2024-25

PCT Annual Report



Prepared by

Padala Charitable Trust

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About PCT

Padala Charitable Trust (PCT) is a non-governmental organization established in 2002, with a mission to transform the lives of students in government schools across rural and remote villages in Andhra Pradesh and Telangana. Founded by Surya Prasad Padala, an alumnus of IIT Kharagpur and former US-based software consultant, PCT started with a vision to give back to society, inspired by the financial support he received from friends, teachers, and non-profits for his education. Initially focusing on providing scholarships to bright yet underprivileged students, PCT expanded its initiatives over time, recognizing deeper issues within the education system. This led to the inception of various programs aimed at empowering students both academically and personally.

Mission & Vision

PCT envisions a future where every underprivileged child, irrespective of background, has equal access to quality education, holistic support, and the opportunity to break free from the cycle of poverty, contributing positively to their communities and society at large. Our mission is to reduce educational and socio-economic barriers, providing targeted support for holistic development and empowerment.

From the Desk of the CEO

Dear Friends and Supporters,

As we close another impactful year at Padala Charitable Trust (PCT), I am filled with pride and gratitude for the collective effort that has driven our success. This year, we continued our unwavering commitment to transforming the lives of underprivileged students in government schools across Andhra Pradesh and Telangana.
Our Vaaradhi Program continued to provide essential support to underprivileged children, focusing on their education, well-being, and emotional needs. We expanded our reach, providing new dresses, protein powder, and vital life skills sessions to 524 students across 38 schools. The story of Ankitha, a 10th-grade student who received life-saving medical support through Vaaradhi, truly exemplifies the program's profound impact.

The Unnathi Program empowered 142 students with scholarships, enabling them to pursue their education free from financial burden. Beyond financial aid, Unnathi provided life skills and career guidance, preparing students for future success. The donor-student interactions facilitated this year strengthened the bond within our community and highlighted the program's transparency.

We also focused on holistic development through initiatives like the career guidance seminar at Government Junior College, Yeleswaram, and the School of Excellence program, which enhanced handwriting skills, promoted reading habits, and developed public speaking abilities among 690 students in 5 government schools.

Our Swechha and Swechha For Little Birds (SFLB) programs made significant strides in creating safer and more supportive environments for children and women. Swechha reached over 3,647 individuals with crucial awareness and education on adolescent changes, menstrual health, child sexual abuse, and early marriages. SFLB empowered over 27,000 children across 314 schools with knowledge on child abuse prevention and safe touch.

These achievements would not have been possible without the dedication of our staff and the invaluable support of our stakeholders. I extend my sincere gratitude to our donors, whose generosity fuels our programs and makes a lasting impact. We are also deeply thankful to government officials, educational officers, teachers, headmasters, MEOs, and the Commissioner of School Education for their collaboration and commitment to improving education.

Finally, my heartfelt appreciation goes to the children and parents we serve. Your resilience and determination inspire us every day.

Thank you for being an integral part of the PCT family. Together, we will continue to build a brighter future for generations to come.
Sincerely,
Surya Prasad
ceo@pct-india.org

VAARADHI PROGRAM

Uplifting the underprivileged students of Government schools

Vaaradhi continues its mission to champion the education, well-being, and emotional needs of underprivileged children in both rural and urban government schools. During the Vaaradhi Children Meets held across **38 schools, 524 students** received new dresses and protein powder. **Out of 524 Students 240 were added this year**. The program also included Sethu, SET, and Swechha sessions, along with books focused on career guidance, health, and hygiene. These initiatives not only provided essential resources but also educated students on life skills, ethics, and values, fostering a brighter future for these young individuals. Together, we are creating a supportive environment for their growth and development.

Overall, the integration of group discussions, interactive activities, and parenting skills lessons enriched the Vaaradhi Children Meets. This holistic approach not only supported the children's growth but also empowered families to play an active role in their development, creating a more supportive environment for all involved.





Vaaradhi Medical Support

Student Testimonial





My name is S. Ankitha, and I am a 10th-grade student at ZPH School in Geddanapalli. I am the eldest daughter of a single mother, as my father passed away when I was very young. My sister and I have faced many challenges in accessing education and proper nutrition due to my mother's limited income.In the middle of these struggles, Padala Charitable Trust (PCT) adopted me into the VAARADHI Project. Thanks to their support, I have made significant progress in my education, with access to essential resources that have helped me thrive.

