



# ASHRAY-AKRUTI

BREAK THE WALLS OF SILENCE



**Annual Report 2009 - 2010**

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## Annual Report 2009 – 2010

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## *Our Dream*

Our dream is to stand up for the right of every hearing impaired child and also children from underprivileged background. We envisage a life for these children with happiness, self-esteem and dignity. Today we are proud to say that Ashray Akruti continues to march relentlessly towards realizing this dream.



While we continue to provide Special Education to the hearing impaired children, this year we started Multimedia Centre to address the vocational needs of the Hearing Impaired to face the modern job market.



## *Our Vision*

Empowering Hearing Impaired and Underprivileged children of Andhra Pradesh to use their innate capacities to reach their optimum level of independent personal and professional life – thus transforming a large group of people depending on life-long support from the State into a group of healthy positive contributors to the economy.

## *Our Mission*

To create a congenial environment and comprehensive teaching program for the Hearing Impaired and underprivileged children which help them progress into becoming independent, self reliant and contributing citizens of the country.



## *Core Values*

1. Protect rights and dignity of the child
2. Provide equal opportunities to the child
3. Endeavor to constantly improve the quality of the services rendered
4. Exhibit total transparency in the functioning of the organisation.



## *Bridge to the future for the hearing impaired*

We believe that every child has potentials and abilities. At Ashray Akruti, we build the bridge which provides the environment to get right kind of education. Ashray akruti's journey began in 1996 with five children. We now are happy to provide educational needs to 200 children.



### **Swaroopa. A – Class X**

I am studying in Ashray Akruti for the past seven years. Our teachers put in lots of effort to teach us and clear all our doubts. I come to school regularly and have made good friends here. My teachers encourage me to participate in extracurricular activities and thus help in my overall development. I love my school.

### **Swathi S – Hearing. Impaired Student – Class IX**

I am studying in Std IX in Ashray Akruti and I love coming to school daily. My teachers help whenever we face any problems in academics. My school also takes care of all our needs like uniforms and stationeries. I participate in various painting competitions and have won prizes for the school. I am proud to study at Ashray Akruti.



## *Enduring solutions*

Ashray Akruti follows the Oral Aural method of imparting education to the Hearing Impaired. Most of our staff is trained special educators with expertise in audio – speech therapy. We also focus to enhance the residual hearing powers of the children thus encouraging the children to speak rather than rely on sign language for communication. Ashray Akruti gives the children special training and follow the State syllabus. This year we have a batch of 22 students who will appear for the SSC Board examination. It is remarkable that these children have come so far considering the challenges that they have to face. Besides, every hearing impaired child in Ashray Akruti suffers from profound Hearing Impairment.



“Initially I felt very unsure and insecure about my daughter Swathi's future who is hearing impaired. But enrolling her in Ashray Akruti eased my pains. She got trained in Speech and was also given Auditory Training. They took lot of care when she was shifted from Telugu to English medium. She is encouraged to participate in extracurricular activities which have helped her in personality development. I owe a lot to Ashray Akruti.”



**Ms Sreevani K – Swathi's parent**

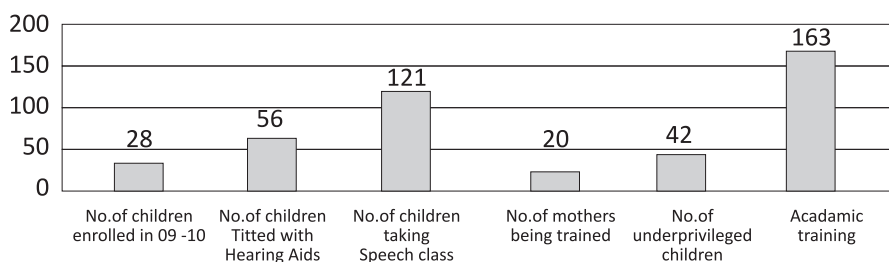
My children Shamitha and Dhanush are both hearing impaired. Presently they are studying in Std X and V respectively. When I came to know about their disability I was very concerned regarding their education. Then I found about Ashray Akruti



and enrolled them here. In Ashray Akruti they are getting proper training in speech & language. Apart from academics they are also very good in co-curricular activities like drawing and dancing. Now I am quite confident about their future.

