## NEWS LETTER

JANUARY - FEBRUARY 2023

## సామాజిక సేవాపథంలో ఇరవై ఆరేక్ము





## WE WORK THE TALK!

TWENTY SIX YEARS IN THE SERVICE OF HUMANITY



#### **HEALTH CARE**

#### **MEDICAL CAMPS**

Medical Camps 152

Beneficiaries 19615

#### **BLOOD CENTRE**

Blood Donation Camps	64
Beneficiaries	8545

#### NTR MEMORIAL BLOOD CENTRES

Hyderabad - 040 - 48 577 888 Visakhapatnam - 0891 - 256 58 58 Tirupati - 0877 2255 668

#### NTR MEMORIAL TRUST

Road No. 2, Banjara Hills, Hyderabad - 500 034 040 - 48 577 888

To know more about NTR Memorial Trust please log on to www.ntrtrust.org

#### **HIGHLIGHTS**

#### NTR MEMORIAL TRUST - LAUNCHED DIGITAL CALENDAR APPLICATION (MOBILE APP) AND DAIRY

On December 31st, 2022, the NTR Memorial Trust Digital Calendar and Dairy were officially unveiled by Mrs Nara Bhuvaneswari, Managing Trustee of the NTR Memorial Trust. This app can be downloaded directly from Apple's App Store and Google Play Store onto a mobile device, allowing users quick and easy access to NTR Trust information services. Through this digital calendar, users can quickly inquire about available blood donations and discover daily results. The app also includes an easily accessible donation option allowing individuals to donate with one-click to the Trust. Overall, the app provides essential information regarding NTR Memorial Trust's mission and programs in a user-friendly platform for everyone to operate with ease.





#### NTR TRUST – LEGENDARY BLOOD DONATION DRIVE – 2023 ON VARDHANTHI OF LATE PADMASRI Dr. N.T. RAMA RAO GARU

To commemorate this special day in recognition of his lifetime achievement, a formal event titled Legendary Blood Donation Drive (LBD-2023) was launched by Smt. Nara Bhuvaneswari garu, Managing Trustee. Dr P. Krishnaiah IAS (Retd). Trustee; Shri K. Rajendra Kumar IPS (Retd), Chief Executive Officer, Shri Gopi Adusupalle, Chief Operating Officer a large number wellwishers, dignitaries and the entire staff of the NTR Memorial Trust were present on the occassion. Their ambitious mission is to continue to promote voluntary blood donation in honor of the Telugu Icon, Shri NTR garu's legacy.









Smt. Nara Bhuvaneswari appreciated the members who participated and donated blood at the 'Legendary Blood Donation Camp.' Certificates of honor were awarded in acknowledgement



## NTR MEMORIAL TRUST CELEBRATED - 74TH REPUBLIC DAY

74th Republic Day celebrations were held at all NTR Memorial Trust units with full of enthusiasm and patriatic fervor on 26th Jan, 2023. CEO K. Rajendra Kumar IPS (Retd) unfurled the National Flag at Trust Headquarters, Hyderabad.





## NTR MEMORIAL TRUST FORMATION DAY – FEBRUARY 15TH, 2023.

On February 15 2023, the NTR Memorial Trust celebrated its 26th anniversary at the NTR Trust Bhavan in Hyderabad. Smt Nara Bhuvaneswari, Managing Trustee of the organization, was the honored guest and marked the occasion by cutting a celebratory cake and released a brochure highlighting the accomplishments of the trust over twenty-six years.



The Official website of NTR Junior and Degree College for Women has launched by Managing Trustee Smt Nara Bhuvaneswari Garu.
The website is designed with streamlined user experience and give people access to real time information about college acitivities and projects. This website serves as an effeicinet resource for all stakeholders.

## **♣** BLOOD CENTRES

We're proud to announce the 'Legendary Blood Donation Drive' was organized in honor of Dr N.T. Ramarao on his 27th death anniversary. The initiative was organized across various locations in Andhra Pradesh and Telangana by the NTR Memorial Trust Blood Centres on January 18th, 2023. Donating blood is a valuable and life-affirming act; your donation could help save numerous lives, So please consider donating blood whenever you can to save precious lives, especially Thalassemia children who require blood transfusion every 21 days throughout their life.