I would like to share a life-changing experience. A few days ago, I fell seriously ill with typhoid and dengue fever. My condition worsened rapidly, and I was unable to receive proper treatment due to financial constraints. During this critical time, my mother reached out to PCT for help. The PCT team responded immediately, taking me to the renowned Santhi nagar Foundation Hospital in Kakinada, where I received the medical care I desperately needed. PCT covered over ₹36,000 for my five-day treatment, including medicines, lab tests, and doctor's fees—an amount equal to my mother's two-year income. Without this support, I honestly don't know if I would have survived.

I am forever grateful to PCT and its generous donors for their life-saving assistance. Their support not only saved my life but also gave me hope for a brighter future. Thank you for being there when I needed it the most.

Vaaradhi Gallery













Unnathi Program

Project Unnathi is a transformative initiative dedicated to supporting underprivileged students who face challenges in continuing their education due to financial constraints, despite their academic potential and intelligence. The program's goal is to empower these students by providing them with the opportunities they need to thrive academically and beyond. This year **142 students were awarded scholarships**, offering them the financial support necessary to pursue their studies without the burden of financial stress.

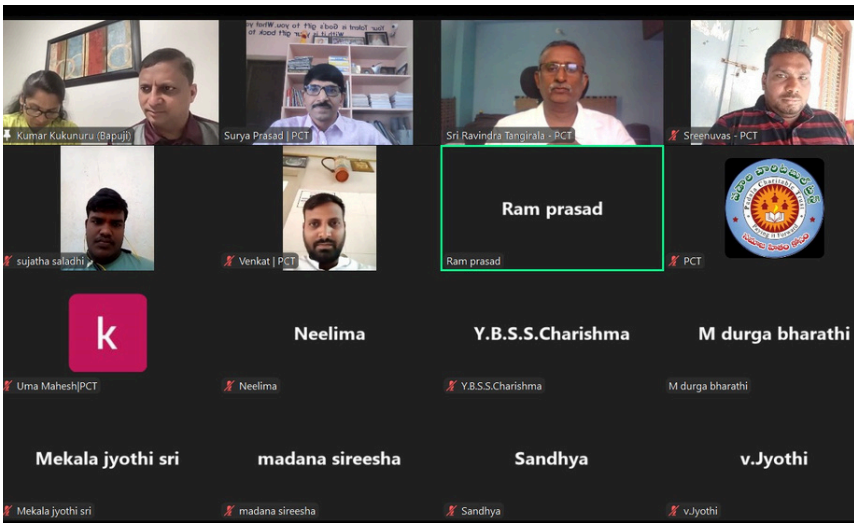
Padala Charitable Trust (PCT) goes beyond academic support by focusing on the holistic development of students. Our programs are designed to equip them with essential life skills and career guidance, empowering them with the knowledge and tools needed to navigate both their personal and professional lives successfully.

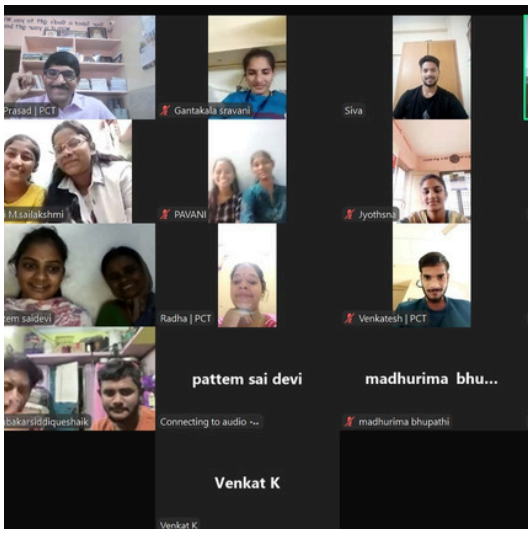






Unnathi Student - Donor Interactions





PCT facilitated these donor interactions, bringing together new and continuing students, along with their parents, to connect with donors. This connection not only motivated the students but also strengthened the bond between donor and recipients, highlighting transparency and community support.







