

THE NEWSLETTER

JAN TO MARCH 2023

DEAR PARTNERS

We are delighted to bring you the latest developments and insights about Ashray Akruti that you won't want to miss. Our relentless efforts have resulted in significant achievements over the past quarter also. With great excitement, we are sharing our recent memorable moments and events with you all.

RECOGNITION FOR OUR REMARKABLE INITIATIVES



Ashray Akruti has left an indelible mark in the last two decades. Our exceptional journey and unwavering dedication have been acknowledged by 'The Indian Express' on the 9th of March 2023.



Our active participation in Numaish (one of the largest consumer exhibitions in India) by highlighting our school children's pre-vocational skills has been appreciated by SIDBI (Small Industries Development Bank of India).

CSR DONOR EVENTS TURNING THE CORNER

HEARING AID DISTRIBUTION A STEP CLOSER TO A BRIGHTER FUTURE OF SPECIAL CHILDREN

Mr. Narendra Korlepara, Director, Synopsis South Asia and Team.

Mr. Suresh Bandila, State Business Head- Telangana & AP from PNB Housing Finance Limited.

Ms. Vidya Ramarajan, Head HR from ZF.

Ms. Kavitha Tumuluri, Vice President Cloud Operation from Blue Yonder and Team.

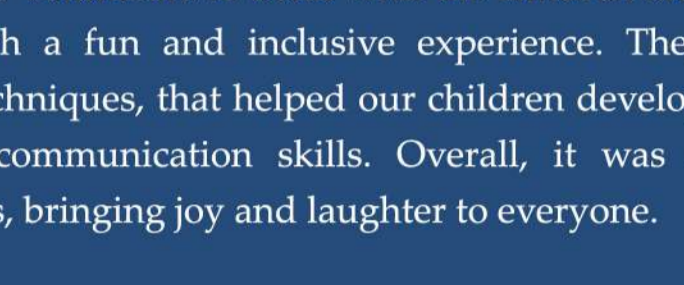
A team from Valegro Company.

Mr. Sreenivas Shani Shetty, Director, Product Specialist from EZE.

UNIFORM DISTRIBUTION TO CREATE SENSE OF BELONGING AND UNITY AMONG SPECIAL CHILDREN



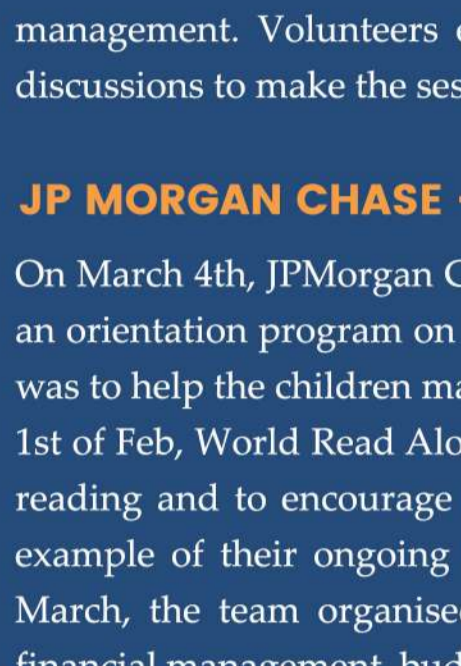
A team from Accenture presenting Uniforms and Stationery material.



Mr. Vikram Tyarla and team from Informatica.

VOLUNTEERS NURTURING ABILITIES AND INNER STRENGTH

TEAM ACCENTURE ON THE PITCH



On Feb 25th, volunteers from Accenture engaged in a friendly cricket match with our special children. It created an opportunity for the volunteers to bond with the children and provide them with a fun and inclusive experience. They shared tips and techniques, that helped our children develop their social and communication skills. Overall, it was a remarkable success, bringing joy and laughter to everyone.

