



# Annual Report

**2021-22**

**Pragathi Association for Rural Development**

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## 1.0 Founder Message



*“Let us rededicate building our nation.....”*

During the year 2021-22, we all continued to face the unprecedented challenges of COVID-19 and its mutant Delta variant across India. This global pandemic has taken a colossal hit on all the sectors of the economy and every life especially in rural areas.

We being a dynamic nonprofit organization serving at grassroots, continue to build positive communities to deliver support services to save the lives of needy people affected by the COVID-19 pandemic crisis, primarily addressing the cause of **“Zero Hunger”** through our **“Feed the Hungry Program”** in various village neighborhoods.

Another challenge every one of us faced from the second wave of the coronavirus caused by the mutant Delta variant was lack of Oxygen cylinders to save the patients. You all have supported the needy around you by facilitating them to get medical emergency care and spread awareness on preventing COVID-19 spread. Further, mass plantation drives undertaken by our teams by involving communities in various villages under our **“Green Challenge Program”** that has impacted positively rural minds on the importance of oxygen and sustainability of our mother planet.

These community driven programs have an amazing support from all our **stakeholders** – members, donors, partners, volunteers, and beneficiaries that created an invaluable impact by spreading the smiles among the needy around us.

Admittedly, what PARD INDIA has achieved this year could not have been possible without the dedicated and sincere efforts of our volunteers, despite the threat posed from the dreaded coronavirus, and I take pride to have such noble souls in our teams.

We are an inspiring force; let us rededicate ourselves to work towards our vision and mission by supporting every deprived child (V-kid) and their communities by empowering them in the process **building positive communities** and thereby by our nation.

*With Best Regards*

**Bethala Veera Swami**

**Founder of PARD INDIA**

## 2.0 President's Message



This year has been extraordinary for PARD INDIA and I am extremely proud of our achievements during 2021-22, which are a testament to our perseverance and commitment to our social cause amid ongoing COVID-19 crisis. The economic and social effects due to the COVID-19 pandemic led to heavy toll on lives of vulnerable communities and these consequences will remain for months and years.

Our response to this unique situation was to think differently and continue our services of providing food and groceries to the Identified people who live in abject poverty under our '**Feed the Hungry**' program, addressing the Zero Hunger(SDG2) at grassroots. And many thanks to all the "**Hunger Heroes**" who came forward to provide hundreds of families with cooked food and help them to get medical treatment during the pandemic period.

During the pandemic, we were deeply concerned with the effects on children's education and their wellbeing. To overcome this challenge, we continued our support our V-kids through disbursing educational **scholarships** and created awareness on preventing spread of COVID- 19 virus among the innocent children.

Further, we also took care of natural surroundings through a mass tree plantation drive taken up by our team with the involvement of local communities under our '**Green Challenge**' program. As we move beyond the crisis despite the varied challenges, I am confident that we are in a strong position to navigate the uncertainty as well as to adapt and meet the changes of external environments presented by the pandemic.

Recognizing the challenges and scaling up our service shaving a strong experience of ten (10) years in serving at grassroots since 2011, we have pursued and obtained legal certifications such as **12A, 80G** and **CSR-1** that will repose confidence of our partners and CSR agencies in supporting our social cause.

Finally, 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*

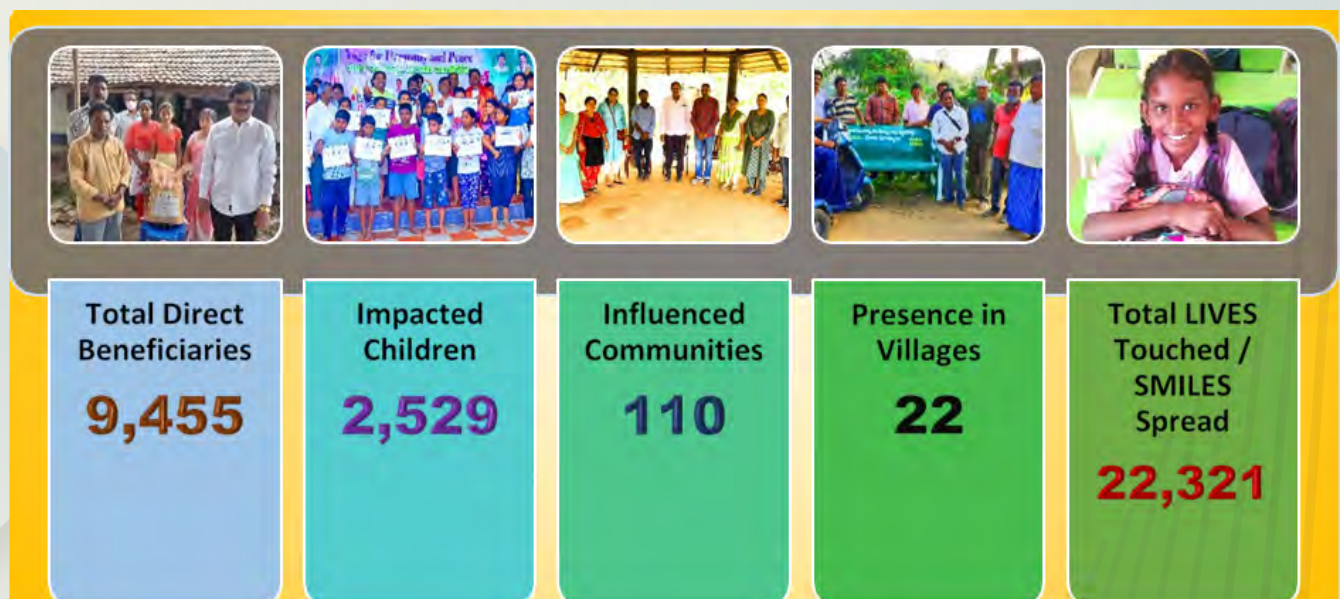
**Ambati Srinivasa Rao**  
**Executive President**



## 3.0 Impact Summary

During the year 2021-22, PARD INDIA continue 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 serve the neediest children and their communities in rural areas, primarily covering villages in East Godavari, West Godavari and Visakhapatnam Districts of Andhra Pradesh.

### The net impact made by us during the year (2021-22)



**We touched about 22,000 lives spreading positive smiles amid COVID-19 pandemic crisis.**



## 4.0 Projects & Program Highlights

During the year, we have faced challenges to implement our programs under READ Project due to **COVID-19 crisis** and to compliance with the social distance measures to contain the spread of the coronavirus. However, our teams at grassroots continued to provide support primarily under “Building Positive Communities Project” addressing **Zero Hunger, Green Challenge, Health & COVID 19 Awareness** programs in strict compliance with safety requirements.

