



# Reaching new heights

ANNUAL REPORT 2013-14



Dr. Reddy's Foundation (DRF) is the non profit partner of Dr. Reddy's Laboratories Limited.

Founded in 1996 by Dr K Anji Reddy (Chairman, Dr. Reddy's Laboratories), DRF acts as a catalyst of change that fosters, develops and promotes initiatives at individual, group and organization levels to achieve sustainable development.

DRF's work spans education and livelihood promotion with particular focus on the underserved and marginalized sections of the society.

# Contents

Managing Trustee's Message	4
CEO's Message	6
Livelihood Advancement Business School (LABS)	8
LABS-PwD: A Ray of Hope	12
The Art of Impacting Rural Poor	16
Learning & Development	26
LABS Panel Employers	29
Financial Highlights	30



Our programs will have a wider and deeper impact

The year 2013-14 proved to be fruitful for DRF with LABS-PwD and Rural Livelihoods program growing at a faster pace. We have indeed come a long way this year with the expansion of our PwD program in 10 locations across the country, successful implementation of new agricultural and non-agricultural interventions in our Rural Livelihoods Program and enforcing a stronger sustainability approach in LABS. I am delighted at the progress made and happy to see that we are taking big steps towards our vision of reaching out to an increasing number of underprivileged youth.

In the coming year, I am sure we will see us achieving much more and touching many more lives. My appreciation and best wishes to all my team members in DRF, whose passion and commitment have been the driving force in helping us reach greater heights.

**Anuradha Prasad**  
Managing Trustee



We have expanded the scope of our LABS model

The year 2013-14 saw the development of several important initiatives and scaling up of programs at Dr. Reddy's Foundation. The sustainability journey of our flagship program LABS has proved to be very successful, with aspirants not only willing to pay the course fees but also eager to refer their peers to the program. This is also evident from the fact that we now have over 250 panel employers on board who pay us a recruitment fee when they hire our aspirants. More and more employers are coming forward to collaborate with us and give the sustainability model a strong push.

It was also a good year for our LABS-PwD (Persons with Disabilities) and Rural Livelihoods program. These two programs reached greater heights in terms of reaching out to the underprivileged masses.

Rural Livelihoods program proved to be a pioneer in the approach and strategy it has taken towards lifting rural families out of poverty. The main objective of the program is to substantially enhance the income of rural families by focusing on farm and non-farm based interventions. This year, the program has reached to over 10,000 farmers, enhancing their technical know-how on productivity issues through training and follow up. During the year, over 60 types of interventions focusing on enhancing the farmers' income in a substantial manner have been implemented, with every intervention focused on increasing the existing income by minimum ₹10,000 a year. In addition to the above, rural youth who are willing to migrate from their land, are supported in getting trained and absorbed in jobs in the nearby areas. Over 1017 youth have been trained under the Skilling Rural Youth (SRY) intervention and 83% of them were placed in local jobs.

Our PwD program has also made significant progress towards increasing inclusion of physically challenged people in the workplace and society as a whole. The program has been

operational in 11 locations with centers in Hyderabad, Bangalore, Chennai, Pondicherry, Calicut, Kollam, Thiruvananthapuram, Delhi, and Kolkata. The program has reached out to 1445 youth till date and we plan to scale up the program to other states while reaching out to second grade towns also.

The year 2013-14 was also remarkable on the Learning and Development front. Apart from the fact that several new domains were introduced, the year marked continuous efforts to integrate Arbinger principles in every area of our work. At DRF, recognizing that our people are our greatest asset, there is continued focus on capacity building and training, to ensure ever higher levels of performance. We strongly encourage the sharing of best practices and learning through regular and structured trainings and meetings at every level.

On the technical front, the Foundation Operational Information System (FOIS), launched in 2012 has been improved and upgraded to now cover all center related activities ranging from registrations to retention. The availability of this live data has led to improved decision making at all levels.

I would like to thank the 500+ DRF staff across India, who have worked hard to advance our cause. I am proud of what we have achieved this year and look forward to the exciting opportunities that lie ahead. This would not have been possible without the support of our partners and panel employers. I would like to acknowledge our project partners, Michael & Susan Dell Foundation, Accenture, Ernst & Young Foundation, Bharat Petroleum Corporation Limited and Cognizant Foundation for their continued interest, support and investment in our programs.

**Jitendra Kalra**  
CEO

## Livelihood Advancement Business School (LABS)

Set up in the year 1999, the Livelihood Advancement Business School (LABS) program of Dr. Reddy's Foundation (DRF) constantly looks out to create sustainable livelihoods for the underprivileged youth. In all these years LABS has come a long way and has made a significant mark in the construction of an employed community. Started in Andhra Pradesh, LABS gradually reached out to various other states of the country; its 75 centers today are present in 18 states and one union territory across India. Over 3 lakh youth have been successfully trained and sustainably placed in their desired job sectors so far. The LABS training module is just long enough to give the aspirants the right blend of technical and life skills to enable them to have a decent chance to gain entry-level jobs in domains where they exhibit a clear and demonstrable aptitude. The technical training inputs are very focused and demand-driven. They are prepared in consultation with industry experts and professionals. The classroom sessions are supplemented with on-the-job training and industry visits, to give the aspirants a complete feel of the work environment.

Poverty in India is often compounded with inadequate skills, irregular employment, absence of opportunities for training and development indebtedness and lack of bargaining power at the economic or social level. By providing interactive training that develops the inherent skills of the beneficiaries, DRF seeks to generate sustainable livelihoods that can cope with various economic shocks and can meet the needs of the present without compromising the ability of the future generation.

The year 2013-14 saw a consistent improvement in LABS Program. We reached out to 21,592 youth through 87 centers with an average placement rate of 70% and a monthly salary of ₹5000. 40% of the total youth trained were female and 66% were from SC/ST/BC category and other minorities. As part of our sustainability approach we were able to recover 19% of the direct training cost from aspirants (as fees) and employers (as recruitment fees). The number of empanelled employers increased from 120 to 220 in the year 2013-14. Online Platform (FOIS- Foundation's Operations Information System) for day to day reporting at the center level has become fully operational and all the centers have come under this online platform for effective monitoring of the program.

New partners were also added this year to improve the reach and scale. CESC Ltd has joined hands with us to run one LABS training center at Kolkata. Also the partnership with Cognizant Foundation has expanded from 1 center to 5 centers. 'Sattva', a consulting agency from Bangalore has signed an MoU on March 10, 2014 for a 16 month assignment to help us move faster on sustainability. This project is supported by MSDF.

By the end of the year 2015, we plan to scale up our LABS program and reach out to over 27,000 youth (including 2500 differently abled youth).



## Success Stories

Meet young and vibrant 23 year old **Aman Kumar**. After his father passed away three years ago due to cardiac arrest, his mother started working as a domestic help. Their monthly family earning was just ₹6000. There was no additional income apart from this. He has one younger brother who is studying in school. Aman had to discontinue his studies after senior secondary due to the obvious financial crunch at home.



After completion of his 12<sup>th</sup> standard, the burden of supporting his family fell on his tender shoulders. He was looking for a job. All his attempts to secure a job failed as he was not equipped with the right skills to face an interview. He was frustrated. But a DRF advertisement that he saw in a newspaper about our LABS program changed the course of his life. He came to the Black Rock supported LABS center at Mahipalpur, Delhi and enrolled himself in the CRS (Customer Relations and Services) domain following the counseling.

Before joining LABS, Aman was an ordinary boy who was unemployed and lacked direction in life. His life changed dramatically after he joined the 45 days LABS training program at Dr. Reddy's Foundation. It not only transformed him as an individual but also made him more confident and positive about his future.

Aman faced many challenges in the course of LABS training program. The biggest challenge was the financial crisis at home. As his mother was the only earning member in his family it was tough for him to attend LABS training program. He became a newspaper hawker to overcome his financial crisis. He worked hard to manage his everyday expenses and not become a burden for his family. After 45 days of training, Aman was employed with Tata Westside as a Customer Sales Associate on a monthly remuneration of ₹10,000.

