WELCOME TO THE FAMILY of

PAYING IT FORWARD

(23+ yrs of making a difference & counting)

PADALA CHARITABLE TRUST (PCT)

Regd. 0413/4/26/2003 | 80G Certified | FCRA - 010170337 | NITI Aayog ID - AP/2018/0189057 | CSR - CSR00025749

United Nations SDG Alignment @ PCT



https://india.un.org/en/sdgs

Great Place To Work. Certified SEP 2025-SEP 2026 INDIA

GuideStarIndia PLATINUM VALID TILL AUG 2025 AWARDED TO GSN 10751 PADALA CHARITABLE TRUST www.guidestarindia.org.in

Table of Contents



1 WHO We are

2 WHAT We Do?

3 PCT Publications

4 HOW YOU Can Make a Difference?

5 WAYS to Contribute

6 What DONORS Think about OUR Work?

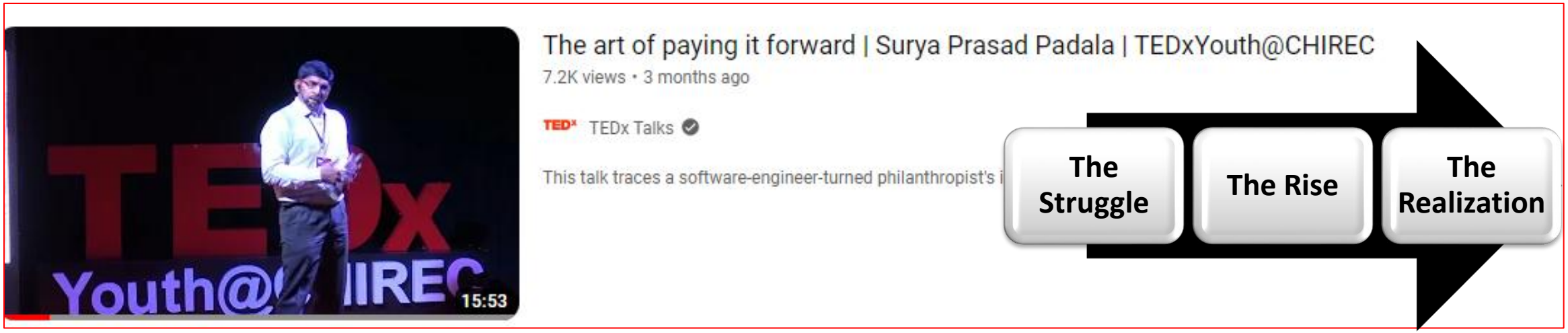
7 MORE About Programs

8 OUR Partners Network

9 WHY Should you Join US?

SO, WHO WE ARE?

Story of the Founder: ART OF PAYING IT FORWARD



This talk traces a **software-engineer-turned philanthropist's** inspiring journey from making it out of a cycle of poverty to dedicating his life to paying it forward. Surya Prasad Padala post-graduated (M.Tech) from IIT Kharagpur (class of 1996). After working for 16 years in the US as a software consultant, he resigned from his job at the age of 40 and returned to India for good in 2012. Since then, he has dedicated his life to volunteering for non-profits and exploring opportunities where his talent can be used to make a positive difference in society.

One thing that drives Surya Prasad's passion is the idea of **paying it forward**. He hailed from a lower middle-class background, where his father was a tailor in his village. After achieving state rank in his 10th and 12th class boards, he was financially assisted by an organization called BREAD to complete his B.Tech education. This made a huge difference in Surya Prasad's life and is what motivated him to pay it forward on his own. He has since been instrumental in the design and streamlining of several initiatives over the years at his organization Padala Charitable Trust since 2002. This talk was given at a TEDx event using the TED conference format but independently organized by a local community. Learn more at https://www.ted.com/tedx

Surya Prasad is an alumnus of **APRS** Bhupathipalem, **APRJC** Nagarjuna Sagar, **JNTU** Kakinada & **IIT** Kharagpur

About PCT

PCT is a registered non-profit organization, working for the past **23+ years** (since 2002) in both Telugu States (AP & TS) in the area of **education** and **empowerment** of youth.

PCT's core competencies include education and awareness modules in **Social and Emotional Learning (SEL), Career Counseling** and **Adolescent Health** which includes Menstrual Hygiene Management, Reproductive Health, Gender Sensitization, Child Marriages, Early Pregnancy, Substance Abuse and Emotional Well-being.

We also work with younger children **(< 12yrs) to** educate them **about Personal Safety Education** (safe/good touch, unsafe/bad touch, Child Sexual Abuse, POCSO Act, Road Safety, Cyber Safety etc.)

PCT also works with vulnerable children from single parent and no-parent families and support their school and college education through educational scholarships.

PCT has been a **knowledge partner for the Govt of AP** since 2019 working with APREIS, APSWREIS, APTWREIS, MJAPBCWREIS, KGBV and ZP High Schools across the state. PCT has been awarded as **Top NGO in AP** Cohort by Dhwani Foundation, awarded **Great Place to Work** for last 3 years & also certified as **GuideStarIndia** Platinum partner.

PCT works with Government agencies, CSOs and local communities to achieve **Sustainable Development Goals (SDGs 1 to 5**), #1 No Poverty, #2 Zero Hunger, #3 Good Health and Well-being, #4 Quality Education, and #5 Gender Equality. PCT offers Capacity Building for teachers, school leaders, village women and other CSOs.

TARGET GROUP (Primary Stakeholders)
School Children & College Students from Government Schools, Colleges & Residential Hostels
Age Group: 6 Yrs to 20 Yrs

RECOGNITIONS & AWARDS

Best NGO by Dhwani Foundation AP Cohort 2025

Topper of Endline Assessment

DHWANI FOUNDATION







Name of the NGO:- Padala Charitable Trust
Name of the Leader:- Mr. Surya Prasad
Name of the CFM:- Mr. Venkata Prasad
Score:- 99.08%





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TRANSPARENCY & PUBLIC ACCOUNTABILITY CERTIFIED
GuideStarIndia
PLATINUM
VALID TILL AUG 2025
AWARDED TO GSN 10751
PADALA CHARITABLE TRUST
www.guidestarindia.org.in
Ask for our Due Diligence Report for details.
GuideStar India Certifications: Platinum FY 2022-2023
Subject to validity of registration under IT, FCRA and registration as NPO

benevity

PCT is a registered NGO in **Benevity Causes Portal** and hence eligible for **employee matching** grant programmes in corporations across the world. (Microsoft, IBM, Google, Apple, eBay, Canva, Cisco, Adobe, Expedia, Service Space, Activision Blizzard and many more.....)

PRIA
Knowledge. Voice. Democracy.

TO WHOM IT MAY CONCERN

This is to certify that Padala Charitable Trust is one of the participating organisations in the Southern Cohort of the Capacities for Social Transformation and Empowerment – CAPSTONE programme. The CAPSTONE learning programme is being offered by Participatory Research in Asia – PRIA based in New Delhi, India to small and medium-sized non-profit organisations in India.

The programme offers support in some of the following areas through in-person face-to-face and online training, workshops, coaching and mentoring over one year.