## LEGENDARY BLOOD DONATION DRIVE ON





(Former Chief Minister of undivided Andhra Pradesh State)

ON HIS 27TH DEATH ANNIVERSARY



Please contact: 040 - 48576888 or drop in an email to info@ntrtrust.org

#### NTR MEMORIAL TRUST BLOOD CENTRES

HYDERABAD Banjara Hills, 040 - 48577888

VISAKHAPATNAM Waltair Road, 0891 - 2565858 TIRUPATI

Kotakommala Street, 0877 - 2255668

#### **HYDERABAD BLOOD CENTRE**

The NTR Memorial Trust Blood Centre in Hyderabad is celebrated fifteenth anniversary. It was a joyous occasion, and honored guests included Shri K. Rajendra Kumar IPS (Retd), Chief Executive Officer, NTR Memorial Trust and Shri A. Gopi, Chief Operating Officer, NTR Memorial Trust and other staff. This milestone marks fifteen years of successful operation for the Trust - its success is thanks to the dedication of everyone involved in this excellent venture!





Hyderabad Blood Centre has taken the initiative to honor the Late Padma Shri Dr. N.T. Rama Rao on the 27th anniversary of his passing with the Legendary Blood Donation Drive. The event was successful, prompting many participants to show up and donate blood in order to help those in need and pay tribute to a worthy legacy. We are thrilled by this generous response from our participants and are grateful for their contributions.

## **BLOOD CENTRES**

During January and February, 12 blood donation camps were organized in which 988 units of blood were donated by generous donors. The following organizers played a significent role in organizing these camps.

Name Of The Organizer	No.of Units Collected
Vivekananda Youth Association, Gandhinagar	108
LBD, NTR Trust Bhavan	558
Earnest & Young Foundation	86
NICMAR	62

The success of this program is largely due to the invaluable contributions of all our volunteers. We thank them for their dedication and commitment to the cause. Additionally, a tremendous amount of gratitude is owed to all our participants as well, who undoubtedly made this project a great success. We appreciate everyone's involvement with this initiative.

#### VISAKHAPATNAM BLOOD CENTRE

Vishakapatnam Blood Centre is proud to host the Legendary Blood Donation Drive in honor of the Late Padma Shri Dr. N. T. Rama Rao on the 27th anniversary of his death. Many participants generously donated blood at this event, helping needy patients and offering a lasting tribute to Dr. Nandamuri Tarak Rama Rao's legacy.

During January and February, 40 blood donation camps were organized in which 2990 units of blood were donated by generous donors. The following organizers played a significent role in organizing there camps.

Name Of The Organizer	No.of Units Collected
Legendary Blood Camps	1503
Velagapudi Ramakrishna Babu Camp	216
Amaravathi High Court Advocates C Birthday Of Nara Lokesh Sir	on The 116
Bobbili	103
PVS Helping Hands	102

#### **TIRUPATHI BLOOD CENTRE**

Tirupati Blood Centre held a successful blood donation drive in honor of the Late Padma Shri Dr. N. T. Rama Rao's memory on the 27th anniversary of his death. Generous participants came together to show gratitude and make a lasting tribute by donating blood. This effort was appreciated as it helped many needy patients receive necessary care.

People who donate blood have the power to save up to three lives. This incredible, lifesaving action should be applauded and celebrated - we salute those who selflessly contribute to this noble cause regularly. By donating blood, you're helping your fellow humans in need. And for that, we are genuinely thankful.

During January and February, 12 blood donation camps were organized in which 1393 units of blood were donated by generous donors. The following organizers played a significent role in organizing there camps.

	of Units
Legendary Blood Camps – Vinukonda	635
Legendary Blood Camps – Kandukuru	215
Legendary Blood Camps – Hindupur	106
Legendary Blood Camps - Naguveyytu	63
Palakondu Degree College – Rly Kodur	69
Rvs Pharmacy College – CTR	58
SVCET - CTR	52



We appreciate the dedicated volunteers who contributed to the success of this program. The community's commitment is invaluable, and we are grateful for their time and effort. We also want to acknowledge each participant who worked hard and contributed to the success of this drive. We thank everyone for their involvement in making it a success.