Aman resumed his studies even after taking up the job. Presently he is pursuing B.Com (2<sup>nd</sup> Year) from Delhi University through correspondence. Aman's family condition has improved a lot after he started working with Tata Westside. He purchased a television on installment after getting his first salary. He is also supporting his younger brother's education. Aman is now earning enough for his family to live comfortably.

21 year old **Jugri Bai** hails from an economically poor family in Bilaspur, Chattisgarh.

She lost her father at a tender age. The onus of sustaining the family of five fell on her mother who used to toil as a daily wage labourer. Jugri was looking out for a job to supplement the family income but was handicapped by her lack of employable skills.

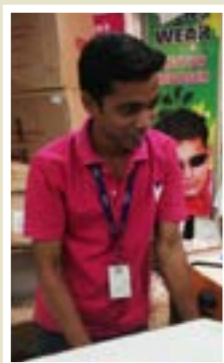
Jugri came to know of the Accenture-DRF LABS center in Bilaspur. On the advice of the facilitators and looking at the market trends, she joined the Customer Relations & Sales (CRS) domain.

Today Jugri is happily working as a Customer Sales Associate with Reliance Trends store in Bilaspur at a monthly remuneration of ₹5500 per month. "My facilitators worked wonders on me and have moulded me into a very confident person. I could speak neither Hindi or English properly and thus used to shy away from making friends or communicating with others. Earlier I used to focus only on my weaknesses and feel disheartened but now I try to optimize on my strengths. The technical as well life skill knowledge that I have gained in the 45 days training program is helping me a lot in my professional life today. Also LABS has motivated me to continue my studies and get a professional degree" says an enthusiastic Jugri.



## Success Stories

21 year old **Abhishek Dalai** is now working with Vishal Megamart store in Balasore, Odisha as a Sales Executive at a salary of ₹5200 per month. His pleasant personality and smiling face helps him develop a good rapport with his customers.



Hailing from a family where both his parents work as agriculture labourers, it was his dream to get a respectable job and contribute to the family financially.

Education was a luxury and Abhishek had to drop out of school after his 10<sup>th</sup> standard. He was in a dire need of a job. As faith had it, one of his friends introduced him to the DRL supported LABS program in Balasore. His prospects changed when he joined the program and enrolled himself in the Customer Relations & Sales (CRS) domain.

Constant encouragement from his facilitators to speak in the class greatly improved his self-confidence. He learnt life skills, basic computer and spoken English during his 45 day training in addition to picking up skills on retail and sales.

*"I am a completely changed person today. I am inspired to study further, dream big and work hard for professional success. I will also ensure that my younger sister continues her studies and is not forced to become a dropout like me,"* says a beaming Abhishek. His dream has finally come true.

25 year old **Rameshwar Rajak** today is working as a chef with MK Treat, a fast food joint in Kotra, Madhya Pradesh. Rajak earns a monthly gross remuneration of ₹12000. Every day he leaves for work with a smile on his face and a firm determination to perform better.



Rameshwar's father is a farmer with a small piece of land whose yield could hardly feed a family of five. The annual family income was ₹60,000 and it was becoming difficult for them to make both ends meet. Adding to the woes, his wife's ill health and medical care was an additional financial responsibility.

Rameshwar used to work as a waiter at a local food joint but the income was insufficient to support the family.

Through one of the community mobilization initiatives, Rameshwar was brought to the Michael and Susan Dell Foundation (MSDF) supported LABS center, Kotra, Madhya Pradesh. Seeing his interest, the facilitators advised him to enroll in the Hospitality domain.

He was completely convinced with the program and was sure that it would help him acquire the much needed skills. Not wasting much time, he enrolled himself in the Hospitality domain. The training exposed him to the current market trends. The 45 days training program covered various topics like customer interaction, order taking, etiquette, table layouts, housekeeping, basic computer operations etc.

*"I am an emotional person and used to be irresponsible. My English was also not good since I studied from a small government school in a village. Thanks to my facilitators, I have been able to overcome both my weaknesses to some extent. The 'Communicative English' sessions have given me many useful tips in public speaking,"* says Rameshwar.

Today Rameshwar is earning a decent amount for the family and is easily supporting his wife's medical expenses. He is very happy about that and has also referred youth from his locality for the LABS training.

## Success Stories



There was a time when he was ridiculed by his fiancée's family for not having a job. Today they are looking forward to the marriage of their daughter with him.

25 year old **Harmeet Singh** hails from a middle class family in Chander Vihar, Delhi. His father is a government employee and his mother a homemaker. Losing interest in studies, he dropped out of school while still in higher secondary. He used to do odd jobs here and there but was largely unclear and confused about his career.

It was then that he happened to visit the MSDF supported LABS Tilak Vihar center in Delhi. Convinced with the training program, he enrolled himself in the hospitality domain. His communication skills were not that bad as he already had some experience of working as a sales person. The LABS training program gave him the right exposure and updated him on the market trends. He was also coached on the importance of education in one's career growth.

*"Earlier I was not a very ambitious person. But now after going through the WRM session, I have got a new perspective in life. My facilitators made me realize that completing my education would be very good for my career growth. I have joined the National Open School and I am determined to complete my studies now. I want to open my own 5-star hotel one day,"* says a confident Harmeet.

18 year old **Amrita Sharma** never thought that one day she would be financially independent. Today earning ₹8600 a month as a team member of Café Coffee Day, she takes pride in her achievement.

Life for Amrita was not like this before. With a family size of four, Amrita's father was the sole bread winner for the family. The monthly family income was a mere ₹6000. It became increasingly difficult for her father to support the family and because of this Amrita had to discontinue her studies after senior secondary. She wanted to support her family but owing to her inadequate academic qualifications as well as lack of direction, she was unable to find a suitable job.

Amrita got to know about DRF and LABS through an advertisement in the newspaper. She came to the Black Rock supported LABS center at Mahipalpur, Delhi, and enrolled herself into the Customer Relations and Services (CRS) domain. She worked as a domestic help to overcome her financial crisis and to manage her everyday expenses during the training. After 45 days of training, Amrita's hard work finally landed her a good job.

Amrita's family condition has improved considerably after she started working with Café Coffee Day. She purchased a washing machine on installment after getting her first salary. The family has come out of their financial crisis. She is also supporting her sibling's education.





Reaching new heights

## Success Stories

A ray of hope

LABS PwD

Livelihood Advancement Business School for Persons with Disabilities (LABS-PwD) Project, initially started with 3 centers and has now expanded to 11 centers operating in different parts of the country. It has touched the lives of over 2500 youth till date and during this journey DRF has had an opportunity to understand the abilities of PwD in different areas. About 50% of the trained candidates are with orthopaedic disability and over 70% of the trained candidates have been placed with different organisations.

As part of the project implementation, DRF enlists different organisations for support and creates awareness about livelihood initiative for PwD. DRF organises job fairs and counseling camps along with other NGOs to spread awareness about the training. In fact, many of the PwDs do not possess the disability certificate and were also unaware of the benefits offered to them by the Government of India.

As part of the awareness creating process, we try to instill confidence in the PwDs so that they are capable of taking charge of their lives and they should break free of their self-created shackles. This not only enables them to lead independent lives but in many cases they manage to lend support to their families too.

The 'Trainer' plays a pivotal role in moulding the lives of PwDs once they reach the LABS center. DRF only recruits trainers who are fully committed to serve the cause of the differently-abled. Currently, around 35 member strong team is involved in transforming the lives of PwDs through sustainable job opportunities. Trainers undergo an intensive 10 day induction when they join DRF to make them understand the process thoroughly. Field experience that follows makes them more competent and sensitive towards the special needs of PwDs. All trainers are also responsible for mobilisation, training and networking with employers.

Employers like Aegis, Lemon Tree Hotels, Cafe Coffee Day, IBM Daksh etc. provide opportunities to PwDs at entry level. Understanding the skills of PwDs makes employers explore the possibilities for providing employment opportunities. Some employers have expressed their willingness in recruiting PwDs as they could see the tremendous potential hidden in them.