- Assessing organisational capacities and preparing an institutional development plan
- through Participatory Organisational Capacity Assessment (POCA)
- Preparing strategic plans integrating gender institutionally
- Developing and implementing essential organisational policies and systems
- Developing community-engaged programme planning, monitoring, evaluation, and
- impact assessment plans
- Developing strategic communications with stakeholders
- Develop organisational and financial resilience plan

We sincerely hope that the Padala Charitable Trust will be able to utilise this learning programme optimally to enhance organisational capacities and resilience.

Thanking you.

Dr Kaustuv Kanti Bandyopadhyay
Director
Participatory Research in Asia

Society for PARTICIPATORY RESEARCH IN ASIA
Head office: 42, Tughlakabad Institutional Area, New Delhi 110062 • Tel: (+91-11) 2995 6908, 2996 0931-33 • Fax: (+91-11) 2995 5183 • E-mail: info@pria.org • Web: www.pria.org
PRIA is a global participatory research and training centre

PCT is a proud partner of PRIA's **CAPSTONE** Programme Supported by **Ford India Foundation** and **ATE Chandra Foundation**

Collaboration with District Administrations, AP



Kakinada District, 2023



Kakinada District, 2024



Kakinada District, 2025



West Godavari District, 2023



East Godavari District, 2024



Srikakulam District, 2025

APPRECIATIONS

PCT's modules for **adolescent children** on Life Skills, Career Guidance and health education are need of the hour in today's society.

PCT's **publications** are also a must-read for every student, teacher and parent.

To achieve larger and more sustainable impacts on these delicate issues, the **government should actively partner** with effective NGOs like PCT working at the grassroots level.

- **Dr. JP**

https://www.fdrindia.org/
https://www.youtube.com/@JPLoksattaOfficial



APPRECIATIONS

A special appreciation from the officials of APSWREIS

"The composure, cool, and confidence maintained by the resource persons during the sessions and their heartful communication is really applaudable. Especially, the session regarding homosexuality and emotional changes during adolescence was superb. Too difficult a topic and the young brigade did a thoroughly professional job. Even senior psychologists could not have done this. Once again, thank you and congratulations to Surya Prasad and team."



- **M. Ravi Chandra, IAS, Principal Secretary, APSWREIS.**
  Principal Secretary to Government, Women & Child Welfare Department

The secretary of APSWREIS, Col V. Ramulu, has been known for his reforms and innovative approaches he has brought forward for the upliftment of children studying in APSWREIS schools. He has immense love for children and he is very concerned about their future, one of the reasons why PCT is strongly associated with APSWREIS. Col. V. Ramulu has many times in the previous sessions thanked and congratulated PCT team for its efforts. During the training sessions to the Junior lecturers, Principals and DCOs he gave very encouraging feedback by observing even very subtle points. Here are a few of them..



- PCT team is crazy about children and their education. Crazy so much that, many in the team left their lucrative careers and working in the NGO sector.
- I have never seen them login late to any session or giving their response late. They are on time to each and every session. One should learn from them.
- They are working hard to modify each session according to the audience. They are sharing more relevant examples every time. It`s always new every time I hear their sessions.
- They are creative in their expression and their way of teaching is unique. They can even convey the hardest of the topics very easily. They are also humble and humility is their strength. They never displayed "I know it all" kind of attitude. Apart from the main topics, I also request every participant to learn these subtle things from PCT`s team."

Thank you.

- **Col V. Ramulu, IPoS, Secretary, APSWREIS.**

APPRECIATIONS

Sumit Kumar, I.A.S.
Collector & District Magistrate

Collector's Office,
Alluri Sitharama Raju District
Paderu – 531 024

APPRECIATION LETTER

District administration is thankful to the entire team of Padala trust for creating awareness about menstruation hygiene and other health related issues.

Your assistance in this regard will create further awareness at ground level.

We express our gratitude for following team members.

1 Padmavathi Giduthuri
Swechha Trainer

2 Maha Lakshmi Mutyala
Swechha Trainer

3 Devi Prasanna Tirumalaraju
Swechha Trainer

4 Rajya Lakshmi Sundara
Swechha Trainer

5 Vamsi Krishna Kadali
Executive Director

6 Surya Prasad Padala
Founder & CEO

02/06/22

Collector & District Magistrate,
Alluri Sitharama Raju District.

ANDHRA PRADESH SOCIAL WELFARE
RESIDENTIAL EDUCATIONAL INSTITUTIONS SOCIETY. (REG)
Mokshasai Plaza, # 12-467-9, Tadepalli Bypass,
Near Highway Towers, Tadepalli - 522 501, Guntur Dist.
Email : secyapswreis@gmail.com

LETTER OF APPRECIATION

To
Sri P. Surya Prasad,
Founder & CEO,
Padala Charitable Trust,
Kakinada, Andhra Pradesh.

Dear Surya Prasad,

I would like to thank you and your team for offering continuous support to our APSWREIS Institutions by creating awareness on child rights, POCSO act, and safety measures for students inside and outside schools, adolescent health issues, and support systems in emergency, motivational sessions, carrier guidance to staff and students. I would like to acknowledge and thank you for the contribution you have made in during State Level POCSO & JJ Act sensitization workshop to APSWREIS staff which was held on 9-10 Februafy, 2023.

Once again, many thanks for your support to us. I will look forward to have active collaboration with PCT in future too!

R. Pavana Murthy, ITS
Secretary, APSWREIS

Date: 23 Feb – 2023.

APPRECIATIONS (Training Partners across India)

CHILD LINE 1098 NIGHT & DAY
CHILDLINE India Foundation

"We have been following and observing PCT`s sessions. All the topics discussed are relevant and very useful to our daily lives. The pedagogical approach followed by PCT is very impressive. They are not just giving lectures. They are involving the participants, telling stories and creating activities to engage the listeners.

As a fellow organisation, we can say that, a lot can be learnt from this."

- *Mr. Phani Rajendra & Mr. Ravi Kumar, Childline India Foundation Leadership Team*

From Wonder, Wisdom
Heartfulness Education Trust

The training sessions from PCT have been very interesting and thought provoking. The resource persons are very knowledgeable about the gaps in the system which is very evident from the words they choose while speaking to the audience.

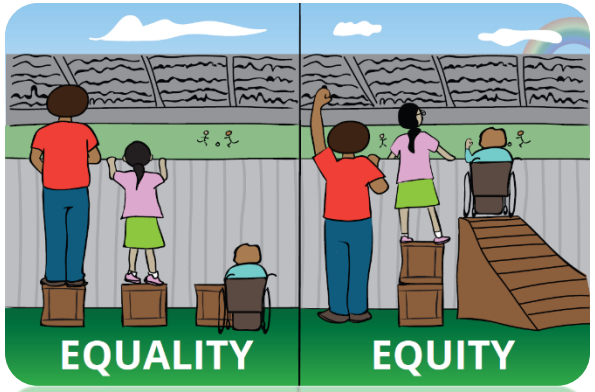
Example: *"జనాభా లెక్కల్లో మనుషుల సంఖ్య పెరగాలి'; అది పెంచే అవకాశం, బాధ్యత ఆ రెండూ మనకే ఉన్నా యి."*

- *Sri. Ramakrishna,*
Heartfulness Education Trust (HET)

WHAT WE DO?