**Ms Kalpana A – Parent of Shamitha and Dhanush**

**Services Provided during the year 2009 - 10**



## *Building strength and confidence*

The school steadfastly maintains a low teacher student ratio. This enables each student to get the individual attention he or she deserves. Ashray Akruti engages mothers in the preprimary classrooms to understand and the methodology of our teaching. Ashray Akruti over the years has trained about 25 mothers in Special Education and some of them are working with the organization with great dedication.

Ashray Akruti also provides educational needs to the children from the nearby slums. The Non hearing impaired students study along with the Hearing Impaired. This approach helps both the groups learn to interact with each other in a very healthy way. At least in ASHRAY AKRUTI we have seen the 'Walls of silence' breaking for the Hearing Impaired.



Ashray Akruti, over the past 14 years,  
has helped 100 children to move to the mainstream.

## *Residential Facility*

54 children availed Ashray Akruti's residential facility at Kundanbagh, Begumpet. We have children from pre primary class onwards in the hostel.

The dedicated staff of Ashray Akruti look after the children with utmost care. Volunteers also spend their time on week ends and holidays, it ensures that the children have plenty of opportunity for recreation and play.





## *Jupiter moves forward, despite hurdles*

Jupiter came to Ashray Akruti from his village Kadapa, about 450 Km away from



Hyderabad. His parents chose Ashray Akruti for their son's education. Speech therapy coupled with individual attention saw him take great strides in academics and extra-curricular activities. He is a keen learner and is very hard working.

Jupiter studied in Telugu medium from Std. I to VII. From Std VIII onwards, he switched over to English medium. He was promoted to Std X skipping IX class on account of his age. In spite of this, he managed well with his studies.

Jupiter secured 70 per cent in his SSC Board examination in the year 2009. Presently he is doing his Engineering from IIIT, Rajiv Gandhi University, Krishna Dist.

## *Shreya's aspirations*

Shreya swims passionately and paints possessing a natural talent. She loves to solve intricate math problems and does them with much ease. Shreya loves to add friends to her never ending list. But, can you believe that Shreya suffers from



'profound' hearing loss? No, because she speaks rather than communicate in sign language.

Shreya has been a student of Ashray Akruiti since 2006 where she was trained in audio-verbal training. This helped her to speak rather than use sign language. Shreya is a hard working student and passed 10th standard with 73 per cent.

Now, Shreya is pursuing her Intermediate (Commerce stream) from Villa Marie College and also learning Multimedia & Computer Animation in the recently launched Multimedia Training center of Ashray Akruiti. She is aspiring to become a software engineer.

## *Preparing students for a modern economy*

Ashray Akruti launched a vocational training in Multimedia for the hearing impaired children with the support of AMD – Advanced Micro Devices in April 2010 at Yellareddyguda near Srinagar colony, Hyderabad. We have 20 hearing



impaired students using this facility which is the first of its kind in Andhra Pradesh. We provide technical courses in Multimedia which include: Adobe Illustrator Foundation, Adobe Photoshop, 2D Animation, 3D Animation, Compositing, Video Editing and Audio Editing. This training would prepare the aspiring students to face the challenges of the corporate world. To begin with, the centre will provide training in Multimedia, which consists of three courses that are suitable for the hearing impaired. Hearing Impaired persons generally are keen observers. They have excellent visual memory. These innate potentials will be strengthened at the centre to confidently seek jobs. After the completion of the training, the students could ideally look for jobs in the area of Data Entry, Desktop Publishing and Multimedia.

## Volunteering for us

> Ms Margaret Thompson conducted special classes of Spoken English for the teaching staff and also donated dictionaries to all the teachers & staff.