The PwD project team underwent a 3 day training in Arbinger Principles in the month of November. It gave them clarity on accountability and how to work in multiple directions to attain the goals. This helped the team to think about the various possibilities with a collaborative approach.

DRF implements this program in partnership with Accenture and BPCL and has reached out to 1500 youth in FY 2013. The program is presently operational in 11 locations across 8 states which include Bangalore, Chennai, Calicut, Trivandrum, Mumbai, Delhi, Noida, Salt Lake and Hyderabad. In 2013-14, DRF is targeting to create 2500 livelihoods by expanding its operations to other states. We are also planning to reach Grade II towns to expand the reach.

30 year old **Jolly Bandopadhyay** comes from a lower middle class family. She is married and wanted to help her husband by being an extra earning member for the family. She is orthopedically challenged with her right limbs not functioning properly. Before marriage, Jolly finished her 10<sup>th</sup> standard but could not continue studies owing to her family's financial constraints.

Jolly came to the LABS-PwD center at Salt Lake, Kolkata with her husband. She enrolled herself in the program after counseling and completed the 60 day program. Post the training, Jolly was placed as an MIS executive with the zonal office of Dr. Reddy's Foundation in Kolkata earning a monthly remuneration of ₹5500.

Jolly finally ventured out into the world outside leaving behind her physical challenges. She is very happy about this and says that this has given her an opportunity to know her inner self and regain her lost confidence.

*"I am learning about work-life balance. LABS training proved to be a boon for me and the facilitators supported me fully. LABS has transformed me into an optimist. I know I will reach great heights and prove it to people who always looked down upon me. I want to let them know that physical disability is not a cause for failure. One will fail only if he/she stops trying. I am proud of myself and consider myself as my role model",* says a super confident and happy Jolly.



Being orthopaedically challenged broke her confidence many times but she knew she would excel one day and her struggle would bear fruits of success. Working as a Film editing operator at LV Prasad Corporation (P) Ltd at Banjara Hills for a monthly salary of ₹6000, she became financially independent and confident of herself.

Meet 27 year old **M Shantha** who has four members in her family. Her husband is a daily wage laborer and they have two children. Shantha came from an



impoverished family and she had to stop her education after completing her intermediate due to financial constraints. She was afflicted by polio when she was young and this made the family concerned about her future. Shantha got married just after her intermediate and luckily her husband turned out to be very supportive of her. Unfortunately for the couple, it was increasingly becoming difficult to support themselves and their kids with their meagre income.

Then one day she came to know of the LABS program for the people with disabilities (LABS-PwD) from one of her friends. Shantha's husband found out the details about the program and encouraged her to join the training. She joined the training at the LABS-PwD center at Gadianaram, Hyderabad under ITES domain. She learnt various skills during the 60 days of training and regained her confidence.

*"All of this happened with the help of facilitators who have supported me. It is an unforgettable moment in my life. I feel great to be trained at LABS. It has given me such an opportunity to become independent and earn my livelihood",* says an elated Shantha.

## Success Stories



23 year old **Maheshwaram** is a brilliant example for all those who think that this world is only for the abled.

With his father being the sole bread winner of a family of five, Maheshwaram found himself stricken with poverty at a very young age. Additionally, the social stigma of being hearing impaired was taking its toll on him. In spite of all the challenges that Maheshwaram faced, he completed his graduation. But finding a job became increasingly difficult for him owing to his physical disability. He lost all his hope about having a job and a good future.

He was very demotivated and it was at this time that he came to know about LABS-PwD. As soon as he heard about the program he grabbed the opportunity. He successfully completed 60 days of training program and after which he got placement at Kun United Ltd. with a monthly remuneration of ₹6000. And he realized that there is also a place for him in this world!

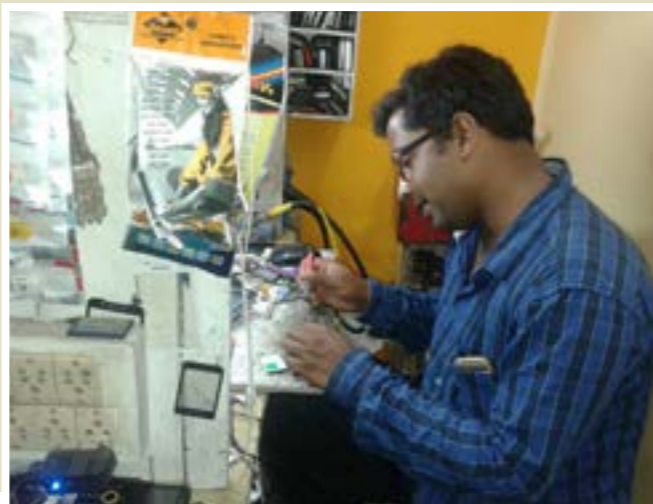
Maheshwaram is very thankful to DRF for giving him the opportunity to rebuild himself.

33 year old **Rajesh Kukuma** was an aspirant of Mobile Technician Course at the VRC supported LABS-PwD center in Vidyanagar, Hyderabad. He comes from a poor family and had completed his SSC. Rajesh could not continue further studies due to financial constraints. He used to work for a meagre remuneration in private firms but never got a good career opportunity.

Rajesh is orthopedically challenged and this came in the way of his finding a suitable employment. Lack of knowledge and direction made him lose his confidence. He came to know about DRF and the LABS-PwD program through one of his friends. He joined the Vocational Rehabilitation Center (VRC), Vidyanagar branch to learn cell phone repairing.

After he joined in LABS, it made a visible difference to his personality. He attended classes regularly and learnt cell phone repairing. He improved his practical knowledge by practicing it full time. He took lot of interest in life skills which was a new topic for him. After 60 days of training, Rajesh was placed as a mobile technician with Sharan Communications, Sitaphalmandi, Hyderabad on a monthly remuneration of ₹7000.

Today, Rajesh is more confident about himself and feels that he can reach higher goals in life.



## Success Stories



35 year old **Tina Gupta** works for the Lemon Tree Hotels in Koshambi, Gazhiabad as an housekeeping executive. Tiya, as she prefers calling herself, never thought that she would come this far.

Tiya finished her 12<sup>th</sup> and was pursuing her under-graduation when she met with a gruesome accident that left her in coma along with full body paralysis. Tiya's parents passed away when she was still in her school and after she slipped into a coma, her only sibling, an elder brother disowned her. She had nowhere to go and nobody to take care of her. A Delhi based NGO - Snehalaya, took her under their supervision. It was through Snehalaya that Tiya got to know about the LABS training. The NGO along with her, approached the DRL supported LABS-PwD center at Karkardooma, New Delhi.

Taking interest in the program, Tiya enrolled herself as an aspirant with the ITES domain. Tiya had good communication skills and is known as a very friendly person by the facilitators. Owing to the accident, Tiya used to suffer from forgetfulness but with constant help during the training, Tiya has improved a lot.

Today Tiya is financially independent and earning ₹7500 a month. She never thought she would make a comeback in life. *"The society has ridiculed me enough. I don't bother about them anymore because I have a superior motive now - to establish myself in life. I have learnt a lot from my life and the LABS training. Things of the past are painful but I am determined that I will make my future very bright"*, say a confident Tiya.





*'Catalysing change' is the art that we follow at Dr. Reddy's Foundation.*

**"If you have come to help me, GO BACK. If you have come because your liberation is tied to mine, come - we will work together."**

## The Art of Impacting Rural Poor



### Overview of Rural Livelihoods Work

At Dr. Reddy's Foundation, we strongly believe that farmers are the backbone of our economy. All our efforts to promote rural livelihoods is driven by our passion to be the change agent in a farmer's life for his / her betterment.

In India over 70% of rural households depend on agriculture for their livelihoods. It is an important sector of Indian economy which contributes to about 17% of the total GDP.

In the past few years small landholdings in agriculture have become commercially unviable, leaving several farmers in distress and deprivation due to enhanced costs of cultivation. Coupled with poor access to tested technologies, the rural livelihoods are under complete disorder.

To address the various challenges faced by the farmers, particularly the lack of regular incomes or the absence of it for the small and marginal farmers, DRF has initiated a Rural Livelihoods Program. DRF Rural Livelihoods aims at enhancing the income of the farmers as well as ensuring regular income to the farmers' households.