In- Person Meeting

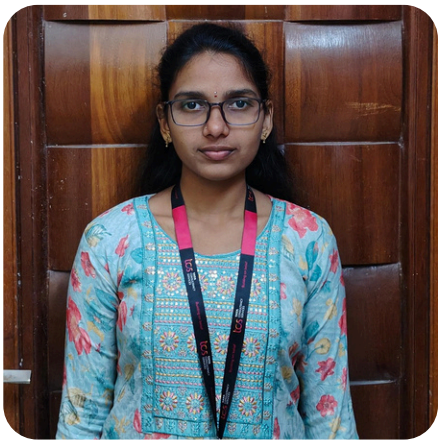
These sessions offered students valuable guidance through:

- **Life Skills:** Equipping students with essential soft skills to support their everyday lives and career growth.
- **PCT Projects:** Providing insights into ongoing PCT projects, fostering awareness of the wider community they are connected to.
- **Career Guidance:** Offering expert advice on various career paths to help students navigate their educational and professional journeys.

Unnathi Success Stories



Sravya Blessi Got placed in Infor as a Software Engineer - Hyderabad Location



Bhavani Kurupudi Got placed in TCS as a Software Engineer - Chennai Location



Pamala Dinesh Got placed in HCL Technologies as a Software Engineer - Hyderabad Location



Aparna Dadi Got placed in Accenture as a Software Engineer - Hyderabad Location

Unnathi Gallery













College Of Excellence





PCT organized an inspiring career guidance seminar for intermediate first-year students at Government Junior College, Yeleswaram. The session aimed to enlighten students about diverse career opportunities, competitive exams, and the importance of setting goals driven by passion.

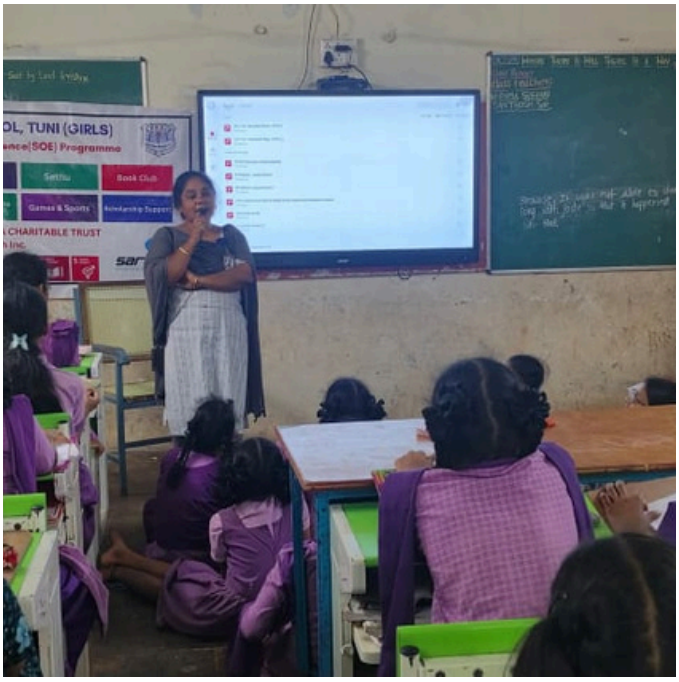
The seminar featured engaging talks by **PCT CEO, P.V.V. Surya Prasad, and B. Rama Prasad**, who captivated students through interactive discussions, motivational songs, and real-life examples. The students actively participated, posing questions and sharing their thoughts.

Key topics covered included career options across Arts, Science, and Commerce streams, essential life skills, and the significance of thoughtful career choices for a successful future.
As a gesture of support, PCT donated books to all participants and conducted an additional session to accommodate the students' enthusiasm.
This initiative underscores PCT's dedication to empowering young minds through career guidance and personal development.

Key Takeaways:

- Career guidance seminar for intermediate first-year students
- Focused on career options, competitive exams, and goal-setting
- Books donation for all participants

School Of Excellence





Empowering Young Minds at Residential Schools

Padala Charitable Trust (PCT) proudly conducted a transformative program at 5 Govt Schools (690) - 6th and 10th grade students in Andhra Pradesh.

Handwriting Class/ Books Reading/Speakers club

As part of our School of Excellence initiative, we organized an engaging workshops for all participants. This interactive sessions was designed to:

- Enhance handwriting skills and improve fine motor control
- Instill good writing habits and promote attention to detail
- Book reading Help them to develop strong reading habits and expand their knowledge across different genres.
- It promotes critical thinking and comprehension by encouraging students to analyse themes, characters and messages
- Speakers Club which provides several valuable benefits to students. It helps develop public speaking skills, boosting student’s confidence in expressing themselves clearly and effectively in front of an audience.

