

A close-up photograph of a young woman with dark hair tied back, smiling as she uses a black heat gun on a piece of wood. She is wearing a colorful, patterned top and a blue lanyard. The background is a solid red color.

CATALYZING INCLUSIVE GROWTH

ANNUAL REPORT : 2014-2015

CONTENTS

07

CHILDREN



16

YOUTH



26

WOMEN



31

HOUSEHOLD



39

FINANCIAL
UPDATES



Dear Friends,

"Everybody should have an equal opportunity to succeed. No matter whom you are, what you look like, where you come from, you can make it...where you start should not determine where you end up."

Barack Obama

President, United States of America



I believe that more than equality, it is equity or supporting people to get what they need to reach the threshold of well-being as the first step to transforming lives. At Dr Reddy's Foundation (DRF), the focus has been on changing lives through quality education and better livelihood opportunities to empower people to take control of their lives and make informed choices.

Dr Anji Reddy, our Founder, was undoubtedly ahead of his time, for he dreamt of 'Skilling India' several decades before Mr Modi launched the Kushal Vikas Yojna and emphasized on the need to provide universal access to quality education and skills, to harvest on the demographic dividend this country has to offer.

I am proud that Dr Reddy's Foundation has been able to keep his dream alive and focus on scaling our operations to ensure the greatest possible impact while also maintaining the highest quality of education and livelihood training for our aspirants (students). The Foundation's trajectory of growth has been truly remarkable and with continued support from our well-wishers, I am confident we will be able to help several more students to realize their aspirations.

With best wishes

Satish Reddy
Chairperson

One of the most meaningful indicators of our success is reflected in the stories of our students whose lives have been changed by gaining access to a better education and skill training. I am sure you will enjoy reading their stories and be inspired by them like I have been.

But there is still a lot to be done and as an industry head, I am keen about innovation. I believe that one needs to constantly strive to find innovative ways to improve on the work that is being done and I am encouraged to learn about the new livelihood programs that the Foundation is planning to launch in 2016 with the clear goal to build an impactful, self-sustaining and scalable livelihood skilling platform. I am sure it will help us to take our mission of empowering communities through improved education, livelihood and nutrition outcomes to a new level.

On behalf of the team at Dr Reddy's Foundation, I would like to thank all our supporters and well-wishers for their encouragement and generosity in supporting the work. Your partnership is invaluable and I genuinely hope you will be able to share the same sense of pride that I find in all that the Foundation has been able to accomplish till date.

Dear Friends,

I want to start by thanking each one of you who supported us in our journey last year with your time, advice, commitment, encouragement and investments. We were able to reach new heights because of your unstinting support and faith in us.

As Dr Reddy's Foundation works steadily toward its vision to enable sustainable social impact at scale, I am a witness to the profound changes taking place every day in the schools and communities we partner with.

In 1996, DRF started its initiatives with the intention of discouraging child labor and focused on the communities around the Dr Reddy's Laboratories (DRL) factory. The Kallam Anji Reddy Vidyalaya at Chandanagar in Hyderabad was set up as a model school in 2001 to encourage school drop outs to return to school through remedial classes and since then, there has been no looking back. The focus has now shifted to retaining students in schools and the numbers speak of our success in this endeavor. Today the school has more than 2000 students from Kindergarten to Grade X.

I am also encouraged to note that Dr Reddy's Foundation strives to keep its core values undiluted and keeps people at the heart of all its activities. The Livelihood Advancement Business

School (LABS), with its varied models to include young people with special abilities and rural youth reached out to 24,029 youth in the last 12 months and more than 70.21% of these aspirants (students) have found jobs in line with their aspirations and skills.

Our School Improvement Program (SIP) is operational in Telangana and Andhra Pradesh and impacts more than 23,000 students. The program focuses on improving the quality of education support to government schools. While it now supports 52 schools as compared to the 11 we started out with in 2011, the team realizes that this is just the tip of the iceberg and is ready to meet new challenges.

My faith in the entire DRF team is validated, as I see another great year accomplished with impressive team work. Integrity, respect and cooperation are the bedrock on which we have built our Foundation's success and I am sure it will continue in the years to come.

Keep up the good work!



Best wishes

A handwritten signature in black ink, appearing to read 'A. Gunupati'.

Anuradha Gunupati
Managing Trustee

Dr Reddy's Foundation (DRF) is a not-for-profit organization committed to enabling economically and socially vulnerable groups to take control of their lives. Set up in 1996 by Dr Anji Reddy as a result of his faith in the innate capacity of the human being for progress when provided with an appropriate environment; the organization focuses on education, livelihood, health and nutrition.

We develop and test innovative solutions to address complex social problems and support scaling up of impact by leveraging the power of partnerships. We work with Children, Youth (including Persons with Disabilities,) Women and Households in 20 states in India.

VISION

To enable sustainable social impact at scale

MISSION

To empower communities through improved education, livelihood and health outcomes

STRATEGY

To develop and test innovative solutions and support scaling up of impact through leveraging the power of partnerships

VALUES

- Practice honesty and integrity under all situations
- Strive to bring excellence in every aspect of our work
- Do things differently and innovate constantly
- Accept change and see new situations as opportunities to learn and grow
- Take personal responsibility for achieving specific, measurable outcomes and track results
- Sensitive to and respect others' feelings, opinions, cultures, beliefs and diversity
- Establish good relationships by helping people feel valued, included, acknowledged and appreciated
- Take ownership beyond our own role to protect the organization's interest
- Trust our stakeholders and be accountable for results
- Actively seek, give feedback and welcome suggestions and corrections

CHILDREN



It is our conviction that every child should have access to holistic education and schooling. We started our education program with the intention to combat child labor by providing disadvantaged children in urban settings with an opportunity to get education.

We partner with schools, communities and stake holders to reach out to children between the ages of three and 16 years and get them on board for holistic education.