FAIR PLAY

Let's be FAIR to the underprivileged



Program UNNATHI



Scholarships (Financial Aid)

Mentoring / Career Guidance

Internships

Employability Skills

Paying It Forward

Primary Stakeholders (Target Group)

1) Children with academic excellence
2) Strong Passion towards higher studies
3) Economically disadvantaged families
4) 11th Grade and beyond (16 to 21 Yrs)

Program VAARADHI



Adopt children from vulnerable families

Motivation

Basic Needs

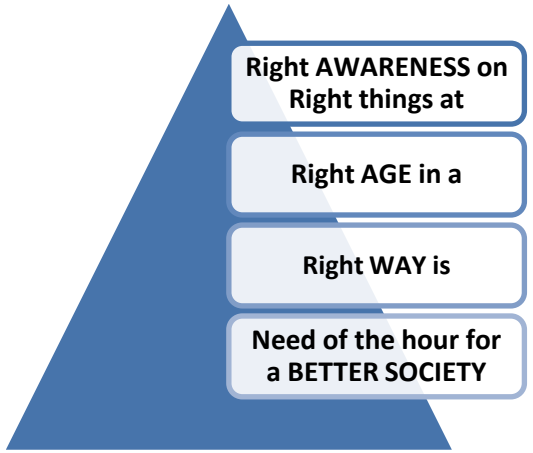
Medical Support

Constant Mentoring

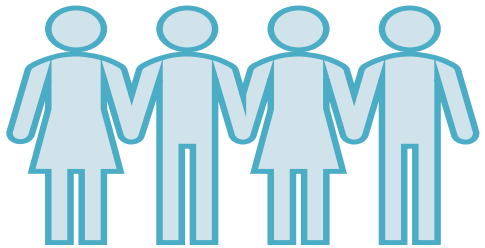
Primary Stakeholders (Target Group)

1) Children from single-parent and no-parent families (Orphans & Half-Orphans)
2) Enrolled in Government Schools (AP)
3) 4th thru 10th Grade (9 to 15 Yrs)

AWARENESS IS LIFE



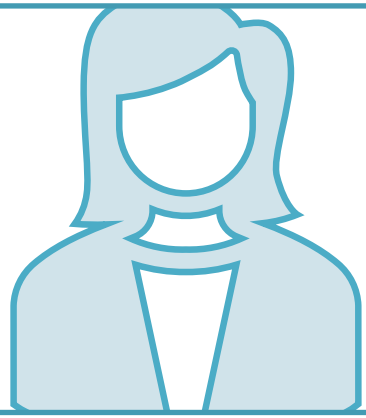
Program SET



Social and Emotional Learning (SEL)

- Motivation
- Core Life Skills
- Leadership
- Attitude / Skill / Knowledge
- Literacy / Education
- Success / Happiness
- Social Responsibility
- Emotional Well-being

Program SETHU



Career Guidance

- Career
- Goal
- Personal Counselling
- Self-Reliance
- Employability
- Entrepreneurship
- Scholarships

Program SWECHHA

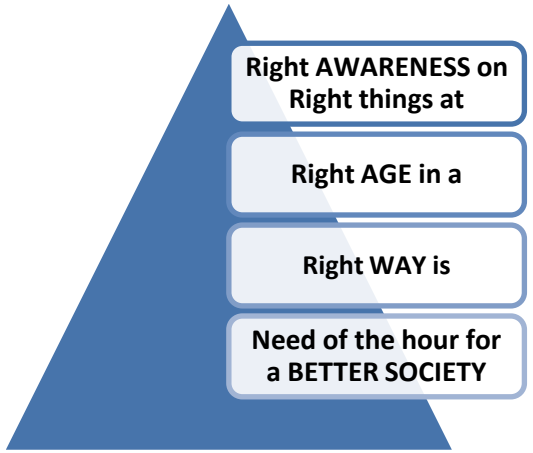


Adolescent Health

- Menstrual Hygiene
- Reproductive Health
- Nutrition
- Gender Sensitization
- Personal Safety Education
- Child Sexual Abuse
- POCSO Act /JJ Act
- Child / Early Marriages
- Peer Pressure / Bullying
- Substance Abuse
- Adolescence Challenges

Target Group for Awareness Modules: 8th to 12th Grade (13 to 17 Yrs)

AWARENESS IS LIFE



Program SFLB



Personal Safety Education (PSE)

Private Body Parts

My Body is My Right

Safe Touch & Unsafe Touch

Bullying / Body Shaming

Safety Rules

Cyber Safety

Child Sexual Abuse (CSA)

Exploitation

POCSO Act / JJ Act

Target Group : 1st to 7th Grade

Program SOE



School of Excellence

Life Skills Education

Career Guidance

Adolescent Health Education

Skill-building Clubs

*** Over the 3-4 year duration of the SOE Program, the selected school will undergo a **transformation**. Educational and awareness sessions for all students in grades 6-10 will be integral to this process, fostering excellence and cultivating **empowered learners throughout the school.**

Target Group : 6th to 10th Grade

OUR PUBLICATIONS

A must read by every high school and college student, parent and teacher

PCT Publications



SETHU – Bridge for your Career

A comprehensive coverage of

- Higher Education Courses and Career opportunities available after 10th and intermediate
- Detailed information about skill development courses, and scholarships
- Ideal for government school children and a must-have book in every **school and home library.**



Adolescents - FAQ

Some topics are considered taboo in our society. Hence, the much less discussed topics like adolescence, menstruation, sex education, homosexuality, personal hygiene are the frequent questions we are usually faced from children. The answers for all these questions are openly discussed in this small booklet with attractive colour drawings and simple language. This is a **must-read** book by every **student, parent and teacher.**



SWECHHA – *Break the Silence*

A small booklet that creates maximum impact. Most important information on physical and emotional changes that occur in adolescent girls is covered with beautiful illustrations and easy to understand language. This is a **must-have** book in the hands of **every boy & girl** in our schools and colleges.

IMPACT IN NUMBERS

Program **UNNATHI** SCHOLARSHIPS & MENTORING	Program **VAARADHI** ADOPT & EDUCATE ORPHANS & HALF-ORPHANS	Program **SET** SOCIAL & EMOTIONAL LEARNINING(SEL)	Program **SETHU** CAREER GUIDANCE
1600+ Scholarships **Rs. 150 Lakhs** 300+ Alumni across India and abroad **Courses** Intermediate Diploma, ITI, IIIT, Degree Engineering Pharmacy , Nursing, Medicine	**3000+** Children **Rs. 400 Lakhs** (4Cr) **Alumni** 1000+ Alumni Completed High School Education & Pursuing Higher Studies & Few are working	**135,000+** Children **Rs. 135 Lakhs** (1.35Cr) 1100+ Schools **Improved** awareness about Life, Career, Success, Happiness, Family, Society , Nature etc.	**85,000+** Children **Rs. 85 Lakhs** (0.85Cr) 250+ Schools **Improved** awareness about various careers, opportunities, employability, scholarships etc.

