroots continued to provide support the needy people primarily under “Building Positive Communities Project” through **Feed the Hungry, Green Challenge, Health & COVID-19 Awareness** programs in strict compliance with state safety regulations.

### The impact made during the year (2020-21)

Sr. No.	Project Code	Program Code	Project / Program Description	Total Direct Beneficiaries	Impacted Children	Influenced Communities	Presence in Villages	Total LIVES Touched / SMILES Spread
				A	B	C (= D*5)	D	E [=A+(B*4)+(C*25)]
<b>1</b>	<b>READ-00</b>		<b>Rural Education and Development (READ) Project</b>	<b>52</b>	<b>52</b>	<b>5</b>	<b>1</b>	<b>385</b>
1.1	READ-01	ASEP	After School Education Program	52	52	5	1	385
1.2	READ-02	VKCP	Village Knowledge Centre Program	-	-	-	-	-
1.3	READ-03	VKKB	V-kid Knowledge Boost Program	-	-	-	-	-
1.4	READ-04	VKSP	V-kid Scholarship Program	-	-	-	-	-
1.5	READ-05	CLPP	Child Labor Prevention Program	-	-	-	-	-
1.6	READ-06	QVEP	Quality & Value Education Program	-	-	-	-	-
<b>2</b>	<b>BPCP-00</b>		<b>Building Positive Communities Project</b>	<b>18,715</b>	<b>1,845</b>	<b>280</b>	<b>56</b>	<b>33,095</b>
2.1	BPCP-01	HSHP	Hearts of Serving the Humanity Program	13,724	585	175	35	20,439
2.2	BPCP-02	CAEP	Community Awareness & Empowerment Program	249	-	15	3	624
2.3	BPCP-03	CHSP	Community Health & Safety Program	251	-	30	6	1,001
2.4	BPCP-04	CSBP	Community Swachh Bharat Program	4,491	1,260	60	12	11,031
<b>3</b>	<b>CFRP-00</b>		<b>Collective Fund Raising Project</b>					
<b>Total Gross Impact (1+2+3)</b>				<b>18,767</b>	<b>1,897</b>	<b>285</b>	<b>57</b>	<b>33,480</b>
<b>Total Net Impact (after excluding repetition of villages) (A+B)</b>				<b>18,767</b>	<b>1,897</b>	<b>175</b>	<b>35</b>	<b>30,730</b>
Net Impact	READ-00		Rural Education and Development (READ) Project (A)	52	52	5	1	385
	BPCP-00		Building Positive Communities Project (B)	18,715	1,845	170	34	30,345



**All our Projects & Programs are intrinsically designed for community driven initiatives.**

## 4.1 READ-00: Rural Education and Development (READ) Project

In today's time, education stands as a sole institution that addresses many social problems such as poverty, hunger, injustice, inequalities, etc. which are the impediments of rural development. Our READ Project addresses empowering deprived children (**V-kids**) that have a long-term impact for ensuring inclusive development at the grassroots of our society. The impact made during the year 2020-21:

Beneficiaries (V-kids)	SMILES Spread
<b>52</b>	<b>385</b>



**Our “V-kids” are those children hailing from villages and who are often denied with the equal opportunities in their upbringing, study environment and exposure to the competitive world.**

**All our Programs under READ Project have severely affected due to COVID-19 crisis and social distance restrictions to contain the spread of the coronavirus.**



### 4.1.1 READ-01: After School Education Program (ASEP)

PARD INDIA’s “After School Education Program” supports **V-kids** by taking care of their after school educational needs and ensure every child is drawn “back to the class room”, thereby preventing potential school dropouts at the early stage of school going.

#### Impact of ASEP during the year (2020-21)

e-hours Provided	V-kids Covered	Schools Covered
<b>1040</b>	<b>52</b>	<b>1</b>



**Due to Covid-19 restrictions, we could only run “After School Education Program” for a short time in Chinnayagudem Village.**

## 4.2 BPCP-00: Building Positive Communities Project (BPCP)

Our “Building Positive Communities Project” primarily empowers marginalized communities in rural areas through **Health** and **Environmental** initiatives.

### The impact made under BPCP during the year (2020-21)

Direct Beneficiaries	Influenced Communities	LIVES Touched / SMILES Spread
<b>18,715</b>	<b>170</b>	<b>30,345</b>



**We could withstand COVID-19 challenges with a massive support of volunteers from local communities to serve the needy under “Building Positive Communities Project” by means of – provision of food & groceries, medical care, blood donation, plantation drives, cleanliness & sanitation, awareness campaigns on containing the spread of coronavirus, etc. impacting positively every life in the village neighborhood.**

**PARD INDIA is one of the leading grassroots NPOs with huge network of volunteers drawn from local communities.**



### **4.2.1 BPCP-01: Hearts of Serving the Humanity Program (HSHP)**

Serving the humanity, by building positive communities in village neighborhoods, not bound by region, religion, caste, race, ethnicity or gender is one of our core works of PARD INDIA. Under this program, we support needy people in rural areas by addressing core issues of **poverty** and **hunger**. We provided cooked meals, groceries, cash, clothes or essentials during the times of misery and human crisis due to poverty, natural disasters, fire accidents and outbreak of pandemics such as COVID-19, etc.

#### **Feed the Hungry**

Our entire teams spreads across various villages, have worked extensively supporting the lives of needy people (physically challenged, sick, abandoned old age people) who need food to fight their hunger. Our **“Hunger Heroes”** promoted **“Share A Meal”** in many village neighborhoods under **“Feed the Hungry”** program connecting the rural communities to the UN’s **SDG2** of **“Zero Hunger”** during the entire period of COVID-19 pandemic crisis.