We initiated our efforts in education by establishing the Pudami Neighbourhood Schools. These schools which first mushroomed around the DRL factory sites and were meant to encourage children to attend school and also to ensure they got an opportunity to learn English when government schools did not pay much attention towards teaching English. Today we have four Pudami High Schools and 20 Pudami English Primary schools in Hyderabad and Ranga Reddy district.

They are located in close proximity to where the slum children live and involve the neighbourhood community/parents to mobilize the children to attend schools. The teachers are also mostly drawn from the neighbourhood, to facilitate a greater sense of participation in the school's functioning. The schools have curriculums that are in accordance with the national curricular framework and more than 8000 children from all walks of life come together to learn and play. We have a 99% success record.



SCOPE

School-Community Partnership in Education

Since our education program started with the idea of educating street children in order to discourage them from becoming child labourers, targeting school drop-outs as well those who had never been to school became the primary focus. To encourage these children and to ensure they found this transition easy a specially designed “bridge curriculum” was developed as a starting point.

We have come a long way since then and SCOPE's current activities include improving the quality of education in Government Schools by ensuring the implementation of the Right to Education both in spirit and letter. Our team works alongside government school staff and the school's management committees to help them turn their schools into model schools by ensuring students have all the basic facilities for good schooling. The ultimate goal is to ensure that the school's management committee will take up the onus of steering their school towards progress by being active watch-dogs.

In addition to academics, DRF tries to ensure these school children get to learn about their culture. To facilitate cultural awareness, the group partners with Chindu, a culture resource centre in Hyderabad to promote theatre art and culture in schools. The program has 2000 children on its rolls.

Kallam Anji Reddy Vidyalyaya

The Kallam Anji Reddy Vidyalyaya (KARV) at Chandanagar in Hyderabad, set up in 2001, has over 2040 students from kindergarten to grade X. The co-education school follows the state's SSC syllabus and offers instruction in both English and

Telugu medium. More than 90% of the students here come from low-income groups and are first generation learners. Special "Remedial" classes ensure the weak students are able to keep pace with the rest of the class.





SIP - School Improvement Plan

School Improvement Program (SIP) is operational in Telangana and Andhra Pradesh since the last four years. A total of 23,000 students in these schools currently benefit. SIP has made remarkable progress in increasing the quality of education support to government schools. Today, it supports 52 schools as opposed to the 11 we started out with in 2011.

Kallam Anji Reddy Vocational Junior College



The vocational college, set up in 2002 in Chandanagar was a natural corollary for school graduates who cannot afford formal college education. In line with the Board of Intermediate Education's syllabi, the two-year vocational courses are for students who have cleared the Class X Board Examination. The college offers several job-oriented courses like Automobile Engineering, Computer Science and Engineering; Computer Graphics and Animation; Banking and Financial Services and Pre-School Teacher Training to name a few.



The college with more than 450 students on its rolls has a tie-up with CISCO Networking Academy and several students trained by them have found good career options.

Academic Achievements



Mohammed Arifuddin is the state topper 2015 with 964/1000 in Automobile Engineering and Technician. Arif is from a poor back ground with 6 members in his family. His father is an autodriver, mother a house wife, elder sister is married and his younger sister studied in our college in PSTT course. He took admission in our college during 2013-15 and got a state rank. He got first rank in diploma through lateral entry in IVC admission in Polytechnic College, Masab tank. His ambition is to become assistant engineer in TS-GENCO.




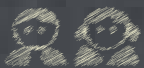

Sai Kanaka Maha Lakshmi is the State Topper 2015 with 933/1000 in Banking and Financial Services. She is from SOS orphanage which is located at Vattinagulapally. Presently she is pursuing her BBA from Nitam college.



IMPACT




TOTAL BENEFICIARIES OF DRF - EDUCATION PROGRAMMES

MAY 2013 -
APRIL 2014

	 Schools	 Students	 Teachers
Pudami English Primary School	20	4865	216
Pudami Neighbourhood School	4	2748	112
Kallam Anjireddy Vidyalaya	1	1528	62
KAR Vocational Jr.College	1	477	18
	26	9618	408

* * Sp not included

MAY 2014 -
APRIL 2015

	 Schools	 Students	 Teachers
Pudami English Primary School	20	5379	242
Pudami Neighbourhood School	4	2675	112
Kallam Anji Reddy Vidyalaya	1	1680	70
KAR Vocational Jr.College	1	477	19
	26	10211	443


* * SIP not included

TEACHER TRAINING PROGRAM DETAILS

TRAINING YEAR	NO OF TEACHERS & HOURS	NO:OF PRINCIPALS & HOURS
May 2013-April 2014	270 teachers for 60 hours	-
May 2014-April 2015	270 teachers for 80 hours	25 Principals for 48 hours (3 Vice Principals)
May 2015-July 2015	350 teachers for 48 hours	25 Principals for 24 hours

YOUTH





Dr Reddy's Foundation pioneered the Livelihood advancement Business School (LABS) model in this country to help young people, both in urban and rural settings, to learn skills that will help them to get gainful employment. This program targets youth-including disabled youngsters - between 18-30 years of age who were forced to miss out on formal education due to their socio-economic background.

More than 2,90,000 marginalized youth from across the country have benefitted from this training as they graduated with specialized skills and are economically independent. Of these, more than 70% have got

placements and are doing well in their careers. Today, LABS has 96 centers across 20 states in India and is a sustainable model. What sets LABS apart from similar training programs is the inclusion of technical training along with a laser-focus on empowering them with Life Skills to inspire confidence and encourage mind-set changes.

Our students or aspirants as we like to refer to them, get coached on 'Life Skills' along with domain skills in addition to basic computer skills as well as communicative competence in English; all of which help shape them to be work ready or in step with market needs.