## **BLOOD CENTRES**

#### THALASSEMIA - THE SIGNS, SYMPTOMS AND TREATMENT OF THIS COMMON BLOOD DISORDER

Thalassemia is a blood disorder that affects millions of people worldwide. It's characterized by an abnormal amount of hemoglobin created in red blood cells, which can lead to various signs and symptoms. Treatment for thalassemia includes blood transfusions, managing iron levels in the body, and, depending on the severity of the condition, bone marrow transplants. For those living with thalassemia, it's important to receive regular monitoring and treatment as directed by your healthcare provider.

Thalassemia patients and their families can count on the NTR Memorial Trust Blood Centers for the availability of blood units. Our centers are always open and ready to help. We understand how important it is to have access to the resources you need, so we're committed to providing them. Contact us today if you're in need of a blood unit for your loved one.

NTR Trust is dedicated to helping thalassemia patients in need, offering them blood transfusions in Hyderabad. If you or someone you know requires assistance, please contact us for more information (contact.no: 040-48577888).

# Reduced donations dry up blood banks

Thalassaemia patients who require regular transfusions hit

weeks

TUSHAR KAUSHIK I DC HYDERABAD, FEB. 12

Thalassaemia patients who require regular blood transfusions are having problems as blood reserves have reduced, owing to fewer donations during the festival season. Thalassaemia is a hereditary blood disorder in which the body produces less haemoglobin than normal. Due to this, patients require lifelong blood transfusions every two to five weeks.

Ashwin Reddy, a thalassaemia patient who regularly undergoes transfusions the blood bank of the Thalassemia and Sickle Cell Society (TSCS) here, said he had been asked to get donors for the past few weeks. He is relying on Twitter and WhatAapp groups to obtain blood, and has also approached other **BLOOD BANK SHORTAGE FACTS** 

Frequency of blood transfusions needed for thalassaemia patients:

No. of requests for blood at Thalassaemia and Sickle Cell Society

CURRENT AVAILABILITY: For 20-30 patients per day

f: MAJOR SOURCES OF BLOOD: Camps at colleges and IT firms

blood banks. Dr Suman Jain, paediatrician and in-charge of the TSCS blood bank said there has been a shortage since December. "In a day, we get 50 to 60 requests for blood, but we are not in a position to provide blood to even 20 to 30 patients. In the districts, we are calling previous donors and requesting them to donate blood but in Hyderabad, we are ask-

ing the patients to get donors if possible," she

Dr Jain attributed the shortage to the festival season with Christmas, New Year, Sankranti and Republic Day all occurring at regular intervals, as few donors come forward to donate during festivals. The society is hoping that they will get more donors by February, C.H. Durga, camp coordi-

nator at the society, said though some shortage occurs every year, it has been more pronounced this time. "In summers too, we have such shortages because of two reasons. Firstly, people are dehydrated and so do not come forward to donate. Secondly, we get a lot of donors from camps at colleges but when they are shut for summer vacations we lose out on those donations."

She said donation drives were conducted at IT firms too but were stopped since the onset of the pandemic, when firms switched to workfrom-home. But now, with firms reopening their offices, they hope that they can resume the camps this year. The police department and NGOs provided a lot of help during the pandemic, she added.



On the 27th death anniversary of Late Padma Shri Dr. N. T. Rama Rao, Smt. Nara Bhuvaneswari, Managing Trustee of the NTR Memorial Trust, visited Thalassemia affected children at the NTR Trust Bhavan. She enquired their welfare and assured them full support from NTR Trust and wished them a great future and success in life.

## **HEALTH CAMPS**







The NTR Memorial Trust organizes health camps in both rural and urban areas, providing much needed medical assistance to many villagers. These health camps are important for providing essential healthcare to those with limited access as well as raising awareness about the importance of preventative care.