#### Rural Livelihoods – Our Vision

We strive to reach out to 1,00,000 deprived rural families and improve their lives through income enhancing productivity and better land & resource utilization in a sustainable manner.

#### Our Focus

- Deprived rural families
- Improve productivity of land and resources
- Income enhancement
- Sustainable development
- 50% of farmers to be covered in the project areas

### Strategic direction

- Low hanging fruits i.e. those solutions already available and can be adopted at low cost
- Fast scale up leading to coverage of 50% of potential farmers within 2 years and then the rest will automatically be spread by the local farming community
- Gradual deepening of interventions for a greater impact at the farmer level
- Natural drivers to takeover and continue the interventions
- Individual drive rather than a group drive
- Use the existing groups base for promoting interventions

### Our activities

Technology interventions play a major role in enhancing the farmer's income by improving productivity. So far we have identified and implemented 75 different technology interventions which were tested and approved by various agriculture research stations across the country. In India only 4.9% of small and marginal farmers have access to extension services. DRF-Rural Livelihoods team builds an ecosystem at the grass-root level to take the income enhancing technology interventions to the door-steps of the farmers.

A scientifically designed diagnostic study infers various challenges in a particular area. In a scenario where many individuals/agencies have solutions to these problems, our effort is to identify the right solution for a critical problem which will impact the majority of the farmers facing similar problem in that location.

These technology interventions are selectively chosen by our experienced teams. In no case do we promote a technology which has even minimal risk. For every technology intervention, few key farmers are initially selected and further dissemination happens through demonstrations by these chosen farmers. Agriculture technology interventions enhances the farmers' seasonal income, whereas, Skilling Rural Youth (SRY) intervention focuses on achieving a regular income to the farmer. Unemployed youth from the highly marginalized farmers' families are provided with job opportunities in the nearby towns in various segments. The rural market in India is on the rise and it now needs skilled manpower to meet its needs.

### Journey in the year 2013-14

Our reach has extended to over 10,000 farmers during the year 2013-14 across 6 states – Andhra Pradesh, Chhattisgarh, Karnataka, Maharashtra and West Bengal. During the year over 60 types of interventions focused on significantly enhancing the farmers' income. Every intervention focused on generating an income of more than ₹10,000 per annum. We call them as Substantive Interventions. Examples of these include – Sustainable Sugarcane Initiative, Tank Based Drip Irrigation, Open Cowshed Rearing, Better Cotton Initiative (BCI), Better Maize Productivity, Intercropping in Coconut Orchards, Intercropping in Mango Orchards, Zero Tillage in Maize Farming, Non-Pesticide methods of Pest Control in coconut, vegetables etc. As an entry point activity our teams start with soil testing which help the farmers to drastically reduce the costs of fertilizers.

Interestingly, the Rural Livelihoods projects have addressed certain tough challenges faced by the farming community in various regions. In Daund, Pune district of Maharashtra, our teams have demonstrated and started upscaling complete solutions for water logging through Sub-Surface Drainage. In Baramati, water salinity is a major problem. Our teams tested a water softener technology for addressing soil

## Empowering Farmers

salinity and tank-based drip irrigation for cultivating crops during critical summer season in drought conditions. In Pydibheemavaram, Srikakulam district, Andhra Pradesh, where controlling Rhinoceros Beetle is a challenging task, farmers have demonstrated an effective method of pest control using Pheromone Bucket Traps without resorting to chemical pesticides. In places where farmers are facing major challenges of water and labour, our Rural Livelihood teams, with the support of *Krishi Vigyan Kendras*, have introduced Drum Seeder in Paddy under Better Paddy Initiative, which reduces 30 days of nursery raising, thereby saving manpower costs and water consumption. In another cluster of tribal villages located in Bakura, West Bengal, where farmers still take up broadcasting seeding for Paddy cultivation, our teams have initiated System of Rice Intensification (SRI) methods, where again there are huge savings of water, ensuring more crop for every drop. When we travel to places like Warangal, in Telangana, farmers cultivate cotton as a monocrop. The yields are low and even the soil is not suitable for cotton cultivation. Moving them away from the high risk cropping system to pulses, paddy, green gram and vegetable cultivation mitigates their problem.

In all the projects, DRF Rural Livelihoods program imbibed Skilling Rural Youth (SRY) with an aim to generate a regular income to the farmers' families. Our teams identify the needy families from among the farmers we are working with, identify youth, impart training in two specific areas – life skill education and work readiness, then get them employed in relevant jobs. Young rural aspirants started earning on an average an additional income of ₹60,000 a year, which translates to a regular monthly income of ₹5000.

DRF believes in impacting rural communities through quality and scale. We aim to be faster in our approach. So far we were able to impact over 7,696 families by enhancing their income by over ₹150 million with a cost benefit ratio of 1:8. All these results were possible through the continuous commitment of all our grass root level teams. Our efforts in team management were minimal because our teams work on Arbinger approach, with highest amounts of self-accountability. All our teams are trained on 'Arbinger Core at Work'.

2013-14 was a watershed year for Rural Livelihoods as we were able to consolidate ourselves, introduce various systems like staff incentive system, strong MIS, intensify the Quality Assurance and Enhancement (QAE) etc., for scaling up to other parts of India.

### Our goals for the year 2014-15

Our goal is to reach out to 22,000 farmers' families in the year 2014-15. As part of this we are expanding to four more states – Uttar Pradesh, Bihar, Karnataka and Odisha.

### Partners in Development

In the entire process of Rural Livelihoods promotion, our partnerships with other organizations is highly enriching. Our partnerships with Ernst & Young Foundation (E&Y Foundation), Sampark Foundation, Dr. Reddy's Laboratories (DRL), ACC Cements, NABARD and others has helped us in impacting more lives than we originally intended. We have mutually learnt several things through these partnerships, be it the art of scaling up or the art of impacting while moving on a scale. The work we have initiated in places like Daund where the local agencies like sugar factories have started showing an interest to take on the projects and drive them forward.

45 year old **Shrenik Saswade** owns 5 acres of land in Lhasurne village, Indapur block of Pune district in Maharashtra. The major crops that he grows are sugarcane and vegetables. Among vegetables he mainly grows brinjal by the old traditional method, which attracts pests and diseases.

For the past few years the productivity was declining every year by 20-25%. The major reason behind this was more plant population and an attack of fruit borers during the flowering and fruiting phases. If the farmer does not maintain the correct plant population these types of problems arise due to non-aeration.

Shrenik Saswade was very much aware of this problem of attack of fruit borers and was spraying a number of pesticides for its control, but what he was unaware of the right solution. He started spending anywhere between ₹9000-10000 on pesticides. But still the problem persisted.

He then decided to contact DRF representative for an alternative solution to control the fruit and shoot borer. DRF mobilizers suggested using pheromone trap. Also, in his new cultivation of brinjal plot, under DRF's guidance, he tested the soil and applied the right proportion of organic manure and chemical fertilizers to half an acre of land. Previously during plantation, he kept 3ft x 2ft of spacing, but in the new plantation method the spacing was maintained at 5ft x 2.5ft. Due to this change in plant spacing, the growth of the plant was better with good aeration and no attack of sucking pests.

The combination of three technologies like soil testing, spacing and use of pheromone trap helps the farmers to keep the cost of production at a low level.

*"Because of soil testing, I saved 50% (approx ₹6000) on chemical fertilizers and there is no effect on the plant growth. Earlier we were applying more fertilizers. Correct guidance at right time is very important for farmers to avoid wrong practices in farming and DRF is doing that. I saved a total of ₹16000 by*

*adopting the combination of three technologies in the brinjal plot. Also, there is no rejection of brinjal fruits and it fetches a good price in the market", says Saswade.*



## Empowering Farmers

35 year old **Sajani Besra** lives in a village named Hapaniya under Bankura district of West Bengal. She has six members in her family, three of them still in school. Her family's source of income is agriculture and livestock. She has 3.5 acres of cultivated land. Their annual income is ₹60,000.