IMPACT IN NUMBERS

Program **SWECHHA** ADOLESCENT HEALTH EDUCATION (Boys & Girls)	Program **SFLB** PERSONAL SAFETY EDUCATION	Program **SOE** SCHOOL OF EXCELLENCE
130,000+ Children **Rs. 130 Lakhs** (1.3 Cr) 1000+ Schools **<u>Improved</u>** awareness about various adolescent issues, physical and emotional changes etc.	**50,000+** Children **Rs. 50 Lakhs** 500+ Schools **<u>Improved</u>** awareness about Safety Rules, Bullying, Child Sexual Abuse, POCSO Act & JJ Act.	**1,000+** Children **Rs. 75 Lakhs** 5 Schools **<u>Improved</u>** Holistic development of children through Educational and awareness sessions for all classes

HOW YOU CAN MAKE A DIFFERENCE?

WAYS TO MAKE A DIFFERENCE

Program UNNATHI

SCHOLARSHIPS & MENTORING

Fund the children who are academically talented and from underprivileged families

Funding Support

Support starts from **Rs. 10,000 to Rs. 100,000** per student per year based on the course and college

Program VAARADHI

ADOPT EDUCATE & EMPOWER

Adopt single-parent and no-parent children from govt schools

(Orphans and Half-Orphans)

Funding Support

Rs. 10,000 per child per year

You may sponsor any no. of children

Program SWECHHA

ADOLESCENT HEALTH EDUCATION (Boys & Girls)

Educate and empower adolescent boys and girls

(12 to 17 Yrs)

Funding Support

Rs. 300 per child

Rs. 60k-120k per School

(200-400 students)

Program SFLB

PERSONAL SAFETY EDUCATION

Educate and empower

younger children

(6 to 12 Yrs)

Funding Support

Rs. 100 per child

Rs. 10k-15k per School

(100-150 children)

Detailed Proposals & Theory Of Change for each Program will be shared upon request. We have a proven track record of Social Return on Investment for each of these programs. We would love to discuss and present the details of impact you can be part of by supporting these initiatives.

WAYS TO MAKE A DIFFERENCE

Program SET

SOCIAL & EMOTIONAL LEARNINING(SEL)

Educate and empower adolescent boys and girls

(12 to 17 Yrs)

Funding Support

Rs. 300 per child

Rs. 60k-120k per School

(200-400 students)

Program SETHU

CAREER GUIDANCE

Educate and empower adolescent boys and girls

(12 to 17 Yrs)

Funding Support

Rs. 300 per child

Rs. 60k-120k per School

(200-400 students)

Program SoE

(School Of Excellence)

EMPOWER THE SCHOOL THROUGH 'LIFE' AWARENESS MODULES

Educate and Empower the School for holistic development of children (Life Skills, Career Guidance, Adolescent Health, Book Club, Speakers Club, ToT)

Funding Support

Estimated Cost Per School (With 200 Students) **Rs. 6 Lakhs per year**. If SoE is executed for 3 consecutive years, the impact will be sustainable in the school and every child will be at a different level in all aspects.

CORPUS FUND

Flexible Budget

Long Term Sustainability & Impact

1) Capacity Building of Team

2) Research and Content Development

3) Go Digital (Online Content) for larger reach

Funding Support

ANY Amount, Every penny counts

Detailed Proposals & Theory Of Change for each Program will be shared upon request. We have a proven track record of Social Return on Investment for each of these Programs. We would love to discuss and present the details of impact you can be part of by supporting these initiatives.

WAYS YOU CAN CONTRIBUTE?



Donations from **Indian Citizens** (any currency, anywhere in the world) & **Indian Firm/ Org** registered in India)



Donations from **Non-Indian Citizens** (any currency, anywhere in the world) & **Firms/ Orgs** registered **outside India**)

Online Payment Gateway (Net Banking / Debit/Credit Card / UPI)

Benevity Causes Portal from your Company's Website **anywhere** in the world *(multiplies your contribution)*

PADALA CHARITABLE TRUST PROJECTS
STATE BANK OF INDIA
Account Number: 3689 9651 703
IFSC Code: SBIN0004607
MICR Code: 533002004
GAIGALAPADU Branch
Kakinada, Kakinada District
AP -533005

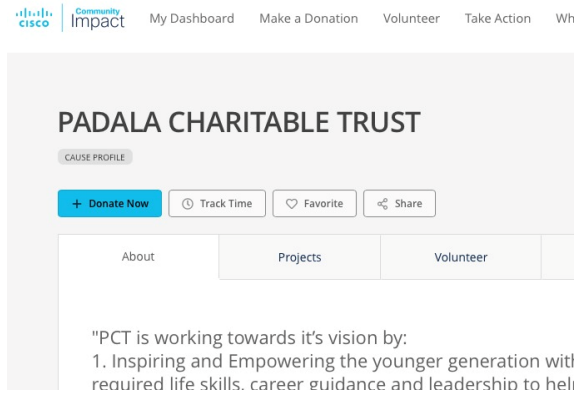
UPI Payment
padalacharitabletrust-projects@sbi

PADALA CHARITABLE TRUST FCRA
Registration Number: 010170337
STATE BANK OF INDIA
Account Number: 00000040100692851
Branch Code: 00691
(SBI NDMB, New Delhi)
CIF No. 80081885719
IFSC Code: SBIN 0000 691
MICR Code: 110002087
SWIFT CODE: SBININBB104
fcra.00691@sbi.co.in



PCT WEBSITE

https://pct-india.org/donate/



UPI: padalatrust@sbi



PCT is a Tax Exempt (80G) Organization and all your donations in India can be claimed. PCT also has FCRA clearance from MHA (Ministry of Home Affairs) to receive foreign source contributions from anywhere in the world in any form of currency.

WHAT OUR DONORS THINK ABOUT OUR WORK?

Educate Forward Charity, USA

- Thanks for organizing the interaction with Unnathi students with Educate Forward Board members despite my initial hesitation. The thing that surprised me the most is how articulate the students were in expressing their struggles. This requires a lot of courage and maturity. I was reflecting on this after the meeting and feel that one of the main contributors is probably the **excellent job PCT did in creating a safe space for students** to express their feelings and opinion. In fact, many students said so, they can talk to you anytime they face problems in their academic or personal life. I think this is a major factor in your success.
- It is clear to me that PCT is creating student gems and responsible citizens. **We consider our contributions as investments and not donations.** It is very clear to us that Educate Forward investments will pay off in the form of students with successful careers and social responsibilities.
- Ravi Shankar, Padma and Gangadhar send me text messages after the meeting mentioning how impressed they were with the students and **PCT guidance.**

SVCT, USA

- Truly appreciate the sincere and honest efforts of PCT in educating and empowering the girl children in remote areas like Narasannapeta regarding adolescent health and emotional well-being. The topics such as **LGBTQ, Social Media Handling, POCSO Act** are so sensitive and it is only possible when you have thorough understanding of the subject and clarity of thought. Kudos to PCT team.

- The way the PCT resource persons use playful methods with children during the sessions testify the **empathy and love** for the children they have.

Kasturi Educational Society, Srikanth Bandi, UK

- The quiz questions that PCT team engages the students with in their awareness sessions is a proven method to improve the students' lateral thinking skill.

- The way the girls open up with PCT team about their personal issues is an indicator of how **child-friendly** their interactions are.