**13,375 Cooked Meals served under “Feed the Hungry” program by the team of our “Hunger Heroes” during the COVID-19 lockdown period (2020-21) to the needy people in about 40 villages.**



## Direct Help-to-the Poor

Extensively supported needy people by providing clothes during COVID-19 lockdown period.



## Emergency & Disaster Relief

Supported the needy people during the crisis of misery due to COVID-19 lockdowns.





### 4.2.2 BPCP-02: Community Awareness & Empowerment Program (CAEP)

To ensure every individual is equally important as part of nation building, PARD INDIA continuously undertakes awareness and empowerment programs to ensure collective participation of the local communities in the process of rural development. We invariably connect the rural masses to global platform through celebrations of national and international days and for achieving UN's SDGs by 2030.



Complying to safety regulations, we organized national and international days despite COVID-19 lockdown challenges during the year 2020-21; the following are few events:

- ✦ **World Clean-up Day (19 Sep 2021) in Hyderabad, Vizag and various villages spreading the importance of hygiene to contain the spread of COVID-19 virus.**
- ✦ **150th Gandhi Jayanthi (2nd Oct 2021) / 71st Constitution Day of India (26 Nov 2021).**
- ✦ **Awareness Programs on preventing the spread of COVID-19 virus in Hyderabad and various villages in Andhra Pradesh to avert the threat of life of the most vulnerable communities.**





### 4.2.3 BPCP-03: Community Health & Safety Program (CHSP)

PARD INDIA, has been promoting importance of health and safety aspects highlighting the need for adequate healthcare system at the grassroots to improve the health and quality of life of vulnerable communities. We organize various medical camps, supply free medicines, conduct yoga classes, provide financial assistance to poor patients. We work in partnership with other agencies at the time of pandemics like COVID-19, create awareness on Diabetes, AIDS, Cancer, Snake Bites, First Aid, Fire Safety, etc. amongst the most vulnerable communities.



Highlights for the year 2020-21:

- Medical help provided to about 250 people from marginalized communities in 6 villages.**
- Organized one blood donation camp and about 50 volunteers have donated blood as a service to humanity.**



#### 4.2.4 BPCP-04: Community Swachh Bharat Program (CSBP)

We take active participation in “Swachh Bharat Mission” at the grassroots of Indian society. We promote “Open Defecation Free” villages, Sanitation and Cleanliness, Clean Water, Elimination of Single Use Plastic, Climate Change Actions, Save Soil, Save Earth, Biodiversity, etc. under the program. We invariably work for “Swachh Schools” and “Swachh (Smart) Villages” by connecting students, youth and rural communities for mass plantation drives under “Green Challenge” initiatives.

Total Trees Planted by PARD INDIA	Total Plants Distributed to Communities to plant at their home	Total Trees Planted	Total Tree Guards Provided
<b>25</b>	<b>1,400</b>	<b>1,425</b>	<b>20</b>



### Our Green Challengers

**By gifting a plant to a household, the tree is protected for its life, as the entire family plant it in their home, water it, grow it, save it and enjoy its flowers, fruits and shades beautifying their home and the entire neighborhood.**





**Our “Green Challenge” initiatives are highly diversified to serve our mother earth.**



## 5.0 Impact Story



### Touch a life beyond “Share A Meal”

Mrs. Paka Lakshamma, aged above 60 years, lives all alone in Yernagudem village. She had overcome bravely all the hard days of suffering during the COVID-19 pandemic period. Her story conveys a heart touching message for many in her neighborhood that the life is precious and must live to its fullest.

After the death of her husband about 5 years ago, she came to her elder sister's house in Yernagudem and since then staying there only. Her sister also died a few years ago and she is all alone like a bird with no wings. As she aged, she also developed blindness in both the eyes. It's hard to imagine her life without any support and no means of survival even to fight her daily hunger. Furthermore, she was not even getting government pension or free ration until PARD INDIA volunteers intervened and facilitated support from government by submitting her case to the local authorities.

She received cooked meals from PARD INDIA under our “Feed the Hungry” program during the entire period of COVID-19 in the year 2020-21 and continues to get support in the form of food and clothes from our generous donors occasionally.

There are many helpless women like Paka Lakshamma in and around us. Let us extend our support and gift them a smile.

**Share A Meal and be our “Hunger Hero”**



## 6.0 Donors & Partners

Our warmest thanks to all our Donors & Partners who have shown extraordinary support to PARD INDIA during the year 2020-21 that made us to serve the humanity during the challenging period of COVID-19 pandemic.

### Our Donors

#### Lifetime Star Members (Donation Higher than Rs.10,000 / Year)

Bethala Veera Swami	Karumanchi Ganesh	Karem Sankeerthana
Kedarsetti Srinivas	Karumanchi Jyothirmayi	