Before adopting line transplanting technology, Sajani didn't have any knowledge about productivity enhancement programs, practices of improved methods in paddy cultivation etc. Line Transplanting is a step towards SRI (System of Rice Intensification) in paddy cultivation. In this intervention, line is maintained while transplanting paddy. As a result, there is lesser requirement of seed and all the transplanted seedlings get adequate nutrients leading to good growth and yield. There is also less pest attack on the crop as it is well ventilated due to space between the lines. This technique is less complex and very effective too in increasing the yield.



At the time of paddy cultivation her family faced various obstacles like pest and diseases, low productivity etc. Base line of paddy productivity in Bankura district is 6 quintal / 0.33 acre of land, but Sajani and her family was not able to produce paddy as per the base line. Their paddy productivity was only 4.5 quintal / 0.33 acre of land. To solve this condition they undertook several measures like applying various pesticides, using organic matter etc. but results were unsatisfactory.

In June 2013, DRF in collaboration with Shamayita Math and E&Y Foundation organized an agricultural meet in her village and explained to them about the line transplanting methods and its advantages. Sajani and her husband both attended the meet and decided to practice line transplanting in 0.66 acre of land on trial basis.

At the time of implementation, DRF team gave her various technical inputs like process of seed treatment, handling of markets, preparation of nursery beds etc. At the time of main field transplantation, our Village Resource Persons (VRPs) helped her to maintain the line, putting the seedlings in the right places, manage pests and diseases etc. Sajani always showed interest to meet up with our team members whenever she faced any challenges during the period of paddy cultivation.

By adopting line transplanting her expenditure was ₹4,548 whereas the income out of the production was ₹12,352. The family produced 13 quintals of rice from 0.66 acres of land. When Sajani and her husband adopted the line transplanting technology for paddy cultivation, their neighbours and other farmers of their village were highly critical, but at the time of harvesting everyone realized the difference that it could make.

Sajani and her husband are very excited after experiencing the result and they are ready to cultivate their entire land by line transplanting method next year. The other villagers have also evinced keen interest in this technique and have acknowledged the advantages of this method.

## Empowering Farmers

40 year old **Veeranna** owns 3 acres of land in KK Thanda village in Parvathagiri Mandal, Warangal district of Andhra Pradesh. Cotton and Paddy are the major crops that he grows and after cotton harvesting he leaves the land fallow.



He attended one of the training sessions on green gram plantation and farming organized by DRF and National Food Security Mission. After attending the training he developed interest to grow green gram. The training created an awareness about the importance of green gram cultivation as it gives additional income in summer.

After training he got seeds and all inputs at 88% subsidy. Veeranna's investment was ₹600 on all inputs and he sowed green gram in 1 acre of his land.

"Previously I used to leave this land unplanted after cotton harvesting but after the training I realized that green gram is a low water requirement crop and total crop period is only 90 days. Because of green gram cultivation I got an additional income of ₹1,500. I would use this income for next season investment", says a happy Veeranna.

32 year old **Moodu Pratap** owns 2 acres of land in Sadhya Thanda village in Parvathagiri Mandal, Warangal district of Andhra Pradesh. Cotton and Groundnut are the major crops that he grows on his land.

Pratap attended a mobilization drive held in his village by the rural livelihoods team of DRF. He was explained the importance of growing vegetables on his land after the cotton harvest. After the training, he planted tomato, lady's fingers and cluster beans on his farm with an investment of ₹1000.

"Previously I used to leave this land fallow after groundnut harvesting. I started vegetable cultivation on an experimental basis in a small area and with this I earned an additional ₹10,000 from the same land. Initially, I was sceptical about vegetable cultivation as I had never done it before but the community mobilizer from DRF supported me a lot on everything right from seed selection to disease/pest management. Now, I sell these vegetables in nearby villages and earn extra income. Owing to this success, I am planning to cultivate vegetables on a larger area of land", says Pratap.





## Empowering Farmers

40 year old **Rajendra Chhaburao Bhosale** owns 5 acres of land in Kangaon village in Daund, Pune district of Maharashtra. The major crops that he grows throughout the year are sugarcane, vegetables and fodder

grass. For the past 10 years, the productivity of the land was decreasing even after taking all appropriate steps like applying chemical fertilizers, timely irrigation etc. The cost of cultivation had doubled in the last 5-6 years but production was steadily decreasing.

Rajendra attended one of the NABARD supported farmers training program and he took the decision of correcting the land by using the sub surface drainage technology. Out of the 10 farmers that were trained, one farmer had already adopted the technology and harvested 50 metric tons of sugarcane. This was noticed by Rajendra and he decided to adopt the technology. He invested ₹50,000 on 3/4<sup>th</sup> acres of land.

Raendra says *"If I didn't take the decision of adopting this technology, my land would have become completely unproductive after 5 years. I even thought of selling this piece of land and buy another land somewhere else in the village. Because of sub-surface drainage, germination percentage increased, tillers doubled, healthy green colour crop emerged, saline water was removed from the plot and the production was 50mt/acre"*.

Rajendra also cultivated onion as intercrop in sugarcane and harvested 25 quintals of onion from same the plot. Now his interest in farming has returned. Farm expenses, family expenses and education of his son and daughter are major priorities where he wishes to invest the additional income.

42 year old **Munakala Appayamma** lives in Varisam village of Srikakulam District of Andhra Pradesh with her husband, Ramu, who is also a farmer. They are classified as Below the Poverty Line (BPL). She has a son, who is pursuing graduation.



Before the Kitchen Garden Project her family used to purchase vegetables from the weekly market for their daily consumption. For this purpose they had been spending nearly ₹1600 to ₹1800 per month. When she joined the Kitchen Garden project, she attended the compulsory trainings which was organized by DRF team in Varisam village. On completion she received a seed kit which contained the seed varieties of beans, ridge gourd, lady's finger and leafy vegetables.

They established a kitchen garden in February 2014 in an area of approximately 0.03 acres. They have completed one growing cycle and the benefits are clearly showing. Just three months after starting the project, they were producing enough vegetables to not only feed themselves but a surplus which is distributed to neighbors and relatives. Each month they have been producing an additional

## Empowering Farmers

25 kgs of vegetables which is worth ₹750. In addition, they have also been able to save ₹750 per month. She spends about half an hour a day on the Kitchen Garden, which now is their main source of saving money.

The Kitchen Garden project has clearly changed the daily life of this couple. They have stopped purchasing the vegetables from the weekly market. The project has given them an opportunity to change their lives. Based on the success of the kitchen garden, Appayamma's family is also experimenting with other best practices in agriculture like intercropping in Banana and Organic and Biodynamic Practices in Maize and Paddy.

coconut tree, they suck the green matter from the leaves with triangle shaped marks and cracks appearing on the small green nuts. Once this happens, the tree eventually dies within a year.

Ramarao was very much aware of this problem but he was unaware of the right solution. Thinking that pesticides would solve this problem, he started applying more pesticides on his land. He started spending anywhere between ₹5000-6000 on pesticides. But the problem persisted.

He then decided to attend one of the training sessions organized by DRF's Rural Livelihoods in Kamavaram village. As these pests were a common problem for most of the farmers, DRF team demonstrated the use of simple and efficient Pest Control (India) Traps. The team also demonstrated the importance of proper spacing of coconut sapling while sowing.

PCI trap is a very economical method of killing these pests. They are easily available and cost around ₹500. These PCI traps have a special liquid in them which emits a peculiar smell that attracts the pests. Getting attracted by the smell they enter the trap and then because of the liquid in the trap, they die in a few days.

*"This is such a simple technology. If I knew about it I would have saved my coconut trees which have dried up now because of these pests. It has been 3 months since I have started using these traps and the effect is already showing. Not even a single tree has been attacked. This year I am expecting 15-20% increase in my coconut yield. The additional income will also help me support the higher education of my children"*, says a satisfied Ramarao.

