

## **Shoury Reddy, Executive Director, Bala Vikasa**

Singareddy Shoury Reddy is the Executive Director of Bala Vikasa Social Service Society, an internationally reputed non-profit community development organization which has impacted the lives of over 6 million rural poor in 6000 villages spread across 6 states of India through various innovative community empowerment initiatives.

Shoury Reddy holds a Masters Degree in Social Work and also a Diploma in Community Development from St. F.X. University, Canada. He is working with Bala Vikasa since its inception in 1991 and has played a key role in making Bala Vikasa a globally influencing organization.

Over the past 30 years of working passionately for Bala Vikasa, he has innovated some of the best community development project models in the country which have inspired not just the NGOs and social workers but also governments at both state and national level. His connect with the communities at the grassroots and the ability to mobilize local assets and resources to come together for community driven development has been key to the success of all the projects.

Under his dynamic leadership, over 1200 Community Water Plants have been set up across the two Telugu states. He further innovated and came up with one-of-its-kind Sujal Any Time Water Kiosks for the urban populace. He also played a decisive role in water conservation by leading the efforts in restoring over 765 minor irrigations tanks and constructing over 1000 farm ponds. He is now spearheading the ambitious Mission Jala Vikasa, an intensive water conservation campaign to construct 20,000 farm ponds by 2022. He has been a strong advocate for widows' rights and has been leading a social movement against widow discrimination in the two Telugu states.

Since the government's CSR mandate in 2013, Shoury Reddy has worked tirelessly to introduce high-impact, community driven development approaches to organizations implementing their Corporate Social Responsibility. He has been instrumental in forging several high value CSR partnerships for Bala Vikasa and has received widespread appreciation for his efforts in turning CSR into a powerful vehicle for social change. Under his leadership, some of Bala Vikasa's development models have been recognized as the best models for CSR by IICA.

Currently, his energies are focused on turning Bala Vikasa International Center, a state-of-the-art Incubation and Training facility in Hyderabad into a Center of Excellence promoting Social Entrepreneurship and Responsible Business.