#### “The POWER of ONE” Members (Donation Higher than Rs.365 / Year)

Nagavarapu Guravayya	Bollu Mohan Krishna	Keerthi Umamaheswara Rao	NS Kishore*
Chadavarapu Vijay Kumar	Nallam Venkata Siva	Pachigolla Srinivas	K Ravi Kumar*
Bachala Narasimharao	Dudhi Ramu	Elipem Teja	G Kranthi Kumar*
Chippada Srikar	Guntika Srinivasulu	Vasta Satish	MBVG Tilak*
Betham Rajesh	Lion V Kanakaraju	Madhu Balaji	Sujatha Suravaram (5 times)*
B S Santhill Kumar	Chippada Gopi chand	Dondapati Durgarao	Venkat Ram Taddi*
Begavarapu Suresh Kumar	Dharmavarapu Prakasahrao	Sunkavalli Sattiraju	Haider (2 times)*
Mariam Hassan	Melepati Chandra Sekhar	Yedavalli Nanibabu	Pulikandala Solomon Raju*
Patharapalli Venkat	Devarapalli Koteswararao	Bodigedla Seetaramulu	Nagaraju*
B V Subbayya	Ananthavarapu Srinivas	Dr.Kuseme Ramakrishna	Mudda Gangadharao*
Puttaparthi Narasimhulu	Morranagari Anjaneyulu	Bondhala Srinivas	Vaibhav Vasudev Kamat*
Moleti Satyanarayana	Yangala Atchamma	Dondapati Ramarao	Banala Nagabhusan*
Punith Hemanth	Nashit Shayan Khan	Meenar Masid	Vijay Kumar*
Kukkala Nataraj	Sette Rajeev Kumar	Pedaapati Jayamma	Bhavini*
Dankari Bhaskararao	Animireddy Raju	Yangala Kutumbarao	Bhagyashree Rai*
Y Satish Kumar	Alapati Pattabirama rao	Palli Subbarao	Gundam Narayana*
B Rama Subrahmanyam	P Chandrakala	Somasetti Ratnababu	Rani Rani*
Nanikunta Venkateswarulu	Vasanthada Anand Swaroop	Somasetti Rahul	Neena Sehwat
Chinthapalli Satya Prakash	Prathipati Venkata Ratnam	Neelikonda Arush	Singavarapu Surya Prakash
Nerella Yellarao	MD Khaleel Basha	Lion Dharma	Cheemakurthi Krishnaprasad
Bhanu Praksah	Ramakrishna	Veerabhadra Rao	Impact Guru Donors*

**Note:** \* Donations received through **Impact Guru** online fundraiser campaign.

#### An “Agent of Change” Members (Donation Higher than Rs.100 / Year)

S G Chandu	Gollapudi Venkata Ratnam	Amulya	P Rameshpuri Goswami
Vampugadapu Chandu	Kaushik Udupa*	Anas*	Sudhanshu Kumar*
Impact Guru Donors*			


**Note:** \* Donations received through **Impact Guru** online fundraiser campaign.

### Our Partners

Lions Club, Dubacharla Unit	3R Zero Waste Pvt Ltd	Amen Social Services Ministries
Team99, Rajahmundry	Arya Vysya Sanagam	Dharma Jagarana Pracharana Samiti
Impact Guru		


## 7.0 How we spent your money – Know the “POWER of Rupee 1”

Did you know? For each Rupee donated to PARD INDIA, more than a Rupee’s worth of help goes to needy children and their communities?





### Power of Rupee 1

**What happens when you donate Rupee1 to PARD INDIA ?**



Most of it (**about 70 paise**) is invested in educational needs of poor children (V-kids) in villages; will have an immeasurable benefit






The rest of the Rupee (**about 30 paise**) is invested in Building Positive Communities & Collective Fund Raising Programs that stretch the power of your Rupee

**Giving back to Society**

Responsive Citizen

V-kid to recontribute to the Educational Fund




Empower a V-kid who is challenged to have equal opportunities in their upbringing

Help Education

V-kid reach career goals and become an independent earner

Economic Independence


Donate to “V-kid Educational Fund”



This investment generates **around 60 paise** worth of value added services i.e. **200% return** in care for poor children (V-kids) and their communities.