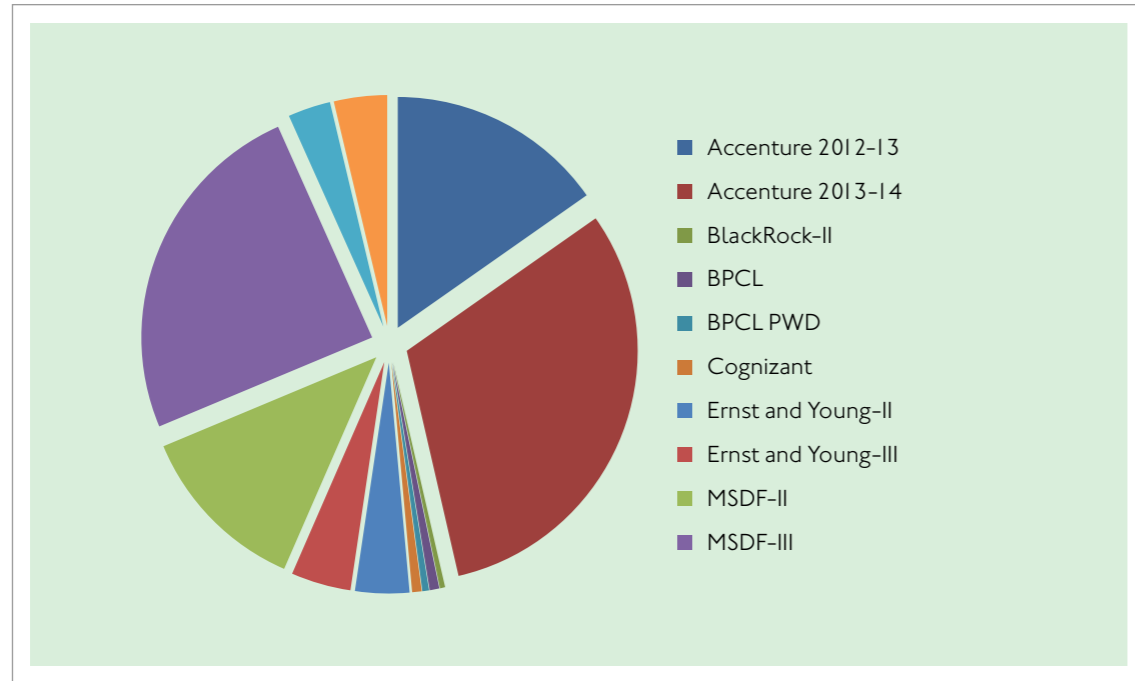
Based on the success of PCI traps, Ramarao is also experimenting with other best practises in agriculture like intercropping in Coconut and Organic and Biodynamic Practises in Banana and Paddy.

55 year old **Botcha Ramarao** owns 4.35 acres of land in Kamavaram village in Vizianagaram district of Andhra Pradesh. The major crops that he grows throughout the year are coconut and Banana. Since the last few years his productivity was declining every year by 10-15%. The major reasons were pests called *Rhinoceros Beetle* and *Red Palm Weevil*, which particularly attack coconut plantation. When these pests attack a