Empowering Youth



LABS training modules are chosen carefully, backed by research, surveys which ensure that the programs are in sync with the job market needs and opportunities. New modules are added or courses are upgraded to ensure students benefit from the course.

“This training changed my life...”



Meet the Eureka Forbes salesman **Rajendra Choudhary**. The 23-year-old salesperson looks you in the eye with confidence as he introduces himself. There is a subtle but distinct sense of pride that sets him apart from his ilk. And why shouldn't he be proud?.

Rajendra has walked a long way to reach here. The son of a daily-wage laborer, he was forced to forgo his studies after his schooling because the family could not afford to spend more on his education. Rajendra too realized it was unfair to expect his father, who as the only earning member with an annual income of just INR 30,000, to support him further.

In fact, he desperately wanted to share his father's financial load but he was unable to find a job as he had

no skills and was not really qualified for the job market. A dejected Rajendra was beginning to get desperate about his situation when he heard about the mobilization drive by Dr Reddy's Foundation to encourage students to enroll for skill training. Without wasting time he went to the MSDF supported LABS center at Alok Nagar in Jabalpur in Madhya Pradesh and signed up for the White Goods Services (WGS) domain to learn about repairing household electrical appliances like washing machines, TV, CD players etc.

Within 45-days he mastered the technology and was confident that he could take on any challenge. Says Rajendra "...this training changed my life. The course apart from teaching us technical fundamentals focused on life skills and this helped me to evolve and gain confidence.

Today Rajendra works for Eureka Forbes and he is happy that he can now support his family and help them have a better life.



Enabling the Differently-Abled



Dr Reddy's Foundation believes that inclusivity needs to be the core for progress and therefore works to ensure access and empowerment should be available for people of all abilities. In 2010, DRF initiated a special training component to address the need of disabled youth. As an extension to our existing Livelihood Advancement Business School, referred to as LABS PwD (Persons with Disabilities). The 60-day training with a customized curriculum was designed with inputs from industry experts to ensure the training would empower differently-abled youth to get suitable employment. We have sign language interpreters as the present curriculum caters to youth with orthopaedic or hearing impairments.

We are happy to report we grew from 11 centers to 25 centers and now we are able to enrol specially-abled youth from far-off rural areas by providing them with hostel facilities. Today we run one of the largest programs that provide livelihood training with job placement options for persons with disabilities.

Our teams work closely with Vocational Rehabilitation Centers for the Handicapped and other NGOs to ensure maximum reach. Post-training, students are helped to find suitable job placements. Last year, 6000 students were placed in the IT or BPO sectors.

A true hero...



K. Anirudh is 25-years-old and a B.Tech graduate. An accident in 2011 might have cheated him the use of his right leg but it certainly could not rob him of his never-say-die spirit and cheerfulness.

He completed his graduation on schedule and though he was engrossed with his studies he observed his father's health deteriorate slowly. Anirudh soon realized that his father could not handle the stress of constructing their new house and at the same time keep pace with rigors of a long and demanding job. So soon after his graduation, he stepped in to help his father with the construction of their house. Since this was a full-time task, and there was no one else to bail Anirudh out, he was unable to return to his studies for an entire year.

As a result, at the end of the year, when he was done with the construction work, he realized he had lost touch with his subject completely and was unfit to return to college or get a job. He attended several interviews but was rejected by everyone.

This turn of events affected his self-esteem and his confidence started to plummet. It was when he was drifting around aimlessly that he got to hear about the LABS training for people with disabilities.

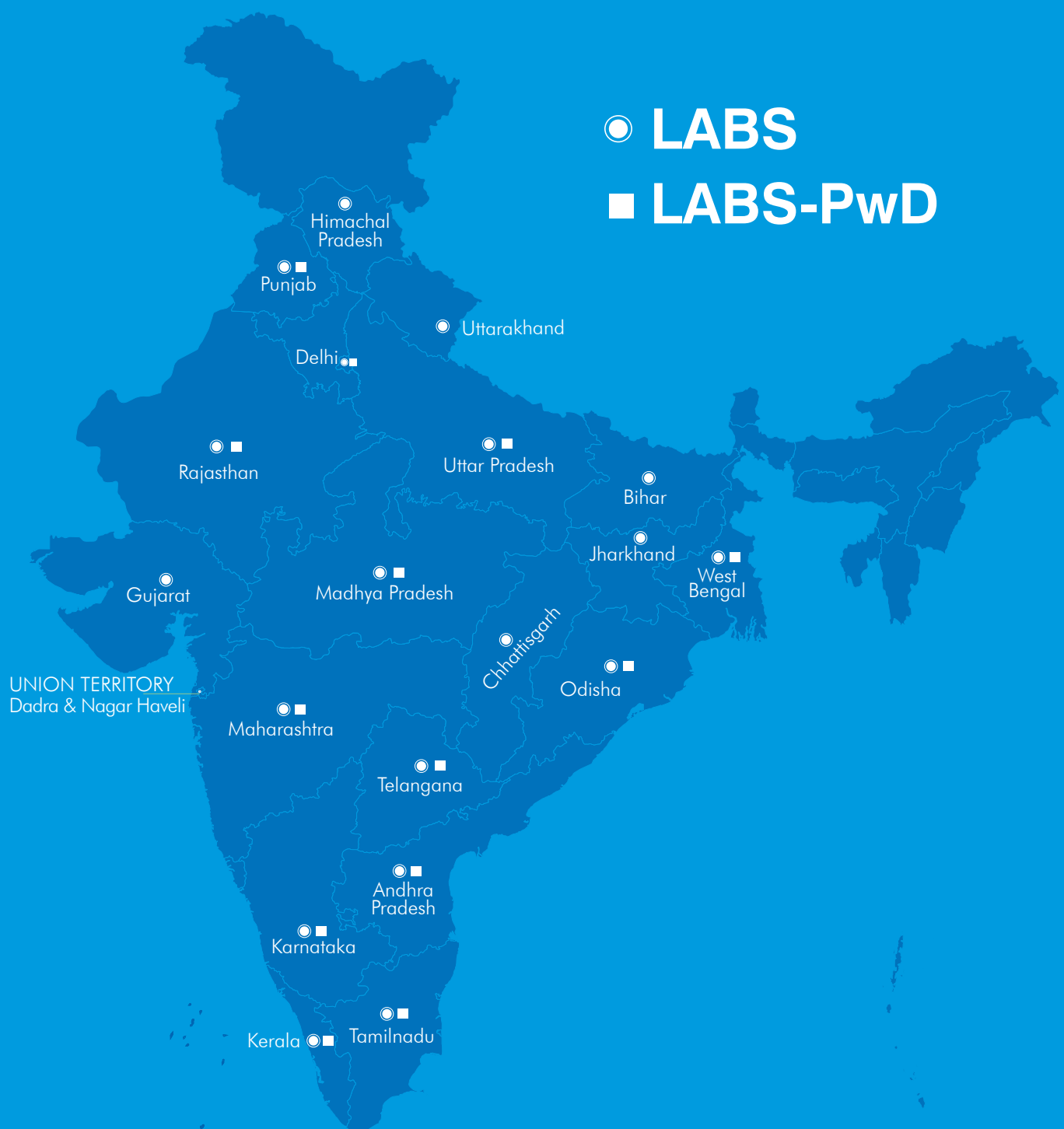
He soon signed up at the Accenture-supported LABS-PwD center at Gaddianaram in Hyderabad and within few days the change in him was evident for all to see. He started to focus on his goals. He started to revise the basics of his subjects and also worked on his communication skills. Anirudh was a regular student and paid special attention to sessions on Life Skills and groomed himself to face interviews.