### The net impact made during the year (2021-22)

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>501</b>	<b>1,324</b>	<b>90</b>	<b>18</b>	<b>8,047</b>
1.1	READ-01	ASEP	After School Education Program	469	950	15	3	4,644
1.2	READ-02	VKCP	Village Knowledge Centre Program	-	-	-	-	-
1.3	READ-03	VKKB	V-kid Knowledge Boost Program	20	20	50	10	1,350
1.4	READ-04	VKSP	V-kid Scholarship Program	4	4	20	4	520
1.5	READ-05	CLPP	Child Labor Prevention Program	-	-	-	-	-
1.6	READ-06	QVEP	Quality & Value Education Program	8	350	5	1	1,533
<b>2</b>	<b>BPCP-00</b>		<b>Building Positive Communities Project</b>	<b>8,954</b>	<b>1,205</b>	<b>190</b>	<b>38</b>	<b>18,524</b>
2.1	BPCP-01	HSHP	Hearts of Serving the Humanity Program	5,036	720	55	11	9,291
2.2	BPCP-02	CAEP	Community Awareness & Empowerment Program	1,332	285	50	10	3,722
2.3	BPCP-03	CHSP	Community Health & Safety Program	512	-	25	5	1,137
2.4	BPCP-04	CSBP	Community Swachh Bharat Program	2,074	200	60	12	4,374
<b>3</b>	<b>CFRP-00</b>		<b>Collective Fund Raising Project</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total Gross Impact (1+2+3)</b>				<b>9,455</b>	<b>2,529</b>	<b>280</b>	<b>56</b>	<b>26,571</b>
<b>Total Net Impact (after excluding repetition of villages) (A+B)</b>				<b>9,455</b>	<b>2,529</b>	<b>110</b>	<b>22</b>	<b>22,321</b>
<b>Net Impact</b>	READ-00	<b>Rural Education and Development (READ) Project (A)</b>		<b>501</b>	<b>1,324</b>	<b>50</b>	<b>10</b>	<b>7,047</b>
	BPCP-00	<b>Building Positive Communities Project (B)</b>		<b>8,954</b>	<b>1,205</b>	<b>60</b>	<b>12</b>	<b>15,274</b>



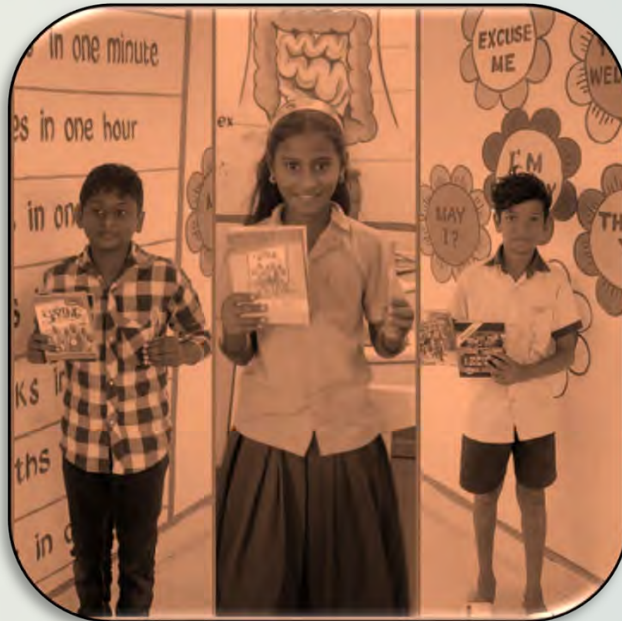
**All our Projects & Programs are intrinsically designed for community driven initiatives.**



## 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 which are the barriers of rural development. Our RAED Project addresses empowering deprived children (**V-kids**) at grassroots of our society. The impact made during the year 2021-22:

Beneficiaries (V-kids)	Impacted Children	SMILES Spread
501	1,324	8,047



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



Directly supported more than 500 V-kids



Inspired about 1,300 Young Minds



Spread smiles among about 8,000 lives including V-kids, their families & communities.



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



Education is a fundamental human right and essential for the exercise of all other human rights. It promotes individual freedom and empowerment. Yet millions of children remain deprived of equal educational opportunities in our Indian society mainly because of poverty and lack of care after school hours. PARD INDIA's "After School Education Program" supports **V-kids** by taking care of their after school educational needs and ensure every child is draw "back to the class room" there by preventing

potential school dropouts at early stage of their life.

### Impact of ASEP during the year (2021-22)

e-hours Provided	V-kids Covered	Schools Covered
8256	95	3

**Amid Covid-19 crisis, we could successfully run the following 3 ASEP centers under "READ Project".**

1. MPP (Special) School in Yernagudem, East Godavari Dist.
2. Dr. BR Ambedkar Community Hall in Chinayagudem, East Godavari Dist.
3. Kasturibha Community Hall, Fisherman Colony in Vizag.





#### 4.1.2 READ-02: Village Knowledge Centre Program(VKCP)

Information is a power. However, there is a growing disparity between those who have access to information and those who do not. The latter are the majority, and most of them live in rural areas of developing countries. PARD INDIA has been promoting the importance of Computer education among the rural children (V-kids) and the communities through “Village Knowledge Center Program” bridging the “**Digital Gap**” in rural areas.



**Implementation of VKC Program has been severely affected due to COVID-19 pandemic crisis during the year 2021-22.**





### 4.1.3 READ-03: V-kid Knowledge Boost (VKKB) Program

PARD INDIA, in its pursuit to improve educational standards of V-kids, has been implementing a novel initiative under “**V-kid Knowledge Boost (VKKB) Program**” for helping the deprived children(V-kids) studying 5th class in government primary schools in rural areas to get exposed to the talent tests and competitive environment at early stage of their schooling. The winners of the program are awarded with 6 years educational scholarship covering the period of six (6) years of their studies from 5th to 10th class, thereby ensuring continuity of their primary education and arresting potential school dropouts.

## **Disbursed outstanding scholarships to 20 students under VKKB Program during the year 2021-22.**





#### 4.1.4 READ-04: V-kid Scholarship Program(VKSP)

Some of V-kids, studying in any class from high school to college and university, have a risk of discontinuing their education at any stage primarily owing to conditions of poverty and insufficient financial support. PARD INDIA, in its pursuit to support continuity of education of deprived students(V-kids) in rural areas, has been implementing “**V-kid Scholarship Program**” to provide annual scholarships to the needy students. We raise funding support in the form of scholarships from friends and local communities.

### **Awarded annual scholarships to 4 students during the year supporting their educational needs.**

Full Name of the Student / Scholarship Holder	Education	Gender	Phone Number
Chundru Jhansi Rani	B. Com	Female	9573284114
Tadigadapa Pranusha	B. Tech	Female	9390224077
Dhulipudi Aungsansuuki	9 <sup>th</sup> Class	Female	9493305314
Dhulipudi Jaya Prakash Narayana	7 <sup>th</sup> Class	Male	9493305314



### 4.1.5 READ-05: Child Labor Prevention Program (CLPP)

Every child has a right to education, a right to quality education. Education is a key to preventing child labor and has been one of the most successful methods to reduce child workers in India. Our “Child Labor Rehabilitation Program” covers those children under aged 14 years living in rural or slum areas whose work is interfering with their education and development.