#### Following Health Camps were held during the months of January and February 2023

#### **JANUARY - 2023**

#### Sl.No. **LOCATION BENEFICIARIES** 01 109 Krosuru 2 Mutluru 267 3 Rajupalem 238 NTR Bhavan 170 4 5 Governorpet 66 6 Kosuru 40 7 Nanduru 134 8 Uppalapadu 75 9 Vadlamudi 138 10 Prakkilanka 811 NTR TRUST-Hyd 11 105 12 Mangalagiri Sanjeevani Arogya Center 2441 13 Duggirala Arogya Radham 2743 14 2374 Tadepalle Sanjeevani Arogya Center **Total Beneficiaries** 9711

#### FEBRUARY - 2023

Sl.No.	LOCATION	BENEFICIARIES
01.	Ponnur	141
02.	Hukumpeta	670
03.	Rangampeta	471
04.	Kosuru	40
05.	Nagulapalem	233
06.	Governorpet	66
07.	Utukuru	233
08.	Janardhanapuram	131
09.	NTR TRUST-Hyd	78
10.	Mangalagiri Sanjeevani Ar	ogya Center 2927
11.	Duggirala Arogya Ra	dham 2398
12.	Tadepalle Sanjeevani Arogya Center	
	9904	

Free Health check-up camps at Krosuru, Mutluru, Rajupalem, NTR Bhavan, Governorpet, Nanduru, Uppalapadu, Vadlamudi, Prakkilanka, NTR Trust - Hyd, Mangalagiri Sanjeevani Arogya Center, Duggirala Arogya Radham, Tadepalle Sanjeevani Arogya Center, Nagulapalem, Utukuru, Ponnur, Hukumpeta, Janardhanapuram were conducted during Jan - Feb 2023.

Specialist doctors from Eye, ENT, Dentists, General Physicians, General Medicine and various other specialists examined the patients. Free medicines and refreshments were also distributed to the patients who visited the Free health camp.

19615 needy patients of all ages attended the medical camps and availed the services of specialist doctors free of cost.

## **EDUCATION**



NTR Educational Institution proudly hosted Dr Jaya Prakash Narayan IAS (Retd.) as the chief guest for their 74th Republic Day celebrations. Dr Jaya Prakash Narayan, an honored and esteemed personality in the community, delivered an inspiring speech to commemorate this special day. The event was an extraordinary success and a tribute to Indian democracy and unity.

NTR Model School at Challapalli held a special celebration for Republic Day. Shri. Madhusudhan, principal was present along with all the staff and students. On this occasion, awards were presented to those students who achieved academic excellence, and to participants in the various sports events staged throughout the year. It was a joyous day for all!





The students of our school participated in the SSKI (Success Shotokan Karate Do India) event held at Shankarpally on 5th February 2023. They performed exceptionally well, taking home gold, silver, bronze medals, and merit certificates. We congratulate them for their success and are proud to have witnessed their triumph!

Education is fundamental to achieving various goals, such as knowledge, skills and character traits. At our educational institutions, students can learn and explore through multiple programs such as traffic awareness, pariksha pe charcha (discussion on exams), quiz competitions, NCC A Certificate Exam and more. This helps them engagingly develop their skills.

NTR Junior and Degree College for Women NCC cadets conducted a highly successful traffic awareness program in various locations near the college. It was an important initiative of the college which further promoted safe driving practices and helped spread awareness on road safety.







## INAUGURATION OF HORIZON – THE CLUB OF FINE ARTS

The NTR Junior and Degree College for Women recently inaugurated the 'HORIZON' Club to promote an appreciation of fine arts. The inaugural function was hosted in the college auditorium, with Dr M.V. Rama Rao, Academic Dean, presiding over the meeting. The Chief Guest, Mrs Uma Magal, a renowned scholar from Hyderabad Central University and filmmaker, unveiled the Club alongside her associate Mrs Smita Rane and spoke encouraging words about sparking interest in fine arts among students. During her visit, Mrs Magal screened her film Other Kohinoors-The Rocks of Hyderabad, which students immensely enjoyed and imbued them with admiration for their city's landscape and natural beauty; it also showcased concepts of sustainable development achieved through equity in a poignant manner. The Academic Dean expressed his praise for this thoughtful approach to filmmaking that enlightens us on preservation efforts taken towards our precious environmental assets - an important lesson to behold!