**The bottom line ?**

Every Rs. 1 you donate = Rs. 1.30 is impact



**That’s a smart investment and we assure you a value and accountability to your every donation**

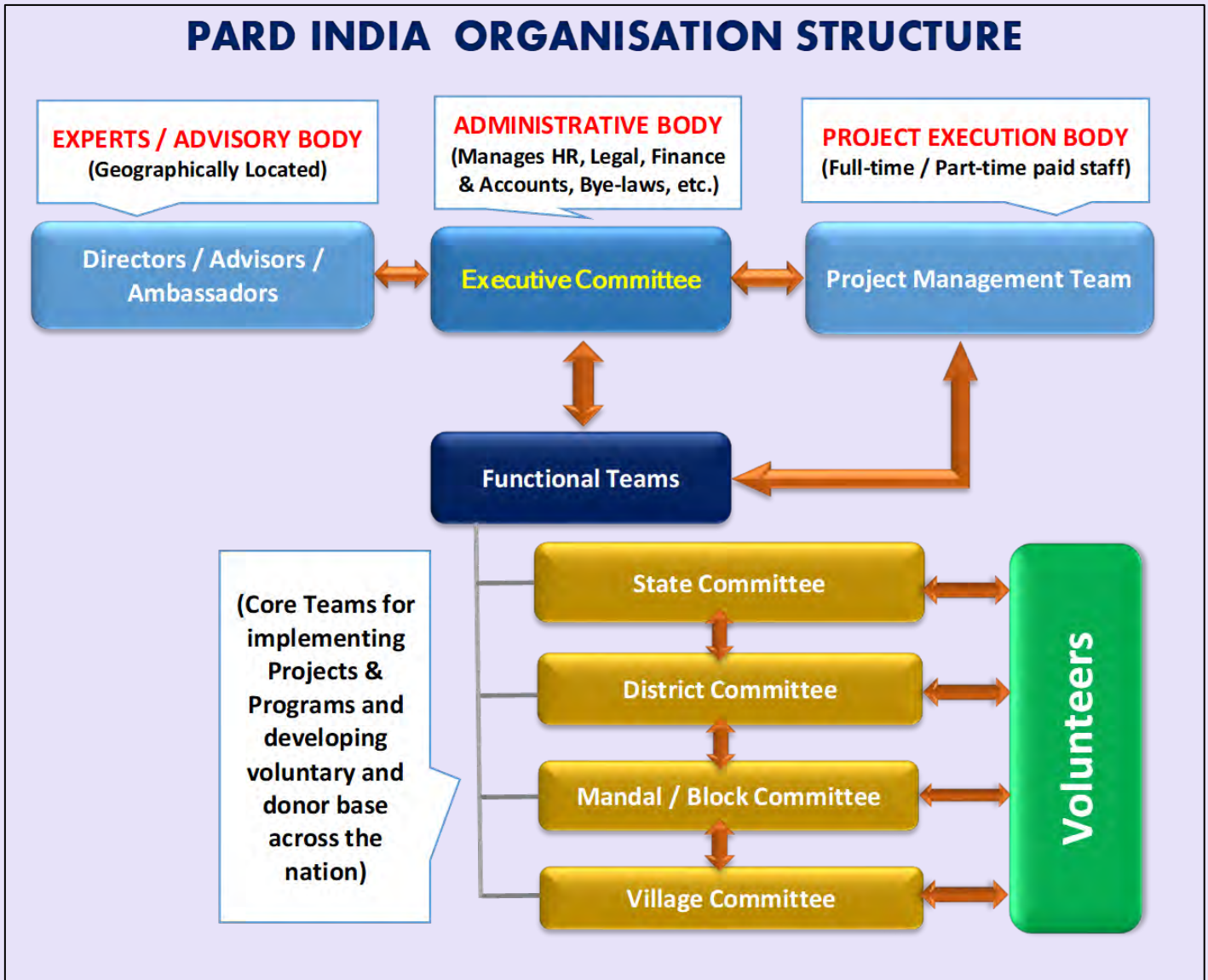
www.pardindia.org

**We are extremely grateful to all our stakeholders for being the part of “Giving back to Society”.**

**We maintain 100% Transparency in all our transactions with full Accountability towards all our Stakeholders.**

## 8.0 Organization Structure

PARD INDIA’s organization structure is developed considering both the Hierarchical and the Matrix model as well facilitating the adequate controls, communication and decision making at all levels. We have various teams in place which contain committed volunteers from the local communities in villages and diversified professionals across the globe.



**We are grassroots based Non-Profit Organization (NPO) with a vast network of volunteers drawn from local communities in rural areas and experienced professionals and philanthropists across the globe – connecting everyone to rural society by way of “Giving-Back-to-Society”.**



## 8.1 Executive Committee

Executive Committee primarily responsible for framing bye-laws and its implementation with necessary amendments thereto. They act as focal point of our entire organization supported by the Directors, Advisors, Project Management / Functional Teams.

# EXECUTIVE COMMITTEE



					
<b>Bethala Veera Swami</b> Founder Member	<b>Karumanchi Ganesh</b> Honorary Exe. President	<b>Ambati Srinivasa Rao</b> Executive President	<b>Osuri Raviteja</b> Executive Secretary		
					
<b>D. Atchuta Rao</b> Executive Treasurer	<b>S Sattiraju</b> Executive Convener	<b>V Anand Swarup</b> Executive Vice President	<b>D Ravindra</b> Executive Jt. Secretary	<b>S Venkatrao</b> Executive Jt. Treasurer	<b>P Dharmesh</b> External Coordinator
					
<b>G Srinivasa Rao</b> IT Coordinator	<b>B Srinivas</b> Executive Member	<b>D Raja Rao</b> Executive Member	<b>Mohd. Sharief</b> Executive Member	<b>K Srinivasarao</b> Executive Member	<b>S Anil Kumar</b> Executive Member

## 8.2 Directors

Our Directors are professionals across the globe having varied experience in various fields, such as Project Management, Marketing, Finance, IT, HR, Legal, Engineering, Entrepreneurship, Medical, Educational, Social Services, etc., who provide strategic support and deliver assigned responsibilities.

					
					
<b>M. PM Balaji</b> Director (Projects)	<b>Mr. Zafar Siddiqui</b> Director (Communications & Corporate Partnership)	<b>Mr. Venkat Ram Taddi</b> Director (IT)	<b>Ms. Pannala Chandrakala</b> Director (Women Empowerment)	<b>Mr. G. Veerabhadr Rao</b> Director (Training)	<b>Ms. Usha Gajapathi Raju</b> Director (Green Challenge)



### 8.3 Advisors

Our Advisors are drawn from across the globe who have in depth knowledge in their domain. They mentor and direct our organization to grow and serve effectively by adopting the best practices in the service sector. They support Executive Committee for better governance and advise on taking up such new initiatives that benefit the organization and its social cause.



### 8.4 Team Building

Team building is a continuous activity through our shared values and commitment for the development of every individual who joins us. We regularly engage in various team building activities through training programs and providing exposure to direct field services in implementation of our projects and programs at grassroots.