Invariably, all our programs under **READ Project** address the core issues of child labor drawing back them to class room and thereby preventing potentials school dropouts.

READ-00	Rural Education and Development (READ) Project	Child Labor Prevention
READ-01	After School Education Program (ASEP)	✓
READ-02	Village Knowledge Centre Program (VKCP)	✓
READ-03	V-kid Knowledge Boost Program (VKKB)	✓
READ-04	V-kid Scholarship Program (VKSP)	✓
READ-06	Quality & Value Education Program (QVEP)	✓



**Learn more about our initiatives to prevent  
 child labor by visiting our website @  
[Child Labor Prevention Program](#)**



### 4.1.6 READ-06: Quality & Value Education Program (QVEP)

In India Quality & Value education is the need of the hour to raise the educational standards, ensuring every student complete their higher education to compete in the global market. The development and integrity our country depends on quality and value-based education being imparted in every school and village for development of our nation's future (children). PARD INDIA has been working towards UN's Sustainable Development Goals 2030 (SDG4) combined with Indian value system in education to ensure free, inclusive, equitable, quality and value education leading to relevant and effective learning outcomes to become global citizen.

The implementation of this program has been affected during the year 2021-22 due to COVID-19crisis, however we could undertake limited following programs:

- Inspiring Young Minds
- Significant National & International Days
- Talent Tests





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

India lives in its villages and **inclusive development** at grassroots is critical if we want a better human development. Building (positive) communities plays an important role for development of every community in a village that inspire and promote a sense of self-discovery and group connection, encourage them to express their beliefs and values and help build harmonized relationship in their neighborhood for making a collective change for better quality of life.

Our “Building Positive Communities Project” primarily empowers marginalized communities in rural areas through **Health** and **Environmental** initiatives. The impact made during the year 2021-22:

Direct Beneficiaries	Influenced Communities	LIVES Touched / SMILES Spread
8,954	60	15,274





#### 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. We work along with the local communities supporting needy people, by way of – addressing zero hunger, direct support in cash or kind during the times of misery and human crisis due to poverty, natural disasters, and outbreak of pandemics such as COVID-19,etc.



**4,824 Cooked Meals served under “Feed the Hungry” program during the year (2021-22) to the differently abled, sick, abandoned, old age and helpless people in about 10 villages.**



#### 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 primarily covering students and youth. Such initiatives cover educating them on current social issues that they are facing at local level and empower them to resolve the problem at its roots. Also, we connect the local communities to global platform by spreading the awareness and involving them in celebrations of relevant national and international days connecting them to SDGs 2030.



We have organized in limited way various national and international days during the year 2021-22; the following are major events:

- ➔ **Dr. BR Ambedkar 130 Jayanthi (14 Apr 2021)**
- ➔ **Independence Day (15 Aug 2021)**
- ➔ **Children's Day (14 Nov 2021)**
- ➔ **New Year Celebrations (31 Dec 2022)**
- ➔ **National Youth Day (12 Jan 2022)**
- ➔ **Republic Day (26 Jan 2022)**
- ➔ **Values in Human Relations (26 Feb 2022)**
- ➔ **Zero Discrimination Day (1 Mar 2022)**
- ➔ **International Women's Day (8 Mar 2022), etc.**



### 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 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, working together with other agencies at the time of pandemics like COVID-19, create awareness on Diabetes, AIDS, Cancer, Snake Bites, First Aid, Fire Safety, etc.



#### Highlights for the year 2021-22:

- ➔ **Medical help provided to about 300 people from marginalized communities in 5 villages.**
- ➔ **Organized 2 blood donation camps and about 200 volunteers have given blood to the blood banks.**



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

We take active participation in “Swachh Bharat Mission” at grassroots of Indian society. Our participation and impact are much beyond the coverage of Swachh Bharat, as we work for not only Open Defecation free villages, Sanitation and Cleanliness, but also work on Clean Water, Elimination of Single Use Plastic, Climate Actions, Save Soil, Biodiversity, etc. We invariably promote “Swachh Schools” and “Swachh (Smart) Villages”, there by connecting the students, youth and rural communities to the massive plantation drives under “**Green Challenge**” initiatives of PARD INDIA.



Total Trees Planted by PARD INDIA	Total Plants Distributed to Communities to plant in their home	Total Tress Planted	Total Tree Guards Provided
<b>25</b>	<b>1,600</b>	<b>1,625</b>	<b>10</b>

**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.**



## 5.0 Testimonials

17<sup>th</sup> November 2021

*“PARD INDIA was founded by Sri Bethala Veera Swami. He studied 1<sup>st</sup> to 5<sup>th</sup> class in our school. At present, he has been working in overseas and always getting connected to our school. PARD INDIA gives scholarships for deprived students. It conducts after school education program in our school every year for 5th class students. Plantation under Green Challenge is another program developed by PARD INDIA. The team of PARD INDIA supports our school in every program. PARD INDIA programs are very useful to school development and society at large.”*

- Mr. P. Ravi Babu – Headmaster, MPP School, Yernagudem.

18<sup>th</sup> October 2021

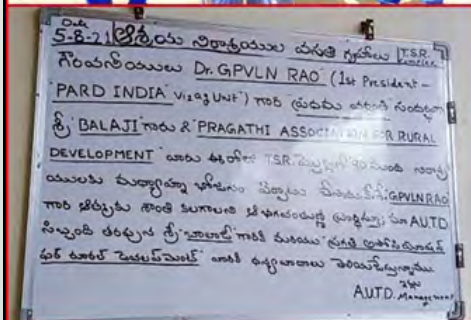
*“Thanks a lot to the entire team of PARD INDIA, which is doing a great job for the society. I extend our hearty CONGRATULATIONS! to one and all of “PARD INDIA” + all those who have directly or indirectly involved in expanding its wings. We heartily wish PARD INDIA a grand success in its future endeavors.*

- Mr. Veerabhadra Sarma A – Donor, Employee of IRCON, New Delhi.

14<sup>th</sup> May 2021

*“I would like to thank whole heartedly the entire PARD INDIA Team for donating Rs 5000 for buying Oxygen concentrator. The help of your association is very timely, alone, we can do so little, together we can save lives. We appreciate the work of your association for upliftment of the rural people, especially village children, who are the backbone of future India. The vision of your association is very good, and I am sure your association will make the difference in the lives of rural children.”*

- Mr. K. SrinivasaRao, Founder of Living Water Mission.



**PARD INDIA**  
Pragathi Association for Rural Development  
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MS. No. 18/2021

*“Appreciation can make a day – even change a life. Your willingness to put in your words is all that is necessary.”*  
We value your Appreciation!