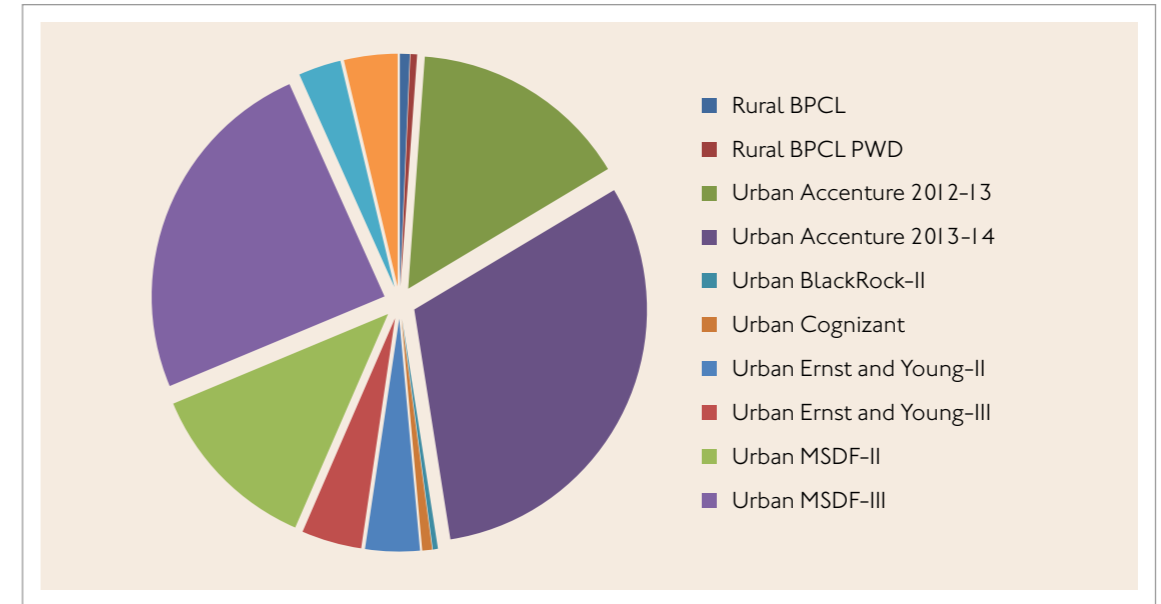




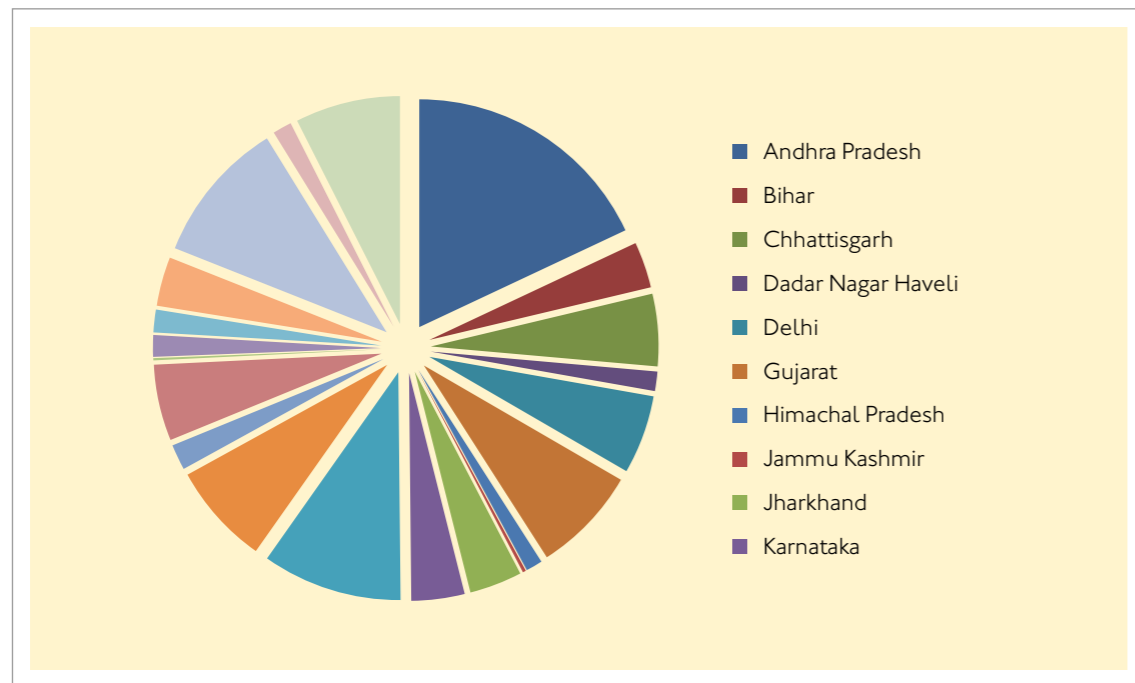
Project wise 2013-14



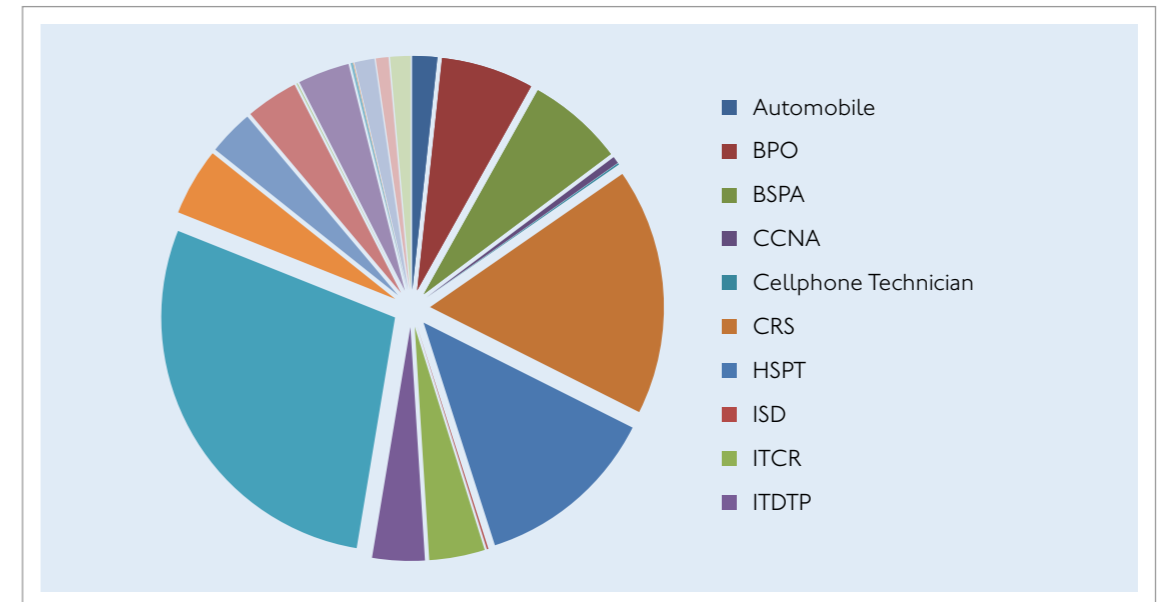
Area wise 2013-14



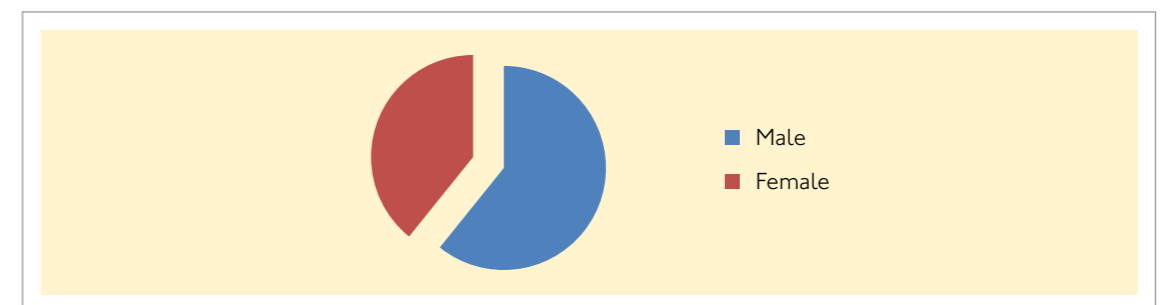
State wise 2013-14



Domain wise 2013-14



Gender wise 2013-14



# Learning & Development

The Learning and Development team innovated on capacity building initiatives so that the overall productivity of the organization would grow and be in accordance with the values and culture of DRF. We strongly believe that strengthening interpersonal relationships among team members of DRF will lead to higher collaboration and increased productivity.

## Aspirant First

The objective of this program was to align facilitators with the idea of putting the aspirants ahead of personal or organizational concerns. This should be done in order to become more effective and achieve better results. The training helped them discover the difference between 'imparting knowledge' and 'building skills' by using various methodologies. The facilitators' ability to walk the extra mile for the benefit of the aspirants was clearly visible after the program. Also some of them addressed the policies and SOPs pertaining to the organisation which were acting as bottle necks in the process of training the aspirants.

## Happy and Productive @ Work

This leadership development program, titled 'Happy and Productive @ Work' is based on the book 'Leadership and Self-Deception' by Arbinger Institute. It aims at bringing about a change in mind-set from self-centric practices to those that are based on responsibility, collaboration and influencing outcomes for best results.

As a result of these programs all the employees are trained to engage themselves in a few basic questions like 'how am I a problem for others?', 'how can I support my manager, colleagues, customers and my team?', etc. This program has helped all the staff to understand their responsibilities beyond their job description and create a performance oriented culture in the organisation.

After intensive brainstorming sessions with all the stakeholders, few elements were identified

which will govern the performance of the organisation at all levels. Those are:

1. Culture in which people talk, empower and reward performance
2. Skill sets of the managers at all levels to create an inclusive and interactive culture
3. Skills and attitudes of the employees to achieve results

To propagate and build such a culture, L&D team organised '**Come Create Your Own Magical World**' a 6 day long training program for all Assistant Managers (Operations) in Hyderabad.

## Training champions

As the organisation grows, there is a high demand to develop the skills of facilitators in various areas. Keeping in mind the costs and efforts, the management has decided to train the Assistant Managers to constantly build capacities of their own team members.

A 6 day ToT program for the Assistant Managers on each of the skills required for facilitators was also conducted. All teaching aids were provided for effective delivery of trainings at their centers. L&D is in constant touch with the AMs for providing support in this regard. Now AMs are successfully building their teams' capability to enhance the skills and knowledge of the facilitators. This, in turn, builds their confidence, strengthens their ability to plan, develop, implement and maintain effective productivity in terms of developing and skilling the youth.

In addition to this initiative, L&D is also leveraging time and efforts with the Operations team.

## Team Coaching Workshop

**L&D's contribution is to build the culture first, then build the skills. Another initiative in order to keep this up was a team coaching workshop.**

To build and embed a culture of performance coaching in our organization, the second team coaching workshop was also conducted in this FY 2013-14 with the support from International Coach Federation-Hyderabad Chartered Chapter (ICF-HCC). The heads of the various departments, managers and assistant managers participated in this one day workshop.

## Life Skills

One of the corner stones in building human resource is to inculcate the right attitude in all areas of life and this has been the USP of our organisation. This year we have upgraded life skills education which is offered to our aspirants. To support facilitators in delivering life skills training effectively, L&D conducted a three day refresher program for all the facilitators. Post this training, they stated that they felt more empowered about teaching life skills to aspirants.

## Continuous Learning

In July 2013, the HO library facility was extended to all center teams to encourage proactive learning and create a culture of reading within the organization. All DRF employees can now make use of the HO library. In August 2013, L&D launched an online portal for employees which provides news and updates, information on training programs, reading material, videos and a discussion forum to share learning and experiences.

## Content Updation

### Life Skills:

The L&D team has revised the Life Skills training curriculum and introduced 3 new topics in the month of July 2013.

Self-Introspection, SWOT, Decision Making, Values, Goal Setting, Communication, Emotional Intelligence, Conflict Resolution, Time Management, Team Work, Money Management and Being Proactive are some of the new topics.

### Customer Relations & Sales (Metros)

Customer loyalty remains the holy grail of business. Relationships built on trust foster success in the marketplace and anything less than good customer service damages business, regardless of the economic landscape. DRF's Learning and Development team recently upgraded the CRS curriculum in metro cities to match the market trends. The curriculum is designed to equip aspirants with knowledge and skills related to services marketing, customer service and building customer relations. Emphasis is placed on customer satisfaction, customer loyalty and effective communication.

## New Modules & Domains

### Cell Phone Technician

The mobile phone has become an indispensable part of our lives today. With so many models of phones in the market and with people owning at least one phone, if not more, there has never been a better time to learn how to repair them.

Keeping this in mind, DRF has introduced a 45 day 'Cell Phone Technician' training program as part of LABS. The syllabus for this domain focuses more on practice than theory and includes skills

## Learning & Development

as how to assemble and disassemble different types of cell phones, identify the parts of GSM and CDMA handsets, utilise various tools used for mobile phone repair and troubleshoot a variety of related problems. The syllabus has been designed to ensure that graduates of this course will be able to repair minor as well as major handset faults.