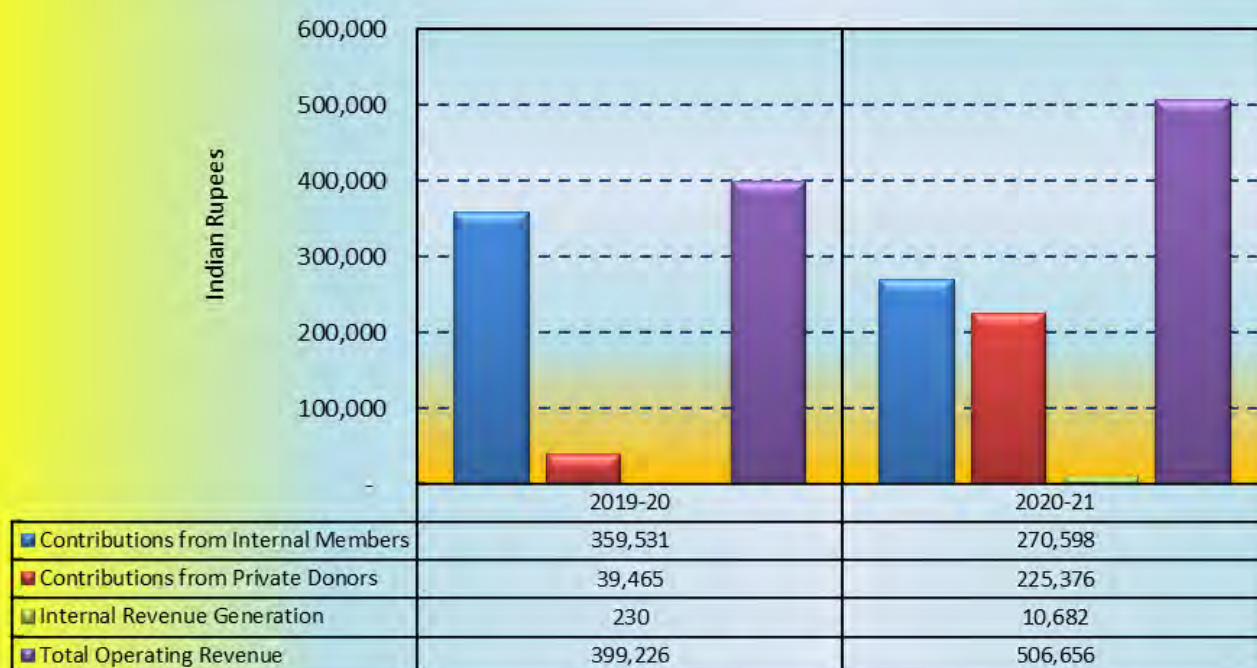
## 9.0 Financial Highlights for the Year

### Summary of Annual Income and Expenditure

(Figures in Indian Rupees)

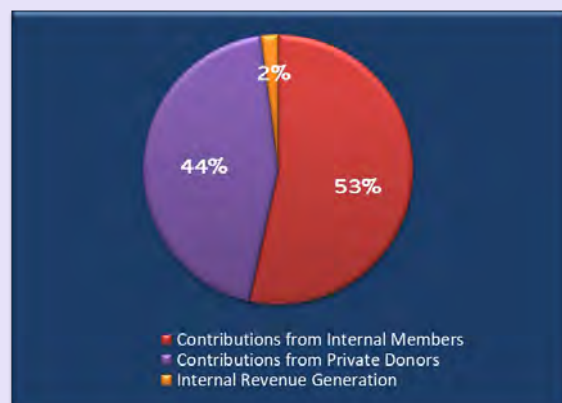
Operating Revenue	2019-20	2020-21	Change Over Last Year	2020-21 (%age)
Contributions from Internal Members	359,531	270,598	-25%	53%
Contributions from Private Donors	39,465	225,376	471%	44%
Internal Revenue Generation	230	10,682	4544%	2%
<b>Total Operating Revenue</b>	<b>399,226</b>	<b>506,656</b>	<b>27%</b>	<b>100%</b>
Operating Expenses	2019-20	2020-21	Change Over Last Year	2020-21
Total Program Services	325,400	430,593	32%	82%
Management & General	54,127	92,486	71%	18%
Fund Raising / Advertisement	-	-	0%	0%
<b>Total Operating Expenses</b>	<b>379,527</b>	<b>523,079</b>	<b>38%</b>	<b>100%</b>

#### OPERATING REVENUE / INCOME (2020-21 over 2019-20)

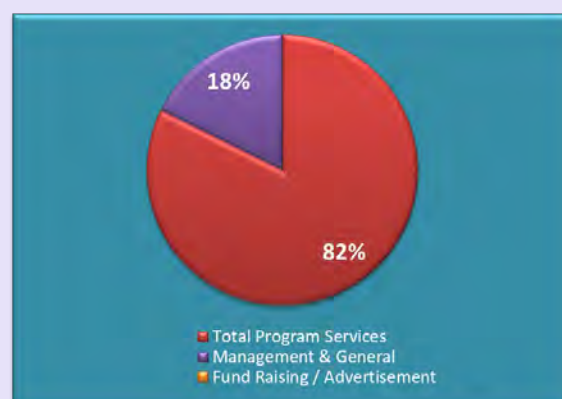


**Total donations raised during the financial year 2020-21 is Rs. 5.07 lacs, an increase of 27% compared to last year 2019-20.**

### Operating Revenue (2020-21)



### Operating Expenses (2020-21)



- ✚ About 53% of the funding raised from own internal members of PARD INDIA; a significant increase in the participation of external donors, who contributed about 44% of total donations.
- ✚ About 82% of the funds are exclusively used for implementation of our projects & programs supporting our beneficiaries; zero advertisement cost to our services.