KARUTURI FAMILY, USA

- Karuturi Family, currently based in USA and natives of Kakinada wish to support the Health, Education and Welfare needs of underprivileged children in their native community and encourage them to pursue higher education in memory of our parents and payback to the community we grew up in. We are delighted to find the ideal partner in **Padala Charitable Trust**, based in Kakinada to fulfil our wishes through their well organized Programs Vaaradhi and Unnathi.
- Through **Program Vaaradhi,** we are able to sponsor 50 single parent and no parent children from government high schools in our native villages, by providing them with basic needs at school and home, medical support, motivation and counseling and guidance needed to realize the children's true potential. The staff of PCT have done an excellent job in accomplishing these objectives. Through **Program Unnathi**, we are able to provide financial assistance to 6 girls who excel in academics but cannot afford higher education. They are pursuing college education in various disciplines like Engineering, Pharmacy, Horticulture and Pre-medicine throughout Andhra Pradesh. The sponsored girls are also provided counseling and support by the PCT staff who do an admirable job as their mentors. The students are also taught to be good role models and Pay It Forward to help more children in the future.

- **We have been extremely pleased in partnering with Padala Charitable Trust** over the last three years. Their Vision which we subscribe to whole heartedly is a World where everybody enjoys equal rights with basic needs and lives to the fullest, and poverty should not stop anyone's dreams.
- They have a clear Mission of mainstreaming orphans and half orphans by providing care, support, protection and counseling at the right age. And, their goals of Program Vaaradhi are very thoughtful and commendable: Reduce school dropout rate, Pursue higher education, Stop child marriages, Build leadership, Create health awareness, Provide career guidance and Parental counselling to name a few. **We look forward to continue our partnership with them to Pay It Forward.**

KRUTHA Foundation, India

- PCT has been awarded the '**Great Place to Work**' Award in the NGO category. Getting this award is not easy. It is only possible with continuous hard work, unwavering commitment, following high ethics in service delivery and satisfaction of their employees.

- Krutha Foundation is very proud to be associated with such a prestigious organization and partner with them in nation building through **School Of Excellence (SoE)** in our school ZPHS Vadapalem.

Dilip Kuchipudi, TANA Foundation, USA

- **Program Vaaradhi** transforms children and as a result their families by bringing them out of their set way of living by building confidence and educating the children. Personal attention, medical attention, Hygiene etc add the necessary value required for these children to be able to study and become more productive citizens. Improving the health of these mal-nutritioned children helps them get stronger. This builds confidence in the child and gets prepared to deal with the society around.
- Some of the medical attention provided to a few is **life transforming for the children**.
- Happy to note that Padala Charitable Trust is doing a fine job in implementing Vaaradhi.

Raj Rajaram, Lions Club International, USA

- I am constantly amazed at how PCT builds **partnerships** and keep expanding its impact among rural youth in India. I wish you the best. Persistent and patient effort is paying off. Corporate India is looking for good organizations like you to sponsor big projects and you should approach them since they are looking for opportunities to spend their CSR money.

Mohan Sai Krishna, Microsoft, India

- Having been associated with PCT for more than 15 years now I am immensely happy to see the organization grow exponentially in its outreach and impact through its innovative activities. Especially **Program Unnathi Scholarship program** is very dear to me and I am super impressed and inspired by the meticulous and professional way of selecting students for Scholarship and taking utmost care and follow up during the entire education period.

- The founder Suryaprasad and his team have established a very **transparent and results oriented process** for the scholarships ensuring the right students get help at the right time. Giving back to the society in an ethical and righteous manner has been made possible by PCT. I am thankful and grateful for being associated with PCT. Thank you PCT Team.

WANT TO READ MORE ABOUT ProgramS?

Great Place To Work. Certified JUL 2024-JUL 2025 INDIA

PADALA CHARITABLE TRUST — Encourage - Educate - Empower

GuideStarIndia PLATINUM — AWARDED TO GSN 10751 PADALA CHARITABLE TRUST

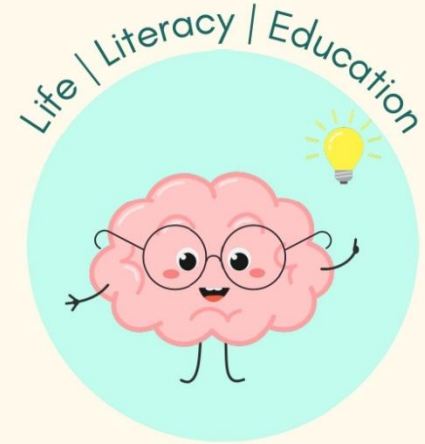
PADALA CHARITABLE TRUST (PCT)

•SET Program•

Student empowerment through



Social & Emotional Learning



Literacy v/s Education

Are we really getting educated at school?



Leadership

Leadership at 3 levels
Personal, Familial, Societal.



The AASK Formula

Which is more important? Action /Attitude / Skill / Knowledge?



10 Core Life Skills

WHO prescribed life skills for a productive life

SET Program fosters vital life skills, leadership, and motivation in young learners through diverse activities, narratives, and videos, aligned with WHO recommendations. The curriculum covers essential competencies, including self-awareness, empathy, critical thinking, decision-making, and problem-solving, promoting social and emotional learning to help learners navigate complex socio-emotional situations with resilience.

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Financial Independence / Parents / Life



Self Reliance

What does it take to be truly self reliant?

Courses | Colleges | Scholarships



Career Info

Harnessing the power of information to make informed choices

PADALA CHARITABLE TRUST (PCT)

•Sethu Program•

Student empowerment through



Career Counselling

Sethu Program is a career guidance program that supports high school and intermediate students in building a successful future based on their interests, abilities, and needs. It provides information on various courses, job opportunities, career paths, training programs, & scholarships. Sethu helps students navigate the complexities of career planning, equipping them with the necessary knowledge and resources to make informed decisions about their future.

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Why | What | How



The concept of Career

How the 4 circles of career can help you choose a career.

Interests | Abilities | Opportunities



Personal Counseling

Understanding that each child is unique.

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•Swechha Program•

Student & Women *Empowerment through*



Adolescent & Women Health Education

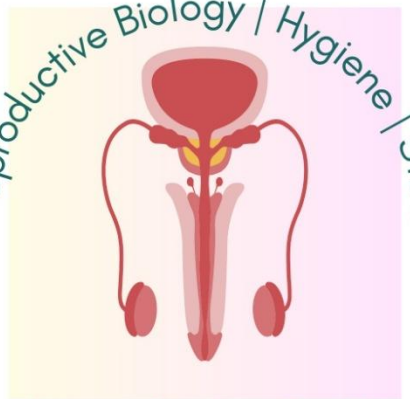
Swechha Program empowers rural adolescent girls, boys & Women, addressing issues of Menstrual hygiene, STD's, PCOD, Cervical / Breast cancer & Uterus Removal, Child Sexual Abuse, POCSO Act, Early Pregnancy, Child Marriages and Emotional well-being. PCT pioneers gender-inclusive programs, breaking the silence and promoting comprehensive modules for adolescents in the AP & TS states. PCT stands apart by recognizing the significance of including boys in the conversation. We create a brighter future for both girls and boys.