On the day of the interview with Thomson Reuters, he was excited and nervous. One of the facilitators from the center was with him to cheer him and help him focus on his interview. After the arduous interview rounds when he finally got a call from Thomson Reuters to inform him that he had been selected, Anirudh was delirious.

His parents too celebrated with him and his mother, who was earlier worried about his future, came to the center to express her gratitude to DRF for making her son capable of taking the first steps in his career. She is proud that her son is now working and supports the family.

Anirudh works as a Process Analyst in the Fraud Prevention Investigation department and though he started on stipend of INR 16000, we are confident that there is no stopping him now.

We have **96** LABS and
25 LABS PwD Centers
 across **20** states in India





YOUTH IMPACT

PROJECTS NOS.

Andhra Pradesh	3404
Kerala	2511
West Bengal.....	1788
Uttar Pradesh	1776
Gujarat.....	1671
Odisha	1664
Delhi	1630
Telangana	1604
Madhya Pradesh	1453
Chhattisgarh	1316
Karnataka	1249
Bihar	756
Jharkhand	671
Tamilnadu	532
Himachal Pradesh	433
Punjab	394
Rajasthan.....	365
Dadar & Nagar Haveli	332
Uttarakhand	306
Maharashtra.....	174

24029

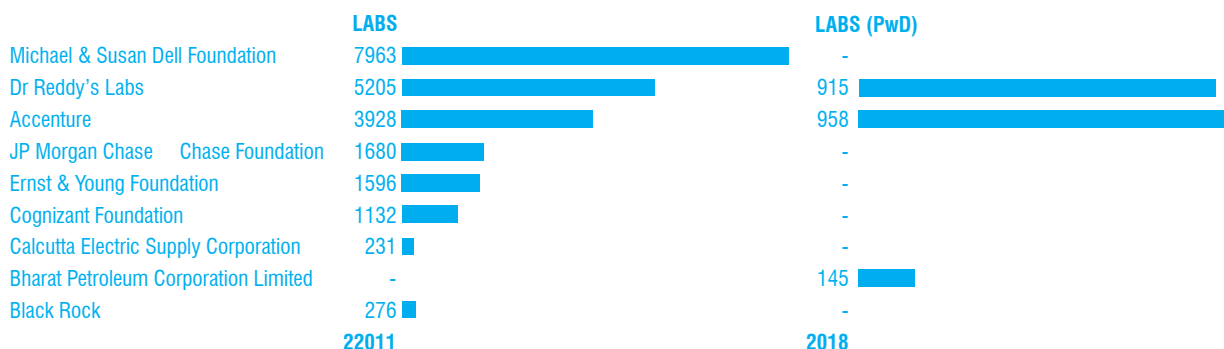
STATE WISE
TOTAL NO:OF PEOPLE SKILLED
FOR THE FINANCIAL YEAR OF
2014-15

24029



PARTNER SUPPORT

Projects in 2014-2015



GENDER WISE

GENDER WISE BREAK-UP OF PEOPLE TRAINED IN THE FINANCIAL YEAR OF 2014-15

GENDER	NOS.	PROJECTS
Male	14789	61.5
Female	9240	38.5
	24029	

24029

DOMAIN WISE

TOTAL NO:OF PEOPLE TRAINED IN THE FINANCIAL YEAR OF 2014-15

24029

PROJECTS	NOS.
ITES.....	6853
CRS.....	3113
HSPT.....	2078
CISCO.....	2001
BSPA.....	1494
BPO.....	1295
ITDTP.....	1052
ITTally.....	1036
MST.....	907
ITCR.....	873
Service Sector.....	707
CellPhone Technician.....	601
CSS.....	475
Security Services.....	437
Automobile.....	319
FS.....	313
WGS.....	136
ISD.....	108
ITOA.....	100
CCNA.....	76
Retail.....	30
Java.....	15
Oracle.....	10
	24029

WOMEN



WOMEN POWER

At Dr Reddy's Foundation (DRF) we believe that when you educate girls and empower women we take a big stride towards sustainable development. Our Livelihoods Advancement Business School (LABS) have supported enthusiastic girls to steer away from child marriages and take up careers. Today many of them apart from being self-sufficient and confident young adults support their families or siblings economically.