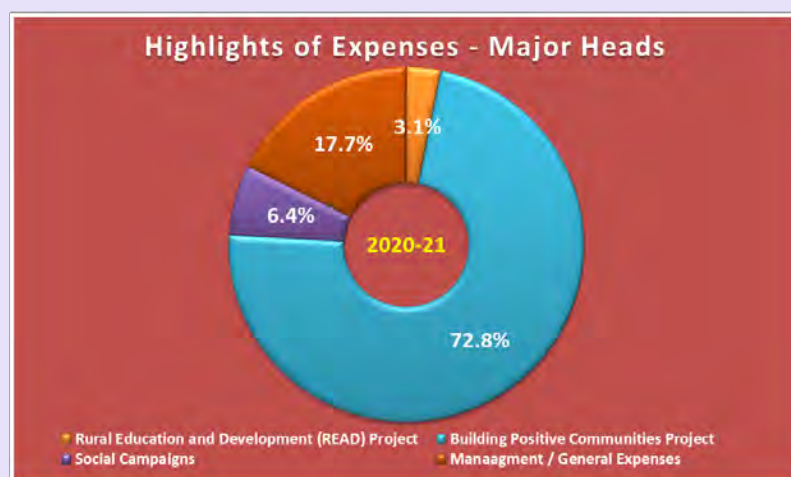
## Details of Operating Expenses

We have taken care of ensuring every donation that we receive have a direct impact in the lives of our beneficiaries; the following expenses statement reflects our financial stewardship and accountability towards our stakeholders:

Sl. No.	Name of the Project / Expenditure Head	Project Code	2020-21	% age
<b>1.0</b>	<b>Rural Education and Development (READ) Project</b>	<b>READ</b>	<b>16,386.00</b>	<b>3.13%</b>
1.1	After School Education Program	READ-01	16,386.00	3.13%
1.2	Village Knowledge Centre Program	READ-02	-	0.00%
1.3	V-kid Knowledge Boost Program	READ-03	-	0.00%
1.4	V-kid Scholarship Program	READ-04	-	0.00%
1.5	Child Labor Prevention Program	READ-05	-	0.00%
1.6	Quality & Value Education Program	READ-06	-	0.00%
1.7	READ Project Director Salary	READ-00	-	0.00%
<b>2.0</b>	<b>Building Positive Communities Project</b>	<b>BPCP</b>	<b>380,645.00</b>	<b>72.77%</b>
2.1	Hearts of Serving the Humanity Program	BPCP-01	254,588.00	48.67%
2.2	Community Awareness & Empowerment Program	BPCP-02	500.00	0.10%
2.3	Community Health & Safety Program	BPCP-03	-	0.00%
2.4	Community Swachh Bharat Program	BPCP-04	40,505.00	7.74%
2.5	BPCP Director Salary	BPCP-00	85,052.00	16.26%
<b>3.0</b>	<b>Social Campaigns</b>	<b>SOCA</b>	<b>33,562.00</b>	<b>6.42%</b>
3.10	Social Campaigning / Fundraising (Promoting Social Cause through online / offline media (Website / Blogs / Social Media / Permanent Hoardings / News & TV Channels / Display Boards / Zoom Meetings, etc.)	SOCA-01	33,562.00	6.42%



Sl. No.	Name of the Project / Expenditure Head	Project Code	2020-21	% age
3.12	Social Campaigns Director Salary	SOCA-00	-	0.00%
<b>4.0</b>	<b>General / PARD In-house Requirements</b>	<b>GENE</b>	<b>92,486.00</b>	<b>17.44%</b>
4.10	Salaries for Accountant(s)	GENE	-	0.00%
4.20	TA/DA travelling	GENE	3,235.00	0.62%
4.30	Office Room Rents	GENE	63,300.00	12.10%
4.40	Electricity	GENE	2,758.00	0.53%
4.50	Telephone / Internet	GENE	3,939.00	0.75%
4.60	Office Maintenance & Repairs	GENE	5,955.00	1.14%
4.70	<b>Fixed Assets (Computers / Inverters / Furniture / Physical Assets, etc.)</b>	GENE	-	0.00%
4.80	Stationery / Books / News Papers / Dairies, etc.	GENE	3,848.00	0.74%
4.90	Gifts to Members / Donors - occasional	GENE	1,616.00	0.31%
4.10	Fees Paid towards professional Services / Auditing / IT Returns / Bylaws Renewals, etc.	GENE	2,730.00	0.52%
4.11	<b>Cash Advances / Deposits / Bonds (Rentals Agreements, Bank Fixed Deposits, etc.)</b>	GENE	-	0.00%
4.12	Advertisement Cost	GENE	-	0.00%
4.13	Bank Charges	GENE	1,251.00	0.24%
4.13	Miscellaneous Expenses related to minor works	GENE	3,854.00	0.74%
	<b>TOTAL (1.0+2.0+3.0+4.0)</b>		<b>523,079.00</b>	<b>100%</b>
	<b>Closing Balance end of the year</b>		<b>9,233.00</b>	
	<b>Total Expenditure</b>		<b>532,312.00</b>	



Due to COVID-19 crisis, our focus has been shifted to the “Feed the Hungry” addressing “**Zero Hunger**” through the “Hearts of Serving the Humanity Program” under the “Building Positive Communities Project”