School Of Excellence



PCT'S SOE PROGRAM AT VADAPALEM



LIFE SKILLS, SWECHHA & SFLB SESSION AT CHINTALAPUDI ZPHS GIRLS





EYE CAMP PROGRAM AT TUNI RESIDENTIAL SCHOOL

Swechha - Program





Padala Charitable Trust (PCT) proudly conducted a transformative **40 Swechha programs in Andhra Pradesh & Telangana which impacted 3647 Children and Women** directly.

This program is designed to provide comprehensive awareness and education on the physical and emotional changes that adolescents experience, with a particular focus on menstrual health and hygiene, child sexual abuse, and early marriages. The sessions are structured to create an open, supportive environment, encouraging girls & boys to freely discuss these critical issues, which have historically been shrouded in silence. To facilitate engagement and promote meaningful dialogue, the sessions incorporate a variety of well-crafted activities that allow participants to express their concerns and gain valuable knowledge. This section of the report offers a concise overview of the key topics addressed during the SWECHHA sessions.

Swechha For Little Birds- Program





The **Padala Charitable Trust (PCT)** remains dedicated to enhancing the safety, well-being, and education of underprivileged children. Our commitment extends to raising awareness about child abuse, emphasizing the importance of safe and unsafe touch, and familiarizing children with child-related legal protections.

This year, our SFLB team successfully conducted awareness sessions on child abuse, safe touch, unsafe touch, and other child-related Acts in 314 schools across Andhra, reaching over 27000+ children. These sessions were designed to empower children with knowledge, enabling them to recognize, prevent, and respond to potential threats.
The Importance of Child Abuse Awareness

Child abuse can have lifelong consequences, affecting a child's physical, emotional, and psychological well-being. Raising awareness is crucial as it equips children with the understanding needed to protect themselves and seek help when necessary.

Our Vision and Mission

In line with our mission to create safer environments for children, PCT aims to expand this initiative across all government schools in Kakinada and East Godavari districts. Through these efforts, we aspire to cultivate supportive school communities where children feel secure, valued, and empowered to speak out against abuse.

Swechha For Little Birds- Gallery



SFLB at Ashram Public School



SFLB Session at MPUPS Atchampeta



SFLB Program Launch in West Godavari Dist By MLA - RJD



SFLB Session to Costal Aqua Employees

OTHER INITIATIVES



Grills provided to APSW Yeleswaram



Kishori Balika Vikasam Launch



3800+ Swechha & Sethu Books has been distribution to Students



SFLB Promo Video launch at Collectorate



Sports Dress Distribution to APSW Lovakothuru School

Collector Meetings



Meeting with Kakinada Collector

On July 31, 2024, **Padala Charitable Trust (PCT) Founder and CEO P.V.V. Surya Prasad** met with **Mr. Shan Mohan IAS, Kakinada District Collector**, to discuss initiatives aimed at enhancing children's well-being. He presented a vision for a comprehensive safety net to protect children from abuse and raise awareness of their rights, emphasizing proactive measures like community education and support systems. This meeting showcased his commitment to child advocacy, along with his skills in advocacy, communication, and strategic planning, which he aims to apply in a role focused on promoting children's welfare.

On September 27, 2024, we had the honor of hosting **Assistant Collector Miss Bhavana** at the Padala Charitable Trust Office, as directed by the District Collector. During this visit, a meeting was held with the entire PCT staff, where our Founder and CEO, Mr. P.V.V. Surya Prasad, shared insights into our ongoing initiatives and their positive impact on children's futures.

The meeting was a proud moment for our team to introduce ourselves and reaffirm our commitment to serving the children in our community. A key highlight was the presentation of the "Swechha for Little Birds" program, featuring a class on child safety, focusing on the concepts of safe and unsafe touch. This initiative is crucial in empowering children with knowledge about their rights and personal safety.





Assistant Collector Visit to PCT Office

Other Qualitative Meetings



WCD & CWC Team Visit to PCT

As part of our ongoing efforts to build a child-safe Kakinada, PCT has initiated collaborative discussions with the district administration and the Women and Child Welfare Department. Together, we aim to strengthen outreach and awareness on key issues such as Child Sexual Abuse, the POCSO Act, and Child Marriages.

To ensure deeper grassroots impact, mandal-level teams will be formed and trained by PCT through our Train the Trainer (TTT) program. Additionally, our team has undergone capacity-building sessions on the JJ Act, POCSO Act, and child protection guidelines, led by Smt. Padmavathi, Senior Advocate and former Chairperson of the Child Welfare Committee (CWC).