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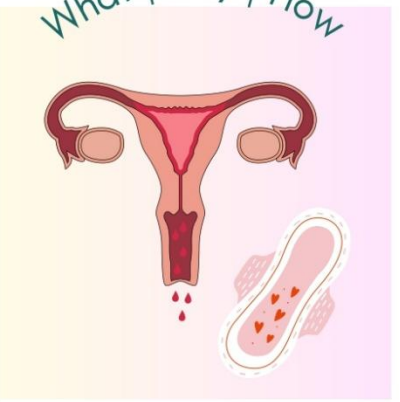
Understanding Adolescence

Understanding the good, bad and the ugly brought by adolescence



Reproductive Health

Removing the taboos, increasing awareness and improving lives



Menstruation

Importance of knowing about menstrual process



Personal Safety Education

Preparing the child for the road ahead

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•Swechha for Little Birds Program•

Child empowerment through

Safe Touch | Unsafe Touch | Exploitation



Child Sexual Abuse (CSA)

Understanding that it is never a child's fault

S S G T

Stop | Shout | Go | Tell



Safety Rules

How children can respond when they face Child Sexual Abuse



Parents | Teachers | Trusted Adults



Support System

Whom to reach for support when CSA happens

Reporting | Provisions | Rights

POCSO Act

POCSO Act

How to get justice and break the cycle of abuse

Personal Safety Education for kids under 12

Swechha for Little Birds Program is an impactful initiative dedicated to creating awareness about child sexual abuse (CSA) and providing children with the necessary knowledge and skills to protect themselves. Through age- appropriate education and engaging activities, the program aims to empower children and ensure their safety and well-being.

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•Unnathi Program•

Student empowerment through

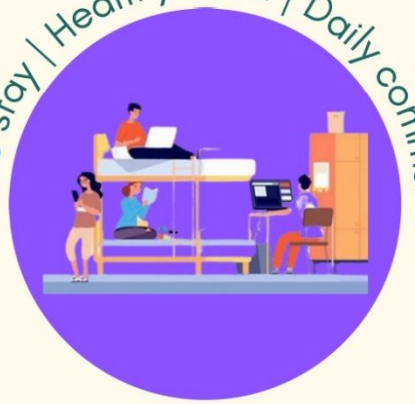
Tuition Fees | Food & Accommodation | Transport



Financial Assistance

Complete financial assistance to cover educational expenses

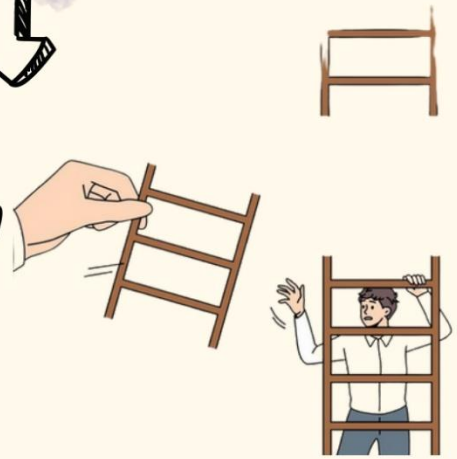
Safe stay | Healthy Food | Daily commute



Safe Housing

Understanding the needs of the students with empathy

Project Unnathi Bridges the Gaps for Meritorious and Underprivileged Students



Courses | Colleges | Internships



Career Guidance

Harnessing the power of career info for better employability

Emotional Aid | Personal Counseling | Parental counseling



Mentoring

Helping the students navigate through the complexities of life

A Comprehensive & Unique Scholarship Program

Unnathi **Program** is a Unique scholarship program by PCT, supporting meritorious and underprivileged students holistically. Personalized assessments, counseling, career guidance, and more are an integral part of the program, in addition to financial assistance This holistic approach distinguishes it from other scholarship programs.

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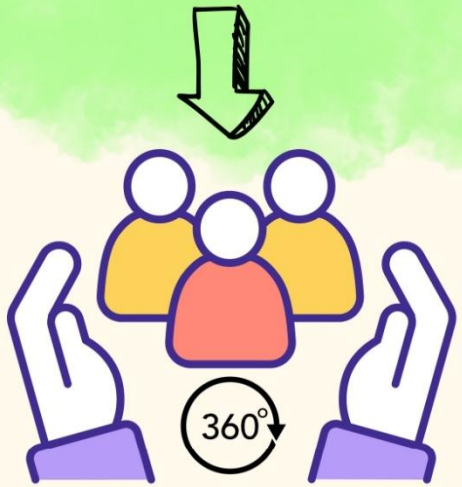
PADALA CHARITABLE TRUST
పడాల చారిటబుల్ ట్రస్ట్
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సమాజ హితం కోసం

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PADALA CHARITABLE TRUST (PCT)

•Vaaradhi Program•

Student empowerment through





Academic Support

Ensuring that the kids have minimum academic standards



Medical Support

Giving assurance for the good health of the students



Emotional Support

Safe guarding the most vulnerable children



Higher Education Support

Support at the crucial milestones

Educational, Medical & Emotional Support

Vaaradhi Program empowers single parent and no parent children in rural and urban government schools / hostels providing comprehensive care for their education, well-being, and emotional needs. We are their champions, advocates, and family, supporting them through every challenge and triumph.

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PADALA CHARITABLE TRUST (PCT)

•School of Excellence Program•

Student empowerment through

Menstruation | Puberty | Personal safety



Adolescent Health Education

Understanding the good, bad and the ugly brought by adolescence

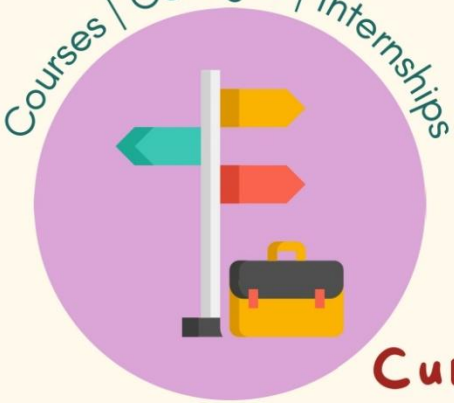
Self-Awareness | Inter personal skills | Empathy



Life Skills Education

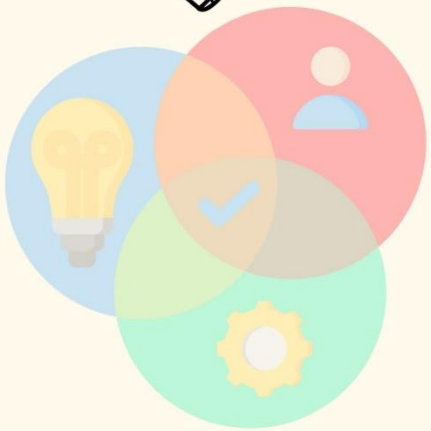
WHO prescribed life skills for a productive life

Courses | Colleges | Internships

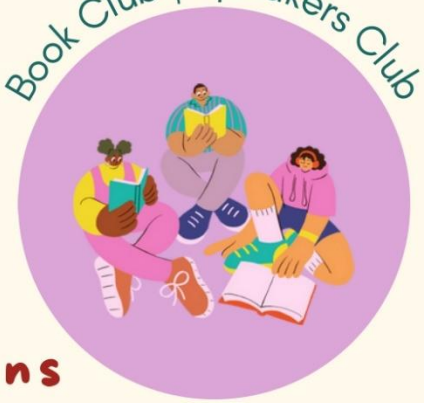


Career counselling

Harnessing the power of career info for better employability



Book Club | Speakers Club



Skill building Clubs

Student managed, interactive clubs to foster crucial skills

Curriculum integrated Awareness & Skill building sessions

School of Excellence Program is PCT's newest project, dedicated to fostering holistic student development beyond traditional measures of excellence. It focuses on nurturing mental health, awareness, life skills, and overall growth to create a truly exceptional educational experience.