SHINE PROJECTS - EMPOWERING STUDENTS FOR THEIR FUTURE

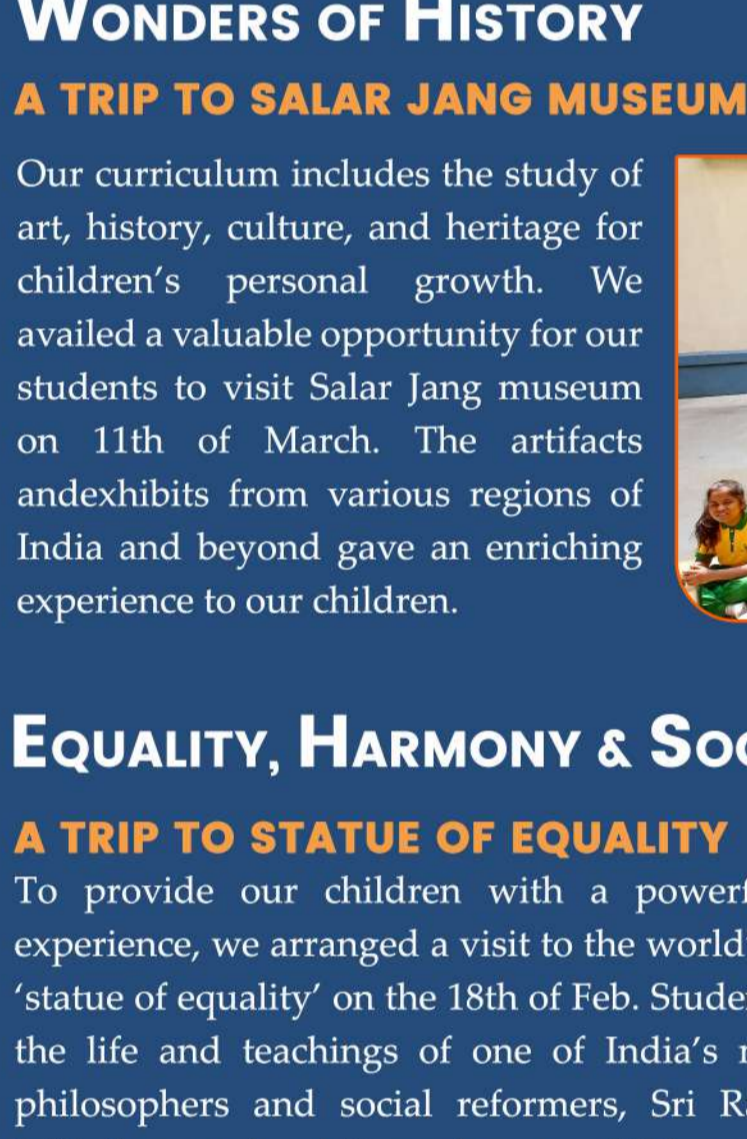
On March 4th, Shine Projects, an educational institution conducted a workshop on "career assessment and financial literacy" for our special children. The workshop aimed to equip the children with the necessary skills and knowledge for their future careers and financial management. Volunteers engaged with the children through interactive activities and discussions to make the session more productive.

JP MORGAN CHASE - LEADING STUDENTS FOR BETTER LIFESTYLE

On March 4th, JPMorgan Chase, one of the global leaders in financial services, conducted an orientation program on "stress management" for our children. The aim of the program was to help the children manage and overcome anxiety and other stress-related issues. On 1st of Feb, World Read Aloud Day they organised activities to promote the importance of reading and to encourage children to love books and learning. This event was just one example of their ongoing support for education initiatives around the world. On 18th March, the team organised a special event to impart knowledge and skills related to financial management, budget preparation, fixed deposits (FD), and interview skills to our students of Multimedia and Animation. This workshop provided participants with an overview of budgeting, saving, investing and strategies for managing personal finances more effectively. The whole event was interpreted in sign language and engaged with life skills.

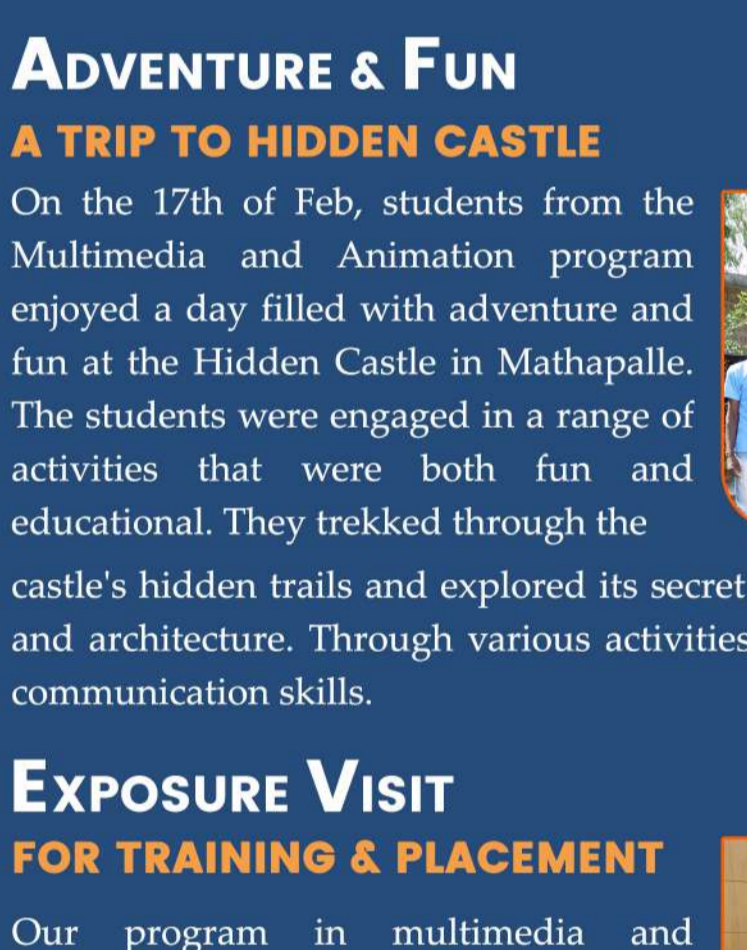
INNOVATION STARTS WITH SCIENCE AND TECHNOLOGY