> As the new academic session began Volunteers from Thomson Reuters &



Capmark offered their services to cover the notebooks of the children.

> Ms Hannah and Ruth Thompson visited Ashray Akruti and taught craft activities like making friendship bands and greeting cards. They spent quality time with the kids of residential home too.

> On the occasion of Teachers Day GE volunteers gave away gifts to encourage the teaching staff of Ashray Akruti.

> Volunteers from Capgemini took the children for a day-long outing to Deer Park at Vanasthalipuram, Hyderabad.

> On Children's Day, volunteers from IBM, GE and Thomson Reuters provided prizes and refreshments for the children

> Oracle volunteers visited Ashray Akruti and distributed stationeries to the students. They took children to the Deer Park and Birla Planetarium.

> On the occasion of Republic Day celebrations volunteers from Thomson Reuters and GE conducted few games and quiz competitions for children and gave away the prizes.

## Volunteering

> Individual volunteers supported in organizing and conducting the Disability Awareness Event

> Mr. Tom from Ernst & Young volunteered for a month to prepare financial policies for Ashray Akruti.

> Mr. Andrew Smith from UK volunteered for Ashray Akruti in preparation of HR policies and manuals.

I enjoy spending time with children. I love learning and helping others to learn. Volunteering for me is not only a good thing to do; it also gives me an insight into someone else's world. I remember my first day as an art teacher in Ashray Akruti; I entered the classroom ready to go and the children were so welcoming. I enjoy interacting with the students and building relationships with them. I love being in the classroom! I wake up each morning, excited to go to school. I am sincerely thankful to Mr. D.P.K. Babu for letting me be a part of this special school.

### Silpa Boyapati



It is a great feeling to be associated with Ashray Akruti. I always had an urge to serve the underprivileged children. When I got to know about Ashray Akruti through my friend, I decided to help these children in whatever way I can. The dedication shown by the Director and his staff towards the Hearing Impaired children is commendable. I would like to be part of this organization.

### Uma S. Kowdi





## *Creating Disability Awareness*

Hearing impaired children face many challenges while climbing up the ladder to gain self-confidence. We wanted to create awareness among the public about the challenges faced by these children and look for support to continue our work to strengthen the Hearing impaired. Ashray Akruti conducted Disability Awareness Camp coupled with Kite Festival - a two day family event on 14th- 15th January 2010 at Polo Grounds, Secunderabad.

Rangoli Competition, Children's Carnival and Kite Shows from Kitists across the country were a part of entertainment during the Disability Awareness Camp and



7th Kite Festival.

Mr. B.Prasad Rao, Commissioner of Police, Mr. Sanjeev Joshi, GE Volunteers Head, Mr. Amit Kishore Prasad, CMD, Satnav Technologies, Col Dinesh Lokhande, Corps of EME; Celebrities Ms Sneha Ullal, Ms Madhushalini and Ms Priyamani graced the occasion.

## **Donor Speak**

### **Karan Malhotra: Vice President- Thomson Reuters**



“It has been a great privilege to be associated with Ashray Akruti over the last 2 years or so. Ashray Akruti is involved in a great cause and it gives us a lot of pleasure to contribute in any way we can. Being a part of some of the activities at Ashray Akruti ranging from covering of books to the Independence and Republic Day celebrations has been a great activity for our staff to be involved in.

We thank Mr. D.P.K. Babu for working with us so well over these last couple of years. It also has been wonderful to interact with the staff at Ashray Akruti. We look forward to many years of association with Ashray Akruti and continuing to support this noble cause in any way we can.”

### **Deenanath Harapanahalli: CEO-Invesco**

“Invesco is one of the world's leading independent Investment management firms. We are working with Ashray-Akruti, the school for underprivileged and hearing impaired children as part of our corporate social responsibility. In the last couple of years, with active



participation from our staff here in Hyderabad and elsewhere in Invesco, we have pledged our support to the children at AA. Last year, we raised significant contributions through the cycling event FREEDOM RIDE 2009. The funds thus generated have been used to buy dining hall furniture for the residential home of Ashray-Akruti. We are quite happy with the cooperation that we get from the staff of Ashray Akruti and working with these children has been a pleasure for our team.”