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HOW COMPLIANT ARE WE?

PCT is 100% Legally Complaint Organization



PAN

FCRA
COMPLIANCE

12 A
REGISTRATION

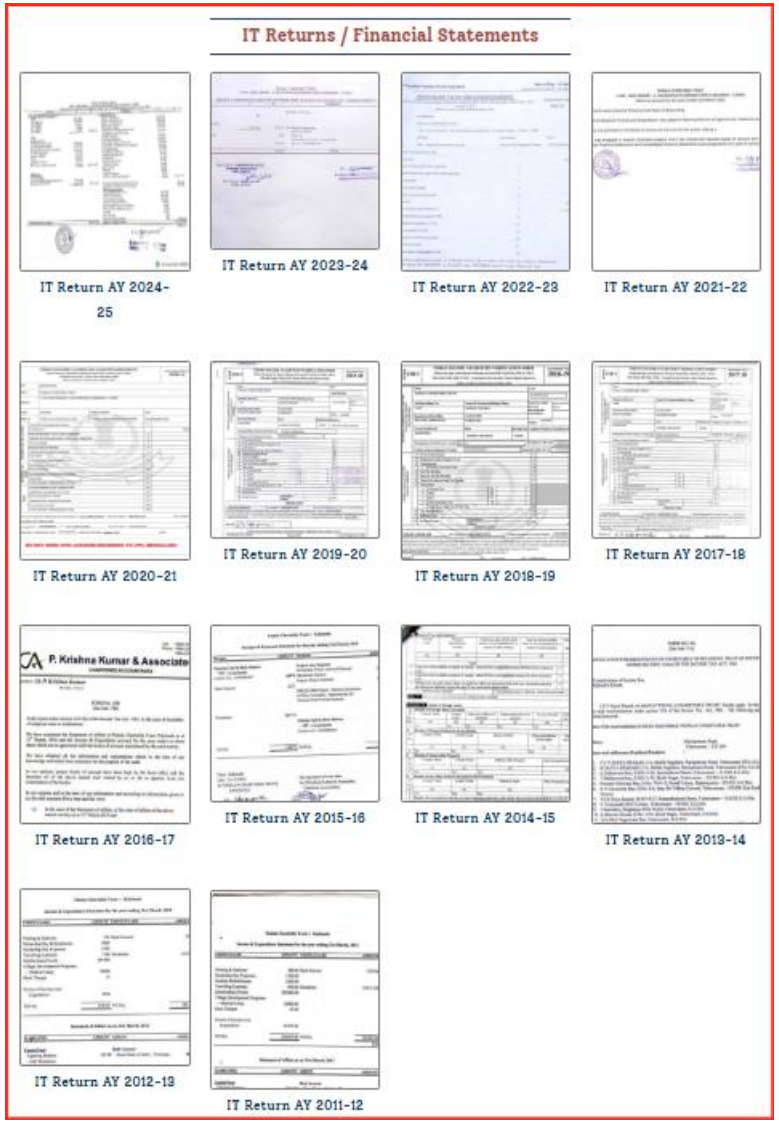
CSR
REGISTRATION

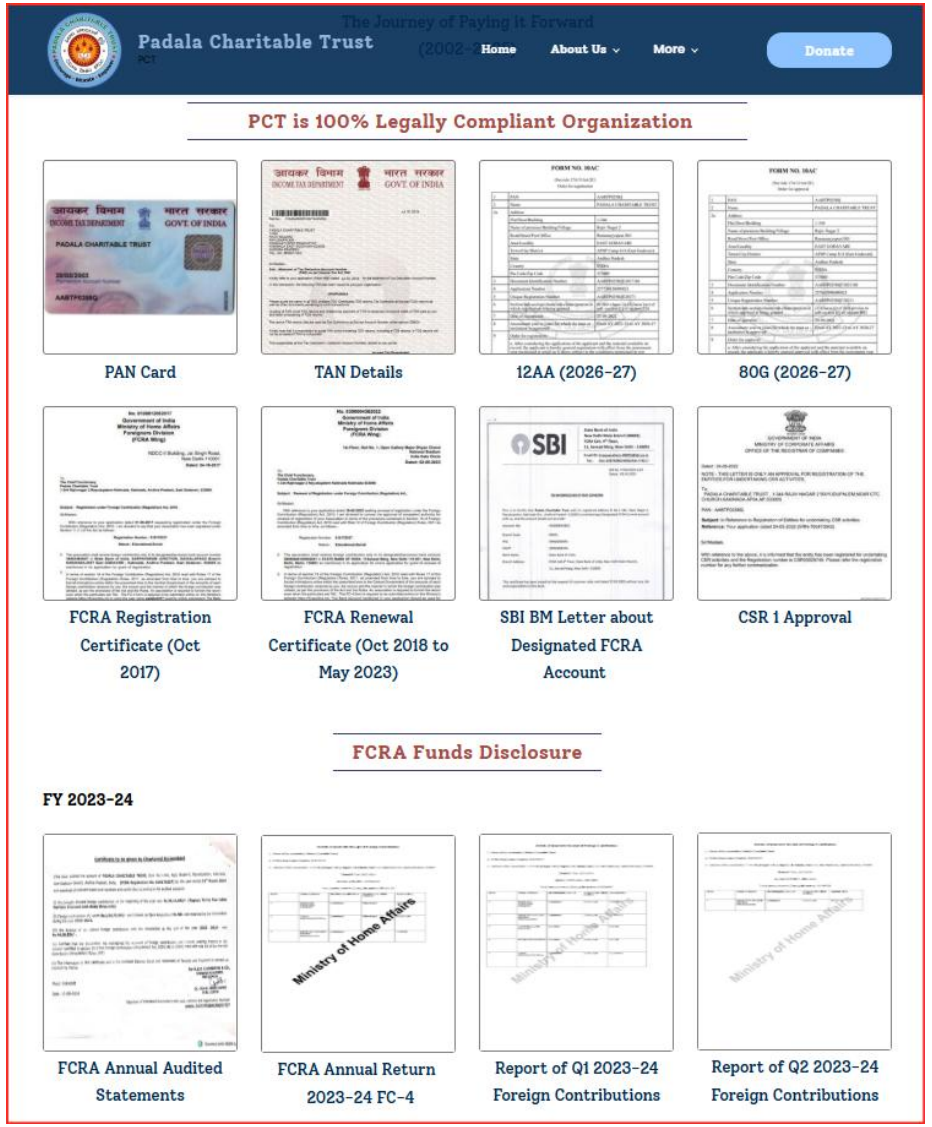
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CERTIFICATE

PCT is 100% Transparent

https://pct-india.org/reports/







WHO ALL WE WORK WITH?