SCIENCE EXPO



The students from II to X put up a variety of exhibits, ranging from the solar system to the classification of triangles, and from saving the environment to sustainable living. The Science Expo was a great success, with students demonstrating their creativity and knowledge in an interactive way. The exhibits were judged by a panel of experts, who were impressed with the ingenuity and creativity of the student's work.

EXPERIENCE CENTRE



We are proud to have partnered with State Street, our Corporate Social Responsibility (CSR) partner, to bring this initiative to life. This centre was inaugurated on March 23rd, 2023, by esteemed Chief Guest, Mr. Ramesh Kaza, Senior Managing Director/SVP and Head of Strategy & Transformation for International CIO, at Srinagar Colony.

The team of expert educators is committed to providing a safe and nurturing environment that fosters creativity, exploration, and innovation. We believe that this initiative will help bridge the gap between traditional education and the needs of the modern world.

LEARNING EXCURSION

FARM LIFE, REAL LIFE

A TRIP TO LEARN ABOUT THE WORLD OF AGRICULTURE

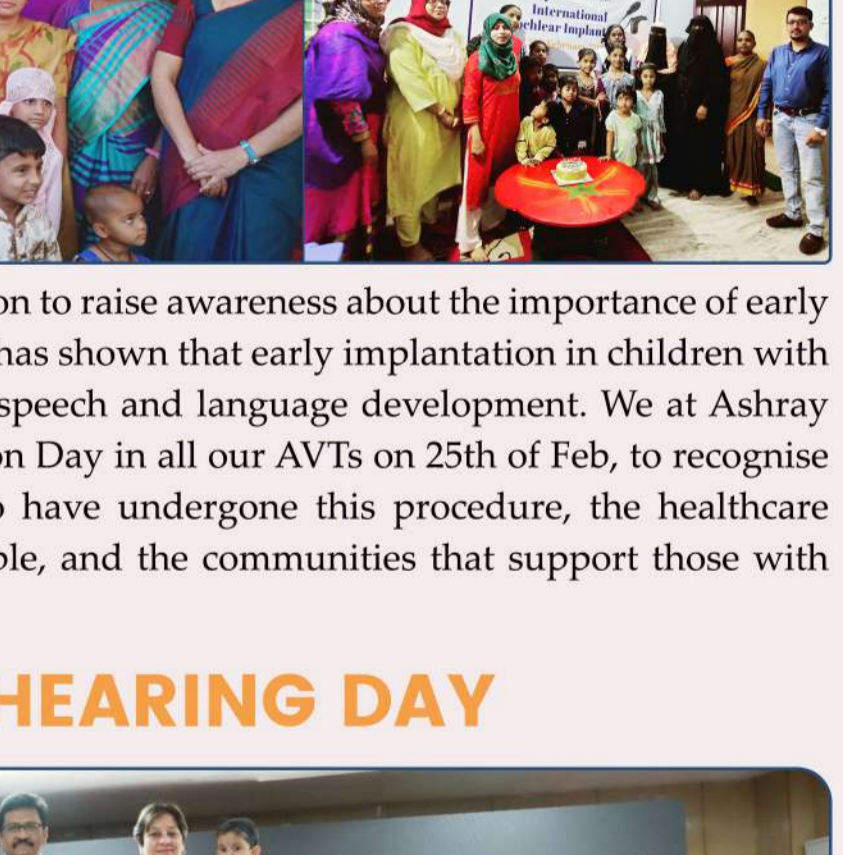
Many children today are disconnected from agricultural practices. Considering this our school arranged an educational trip to visit farms at Kow Kuntala village, Chevella Mandal on the 7th of Jan. This helped them learn the hard work that goes into growing and harvesting food, and understand the importance of sustainable farming practices. Children gained hands-on experience in planting, harvesting, and caring for crops and farm animals.