### Service Sector

The service sector's contribution to the gross domestic product (GDP) of the country is increasing and skills in areas such as customer service and communications are crucial for success in this sector. This domain curriculum focuses on employable skills, with a special emphasis on soft skills. This enables aspirants to get along with their peers and colleagues, make critical decisions, solve problems, develop respect and ultimately become strong representatives of their organizations. Aspirants who undergo this training are employed in BPO's, hospitality and retail sectors.

### IT Related Domains

New IT related domain has been introduced to LABS-IT-Customer Relations and IT-Tally. Both the domains include IT skills training, covering basic knowledge about computers, MS Word, MS Excel, internet and e-mail.

### IT-Desktop Publishing

In May 2013, IT-DTP was introduced. This new domain includes basics of computers, MS-Word, Page Maker and Photoshop.

### Domain Specific

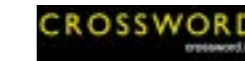
#### Communicative English

In October 2013, L&D has developed domain specific communicative English modules for IT Enabled Services (ITES), Customer Relations & Sales (CSR), Hospitality (HSPT) and Business Processing & Outsourcing (BPO) domains. The purpose of these modules is to help the facilitators focus on helping aspirants understand domain related technical terms and learn English words and phrases relevant to their domain. Thus they would be able to articulate well and broaden their domain knowledge.

#### Communicative English for LABS-PwD

The learning style of PwD aspirants is entirely different, with them taking a longer time to understand the various subjects. Keeping the psychological and physical needs of such aspirants in mind, L&D has come out with a new CE module with a greater focus on written communication. This has turned out to be a milestone in designing the methodologies for training PwD aspirants in all other domains as well.

## LABS Panel Employers



- Café Coffee Day
- YUM Restaurants-KFC
- Concentrix BPO
- Welspan India
- Spencer's
- First Source Solutions Pvt. Ltd.
- Fab India
- PRINTO
- Tata Trent
- Geo Sansar
- Barista
- TMI Group
- Shoppers Stop
- Carzonrent India Pvt. Ltd.
- Village Organics Ltd.
- Fidelis
- CBC Pvt Ltd
- Celebrity Hospitality
- CorpOne Outsourcing
- Crossword Stores
- Speciality Restaurants
- Paragon Catering
- Pragati Resorts
- @home stores by Nilkamal Group Pvt. Ltd

## Financial Highlights

### Auditors' 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 of 31st March 2014 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 or 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 judgment, 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 2014, 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 are 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 : 21.06.2014

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

Sd/-  
**P.S.R.V.V. Surya Rao**  
**Partner (Membership No. 202367)**  
**ICAI FRN: 002857S**



**Balance Sheet as on 31<sup>st</sup> March**

In Rupees

	Sch. No.	2014	2013
<b>LIABILITIES</b>			
1 Corpus Fund		2,86,001	2,86,001
2 Reserves & Surplus	01	906,74,881	1089,44,757
3 Capital Grant	02	1542,03,651	1542,03,651
4 Current Liabilities and Provisions	03		
a) Current Liabilities		224,82,587	493,20,115
<b>TOTAL</b>		<b>2676,47,121</b>	<b>3127,54,524</b>
<b>ASSETS</b>			
1 Fixed Assets	04		
a) Gross Block		2226,29,643	2326,50,514
b) Less: Accumulated Depreciation		(803,60,527)	(823,44,711)
c) Net Block		1422,69,116	1503,05,802
d) Capital Work in Progress			
2 Current Assets & Loans and Advances	05		
a) Cash and Bank Balances		457,96,704	682,10,241
b) Receivables		607,65,850	659,69,798
c) Other Current Assets		60,06,395	138,50,755
d) Loans and Advances		128,09,056	144,17,927
<b>TOTAL</b>		<b>2676,47,121</b>	<b>3127,54,524</b>
Significant Accounting Policies	09		
Notes to Accounts	10		

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

*As per our report of even date*

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

 For **Dr. Reddy's Foundation**

Chartered Accountants

Sd/-

**P.S.R.V.V. Surya Rao**

Partner (Membership No.202367)

ICAI F.R.N.:0028575

 Date : 16<sup>th</sup> June 2014

Place : Hyderabad

Sd/-

**K. Satish Reddy**

Chairman

**G. Anuradha Prasad**

Managing Trustee

**Income and Expenditure for the year ending on 31<sup>st</sup> March**

	Sch. No.	2,014	2,013
<b>INCOME</b>			
1 Grants / Donations / Contributions	06	2740,68,322	2664,29,520
2 Other Income	07	289,78,566	200,75,437
<b>TOTAL INCOME</b>		<b>3030,46,889</b>	<b>2865,04,957</b>
<b>EXPENDITURE</b>			
3 Program Expenditure	08	2925,62,921	2537,07,850
4 Program Support Expenditure			
5 Administrative and General Expenditure		174,42,862	130,32,339
6 Depreciation	04	113,10,980	121,72,880
Add/(Less): Prior Period Adjustments			
<b>TOTAL EXPENDITURE</b>		<b>3213,16,764</b>	<b>2789,13,069</b>
Surplus / (Deficit) of Income over Expenditure		(182,69,875)	75,91,888
<b>TOTAL</b>		<b>3030,46,889</b>	<b>2865,04,957</b>
Significant Accounting Policies	09		
Notes to Accounts	10		

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

*As per our report of even date*

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

 For **Dr. Reddy's Foundation**

Chartered Accountants

Sd/-

**P.S.R.V.V. Surya Rao**

Partner (Membership No.202367)

ICAI F.R.N.:0028575

 Date : 16<sup>th</sup> June 2014

Place : Hyderabad

Sd/-

**K. Satish Reddy**

Chairman

**G. Anuradha Prasad**

Managing Trustee

## Receipts & Payments Statement for the year ended 31<sup>st</sup> March

In Rupees

S.No	Particulars	2014	2013
<b>Receipts During the year</b>			
A)	Donations/ Contributions Received	2323,90,573	2625,67,684
B)	Interest Received	12,46,063	2797,638
C)	Education Receipts	153,30,546	115,35,201
D)	Proceeds from Sale of Fixed Assets	-	2,58,282
E)	Receipts from TDS Refund	73,95,978	-
F)	Miscellaneous Receipts	92,39,350	33,25,894
	<b>TOTAL</b>	<b>2656,02,510</b>	<b>2804,84,699</b>
<b>Payments During the Year</b>			
G)	Project Expenditure	2835,97,030	2770,34,123
H)	Purchase of Fixed Assets / Capital advances	41,21,988	38,33,687
I)	Deposits	81,07,538	243,41,098
J)	Repayment of Grant / Contribution	82,199	-
	<b>TOTAL</b>	<b>2959,08,754</b>	<b>3052,08,908</b>
<b>Opening Balances</b>			
	- Cash	65,106	58,009
	- Bank	431,17,635	678,48,941
	Add: Excess of Receipts over Payments	(303,06,244)	(247,24,209)
	<b>Closing Balances</b>	<b>128,76,497</b>	<b>431,82,742</b>
<i>Represented by</i>			
	- Cash	58,587	65,106
	- Bank	128,17,910	431,17,635
		<b>128,76,497</b>	<b>431,82,742</b>

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

Chartered Accountants  
 Sd/-  
**P.S.R.V.V. Surya Rao**  
 Partner (Membership No.202367)  
 ICAI F.R.N.:0028575  
 Date : 16<sup>th</sup> June 2014  
 Place : Hyderabad

For **Dr. Reddy's Foundation**

Sd/-  
**K. Satish Reddy**  
 Chairman  
  
**G. Anuradha Prasad**  
 Managing Trustee

**East & Central Zone**

EC-191, Sector 1, Salt Lake City  
Kolkata – 700064  
Ph: +91-33-64594283

**North Zone**

Dr. Reddy's Foundation,  
B-1/637, 1<sup>st</sup> Floor,  
Janakpuri, New Delhi -110058  
Ph: +91-11-40502706, 45508995

**Livelihoods**

6-3-655/12, Somajiguda,  
Hyderabad - 500082  
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