Collaboration is a PROCESS, not an Event



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KG D6
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Government of Andhra Pradesh
Sarva Shiksha Abhiyan
Department of School Education
Andhra Pradesh Human Resource Development Institute
(Govt. of Andhra Pradesh)
Reliance
Industries Limited
Coromandel
Welspun
ARVENSIS
benevity
CHILD LINE 1098
NIGHT & DAY
danamojo
experience the magic of giving
Razorpay

WHY YOU SHOULD JOIN US?

We, at PCT after many years of learning by being part of the system and by working at the grassroot level, know exactly what needs to be done to educate and empower the youth. We have designed detailed modules to fill the major gaps in our education system. All we need is the association and collaboration of like-minded individuals and organizations to work together and make a difference. We are proud to say we are the team of 100% commitment, passion, transparency and truly mad about being the change & bringing the change. *PLEASE JOIN US and FEEL the Joy of Giving & Power of MAKING A DIFFERENCE!*

Sense of Urgency – Reasons to Collaborate and act Fast

Meaning & Purpose of Education

- All Stakeholders are still struggling with this including highly educated officials and bureaucrats
- Education in schools and colleges is mostly syllabus-centric and entrance exam based. **Rote Learning** is given utmost importance and unfortunately there is no mention of Life Skills, Higher Order Thinking Skills in classroom or at home.
- Joy of learning is missing in the system
- **Questioning** & **Critical Thinking** is not at all encouraged in the classroom.

Serious decline in commitment levels

- Majority of the Teachers, School Leaders (HMs, Principals) and Officials at all levels lack the required commitment in spite of their level of knowledge and experience.
- Not many realise the importance of being part of Education Department which actually drives all the departments.
- Worst of all, there is a strong opposition for honest and committed teachers from their colleagues and higherups. Lack of unbiased and consistent monitoring from higher officials is one of the main reasons for this situation.
- **Absence of harmony** in schools is impacting the learning outcomes and hence the lives of millions of children. This issue deserves serious attention at all levels.

Lack of Awareness in Parental Community

- Lack of **Awareness** in Parental Community about the needs of their children. The parents are equally confused about the education, career and life. The illiterate and semi-literate families lack the required understanding of the system and what is really needed for their children.
- The problem with many educated families is even worse. They are obsessed with the ranks and grades and hardly pay attention to the child's interest and talent. They get so carried away by the marketing and promotion of corporate schools and colleges.
- Many parents don't even show interest to participate in the school committee meetings and hence they loose an opportunity to assess and question the system.

Challenges for Adolescent Boys and Girls

- **Distractions** – There are enough distractions around to keep the youth occupied and confused. They are tempted to explore a lot more through internet and social media than through text books, teachers and other reliable sources.
- **Behavioural Changes** – By nature, adolescence is the age of curiosity, exploration, identity crisis and emotional imbalance. They need special attention at home and in school to make sure they are positively engaged and their energy levels are effectively channelized.
- They get frustrated while dealing with things like **menstrual hygiene**, attraction (same gender & opposite gender) and peer pressure which are very common challenges in adolescents. **They badly need timely help here**.

Appeal to Join Hands for Making a Difference

Join Hands
Together we make a difference

Adolescents in semi-urban and rural India are deprived of quality education, life skills and employability skill training, which makes it challenging for them to deal with the demands of adolescent and adult life.

There is very strong reason **WHY** we are concerned about the current status of youth in India. There are FIVE major problems that we generally notice in the children from schools and colleges in the current system of education:

1. **Lack of Self-Awareness** - I don't believe in myself, I lack self-confidence. I give up on many things without realizing my full potential. I focus more on my weaknesses (W) and threats (T) rather than my strengths (S) and the opportunities (O) around me.

2. **Lack of Employability Skills** – I study, I score marks, grades and ranks, get a degree BUT I cannot speak with confidence, I cannot even prepare a simple power point presentation and I cannot express myself. I am NOT employable….How can an Employer hire me? There is a definite lack of employability skills in close to 80% of the graduates today. The school education system doesn't create enough awareness about 21st century skills such as Critical Thinking, Creativity, Communication and Collaboration.

3. **Stressful and low quality Education -** The whole system is madly running after marks/grades and there is hardly any text book that teaches me how to handle my failures, manage stress in my life, how do I become a leader and WHY should I be a socially responsible person. There is absolutely NO place for such **life skills** in the curriculum. Moreover, too much rote learning still prevails AND copying and malpractices in the examination system drives us crazy and very few care about value education. The stress is all over on students, parents as well as on teachers. The next generation is in trouble and this has to change.

4. **Adolescent Health Education** - I am an adolescent girl / boy going through lot of physical and emotional changes in me. I have several questions about things like menstrual hygiene, reproductive health, peer pressure and emotions that I go through but I don't have a reliable source whom I can freely share my feelings with. Half knowledge on these things is causing severe damage to my deep understanding of essential things in my life. There is not enough awareness on adolescent health education for boys and girls in high schools and colleges. The situation is worse in most of the private institutions.

5. **No Career Guidance** - Last but not least, there is absolutely no idea about my Career Options. If I have a strong passion towards teaching and want to become a teacher, I do not know how far I should study, what competition I need to go through AND the kind of difference I can make in the society as a teacher. There is NO process in place to help me plan my career. This creates lot of confusion when I need to make a decision about my career.

Appeal to Join Hands for Making a Difference Contd...

Join Hands
Together we make a difference

The majority of adolescent (youth) in India are completely directionless, demoralized and demotivated.

We take so much pride in saying that India will be youngest in the world by 2030 with an average age of 29 years. We think we are the most energetic. But what we don't realize is how that energy can become a negative force and destroy the whole system IF not channeled in right direction. That's exactly what we are witnessing today. Rampant crime rate and sexual abuse cases among youth, consistent suicides and anxiety cases in schools & colleges, number of broken families; they all speak bitter truth about the unhealthy and unacceptable status of the society we live in today. Most of the youth is totally misled at school age (< 15 Yrs). **Our children need help. They need some direction, motivation, leadership and career guidance right at the school age.**

> *We need to understand the sense of urgency. The problem is too serious to ignore. We have to intervene into the system and make a positive difference in the society by making our children realize their own potential and help them become both successful and responsible citizens AND make India a better place to live in.*

Sense of Urgency – The adolescent are not given right awareness at right age on right things in a right way. The initiatives like School Of Excellence can do this magic.

PCT Playlists @ You tube

Wealth of Information and Tons of Motivation

Padala Charitable Trust (PCT)

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Padala Charitable Trust (PCT) is a non-profit, non-government organization founded and ...more

pct-india.org

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Newsletters of PCT
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School Of Excellence Program
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SOE_TUNI (APRS)
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SoE_Bhupathipalem
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Project SFLB
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Menstrual_Cup_Q&A
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Swechha Q&A
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Career Info
View full playlist



IIT JEE - NEET
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Project SET Student Empowerment Training
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Founder & CEO of Padala Charitable Trust
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CEC - Clean Exam Campaign
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Project SSS - Sethu Swechha SET
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Against Child Sexual Abuse
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PCT Education Scholarships Program
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Project SADGURU Puraskaram
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Project VAARADHI
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Project SETHU
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Leadership Building Program
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Project SWECHHA
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CONNECT conference
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Please Stay Safe!



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You tube	:	https://www.youtube.com/@pctindiacso
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Instagram	:	https://www.instagram.com/pctindiacso/
Twitter	:	https://x.com/pctindiacso