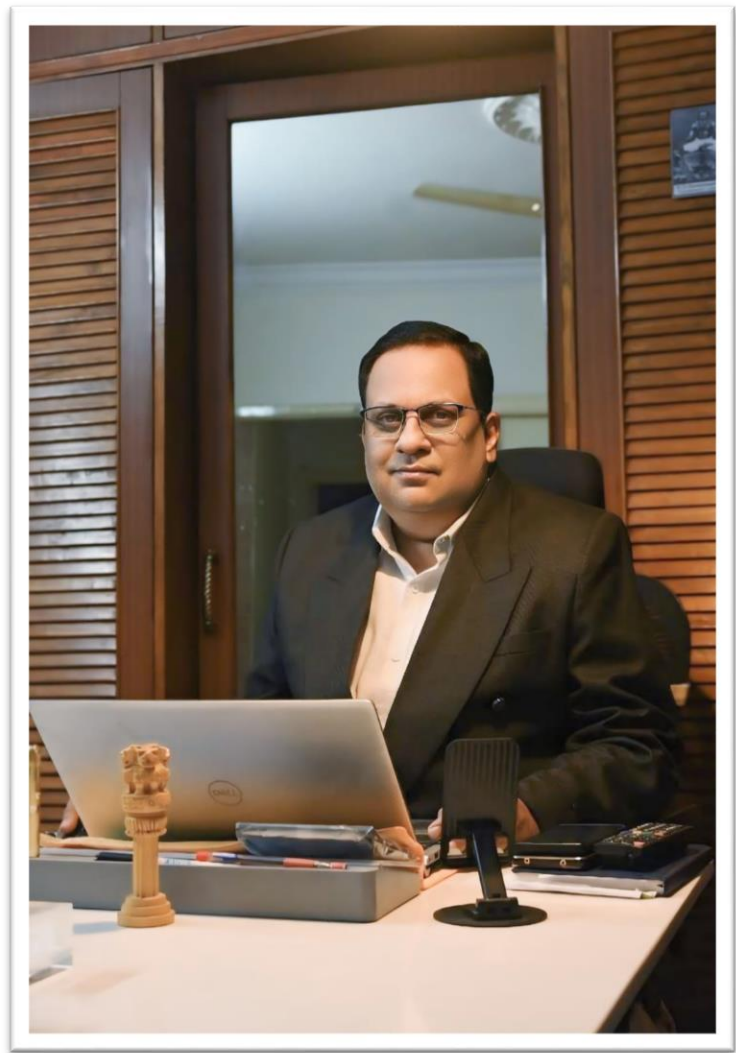


**C M
RAO**



**Dr. C M Rao Is A Visionary,
Compassionate, Innovative,
Resilient, And Influential
Leader.**

PROFESSIONAL BACKGROUND:

Dr. C M Rao is a distinguished leader who has made a profound impact in the realms of business and philanthropy. As the Chairman and Managing Director of Ananda's Seva Sadana Group, he has cultivated a career marked by visionary leadership, an unwavering commitment to social welfare, and a relentless pursuit of economic advancement. His exceptional ability to integrate business acumen with humanitarian values has enabled him to foster sustainable growth while prioritizing the well-being of marginalized communities. Dr. Rao's innovative strategies and compassionate approach have elevated Ananda's Seva Sadana Group to a position of prominence, with a multifaceted portfolio that spans across healthcare, education, and sustainable development.

EARLY LIFE:

Dr. C M Rao was born on July 9, 1970, in the culturally rich city of Mysuru, Karnataka, before spending much of his formative years in the heartland of Madhya Pradesh. Growing up, Dr. Rao was deeply influenced by the values imparted by his family, who were his earliest and most enduring sources of inspiration. His parents, who led by example, instilled in him the virtues of hard work, resilience, and an unwavering commitment to social responsibility. These foundational values were not just taught but lived daily in his household, shaping his character and future ambitions.

From a young age, Dr. Rao exhibited a natural curiosity and a strong inclination towards learning, especially in the fields of business and management. Recognizing the importance of education as a means of personal and societal advancement, he pursued his academic journey with determination and focus. This path led him to Mysore University, where he earned a degree in Business Management, equipping him with the skills and knowledge necessary to navigate the complexities of the business world.

However, Dr. Rao's education extended beyond the classroom. The challenges and experiences of his early life, including the socio-economic realities of the communities he lived in, deepened his understanding of the world and fueled his desire to make a meaningful impact. His upbringing in a family that emphasized the importance of contributing to the greater good ingrained in him a sense of duty to use his talents and resources for the betterment of society. This early exposure to the principles of ethical leadership and community service would later become the cornerstone of his professional and philanthropic endeavors.

As he moved forward in life, the lessons learned during these formative years—discipline, empathy, and the drive to create positive change—became integral to his approach to leadership. Dr. Rao's early life experiences laid a robust foundation for his future, where his passion for business would be harmoniously aligned with his commitment to philanthropy, ultimately guiding him to lead with both strategic vision and a compassionate heart.



ANANDA'S SEVA SADANA TRUST: FOUNDING OF THE NGO

Ananda's Seva Sadana Trust, under the esteemed leadership of Dr. C M Rao, represents a profound commitment to social welfare and community advancement. Established in 2019, the trust is dedicated to providing high-quality care and rehabilitation services, with a special focus on elderly individuals and those recovering from illness or injury. Its flagship initiative, the Geriatric Home and Rehabilitation (GHR) centers, operates under the ISO 9001:2015 Quality Management System, ensuring excellence in care and service delivery.

These centers offer a comprehensive range of services, including medical rehabilitation, therapeutic programs, and support for individuals transitioning from hospital care to home care.