**Testimonials**

We value your time and willingness to put in words your experience in supporting us. Your good words will help to create ripples of kindness that will touch millions of hearts spreading our social cause. Kindly fill this form or write separately in your letter head or send us an email conveying your message (or video vlog) about us to the public; we will post the same as necessary on our website and social media platforms sharing the positivity.

Your Name: Dr. Meena Chaitanya	Ph. No: 022-42355807
E-mail id: wecare@nims.edu	Address: School of Business Management, SVKM's NIMMS, Vile Parle, Mumbai - 400056
Profession / Designation: Director, Jassani Center for Social Entrepreneurship & Sustainability Management	Company / Organization Name: School of Business Management, NIMMS

Your relationship with PARD INDIA: Donor / Volunteer / Partner / Beneficiary / General Supporter

Your Message / Words of Appreciation about us (preferably within 100 words):

We sincerely acknowledge the support provided by Mr. Mr. P. M. Balaji, Director (Projects) and his team to mentor Ms. Meghana Koddy Mappidi, our MBA student, during her placement from January 31 to February 23, 2022.

Ms. Meghana got an opportunity to examine the systematic accounting procedure adopted by PARD India. This exposure has helped Meghana firstly to appreciate the role of contextual factors involved in designing appropriate purpose-driven financial accounting systems. Secondly, she has learnt the role of financial accounting in governance of the organization, maintaining stakeholder accountability and its relevance for ISO Certification process.

Based on her reflection on functioning of PARD, Ms. Meghana has proposed a few creative suggestions in the area of Brand Building of PARD and facilitating increased donor engagement. I am sure Meghana will keep in touch with PARD. The experiential learning at PARD will go a long way in developing her humane perspective both in the personal and professional life.

*Meghana Koddy Mappidi*  
(Signature / Beneficiary Seal) March 24, 2022  
Date:



- Please send the signed and scanned Form to: info@pardindia.org or drop in the Suggestion Box at our offices.
- Please may provide your passport photo/ video clip of you to the above email.



## 6.0 Impact Story



**Ms. Anisetti Madhuri Sankeerthi** aspires to become an Engineer and owe to change the plight of her family and her neighborhood. She is hailing from a remote village, Yadavolu in East Godavari District, Andhra Pradesh, India and is studying 1st year Intermediate in Zangareddigudam. Her parents are daily wage earners working in the fields in village and supporting her studies to realize her dreams.

PARD INDIA under its “V-Kid Knowledge Boost(VKKB) Program” has also been supporting her to continue education and inspiring to realize her dreams by providing six

(6) years educational scholarship under VKKB Program covering 6th to 10th class studies. In future, Madhuri promises to continue to support PARD INDIA initiatives and transform the lives of the underprivileged children (V-kids) like her with a commitment to “payback to society”.

### VKKB (2015-20) PROGRAM - 1st WINNER

<b>Name</b>	Ms. A MADHURI SANKEERTHI
<b>VKKB Total Scholarship Amount</b>	Rs. 7,200 (covering the studies 5 <sup>th</sup> to 10 <sup>th</sup> Class during 2015 to 2020)
<b>Father Name &amp; Educational Status</b>	ANISETTI SURYACHANDRAM
<b>Mother Name &amp; Educational Status</b>	VENKATA LAKSHMI
<b>Brother / Sister &amp; Educational Status</b>	MADHU PAVANI , 7 <sup>th</sup> CLASS
<b>Family Economic Status</b>	Below Rs. 36,000/- per Annum; Income from daily wages
<b>Address Details</b>	Yadavolu Post, Devarapalli Mandal , West Godavari Dist, A.P. PIN - 534313
<b>Contact Number</b>	+91-9581398905
<b>Scholarship SPONSOR</b>	Mr. Mohammed Arif Khan, Assistant District Registrar (Retd), Hyderabad, Ph. No. +971-504411026; email: Imran_mik_21@yahoo.com

SPONSOR

Sponsor a Child’s Education and stay as an “Agent of Change”  
Pledge Now - <https://bit.ly/3EV5ELS>



## 7.0 Awards & Recognitions

Despite the difficult times due to COVID-19 crisis during the year, PARD INDIA along with its army of volunteers continued to serve the underprivileged and won awards and recognitions for the noble services to the humanity.



### 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 has conferred our core team with “Corona Warriors Awards” on 13th December 2020. These awards have been received from honorable Member of Parliament, Shri.Margani Bharat and MLA, Shri. Talari Venkatarao the function held in Rajahmundry.



### Certificate of Training from BSK, Hyderabad.

It's a pride moment for PARD INDIA to receive Certificates of Training completion on 25th March 2021 from Bosco Seva Kendra. Underwent training during Oct 2019 to March 2021 and covered subjects - Participatory Approach, Lobbying, Advocacy and Negotiation Skills, Government Welfare Schemes.



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

PARD INDIA has been 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.



## 8.0 Donors & Partners

Our warmest thanks to all our Donors & Partners who have shown extraordinary support to PARD INDIA during the year 2021-22 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
Chadavarapu Vijay Kumar	Nallam Venkata Siva	Pachigolla Srinivas
Bachala Narasimharao	Dudhi Ramu	Elipem Teja
Chippada Srikar	Guntika Srinivasulu	Vasta Satish
Betham Rajesh	Lion V Kanakaraju	Madhu Balaji
B S Santhill Kumar	Chippada Gopi chand	Dondapati Durgarao
Begavarapu Suresh Kumar	Dharmavarapu Prakasahrao	Sunkavalli Sattiraju
Mariam Hassan	Melepati Chandra Sekhar	Yedavalli Nanibabu
Patharapalli Venkat	Devarapalli Koteswararao	Bodigedla Seetaramulu
B V Subbayya	Ananthavarapu Srinivas	Dr.Kuseme Ramakrishna
Puttaparthi Narasimhulu	Morranagari Anjaneyulu	Bondhala Srinivas
Moleti Satyanarayana	Yangala Atchamma	Dondapati Ramarao
Punith Hemanth	Nashit Shayan Khan	Meenar Masid
Kukkala Nataraj	Sette Rajeev Kumar	Pedaapati Jayamma
Dankari Bhaskararao	Animireddy Raju	Yangala Kutumbarao
Y Satish Kumar	Alapati Pattabirama rao	Palli Subbarao
B Rama Subrahmanyam	P Chandrakala	Somasetti Ratnababu
Nanikunta Venkateswarulu	Vasanthada Anand Swaroop	Somasetti Rahul
Chinthapalli Satya Prakash	Prathipati Venkata Ratnam	Neelikonda Arush
Nerella Yellarao	MD Khaleel Basha	Lion Dharma
Bhanu Praksah	Ramakrishna	Veerabhadrarao
Singavarapu Surya Prakash	Cheemakurthi Krishnaprasad	Neena Sehrawat