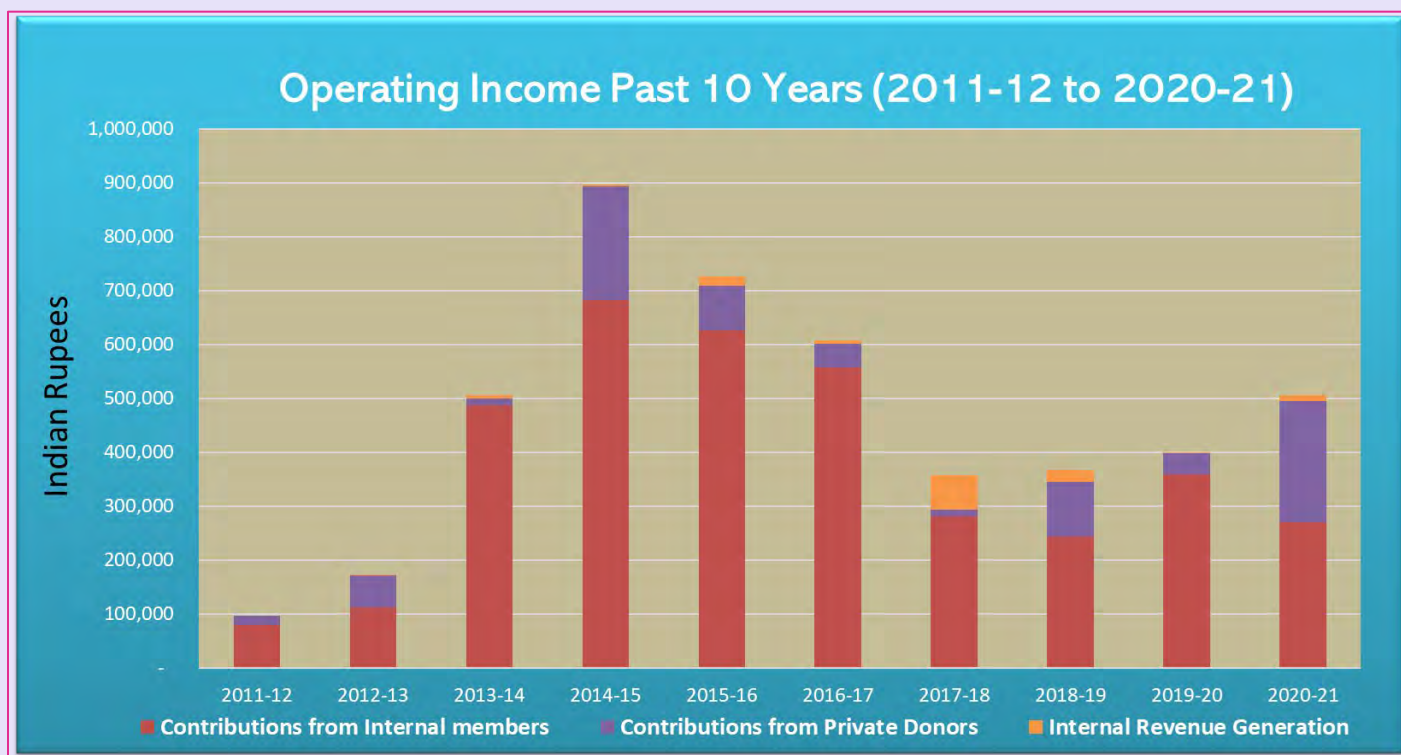
**Please do visit our website [www.pardindia.org](http://www.pardindia.org) for complete Financial Audit Reports of our organization**

## 10.0 Financial Highlights for the last 10 Years

Financial highlights of last ten (10) years, during the financial years 2011-12 to 2020-21, reflects our consistency, commitment, and continued services at grassroots.

(Figures in Indian Rupees)

Years	1	2	3	4	5	6	7	8	9	10	Average 10 Years	
<b>Operating Revenue</b>	<b>2011-12</b>	<b>2012-13</b>	<b>2013-14</b>	<b>2014-15</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>		
Contributions from Internal members	79,350.00	112,144.00	486,966.00	682,251.00	626,861.00	558,270.00	280,835.00	243,495.00	359,531.00	270,598.00	336,391	<b>79.8%</b>
Contributions from Private Donors	17,000.00	59,692.00	12,790.00	210,875.00	82,570.00	43,850.00	12,630.00	101,906.00	39,465.00	225,376.00	73,287	<b>17.4%</b>
Internal Revenue Generation	-	1,202.00	5,954.00	2,917.00	16,314.00	5,190.37	64,614.00	21,468.00	230.00	10,682.00	11,688	<b>2.8%</b>
<b>Total Operating Revenue</b>	<b>96,350.00</b>	<b>173,038.00</b>	<b>505,710.00</b>	<b>896,043.00</b>	<b>725,745.00</b>	<b>607,310.37</b>	<b>358,079.00</b>	<b>366,869.00</b>	<b>399,226.00</b>	<b>506,656.00</b>	<b>421,366</b>	<b>100.0%</b>
<b>Opening Balance</b>	<b>3,333.00</b>	<b>6,588.00</b>	<b>8,845.00</b>	<b>21,256.00</b>	<b>30,649.00</b>	<b>1,836.88</b>	<b>13,084.00</b>	<b>10,902.00</b>	<b>5,956.60</b>	<b>25,656.00</b>		
<b>Total Receivables</b>	<b>99,683.00</b>	<b>179,626.00</b>	<b>514,555.00</b>	<b>917,299.00</b>	<b>756,394.00</b>	<b>609,147.25</b>	<b>371,163.00</b>	<b>377,771.00</b>	<b>405,182.60</b>	<b>532,312.00</b>		
<b>Operating Expenses</b>	<b>2011-12</b>	<b>2012-13</b>	<b>2013-14</b>	<b>2014-15</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>	Average 11 Years	
Total Program Services	67,976.00	83,651.00	432,808.00	625,572.00	451,207.12	462,480.53	244,602.00	313,197.00	325,400.00	430,593.00	312,499	<b>79.0%</b>
Management & General	19,472.00	27,957.00	51,595.00	201,862.00	192,308.00	106,187.76	102,466.00	46,312.40	54,127.00	92,486.00	81,343	<b>20.6%</b>
Fund Raising / Advertisement	-	-	-	7,596.00	7,750.00	1,600.00	500.00	-	-	-	1,586	<b>0.4%</b>
<b>Total Operating Expenses</b>	<b>87,448.00</b>	<b>111,608.00</b>	<b>484,403.00</b>	<b>835,030.00</b>	<b>651,265.12</b>	<b>570,268.29</b>	<b>347,568.00</b>	<b>359,509.40</b>	<b>379,527.00</b>	<b>523,079.00</b>	<b>395,428</b>	<b>100.0%</b>
Assets / Surpluses	5,647.00	59,173.00	8,896.00	51,620.00	103,292.00	25,800.00	12,693.00	12,305.00	-	-		
<b>Closing Balance</b>	<b>6,588.00</b>	<b>8,845.00</b>	<b>21,256.00</b>	<b>30,649.00</b>	<b>1,836.88</b>	<b>13,078.96</b>	<b>10,902.00</b>	<b>5,956.60</b>	<b>25,655.60</b>	<b>9,233.00</b>		
<b>Total Payables</b>	<b>99,683.00</b>	<b>179,626.00</b>	<b>514,555.00</b>	<b>917,299.00</b>	<b>756,394.00</b>	<b>609,147.25</b>	<b>371,163.00</b>	<b>377,771.00</b>	<b>405,182.60</b>	<b>532,312.00</b>		