Our special economic empowerment activities for women and practical training for women farmers have encouraged several young women to step forward and take charge of their small land holdings to get better yields after understanding about land preparation and soil fertility management and crop diversification.

The world is my oyster



Like many young girls in Delhi, Kunika heads for the coffee bar without fail. But while others search for a place to sit, Kunika briskly steps behind the counter, dons an apron and is ready to take the order for the day with a smile

Kunika Rawat admits that a year ago, she would never have had the courage to step into a Barista café leave alone engage with such swanky customers. The chic environment of the cafe was diametrically opposite to her lifestyle. “I cannot believe that all it took was just 45-days of training at a LABS center for my life to change so dramatically” says a happy Kunika.

Today, the 20-year-old works as a team member with Barista Lavazza, earning more than INR 8000 a month in addition to the tips and good will from her happy customers.

Kunika comes from a family of five and her father who works with a non-organized private sector was the only earning member. Obviously his income which was

insufficient and erratic; barely managed to meet the family’s basic needs.

As a result Kunika dropped out from school after completing her Grade X. As the eldest child, this was the least she could do to ensure her younger two siblings could continue with their schooling. But this sacrifice brought little reprieve as the family’s financial situation continued to be grim.

It was soon evident that the only way out was by getting a job for herself to supplement her father’s income. However, despite her best efforts no doors were opening for her and she started to feel defeated.

Fortunately during that phase Kunika heard about the LABS training at one of the mobilization drives by the DRF team. She visited the DRL supported LABS center at Najafgarh on the outskirts of Delhi and enrolled in the Customer Relations and Sales (CRS) domain. When she joined the class she was a bit intimidated and struggled to cope with the class; but soon got into the flow of things and started to enjoy the training.

On completion of the training, the team at the center helped her to find a job sooner than she expected. Says an elated Kunika, “Getting a job was a liberating experience. I take home a regular salary at the end of each month and as a bonus I get a world view of life as I watch and learn from my customers.” Bring it on.



"I have a new lease of life..."



Gayathri Phani Pavani's beaming smile pushes all her other physical problems to the shadows. No longer self-conscious about her height (she suffers from dwarfism) she knows how to pin you down with her expressive face and riveting conversation; which is not surprising as she works as a Customer Support

Executive and has mastered the fine art of keeping her customers happy.

But a few months ago, Gayathri was a very different person. Shy and with little will to face life, Gayathri almost hid from the world because she was extremely conscious about her height. The only child of her parents, Gayathri's spinal cord has a problem and because of that she has difficulty in walking and standing straight. Her mother, a school teacher and the only earning member, could not afford expensive treatment options apart from the routine pain management.

All this took a toll on young Gayathri. She plunged into depression and refused to enroll for college after finishing her SSC in 2009 as she feared ridicule and ostracism. Her mother too was getting desperate. Struggling to cope with a bed-ridden husband and an ailing child, her biggest angst was watching her only child torment herself and refusing help.

Once, when Gayathri went to the hospital for a routine check-up, she met Sathyavani Devarapalli, who used to work as BPO facilitator for a DRF center. This chance meeting was the beginning of the not-so-easy change. Sathyavani got talking to Gayathri's mother and knew from the start that somehow she had to get Gayathri to enroll.

After three-months of relentless chase by the center's facilitators, Gayathri finally agreed to visit the center to see what they had to offer. Then the last bit of resistance was wiped out with another round of motivational talk and soon she joined the center at Vidyanagar in Hyderabad and opted to join the BPO stream.

The team's elation was short lived because on the very first day of regular class, Gayathri got cold feet and she ran away in tears! The facilitator followed her home and talked her through her fears. Finally she was back in class the next day and completed the 60-days of training without any problems.

Now she works with Aegis at their Begumpet office and earns about INR 10,000 a month. "I am so happy that the team did not give up on me. I have a new lease of life" says Gayathri as she shares her dream of doing her graduation soon. "But before that I want to help my mum to clear her debts and I know I can do".



“Now I teach my neighbours”



Rajeshwari from Ushannapally village in Jammikunta lived with her two daughters in the village as her husband went in search for work elsewhere because of the drought. As a result, she graduated to become the sole bread winner for her family and agriculture is their mainstay.

With two young daughters to support, the continuous drought for three consecutive years did little to allay her economic burden. With debts mounting each day, the worried 35 year old finally decided to try growing some vegetables instead of the regular crops. But inadequate

experience and knowledge about vegetable crops restricted her from venturing into growing anything other than tomatoes and brinjal. The yield was low and she found she was spending more on pesticides. Out of the total INR 16000 she got, she had to repay INR 12000 for pesticides she bought.

So when she heard about DRF's community mobilizer visiting Ushannapally, she was among the first to reach there. Soon she learnt about the multiple varieties of vegetables and growing techniques in order to get a better yield. She started growing tomato, chillies, brinjal, ladyfinger, leafy vegetables along with carrots on the same land. This change in cultivation methods paid dividends and she earned INR 70,000 in one harvest.

“I was surprised to see the huge difference in the yield and of course the increase in income from multiple vegetable crops. DRF's community mobilizer suggested us to grow the vegetables based on the market demand and educated us on selecting seeds for crops rotation. We are very happy as we have tripled our income from the same land. Now I teach my neighbours when they come to me to find out about my new farming techniques.” says Rajeshwari.



HOUSEHOLDS



Driving change where it matters most

A large body of research-based evidence underline that households have a direct bearing on the socio-economic empowerment of individuals and societies. Therefore if we hope to drive change then we cannot overlook households especially those who are economically disadvantaged and in rural areas. Our work with grass root communities made us acutely aware about the challenges of families with small land holdings and those who often live on the fringes in terms of availing information or economic concessions extended by the government. It was to help this particular group that DRF started the Livelihoods Advancement Business School for Farmers (LABS-F). Our team trains farmers on latest farming practices, new-age farm technologies and ensures the last mile connectivity to government schemes. They also train rural households to build their capacity in business planning, risk mitigation and coping mechanisms.