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

S G Chandu	Gollapudi Venkata Ratnam	Amulya
Vampugadapu Chandu		

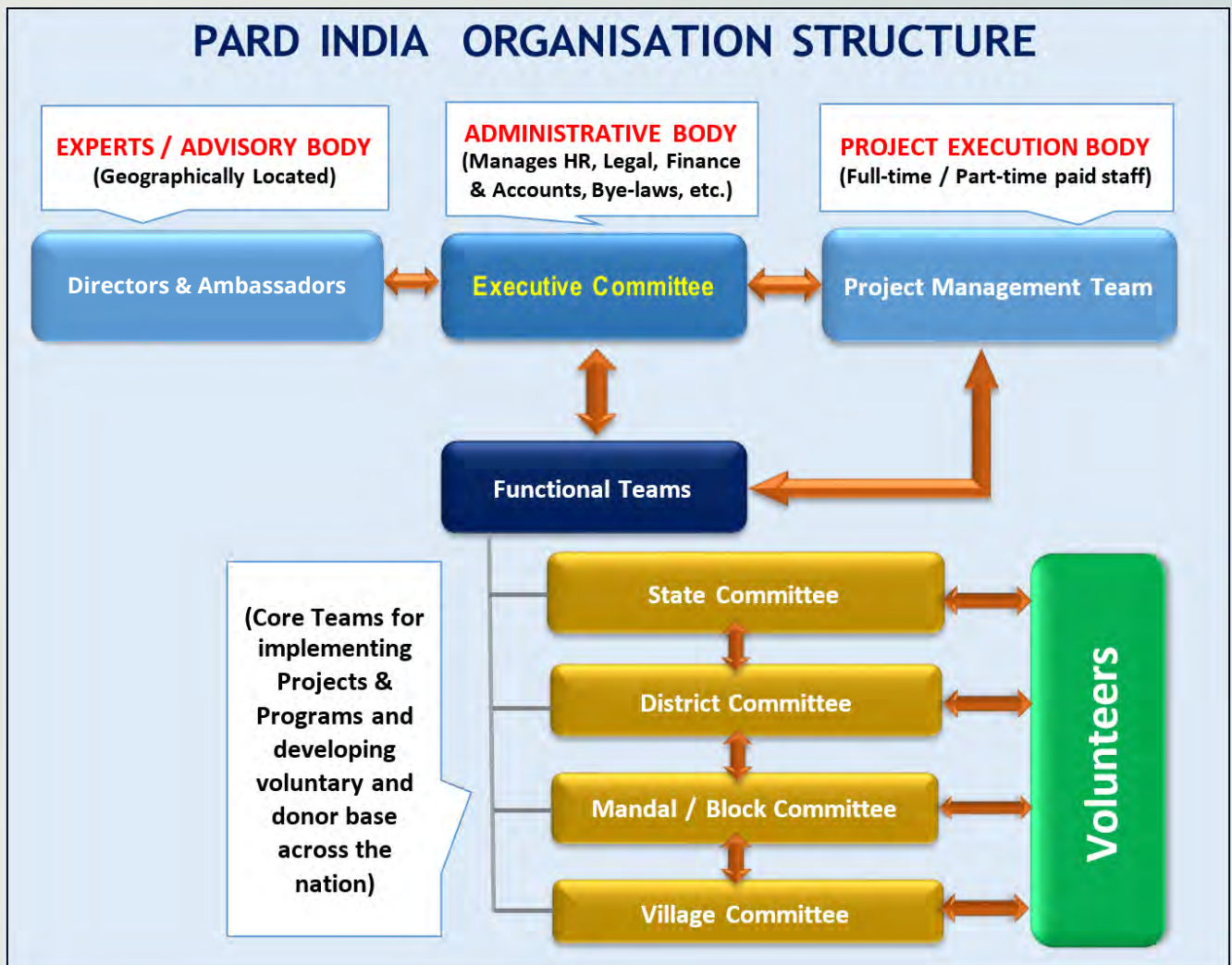
### Our Partners

Lions Club, Dubacharla Unit	3R Zero Waste Pvt Ltd	Uruvi Vikram Charitable Trust (UVCT)
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## 9.0 Organization Structure

PARD INDIA's organization structure is developed considering both the Hierarchical and the Matrix model 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.



**Over a decade of our presence, we become a robust grassroots organization with a vast network of volunteers drawn from local communities from various villages, towns and cities in India and across the globe. It's our team's voluntary participation that made us proud in keeping our programs implementation cost at very minimum with maximum impact.**



## 9.1 Executive Committee

Executive Committee consists of members who are elected or nominated by the General Body of our organization, generally every two years. They are primarily responsible for framing bye-laws and its implementation with necessary amendments thereto as necessary. They act as focal point for entire organization supported by the Directors and the Advisors, Project Management and Functional Teams.



## 9.2 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, Political, Educational, Social Services, etc., who not only provide strategic support but also deliver assigned roles and responsibilities strengthening our organization.





### 9.3 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.



### 9.4 Team Building

Team building is a continuous activity through our shared values and commitment for the development of every individual who joins us. Our organization is not run by family or by limited members, rather we provide opportunity for every interested volunteer to work with a passion to serve in their domain of interest.



We regularly engage our teams in various team building activities and training programs and exposing them to online and field services so they will stand resolute to provide unwavering support to our social cause.





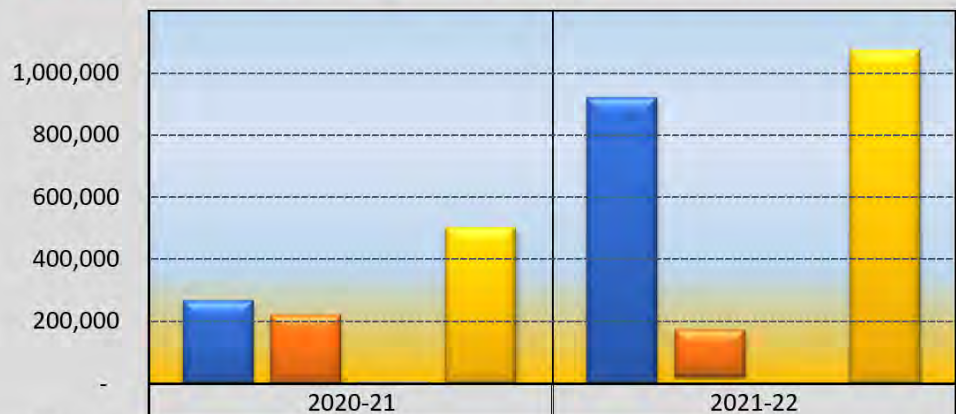
## 10.0 Financial Highlights for the Year

### Summary of Annual Income and Expenditure:

(Figures in Indian Rupees)

Operating Revenue	2020-21	2021-22	Change Over Last Year
Contributions from Internal Members	270,598	923,896	241%
Contributions from Private Donors	225,376	153,333	-32%
Internal Revenue Generation	10,682	290	-97%
<b>Total Operating Revenue</b>	<b>506,656</b>	<b>1,077,520</b>	<b>113%</b>
Operating Expenses	2020-21	2021-22	Change Over Last Year
Total Program Services	430,593	920,866	114%
Management & General	92,486	82,002	-11%
Fund Raising / Advertisement	-	-	0%
<b>Total Operating Expenses</b>	<b>523,079</b>	<b>1,002,868</b>	<b>92%</b>