## INSPIRE PROGRAMME-NATIONAL SCIENCE DAY CELEBRATION BY ALL INDIA RADIO AT BIRLA AUDITORIUM, HYDERABAD

In celebration of National Science Day, NTR Model School Gandipet Campus students were invited to attend an Inspire programme hosted by All India Radio at Birla Museum. The event was an incredible success and an excellent opportunity for students to learn about science and technology advancements.







## ACHIEVEMENT – COMMON LAW ADMISSION TEST

At NTR Educational Institutions, our students have exceeded expectations in the CLAT exam. We are incredibly proud of their achievements and sincerely congratulate them for their hard work. We wish them all the best in their future endeavours as they move forward in their careers. We wish them a bright future in their career ahead.



NTR Sujala Water dispensing system is a modern and innovative approach to water distribution and management. The integration of digital and IoT technologies allows for real-time monitoring and analysis of water production, distribution, dispensation, and consumption.

Real-time monitoring can provide valuable insights into water usage patterns and help identify areas where water conservation efforts can be focused. This system may also provide increased accountability and transparency in the water distribution process.

Overall, the NTR Sujala Water dispensing system could be a promising solution to water management challenges and may help to ensure more efficient and sustainable water use.



During the months of January and February, a total of 49,80,000 liters was distributed. Through this effort, it provided safe drinking water to approximately 1,24,500 families across the area.

#### MENTOR THE HERO PROGRAM



Mentor : Nandamuri Pradeep Kumar

Name : Mitta Medha Lakshmi

Class : VI

Father Name : M Chakravarthi (Late)
Mother Name : M Anitha Devi

Mother Name : M Anitha
Occupation : Teacher

Address : Kolimigulla (V & MD), Kurnool (Dist)

My name is Mitta Medha Lakshmi, My father's name is

Late. M Chakravarthi, he was died due to an Accident. My Mother's name is M Anitha Devi, she is working as a Teacher. We are very poor family. I have a brother. I got Admission in VII class. I want to become a Software Engineer. I am thankful to NTR Trust for giving this admission.

Nandamuri Pradeep Kumar, a successful business man, recently donated money to Medha Lakshmi, whose father recently passed away in an accident. His generous act serves as an inspiration for us all to do our part and help those in need who are struggling with poverty or have lost parents. Donations such as this can help to reduce unemployment rates and empower our women by giving them a chance to lead better lives.

Contributions to NTR Trust are greatly appreciated, as these funds go towards providing assistance to those who need it most. Donations make a difference in the lives of countless individuals and we invite you to join us in our mission to extend support and help.



Nutriful is the leading mobile fitness application that lets you monitor and analyze your overall health, making reaching and maintaining your unique health and lifestyle goals easier. Combining a comprehensive workout tracking system, sleep tracker and dietary analysis with expert consultation from dieticians and nutritionists on proper meal planning, Nutriful helps users create an immune-boosting plan tailored to their needs. Plus, our app syncs up with the most popular fitness band devices for quick updates on exercise stats - so you can track everything in one place. Get started today and join the Nutriful family!

## NUTRIFUL OFFERED A SPECIAL REWARD TO USERS WHO DOWNLOADED THE NUTRIFUL APP AND ENTERED FOOD DATA.

We're happy to share that, in January, we had a special reward for users who downloaded the Nutriful app and entered their food data. Changing your habits can be intimidating, but tracking your food intake is essential to achieving lasting health outcomes.

Suppose you missed this offer; fear not! We have plenty of great promotions and rewards coming up in the future - make sure to stay tuned for updates. So keep using Nutriful and ensure that small changes will lead to great results. Thank you for choosing us as your partner on this journey!