## Road Ahead

In the years ahead Ashray Akruti would like to reach out to more beneficiaries through Community Based Rehabilitation Program

We propose

- 1)Early identification, diagnosis and treatment of ear problems responsible for hearing loss and deafness.
- 2)Provide complete diagnostic facilities for the persons with hearing problems
- 3)Provide affordable and quality Hearing Aids to the beneficiaries so that they can lead quality life
- 4)Set up an Early Intervention Centre.



## *Staff remuneration [ Gross yearly + benefits] in Rupees*

Head of the organization: (including honorarium)	Rs. NIL per year
Highest paid Full Time regular staff:	Rs. 192000 per year
Lowest paid Full Time regular staff:	Rs. 30000 per year

### *Salary Level Distribution*

Slab of gross monthly salary (in Rs.)	Male Staff	Female Staff	Total Staff
Less than 5000	3	13	16
5000 - 10000	2	23	25
10000 - 25000	1	0	1
25000 - 50000	0	0	0
50000 - 100000	0	0	0

### *Board of Directors*

Name	Designation	Remuneration
A. Jayapaul Reddy	President	Nil
B.V.Rama Seshu	Vice President	Nil
D.P.Kullayi Babu	General Secretary	Nil
T.V.Ramesh	Joint Secretary	Nil
K.V.Subramanyam	Treasurer	Nil
M.Koteshwara Rao	Executive member	Nil
Suman Yelati	Executive member	Nil

Total Cost of International Travel by Board Members/Staff/ Volunteers on behalf of organisation for 2009-2010: None

Total Cost of National Travel by Board Members/Staff/ Volunteers on behalf of organisation for 2009-2010: None

**Statement of Income and Expenditure  
for the year ended March 31, 2010**

Income	Year ending March 31	
	2010 (Rupees)	2009 (Rupees)
Revenue Grants drawn	5675144	6040744
Other Income	153776	2300578
	5828920	8341322
<b>Expenditure</b>		
Personal Expenses	3172783	2221997
Technical Expenses	0	0
Promotional Expenses	0	0
Administrative & Other Expenses	3982804	4339792
Depreciation	503038	1300820
Less: Transferred from Capital Grant Reserve	0	0
	7658625	7862609
Excess of Income over expenditure	(1829705)	478713
Balance Carried of the Balance sheet	(1829705)	478713
Significant Accounting Policies & Notes to the Accounts		

**Balance Sheet as on 31 March 2010**

Particulars	As at March 31	
	2010 (Rupees)	2009 (Rupees)
<b>Sources of Funds</b>		
Capital Fund	2303183	4132888
<b>Total</b>	2303183	4132888
<b>Application of Funds</b>		
<b>Fixed Assets</b>		
Gross Block	2503206	2985182
Less: Depreciation	503038	1300820
<b>Net Block</b>	2000168	1684362
<b>Investments</b>		
Current Assets, Loans & Advances	0	135000
Sundry Debtors	0	0
Cash & Bank Balances	406471	256573
Other Current Assets	15461	
Deposits	165780	2155416
Less: Current Liabilities & Provisions		
Current Liabilities	194846	127607
Provisions	89851	0
<b>Net Current Assets</b>	303015	2448526
<b>Total</b>	2303183	4132888
Significant Accounting Policies & Notes to the Accounts		