### OPERATING REVENUE / INCOME (2021-22 over 2020-21)

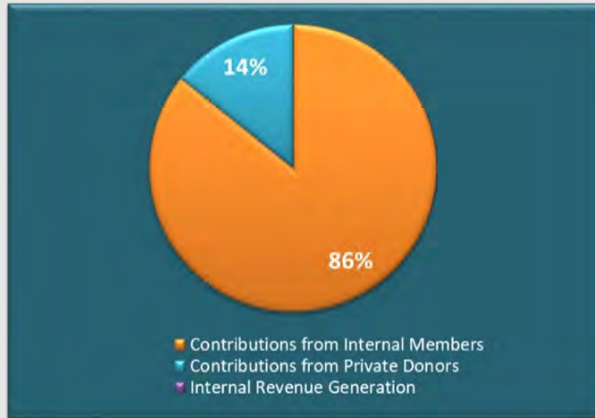


Contributions from Internal Members	270,598	923,896
Contributions from Private Donors	225,376	153,333
Internal Revenue Generation	10,682	290
<b>Total Operating Revenue</b>	<b>506,656</b>	<b>1,077,520</b>

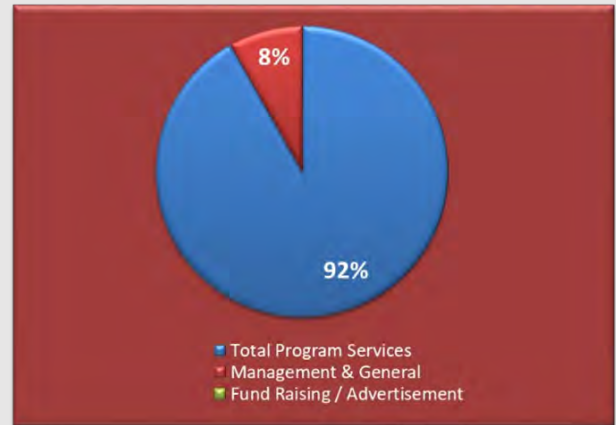
**Total income raised in the form of donations is Rs. 10.78 lacs, an increase of 113% during the financial year 2021-22 compared to last year 2020-21. Contributions from our internal members increased by 240%.**



### Operating Revenue (2021-22)



### Operating Expenses (2021-22)



- About 86% of the funding raised from own internal members of PARD INDIA; greater scope for funding support from external donors and organizations.
- About 92% 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

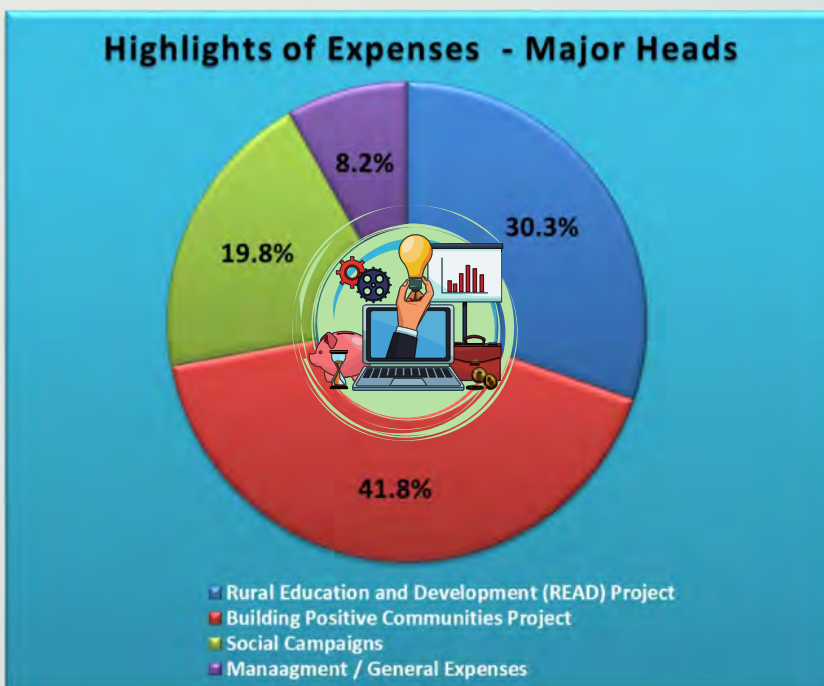
We have taken care of ensuring every donation that we receive have a direct impact in the lives of our beneficiaries; the following expenses statement reflects our financial stewardship and accountability towards our stakeholders:

Sl. No.	Name of the Project / Expenditure Head	Project Code	2021-22
<b>1.0</b>	<b>Rural Education and Development (READ) Project</b>	<b>READ</b>	<b>303,494.00</b>
1.1	After School Education Program	READ-01	16,041.00
1.2	Village Knowledge Centre Program	READ-02	15,614.00
1.3	V-kid Knowledge Boost Program	READ-03	72,290.00
1.4	V-kid Scholarship Program	READ-04	80,397.00
1.5	Child Labor Prevention Program	READ-05	-
1.6	Quality & Value Education Program	READ-06	9,152.00
1.7	READ Project Director Salary	READ-00	110,000.00
<b>2.0</b>	<b>Building Positive Communities Project</b>	<b>BPCP</b>	<b>419,247.00</b>
2.1	Hearts of Serving the Humanity Program	BPCP-01	216,421.00
2.2	Community Awareness & Empowerment Program	BPCP-02	83,691.00
2.3	Community Health & Safety Program	BPCP-03	9,745.00
2.4	Community Swachh Bharat Program	BPCP-04	31,390.00
2.5	BPCP Director Salary	BPCP-00	78,000.00
<b>3.0</b>	<b>Social Campaigns</b>	<b>SOCA</b>	<b>198,125.00</b>
3.10	<b>Social Campaigning / Fundraising</b> (Promoting Social Cause through online / offline media (Website / Blogs /	SOCA-01	198,125.00