“I can hold my head high...”



K Pallavi, hails from Govindapuram village in Pusapatirega, Vizianagaram, Andhra Pradesh. Both her parents work as daily wage labourers in the fields around her village. Pallavi

in the hope of finding a better job focused on her studies and completed her B.Com.

However getting a job close to her home was almost impossible and travelling to the city daily for work was something that the 20-year-old's family would not hear of. So while she was searching for an opportunity close-by she came to know about DRF's 'Skilling Rural Youth' (SRY) initiative.

Seeing this as an answer to her prayers, she signed up and underwent the rigorous ten-day training. The team,

among other things, helped her to brush up on her communication skills and personality traits to ensure she was job-ready.

They also lined up interviews and soon Pallavi was selected to join as an accountant in the 'Sleep Nice' Industry-a coir factory that manufactured coir ropes, mattress, sofa sets etc. at Agraharam in Pusapatirega Mandal which is not too far from her house.

Pallavi is happy to be able to earn and support her family. Says Pallavi, "I am helping my family to live a better life and I live with pride in my society. Being financially independent gives me the kind of confidence which I had never experienced before."



Our Skilling Rural Youth (SRY) program helped 379 youth to get jobs close to their home settings. This need-based program started in 1999 to teach rural youth skills who

help them find gainful employment closer home instead of having to migrate to the cities in search of jobs.

DRF's Rural Livelihoods program is present in more than 25 locations, across 8 states in India.



Inclusiveness is the mantra

To ensure women have opportunities to generate income and are included in the development programs like the *Pashu Sakhi* under the Goat Trust intervention were initiated. This program, supported by The Goat Trust of India, has been launched in Tadoba (MH), Salboni (WB), Varanasi (UP) and Srirampur (TS) as a pilot to promote micro-enterprise. This intervention is implemented in villages through *Pashu Sakhis* (livestock nurse). Women are trained and equipped with the basic knowledge of health management of small animals like goat and sheep.

Women, mostly from goat rearing families, focus on ensuring the animal's immunization, deworming and prevention from parasites or other diseases. They also ensure goat management practices among farmers. This intervention apart from bringing down mortality among

goats and sheep brings in an additional income of INR 15,000-20,000 annually for these families. The intervention is self-sustaining with *Pashu Sakhis* emerging as the natural driver for the activity with well-developed business plan for sustaining the activity.

Other programs that focus on empowering households include the National Digital Literacy Mission (NDLM), a basic computer operation skill development program intended to make at least one person in every family computer literate. The program helps every family unit to have access to information and skills through the use of digital devices. Through this effort in 2014-15, a total of 223 people were trained.



Under the FoCT (Friend of Coconut Tree) program, coconut-tree-climbers are trained to minimise the risk involved in climbing and harvesting coconuts. This project, supported by the Central Coconut Research Board encourages climbers to adopt new techniques in place of traditional climbing tools.

Connecting the dots...



Chintapalli Prasad, a 45-year-old farmer residing in Alladapalem village in Vizianagaram, Andhra Pradesh has three acres of coconut orchards. He observed that the productivity of coconut was declining every year by 10–15%. He also found that this was due to Red Palm Weevil and Rhinoceros Beetle insect – two pests known to attack coconut plantations. When a tree is attacked by these pests, it eventually dies within a year.

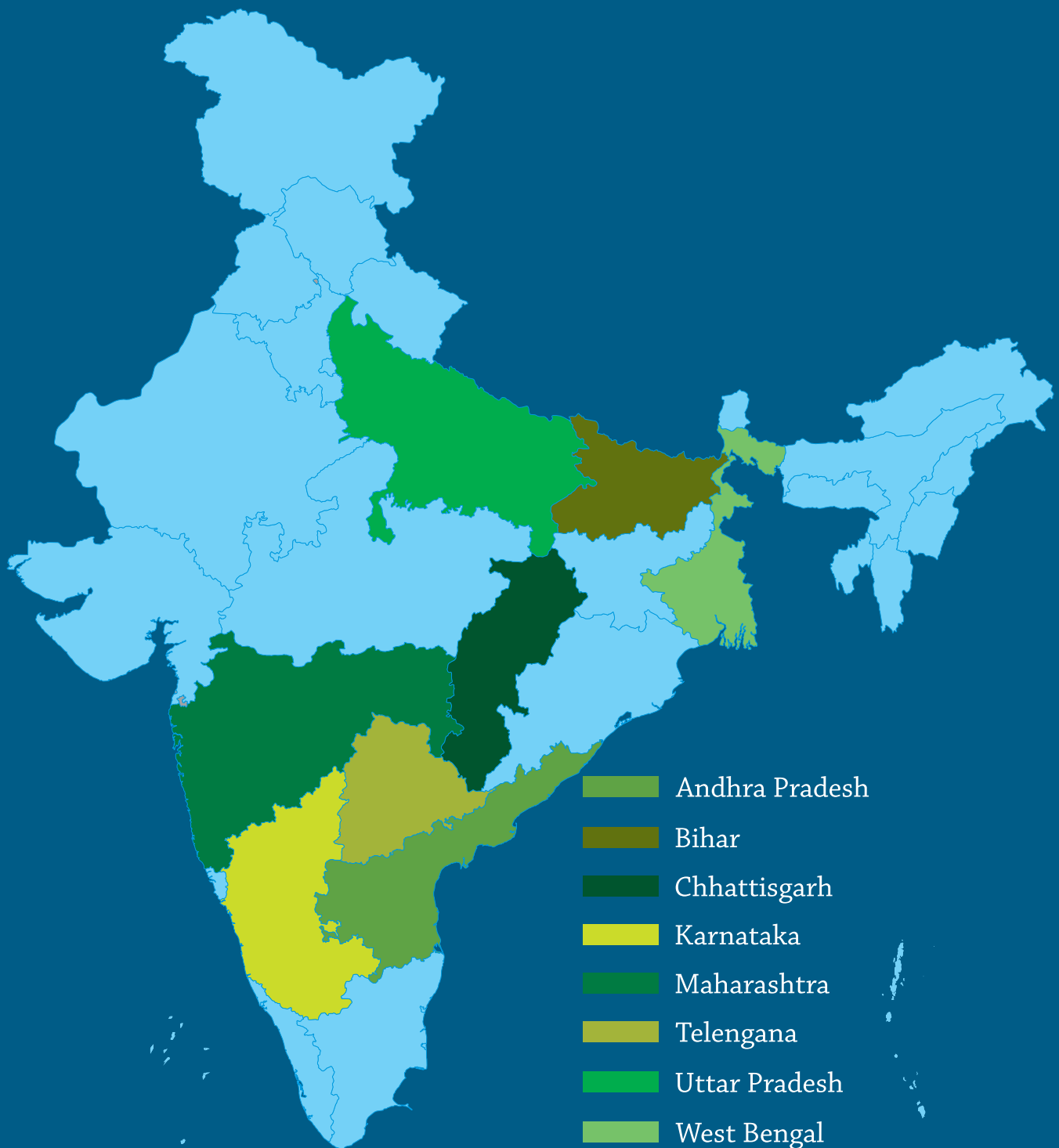
Prasad assumed that pesticides would solve the issue. He sprayed the trees liberally but the crop did not fare any better. To control these pests, Prasad started using more pesticides and on an average he spent INR 5,000-6,000 each month just on pesticides. But nothing was working.