**Statement of Fund Flow for the Year Ended March 31, 2010**

Sources of Funds	For the year end on March 31	
	2010 (Rupees)	2009 (Rupees)
Transferred from Secured loan to Corpus	0	0
Fee on Consultancy Services	0	0
Received from Small Grants Program	5675144	6040744
Received from Sale of Fixed assets	0	0
<b>Other Income</b>	153776	2300578
Contribution to Earmarked Funds	0	0
Decrease in Net Current Assets	0	0
Redemption of investments	0	0
Increase in Unsecured loans	0	0
Income on Investments	0	0
	5828920	8341322
<b>Application of Funds</b>		
Addition to Fixed Assets	463890	1034838
Purchase of Investments	0	0
Decrease in Unsecured Loans	0	0
Decrease in Secured loans	0	0
Disbursements under small Grants Program	0	0
Disbursements from Earmarked funds	0	0
Grants Disbursed to other Organisation	0	0
Personnel Expenses	3172783	2221997
Technical Expenses	0	0
Promotional Expenses	0	0
Administrative & Other Expenses	3982804	4339792
Increase in Net Current Assets	(1790557)	744695
	5828920	8341322

For ANJALIAH & ASSOCIATES  
CLUSTERED ACCOUNTANTS  
ANJALIAH BODAPATI & CO.  
Proprietor  
Place: Hyderabad  
Date: 25-09-2010

For ASHRAY AKRUTI  
Sd/-  
D P K RABI  
General Secretary  
Place: Hyderabad  
Date: 25-09-2010



# Thank You!

## *Corporate supporters:*

- Accenture
- AMD
- Capgemini
- GE Energy
- Granules India Limited
- IBM
- Invesco
- Microsoft
- NECC
- Oracle
- Vasant Chemicals and Vasant Foundation

## *Schools and Colleges*

- Creek Planet School
- G. Narayanamma High School
- Genesis International School
- Gowtham Model Schools
- Jain International School
- JNTU
- Kennedy High School
- Priyadarshini School
- Ravindra Bharathi
- Sentia The Global School
- St.Anne's Degree college
- Vijaya Lakshmi High School

## *Associations:*

1. Adopt a Business
2. A.YJ.N.I.H.H (SRC)
3. Centre for Social Initiative and Management
4. Indian School of Business – Net Impact

## *Foundations Clubs and Trusts*

- Acalmar Oils Pvt Ltd
- Big Help for Education
- Concern India foundation
- Give India Foundation
- Hindu Society of Ottawa Carlton
- Manav Mitra
- MCKS Food for Hungry Foundation
- Round Table
- Sai Annapurna Food Bank
- Satnav Foundation
- Smile Foundation
- Vasudha Foundation
- Vidya Mitra Charitable Trust
- Volkart Foundation

## Visit Us –

We welcome the opportunity to meet and talk with you!  
Please call us in advance to arrange a mutually convenient time.

Yes, I would like to help a hearing impaired child!

- Sponsor Special Education and hostel facilities Rs. 24,000/- p.a. of one hearing impaired child
- Sponsor Special Education Rs. 11,000/- p.a. of One hearing impaired child
- Sponsor Hearing aid for hearing impaired child Rs. 10,000/-
- Sponsor groceries for the hostel children Rs. 5,000/- p.m.
- Sponsor Education to one Underprivileged child Rs. 6,700/-p.a.
- Sponsor a meal Rs. 1,500/-
- Sponsor medicines for hostel children Rs. 500/- p.m.
- Sponsor stationary for one student Rs. 300/- p.a.
- Sponsor uniform for one Underprivileged child Rs. 300/- per

Please draw you cheque/ demand draft in favour of ASHRAY – AKRUTI

Name of the Donor:

Designation:

Address:

Tel:

Email:

Website:

\*Ashray Akruti is registered Organisation and donations are exempted from section 80G of IT Act.

\* Ashray Akruti posses FCRA and is eligible to receive Foreign Contributions.

**Address:**

**ASHRAY AKRUTI**

**8-3-1027/A2, Lane Opp. To Indian Bank**

**Srinagar Colony, Hyderabad - 500 073**

**Phone: 040-40042250**

**E-mail: ashrayakruti@yahoo.com**

**www.ashrayakruti.org**

## ***Our Team***



Address:  
ASHRAY AKRUTI  
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Srinagar Colony, Hyderabad - 500 073 Phone: 040-40042250  
E-mail: ashrayakruti@yahoo.com www.ashrayakruti.org

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