Sl. No.	Name of the Project / Expenditure Head	Project Code	2021-22
	Social Media / Permanent Hoardings / News & TV Channels / Display Boards / Zoom Meetings, etc.)		
3.12	Social Campaigns Director Salary	SOCA-00	-
<b>4.0</b>	<b>General / PARD In-house Requirements</b>	<b>GENE</b>	<b>137,150.65</b>
4.10	Salaries for Accountant(s)	GENE	-
4.20	TA/DA travelling	GENE	14,580.00
4.30	Office Room Rents	GENE	7,000.00
4.40	Electricity	GENE	2,408.00
4.50	Telephone / Internet	GENE	8,521.65
4.60	Office Maintenance & Repairs	GENE	10,287.00
4.70	<b>Fixed Assets (Computers / Inverters / Furniture / Physical Assets, etc.)</b>	GENE	45,149.00
4.80	Stationery / Books / News Papers / Dairies, etc.	GENE	10,585.00
4.90	Professional Membership with Agencies	GENE	3,650.00
4.10	Gifts to Members / Donors - occasional	GENE	1,050.00
4.11	Fees Paid towards professional Services / Auditing / IT Returns / Bylaws Renewals, etc.	GENE	22,570.00
4.12	<b>Cash Advances / Deposits / Bonds (Rentals Agreements, Bank Fixed Deposits, etc.)</b>	GENE	10,000.00
4.13	Advertisement Cost	GENE	-
4.14	Miscellaneous Expenses related to minor works	GENE	1,350.00
	<b>TOTAL (1.0+2.0+3.0+4.0)</b>		<b>1,058,016.65</b>
	<b>Closing Balance end of the year</b>		<b>28,736.06</b>
	<b>Total Expenditure</b>		<b>1,086,752.71</b>

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



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

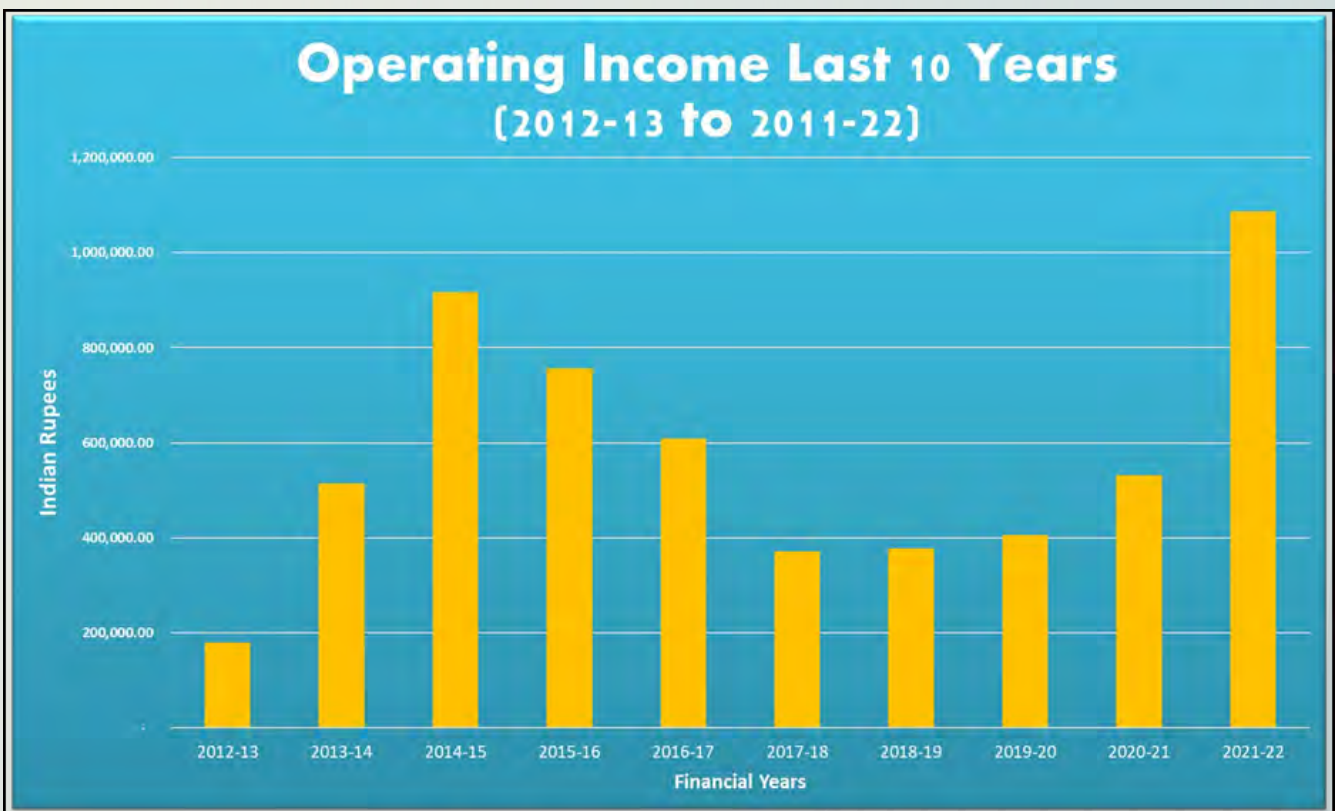


## 11.0 Financial Highlights for the last 10 Years

Financial highlights of last ten (10) years, during the financial years 2012-13 to 2021-22, reflects our consistency, commitment, and continued services at grassroots.

(Figures in Indian Rupees)

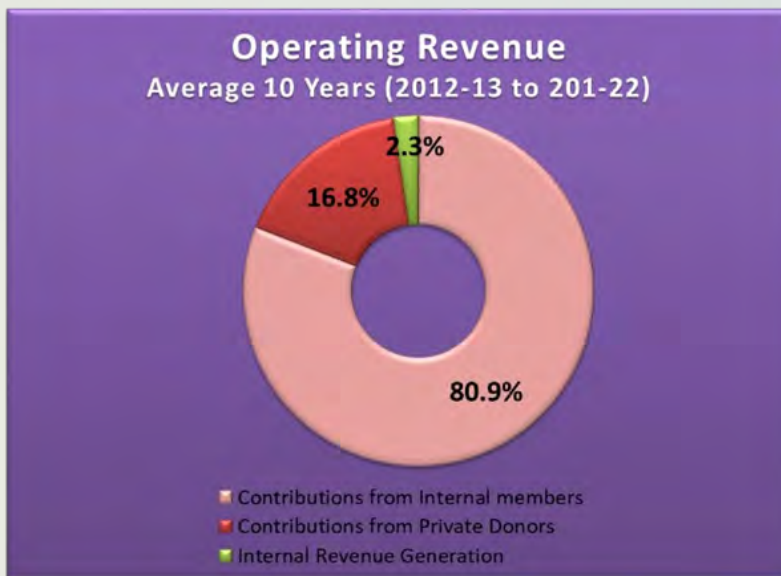
Years	1	2	3	4	5	6	7	8	9	10	Average 10 Years	
<b>Operating Revenue</b>	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22		
Contributions from Internal members	112,144.00	486,966.00	682,251.00	626,861.00	558,270.00	280,835.00	243,495.00	359,531.00	270,598.00	923,896.34	454,485	<b>80.9%</b>
Contributions from Private Donors	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	153,333.37	94,249	<b>16.8%</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	290.00	12,886	<b>2.3%</b>
<b>Total Operating Revenue</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>1,077,519.71</b>	<b>561,620</b>	<b>100.0%</b>
<b>Opening 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>13,084.00</b>	<b>10,902.00</b>	<b>5,956.60</b>	<b>25,656.00</b>	<b>9,233.00</b>		
<b>Total Receivables</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>1,086,752.71</b>		
<b>Operating Expenses</b>	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	Average 10 Years	
Total Program Services	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	920,866.00	429,038	<b>81.5%</b>
Management & General	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	82,001.65	95,730	<b>18.2%</b>
Fund Raising / Advertisement	-	-	7,596.00	7,750.00	1,600.00	500.00	-	-	-	-	1,745	<b>0.3%</b>
<b>Total Operating Expenses</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>1,002,867.65</b>	<b>526,513</b>	<b>100.0%</b>
<b>Assets / Surpluses</b>	<b>59,173.00</b>	<b>8,896.00</b>	<b>51,620.00</b>	<b>103,292.00</b>	<b>25,800.00</b>	<b>12,693.00</b>	<b>12,305.00</b>	<b>-</b>	<b>-</b>	<b>55,149.00</b>		
<b>Closing Balance</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>28,736.06</b>		
<b>Total Payables</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>1,086,752.71</b>		



