



# UDDARAJU ANANDA RAJU (UAR) FOUNDATION

*Sharing values... Caring service*



When the guiding principles of  
*Trust, Quality with consistency,  
Innovation and Consumer satisfaction*  
are the foundation on which a business  
empire is built, a noble idea becomes  
an umbrella for the needy and deprived.

[www.anandarajufoundation.org](http://www.anandarajufoundation.org)





## About us

The Uddaraju Ananda Raju Foundation, established in 2003 as a non-profit charitable Organization, in memory of Sri. Uddaraju Ananda Raju, is founded on the same staunch principles that the Great Man held dear. And since its inception, UAR Foundation has been providing much needed support to the rural community in India with a great social commitment and service. UAR Foundation is the CSR initiative of Ananda Group, founded in 1930 by Sri. Uddaraju Ananda Raju, whose passion to establish the business of Rice Milling in the Godawari region of Andhra Pradesh was the first of its kind to mass produce and sell Quality Rice to all corners of India. Ananda Group today is a conglomerate of Agro based industries producing quality Rice, Poultry, Fish, Shrimp and Prawn for Indian and International customers from Bhimavaram, the coastal city in the state of Andhra Pradesh.

## Objectives

The objectives of the UAR Foundation are based on simple principles that uphold the traditions and values based on Indian Philosophy.

- *Healthy Person Makes Healthy Nation*
- *Healthy Villages make Healthy India*
- *Rich Culture makes Rich Nation*
- *Old is Gold - Helping Hand to the Old*

## R & D Initiatives

All the Research and Development initiatives of the Ananda Group are carried out by the UAR Foundation. The Foundation has recently collaborated with the Department of Science and Technology, Government of India, receiving grants for a project on Innovative Aquaculture Technologies for conservation of water and safe discharge of effluents. The Foundation has also been recognized as an Approved Doctoral research Centre of Andhra University attracting students from far and wide.

## Our Support :

-  Blood Bank
-  Drinking Water
-  Elderly Aid
-  Health
-  Education
-  Research
-  Scholarships
-  Sponsorship
-  Cultural & Spiritual





## CSR Initiatives

Adhering to the cultural heritage of India, the UAR Foundation undertakes its social responsibilities with a passion kept alive through generations. Countless multitudes have benefited from the noble initiatives of the UAR Foundation. Some of the noteworthy initiatives are;

- Free blood bank services
- Free rice distribution
- Free Medical camps and medicine distribution to the poor and needy
- Free Veterinary camps
- Free text books and note books to schools
- Free distribution of purified water
- Constructing and maintaining Old Age Homes
- Education support and Management of many Bharatiya Vidya Bhavan Schools in Andhra Pradesh
- Scholarships to merit students to pursue higher education
- Organizing seminars and workshops for agriculture and aquaculture sectors in the State

## Looking Forward

Understanding the need to provide continuing quality education to the young, UAR Foundation is all set to establish the first Fisheries University in India on a Public-Private-Partnership mode, the Andhra Pradesh Fisheries and Ocean University.

Knowledge is power and providing knowledge to our young ones makes the Nation Rich. UAR Foundation is poised to open up a world of educational excellence to aspiring students.

UAR Foundation is now collaborating with the Asian Institute of Technology, (AIT) Thailand, a leading international educational and research institution in the Asia Pacific Region, for academic and research cooperation in aquaculture and allied sectors. A feather in the cap of UAR Foundation, this collaboration will bring about a wealth of academic activities that surely will be a paradigm to similar efforts.

The UAR Foundation has already funded two research and capacity building projects at the Aquaculture and Aquatic Resources Management Division of AIT.



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