Kakinada District Administration, in collaboration with Padala Charitable Trust (PCT), organized a workshop on October 22, 2024, to promote child safety and zero tolerance for child sexual abuse. Led by District Collector Shri Shan Mohan IAS, the session was attended by key officials from administration and law enforcement.



Child Safety - Collector & HODs meet

EFC Donated a Vehicle



Educate Forward Charity (USA) generously donated a 6+1 seating transport vehicle to Padala Charitable Trust. This will help our staff travel safely and respond quickly to the needs of children in our community.

Awards & Achievements

Great Place To Work® Certified JUL 2024-JUL 2025 INDIA ™

Great place to work





TAL Hero Award- 2024

Video : Click here

Dhwani Workshop









PCT Participated in the Dhwani workshops aimed at strengthening NGO capacity across key areas. Through this program, PCT received structured guidance on enhancing Governance, Vision, Strategy, and Leadership within the organization.

The program also provided oversight and support in key operational modules, including Finance and Governance, and offered assistance in streamlining day-to-day operations.
As part of the initiative:

- **Team Training:** The PCT team was trained in using digital tools such as Diwas and Goonjan to automate manual processes and replace traditional Excel-based systems, increasing efficiency and transparency.
- **Appointment of Dhwani Upadeshak:** A Dhwani Upadeshak (Advisor) was appointed for a 6-month period to provide strategic advisory support to the PCT Board.
- **Policy Development:** PCT, with guidance from the Dhwani team, developed and formally approved several key policies to ensure regulatory compliance and internal best practices:
  - Prevention of Sexual Harassment (POSH) Policy
  - Child Protection Policy (CPP)
  - Human Resource Management (HRM) Policy
  - Financial Policy
  - Procurement Policy
  - Communication Policy
- **Brand and Community Engagement:**
  - PCT has initiated efforts to build a stronger brand presence on social media platforms.
  - Steps have been taken to engage more effectively with PCT alumni, strengthening the organization's community network.
  - New strategies are being explored to foster more impactful interactions between donors and children, with a focus on mentorship and motivation.

PCT Impact



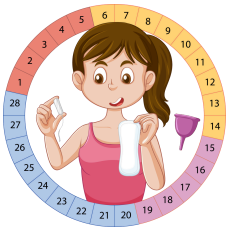
Unnathi Scholarships

New - 30
Renewal - 112



Vaaradhi Support

Schools - 37
Students - 524



Swechha

Sessions - 40
Reached - 3647



SFLB

Sessions - 327
Reached - 31102



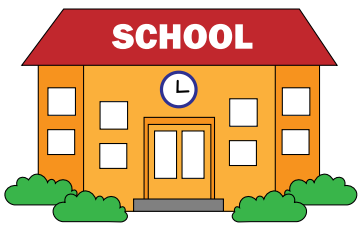
Eye checkup

Camps - 2
Reached - 1100



SET

Sessions - 40
Reached - 2300



SOE

Schools - 05
Reached - 690



COE

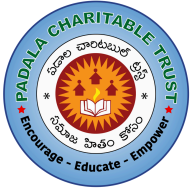
Colleges - 01
Reached - 200



SETHU

Sessions - 11
Reached - 982

Our Partners

































MAHARSHI SAMBAMURTHY INSTITUTE OF SOCIAL AND DEVELOPMENT STUDIES (Regd.)
(UNDER THE AEGIS OF MINISTRY OF SOCIAL JUSTICE AND EMPOWERMENT, GOVERNMENT OF INDIA, NEW DELHI)
Kakinada - 533 001, Andhra Pradesh, India

































TANA FOUNDATION INDIA

















Government of Andhra Pradesh
Sarva Shiksha Abhiyan
Department of School Education

Andhra Pradesh Human Resource Development Institute
(Govt. of Andhra Pradesh)



Thank You for Standing With Us

As we reflect on the past year at Padala Charitable Trust, we are filled with immense gratitude for the unwavering support and generosity of our donors, partners, and well-wishers. Your contributions have empowered us to make a lasting impact in the lives of those we serve.

Each milestone we've achieved this year has been possible because of you. Your belief in our mission and your continued support have been the foundation of our progress. Together, we are building stronger communities, brighter futures, and a more compassionate world.

Thank you for being an integral part of our journey. We look forward to continuing this meaningful work with you in the years to come.

With heartfelt gratitude,
Team Padala Charitable Trust

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THANK YOU!