WONDERS OF HISTORY

A TRIP TO SALAR JANG MUSEUM

Our curriculum includes the study of art, history, culture, and heritage for children's personal growth. We availed a valuable opportunity for our students to visit Salar Jang museum on 11th of March. The artifacts and exhibits from various regions of India and beyond gave an enriching experience to our children.



EQUALITY, HARMONY & SOCIAL JUSTICE

A TRIP TO STATUE OF EQUALITY

To provide our children with a powerful educational experience, we arranged a visit to the world's second tallest 'statue of equality' on the 18th of Feb. Students learnt about the life and teachings of one of India's most important philosophers and social reformers, Sri Ramanujacharya. Initiating such visit made our children reflect on the importance of promoting equality and social justice in their own lives and communities.



ADVENTURE & FUN

A TRIP TO HIDDEN CASTLE

On the 17th of Feb, students from the Multimedia and Animation program enjoyed a day filled with adventure and fun at the Hidden Castle in Mathapalle. The students were engaged in a range of activities that were both fun and educational. They trekked through the castle's hidden trails and explored its secret tunnels, learnt about the castle's rich history and architecture. Through various activities, students were able to build teamwork and communication skills.



EXPOSURE VISIT

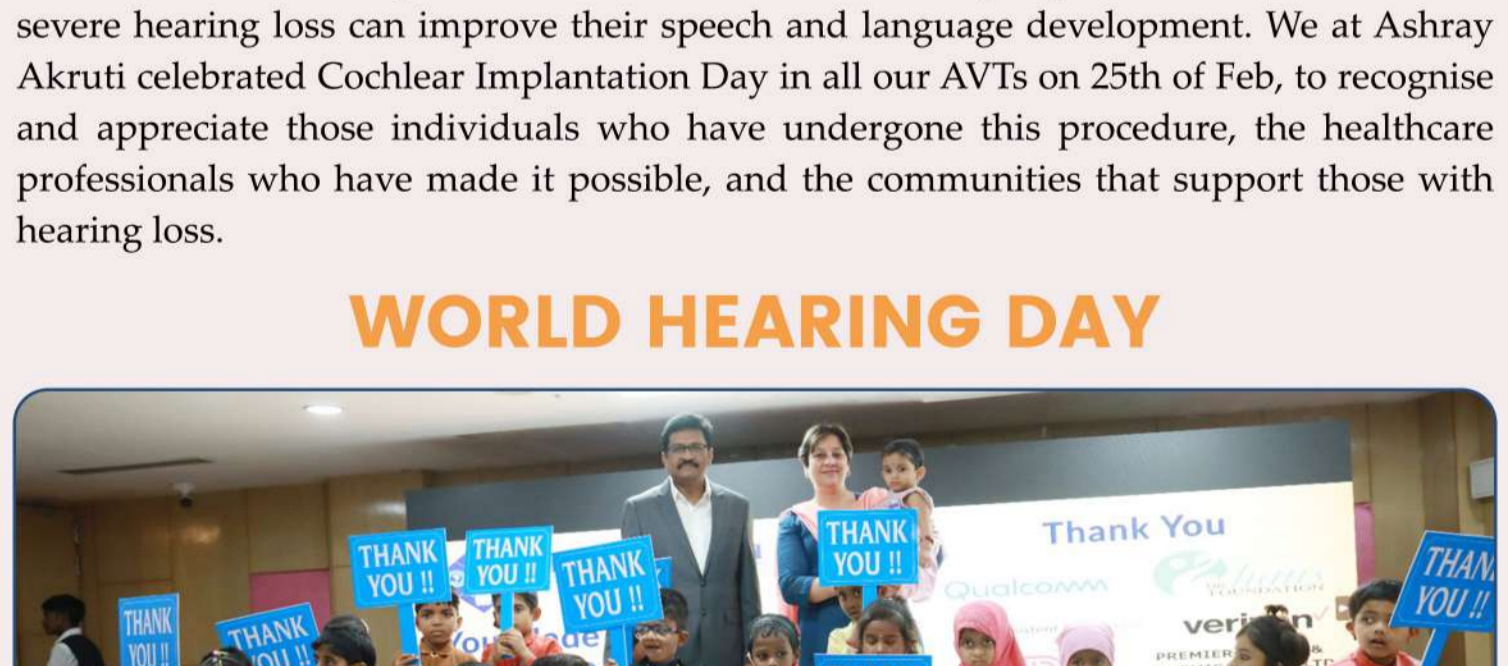
FOR TRAINING & PLACEMENT

Our program in multimedia and animation (MMA) strives to provide students with practical experience and industry exposure. To that end, we organised exposure visits to Sri Sarathi Studios in Ameerpet on January 23rd and 24th, as well as to Photo Express in Madhapur on February 9th and 10th. During these visits, our students had the opportunity to gain valuable insights about the industry, develop their networking skills, and deepen their technical knowledge of photography and videography. We believe that this experience would be instrumental in helping our students secure desirable placements within the industry.



CHERISHING CELEBRATIONS

REPUBLIC DAY



Republic Day celebration is a great way to instil patriotism and national pride in students. They learn more about the Indian Constitution, its history and culture, and the role of citizens in building a prosperous India. Our foundation celebrated the 74th Republic Day by the following key events.

EVENT HIGHLIGHTS :

- Released 24 E-Learning videos on YouTube to assist children via digital learning
- Mime presentation on 'Patriotism' by our hearing-impaired children
- Demonstration of organisation's success stories to motivate the children
- Mr Venkat Gopu, Vice President of Qualcomm released the 'Jewels of Ashray Akruti book'. It is a collection of inspiring stories of hearing-impaired youth.
- National Anthem in Indian Sign Language to promote inclusivity

COCHLEAR IMPLANT DAY