**Our services have been enhanced significantly during the COVID-19 period of 2019-20, 2020-21 & 2021-22 with the wider participation of stakeholders.**



**PARD INDIA has sustained its continuity during the last decade, primarily supported by huge network of volunteers from villages to across the globe by way of their direct voluntary participation and donations.**



- In an average, 80% of the funding raised from own internal members of PARD INDIA during the last 10 years.
- Raised 17% of funding support mostly from friends and local communities.
- We have not approached CSR, Government, or any funding agency for financial support so far.
- Internal Revenue generated about 2% by way of IT services.



- It is our pride that more than 80% of our funds are spent for welfare of our beneficiaries.
- Our Management & Administrative expenses are less than 18% of total expenditure.
- Cost towards advertisement is almost zero.

**Having adequate systems in place, we are aiming for scaling up our services by raising funding for projects from external sources.**



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

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

**PARD INDIA**  
Serving at Grassroots

### 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**

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

Responsive Citizen

Help Education

V-kid reach career goals and become an Independent earner

Economic Independence

V-kid to contribute to the Educational Fund

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 committed to spending your money for creating lasting impact in the lives of “V- kids”, their families and their communities, beyond the value of your Rupee. We are extremely grateful to all our donors, volunteers, members, partners whose support make our mission possible for creating an opportunity for everyone “Giving back to Society”.

## 13.0 Transparency & Accountability

We maintain Transparency in all our activities and financial transactions with full accountability towards all our stakeholders.

For this purpose, we have in place computerized accounting system with codes that trace every Rupee received and spent in our records. We have this system since beginning of our services in the year 2011. Further, every donation that we receive online through our website have in built project codes that ensure the donation received is spent for the specified purpose. We feel proud of our stringent financial and administrative controls even though we are operating from offices at village side.

We comply with the Indian Accounting Standards issued by the Institute of Chartered Accountants of India (ICAI) and are up to date on accounting standards. At the end of each financial year, an Annual Report with financial audits and statements is published and made available to all our stakeholders and public.

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

Over a Decade of Services at Grassroots since 2011,  
we have grown as one of the most trusted grassroots based NGOs in INDIA

**We are 100% Transparent & Accountable**

Visit us @ [www.pardindia.org](http://www.pardindia.org)

Description	ID Number	Effective from
<b>Society Incorporation</b>	Society Number 19 of 2011	13-Jan-11
<b>80G</b>	AACAP0903GF20206	9-Jul-21
<b>12A</b>	AACAP0903GE20206	27-May-21
<b>Charity ID (PAN Card)</b>	AACAP0903G	5-Apr-12
<b>MCA Registration (for CSR activities)</b>	CSR00011837	22-Jul-21
<b>Darpan Unique ID</b>	AP/2020/0252587	Approved by NITI Aayog, Government of INDIA



(+91) 963-963-5858



[www.pardindia.org](http://www.pardindia.org)



[info@pardindia.org](mailto:info@pardindia.org)



## 14.0 Significant Milestones Achieved during the Year



### New Website:

Relaunched a new website on 5th Aug 2021 on WordPress and php platform matching the timeline of 1st Anniversary of Dr. GPNLN Rao, First President of PARD INDIA Vizag Unit.

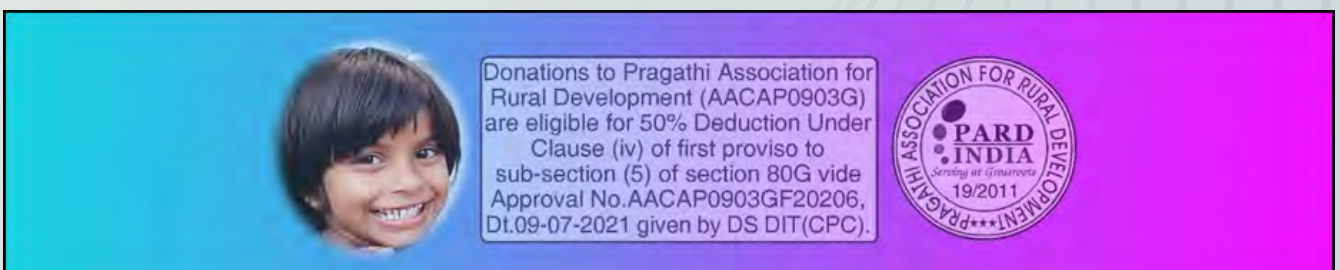


### Internship:

Our first intern, Ms. Meghana Reddy Muppidi from NMIMS University from Mumbai has underwent a 3 weeks intensive internship program from 31 Jan 2022 to 23 Feb 2022 and participated in all our ongoing programs at ground level to understand and measure the impact being created by us.

### Obtained Legal Registration Certificates – 12A, 80G & CSR-1.

Certificate	Number	Validity
80G	AACAP0903GF20206	AY 2021-22 to AY 2023-24
12A	AACAP0903GE20206	AY 2021-22 to AY 2023-24
MCA Registration	CSR00011837	Issued on 22 <sup>nd</sup> July 2021 for undertaking CSR activities



## 15.0 Contact Us

### PARD Registered Office

Door No: 8-34, Yernagudem (Post),  
East Godavari (District),  
Andhra Pradesh, India, PIN - 534313.  
(+91) 9959255384 / 9490350035  
Treasurer-ec@pardindia.org

### Vizag Office - CSR Center

Ground Floor, Katari Kastle, Suryakantham  
Layout, Goshala, Vepagunta Post,  
Visakhapatnam, Andhra Pradesh,  
India, PIN- 530047  
(+91) 9652778652 / (+91) 9652909294  
Team-CSR@pardindia.org

**www.pardindia.org**

info@pardindia.org

(+91) 963-963-5858

<https://www.pardindia.org/contact-us/>



Pragathi Association for Rural Development



**Avail Tax Exemption Under Sec 80 G**

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

*Thank You*