**PARD INDIA has earned credibility for its continuity of services during the last decade, primarily supported by its own members and volunteers from local communities in rural areas by way of donations and free & selfless services.**



## 11.0 Significant Services during the Year (COVID-19 Period)

**Contributions made by PARD INDIA to overcome the challenges of COVID-19 pandemic crisis due to nationwide lockdowns during the year (2020-21):**

Services provided to combat COVID-19 pandemic crisis in response to nationwide call for help	Impacted / Supported (approximately)
1. Created awareness of COVID-19 virus, its spread and safety measures, extensively among rural and urban folks, through "COVID IDIOTS" Campaigns.	15,000 People
2. Free Distribution of Masks under "Mask India" Campaign	20,000 Masks
3. Free distribution of Cooked Meals to the destitute in rural areas and for migrant workers under "Feed the Hungry" Program	13,375 Meals
4. Free distribution of "Happiness Grocery Kits" to various families who are in dire need to fight with their hunger under "Feed the Hungry" Program	200 Families
5. Provided furniture to local Primary Health Centers (PHCs)	2 Hospitals benefitting about 5000 people
6. Free Distribution of Hand Sanitizers	2,000 Bottles
7. Facilitated COVID-19 patients and their families to get medical help amid calls of social boycotts in rural areas	More than 500 Families
8. Supported Old Age Homes by providing Cooked Meals, Groceries and Cash Donations during the COVID-19 lockdown period	Supported 3 Old Age Homes touching lives of about 150 inmates

**We have immediately responded to the nationwide call, to combat COVID-19 crisis by educating the people in rural and urban areas from the day our central government has announced first lockdown on 24<sup>th</sup> March 2020; simultaneously worked along with the local authorities supporting the state government efforts in preventing the coronavirus spread during this unprecedented human crisis that the world has faced.**

**Our Teams from various villages covering West Godavari, East Godavari, Eluru and Visakhapatnam Districts of Andhra Pradesh State & in and around Hyderabad in Telangana State have actively participated providing the services.**



Providing cooked meals to the migrant workers and their families and educating them on wearing masks and using hand sanitizers to prevent the COVID-19 spread and to save their valuable lives.



Educating public on COVID-19 safety measures by PARD IDIA Hyderabad Team – wearing masks, using hand sanitizers, and maintaining physical distance to prevent spread of virus and save lives.





Creating Awareness on COVID-19 safety measures by PARD IDIA Team – Distribution of Masks to prevent spread of virus and save lives.



Supported Old Age Homes with Cash, Meals and Groceries spreading their social cause during COVID-19 lockdown period.





Served cooked meals to abandoned, sick and physically challenged people for 120 days during COVID-19 lockdown period filling their hunger and spreading SMILES.



PARD INDIA Teams serving cooked meals for about 120 days during COVID-19 lockdown period helping the needy people to fill their hunger and spreading the smiles.



## Awards & Recognitions to COVID-19 Warriors of PARD INDIA



### Corona Warriors Awards by Prime 9 News Channel

In recognition of services to the humanity – serving the destitute with cooked food in rural areas during the COVID-19 lockdown period, the Prime 9 News Channel conferred our core team with “Corona Warriors Awards” on 13<sup>th</sup> December 2020. These awards were received from honorable Member of Parliament, Shri. Margani Bharat and MLA, Shri. Talari Venkatarao during a function held in Rajahmundry.



### Daana Karna Award – 2020 by Amma Seva Samiti & Naanna Seva Samiti

PARD INDIA was conferred with “Daana Karna Award – 2020” by Amma Seva Samiti & Naanna Seva Samiti, Rajahmundry on 21st May 2020 in recognition of our social services – “Feed the Hungry” services in Rajahmundry city by PARD INDIA teams during COVID-19 lockdown period in India.

**Fight COVID-19**

Feed the Hungry

**100 Days**

LOCKDOWN 5.0

8557 Meals Served  
(01.07.2020)

Fight Against COVID-19  
Be A “Hunger Hero”

**Thank you**  
for your donation

Kind people are rare and we, at PARD INDIA are glad to have known you.

You are the reason the world is happier place.  
Thank you once again for helping out and staying as “The POWER of ONE” !

Share A Meal Feed the Hungry

**Feed the Hungry**

Celebrate your special occasion with us

Share A Meal  
Be A “Hunger Hero”

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## 12.0 Contact Us

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Pragathi Association for Rural Development

**Avail Tax Exemption Under Sec 80 G**

**We offer our innermost appreciation to all our  
volunteers, supporters, partners, and beneficiaries  
who made our activities successful during the year.**

*Thank You*