Cochlear Implantation Day is an occasion to raise awareness about the importance of early intervention for hearing loss. Research has shown that early implantation in children with severe hearing loss can improve their speech and language development. We at Ashray Akruti celebrated Cochlear Implantation Day in all our AVTs on 25th of Feb, to recognise and appreciate those individuals who have undergone this procedure, the healthcare professionals who have made it possible, and the communities that support those with hearing loss.

WORLD HEARING DAY



World Hearing Day serves as an important platform for raising awareness about the impact of hearing loss and promoting the need for accessible and affordable hearing care services. At our organisation, we commemorated this day by celebrating the success stories of individuals who have undergone cochlear implantation and experienced the transformative power of this life-changing technology. The impact of this technology on a child's life can be truly transformative. With the ability to hear and speak at an early age, children can unlock their full potential and thrive in all aspects of their lives.

We were honoured to have Ms. Sonali Deshpande, Chief Trustee and Chairperson of the Board of Trustees of Persistent Foundation, as our chief guest. She shared her heartfelt words of gratitude to our team for going beyond in supporting the hearing-impaired. During the event, Mr. DPK Babu, Founder Director of Ashray Akruti, took the opportunity to recognise and felicitate our CSR Partners for their tremendous support towards this social cause. The event was held on March 3rd, 2023, at The Plaza Hotel in Begumpet.

IDEA TO ACTION

COMMUNITY OUTREACH PROGRAM

Our community outreach program for hearing-impaired has been immensely successful in providing support to government schools and Anganwadis. To date, our program has made a significant impact, reaching over 16,000 beneficiaries with the invaluable CSR support of Qualcomm and United Way of Bengaluru-Parexel. Mobile hearing clinic is our most impactful program, which travels to remote areas and reaches the doorstep of individuals in need of support. This mobile clinic provides awareness about hearing impairments and offers treatment for any hearing-related problems at free of cost.

WEST

Ashray Akruti's Women Empowerment through Sign Language and Technology (WEST) program, in partnership with Lions Club, has been an outstanding success, providing underprivileged women with access to education and training in science and technology. On 5th March, distinguished guests including Lions Club International's District Governor Sri Gandani Srinivas, Cabinet Secretary D. Narasimha Raju, and President Asha Chinthapally, were invited to honour the 26 successful women on the completion of the course by presenting appreciation certificates.

The program not only provides education but also offers employment opportunities to women, promoting economic independence, social mobility and breaks down socioeconomic barriers to promote gender equity.

CALL TO ACTION

We are committed to empowering women, providing education to children and developing skills for youth. We invite you to join us in creating a brighter future for all.

Contact us today to learn more about our program and how to get involved.

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