He went around seeking answers and came to know about DRF's trainings from a neighbouring farmer. Soon Prasad

got an opportunity to attend a workshop in Kamavaram village. During the training, Prasad came to know about the simple pest control traps technology supplied by Pest Control of India (PCI). PCI traps are an economical method of controlling pests and are easy to install.

The traps have a special liquid in them which emits a peculiar smell that attracts the pests to it. Getting attracted by the smell, they enter the trap and then because of the liquid in the trap, they die in few days. "This is such a simple technology. Had I known about it earlier, I would have been able to save my coconut trees earlier," says Prasad and adds "It's been six months since I started using these traps and the effect is already showing. Not even a single tree has been attacked by these pests after installing the bucket trap and it costs me just INR 500 per acre."

In 2015, the Rural Livelihoods (RL) program expanded from six projects to **26** projects; reaching out to a record **23,169** farmers through **13,258** substantive and **19,450** peripheral interventions. RL teams came up with **93** technologies to support increased productivity and sustainable development.



The background of the slide is a close-up, high-contrast photograph of numerous Indian Rupee coins. The coins are of various denominations, including 2000, 1000, and 500 Rupees, and are scattered across the frame. A semi-transparent dark grey rectangular box is centered over the coins, serving as a backdrop for the title text.

FINANCIAL UPDATES

AUDITOR'S REPORT

To
The Board of Trustees of
Dr.Reddy's Foundation
Hyderabad

We have audited the attached Balance Sheet of Dr.Reddy's Foundation (DRF) as at 31st March 2015 and the related statement of Income and Expenditure and Receipts and Payments for the year ended on that date annexed thereto and a summary of significant accounting policies and other explanatory information.

These financial statements are the responsibility of DRF's management to give a true and fair view of the financial position and the result of its activities. This responsibility includes the design, implementation and maintenance of internal controls relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud and error.

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with the auditing standards generally accepted in India as relevant to DRF. Those standards require that we plan and perform the audit and comply with ethical requirements to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to DRF's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of the accounting estimates made by management, as well as evaluating the overall presentation of the financial statements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

In our opinion, the financial statements referred to above present fairly, in all material aspects, the financial position of DRF as of 31st March 2015, the result of its activities for the year ended on that date, in conformity with the accounting policies disclosed in Schedule 09. The supplementary information in Schedules 1 to 09 and in Notes to Accounts – Schedule 10 is presented as additional information for the purpose of understanding the financial statements. Such information has been subjected to the audit procedures applied, in relation to the financial statements taken as a whole.

This report is furnished solely for purposes of use by the Board of Trustees of DRF for their consideration and submission of the same to the donors of DRF and it is not to be used for any other purpose, or referred to in any other document, or distributed to anyone other than the members of the Board of Trustees of DRF, their donors.

Place : Hyderabad
Date : 26.06.2015

For **A. Ramachandra Rao & Co.,**
Chartered Accountants

Sd/-
P.SR.V.V.Surya Rao
Partner (Membership No. 202367)

BALANCE SHEET AS ON 31ST MARCH

		In Rupees	
	Sch.No.	2015	2014
LIABILITIES			
1. Corpus Fund		286,001	286,001
2. Reserves and Surplus	01	101,410,795	90,674,881
3. Capital Grant	02	154,203,651	154,203,651
4. Current Liabilities and Provisions	03		
a) Current Liabilities		133,023,499	22,482,588
TOTAL		388,923,946	267,647,121
ASSETS			
1. Fixed Assets	04		
a) Gross Block		233,828,088	222,629,643
b) Less: Accumulated Depreciation		(9,16,80, 834)	(80,360,527)
c) Net Block		142,147,253	142,269,116
d) Capital Work in Progress			
2. Current Assets & Loans and Advances	05		
a) Cash and Bank Transfers		191,279,057	45,796,704
b) Receivables		32,999,372	60,765,850
c) Other Current Assets		6,217,912	6,006,395
d) Loans and Advances		16,280,352	12,809,056
TOTAL		388,923,946	267,647,121
Significant Accounting Policies	09		
Notes to Accounts	10		