## LIVE WEBINAR CONDUCTED ON DIABETES MANAGEMENT

Nutriful was delighted to host a live webinar devoted to educating audiences about diabetes management. Our goal was to create desirable outcomes, such as improving knowledge of the disease and increasing awareness among individuals and communities. The response was incredible, proving that education and awareness are powerful tools for health promotion. For those who could not attend the webinar, we have uploaded the video on our YouTube Channel so everyone can experience the content we shared. Additionally, an array of resources available for a further reference regarding diabetes management can be found there too!



## Achieved an impressive feat with 20,000 registered users

Nutriful aims to provide individuals with the tools and resources to reach their health and wellness objectives. Our team of nutritionists are highly skilled in guiding nutrition-related topics to ensure that individuals can make the appropriate dietary decisions for their individual needs. We're incredibly proud to have reached 20,000 registered users this month!

This remarkable achievement wouldn't have been possible without the trust and support of our incredible community. As we continue to grow, we will strive to improve our app, considering user feedback to provide an optimal user experience. Thank you for your contribution towards helping us reach such a tremendous milestone!



#### HOSTED A NUTRITIONIST COUNSELLING CAMPAIGN AT HERITAGE FOODS LTD

Nutriful recently conducted a nutritionist counselling campaign at Heritage Foods Ltd. This campaign aimed to encourage healthier eating habits and provide individualized nutritional advice. Led by highly qualified nutritionists, the event provided participants with one-on-one counselling. Nutritionists covered the importance of a balanced diet, ways to make healthier food choices and how to sustain a healthy weight. Participants participated actively in this session and asked questions for personalized advice about their unique needs and objectives.







Scan the QR Code to download Nutriful App

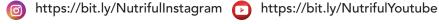




For more updates follow us on social media:











## **SUPPORT US**

Account Name - NTR Memorial Trust
Account Number - 50100034051074
Account Type - Current
Bank Name - HDFC Bank
Branch - Lakdikapul
IFSC Code - HDFC0000021
Donate through the link www.ntrtrust.org/donate-now/
Donations to NTR Memorial Trust are
eligible for exemption u/s 80(G) of IT Act.
For more details
please call on 040-48577888 / 9100433499 or
write an email to donations@ntrtrust.org

## PLEASE SCAN HERE TO DONATE NOW



Donations by Foreign Companies/ Bodies Corporate/ Organisations/ Foreign Citizens (other than Indian Citizens)/ Persons of Indian Origin/ Overseas Citizens of India/ Indian Companies having FDI as per the FEMA (FDI Regulations) can be made by way of electronic transfer to the following bank account of the Trust: Name: NTR MEMORIAL TRUST Bank Name: STATE BANK OF INDIA Account No.: 40115731976 IFSC: SBIN0000691 SWIFT: SBININBB104 Branch Code: 00691 Branch Address: FCRA Cell, 4th Floor, SBI, New Delhi Main Branch, 11, Sansad Marg, New Delhi-110001

Donations by Indian Residents/ Non Resident Indians (Indian Citizens holding Indian Passports, residing abroad)in Indian Rupees/ Foreign Currency, can be made by way of electronic transfer to the following bank account of the Trust: Name: NTR MEMORIAL TRUST COVID 19 RELIEF FUND Bank Name: BANK OF BARODA Account No.: 18090200001670 IFSC: BARBOJUBILE '0' read it as Numeric Bank Branch: JUBILEE HILLS, HYDERABAD

For your reference, donations to the Trust are eligible for deduction under section 80G of the Income Tax Act, 1961. Subsequent to your thoughtful donation, you will be issued with the requisite receipt.

Once the electronic transfer made, you are requested to kindly send an email to donations@ntrtrust.org, mentioning your Name, Address, Contact Number and Income tax PAN No. in the case of Indian Citizens and in the case of NRI Citizen Copy of your passport details, like the date of remittance, Bank name and etc.

Our mailing address is:

NTR Memorial Trust, NTR Bhavan, Road No.2 Banjarahills, Hyderabad- 500034, Telangana, India 040-48577888; www.ntrtrust.

NTR Memorial Blood Centers Hyderabad - 040 - 48577888 Visakhapatnam : 0891 - 2565858

Tirupati: 0877 - 2255668

To know more about NTR Memorial Trust Please log on to www.ntrtrust.org

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