The schedules referred to above form an integral part of Balance sheet

For Dr.Reddy's Foundation

As per our report of even date
For **A. Ramachandra Rao & Co.,**

Chartered Accountants
Sd/-
PSR.V.V.Surya Rao
Partner (Membership No. 202367)
ICAI F.R.N.:002857S

Place : Hyderabad
Date : 26.06.2015

Sd/
K Satish Reddy
Chairman

Anuradha Gunupati
Managing Trustee

INCOME AND EXPENDITURE FOR THE YEAR ENDING ON 31ST MARCH

		In Rupees	
	Sch.No.	2015	2014
INCOME			
1. Grants/Donations/Contributions	6	335,052,144	274,068,323
2. Other Income	7	39,031,165	28,978,566
TOTAL INCOME		374,083,309	303,046,889
EXPENDITURE			
3. Programme Expenditure	8	337,929,905	292,562,921
4. Administrative and General Expenditure		13,434,409	17,442,863
5. Depreciation	4	11,983,081	11,310,980
Add/(Less): Prior Period Adjustments			
TOTAL EXPENDITURE		363,347,395	321,316,764
Surplus/(Deficit) of Income over Expenditure		10,735,914	(18,269,875)
TOTAL		374,083,309	303,046,889
Significant Accounting Policies	9		
Notes to Accounts	10		

The schedules referred to above form an integral part of Balance sheet

For Dr.Reddy's Foundation

As per our report of even date
For **A. Ramachandra Rao & Co.,**

Chartered Accountants
Sd/-
P.SR.V.V.Surya Rao
Partner (Membership No. 202367)
ICAI F.R.N.:002857S

Place : Hyderabad
Date : 26.06.2015

Sd/
K Satish Reddy
Chairman

Anuradha Gunupati
Managing Trustee

RECEIPTS AND PAYMENTS STATEMENT FOR THE YEAR ENDED 31ST MARCH

	In Rupees	
	2015	2014
Receipts During the year		
A) Donations/Contributions Received	472,452,981	232,390,573
B) Interest Received	2,087,891	1,246,063
C) Education Receipts	19,858,286	15,330,546
D) Proceeds from the Sale of Fixed Assets	715,655	
E) Receipts from TDS Refund	-	7,395,978
F) Miscellaneous Receipts	15,335,333	9,239,350
TOTAL	510,450,146	265,602,510
Payments During the Year		
G) Project Expenditure	352,135,162	283,597,030
H) Purchase of Fixed Assets/Capital Advances	1,28,25,531	4,121,988
I) Deposits	1,01,21,789	8,107,538
J) Repayment of Grant/Contribution	-	82,199
TOTAL	375,082,482	295,908,754
Opening Balances		
- Cash	58,587	65,106
- Bank	12,817,910	43,117,635
Add : Excess of Receipts over Payments	135,367,664	(30,306,244)
Closing Balances	148,244,161	12,876,497
Represented by		
- Cash	54,934	58,587
- Bank	14,81,89,227	1,28,17,910
	148,244,161	12,876,497

The schedules referred to above form an integral part of Balance sheet

For Dr.Reddy's Foundation

As per our report of even date
For **A. Ramachandra Rao & Co.,**

Sd/
K Satish Reddy
Chairman

Chartered Accountants
Sd/-
P.SR.V.V.Surya Rao
Partner (Membership No. 202367)
ICAI F.R.N.:002857S

Anuradha Gunupati
Managing Trustee

The support and trust of our partners' is invaluable to our growth and success.

PRESENT PARTNERS

Accenture Services Pvt. Ltd
Amdocs Development Centre India Pvt. Ltd
Bharat Petroleum Corporation Ltd
BlackRock Services India Pvt. Ltd
CESC Ltd
Cognizant Foundation
Dr. Reddy's Laboratories Limited
E&Y Foundation
Give2Asia
J.P.Morgan Services India Pvt. Ltd
Michael & Susan Dell Foundation
Maveric Systems Limited
NASSCOM Foundation
Sampark Foundation
Sarva Siksha Abhiyan
Tata Motors Ltd



EDUCATION PARTNERS

Edurite - Setting up of computer labs
Gray Matters - Assessment and Examinations
Magic Bus Foundation - Sports and games program
NIIT - Interactive classrooms with multimedia content
Orient Blackswan - Teacher training and Books
Oxford University Press - Teacher training and Books



PREVIOUS PARTNERS

IKP (Indira Kranthi Patham)	Livelihood Hub
CASP-Plan	MCH
Dept. Municipal Administration	MEDC (Micro Enterprenuership Development Cell)
ELP (Education Loan Program)	NABARD
ITDA (Integrated Tribal Development Agency)	TP, Tamilnadu
KUIDFC (Karnataka Urban Infrastructure Development and Finance Corporation)	BRLPS, Bihar
NTTF(Nettur Technical Training Foundaiton)	Chennai Corporation
Om Prakash Jindal Gramin Jankalyan Sansthan	Grameen (National)
Srinivasan Services Trust	GVMC (Greater Visakha Municipal Corporation)
UPADHI (Urban Program for Advancement of Household Income)	RIAD (Rural Intigrated agency development)
First Source	VSNL
CDMA (Commissioner and Director of Municipal Administration)	ASHA LABS
MAARPU	CII-YI LABS
MFG (Mineral Foundation of Goa)	MEPMA (Mission for Elimination of Poverty in Muncipal Areas)
PCC LABS	MPRLP
Plan-Indonesia	SHG LABS
Plan-SriLanka	World Vision
SPM	HUL
AeA	Indian Army
Corporate Consortium	IOM
EGMM (Employment Generation and Marketing Mission)	REC
ILO	CPDL-SERP
Kotak	Wadhvani

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