Dr. Rao's visionary leadership has driven the trust to address a critical need in India: the tertiary level of disease prevention and end-of-life care. The GHR centers are designed to maximize the abilities of disabled individuals, minimize impairments, and enhance overall recovery, aiming to restore and improve quality of life. The trust's mission extends beyond medical care to encompass a holistic approach that includes emotional and psychological support, fostering an environment where residents can regain their independence and lead fulfilling lives.

In addition to its healthcare initiatives, Ananda's Seva Sadana Trust is deeply committed to environmental sustainability and community engagement. The trust has launched a unique project that integrates environmental stewardship with social celebrations. As part of this initiative, individuals participating in marriage ceremonies through the trust are encouraged to plant at least 100 trees in their villages. This project not only contributes to environmental conservation but also instills a sense of responsibility and community spirit.

The trust's dedication to enhancing the lives of its residents is evident in its daily activities, which include recreational and therapeutic programs designed to enrich the lives of the elderly and disabled.

These activities are also shared with a wider audience through regular YouTube updates, promoting awareness and encouraging broader community involvement.

Ananda's Seva Sadana Trust has earned significant recognition for its impactful work, reflecting Dr. Rao's commitment to excellence and social responsibility. The trust's innovative approach to rehabilitation and elderly care sets a high standard in the field, demonstrating the transformative power of compassionate service and visionary leadership. Through its continued efforts, Ananda's Seva Sadana Trust remains a beacon of hope, inspiring positive change and fostering a culture of empathy and support in society.



PHILANTHROPIC ENDEAVORS:

Dr. C M Rao's philanthropic philosophy is deeply rooted in the belief that success is not merely measured by financial achievements but by the positive impact one has on the lives of others. His philanthropic endeavors are vast and varied, encompassing a wide range of initiatives aimed at improving healthcare, education, and social welfare.

One of Dr. Rao's most significant contributions is the establishment of Geriatric Home and Rehabilitation (GHR) centers under Ananda's Seva Sadana Trust in 2019. These centers, which operate under the ISO 9001:2015 Quality Management System, are dedicated to providing comprehensive care for elderly individuals and those in need of medical rehabilitation. The GHR centers focus on maximizing the abilities of disabled individuals while minimizing impairment and enhancing recovery. They offer a range of services, including end-of-life care, wellness programs, and support for individuals transitioning from hospital care to home care.

In addition to healthcare, Dr. Rao has championed numerous initiatives aimed at promoting education and environmental sustainability. A recent project initiated by Dr. Rao encourages individuals associated with the group to plant at least 100 trees in their villages as part of a marriage celebration, reflecting his deep commitment to environmental stewardship and community development. This initiative not only promotes environmental sustainability but also fosters a sense of responsibility and community among participants.

Dr. Rao's philanthropic endeavors are not limited to his professional achievements. He is deeply involved in the day-to-day operations of Ananda's Seva Sadana Trust, where he actively participates in activities and programs aimed at enhancing the well-being of elderly individuals. Under his leadership, the trust conducts daily activities for residents, including recreational and therapeutic programs, designed to promote mental and physical well-being. These activities are also shared with a broader audience through regular uploads on YouTube, spreading awareness and encouraging others to support elderly care initiatives.

MISSION :

Ananda's Seva Sadana Trust is unwavering in its commitment to transforming the lives of individuals through comprehensive rehabilitation and elderly care services. Our mission is to empower individuals to achieve their highest level of recovery, health, and well-being by providing exceptional, holistic care. We recognize that true healing encompasses more than just physical recovery; it involves addressing the emotional, psychological, and social dimensions of well-being. With this understanding, we offer personalized care that is tailored to the unique needs of each patient, ensuring they receive the support necessary to regain independence and thrive in their daily lives.

Our approach is deeply rooted in compassion, treating every individual with the utmost dignity and respect. We believe that every person deserves to feel valued and supported, especially during vulnerable times in their lives. Our dedicated team of professionals works tirelessly to create an environment that fosters healing, growth, and resilience, enabling our patients to overcome challenges and embrace a future filled with possibilities. Through our

commitment to excellence, we strive to make a lasting, positive impact not only on our patients but also on the communities we serve. We aim to be a beacon of hope and a source of strength, providing the highest standard of care that uplifts and empowers individuals to lead fulfilling, meaningful lives.



VISION:

Our vision at Ananda's Seva Sadana Trust is to become a global leader in holistic rehabilitation and elderly care, setting new benchmarks for innovation, compassion, and sustainability in healthcare. We envision a world where every individual, regardless of their health challenges or life circumstances, has access to the highest quality of care that empowers them to live with dignity, purpose, and joy. We aspire to pioneer cutting-edge approaches that integrate medical expertise with emotional and spiritual support, creating a comprehensive model of care that addresses the whole person. Our vision also includes a strong commitment to environmental stewardship, reflected in our initiatives that promote sustainability and community involvement. By continuously evolving and expanding our services, we aim to enrich the well-being of communities worldwide, becoming a beacon of hope and a trusted partner in the journey towards health and vitality. Through our work, we seek to inspire a future where healthcare is synonymous with compassion, innovation, and unwavering support for all individuals in their pursuit of a better life.

ACHIEVEMENT RECOGNITION:

Throughout his illustrious career, Dr. C M Rao has garnered widespread recognition for his exemplary contributions to both the corporate and social spheres. His strategic foresight and astute management have propelled Ananda's Seva Sadana Group to new heights of success, earning accolades and recognition on national and international platforms.

In November 2023, Dr. Rao was honored with the Indian Global Icon Award for his outstanding contributions to social services. This prestigious award highlighted his exceptional leadership and commitment to improving healthcare infrastructure and empowering underprivileged communities. In the same year, he received the Business Icons 2023 Award in Bangalore for his excellence in social services, further solidifying his reputation as a leader who seamlessly blends business success with social responsibility.

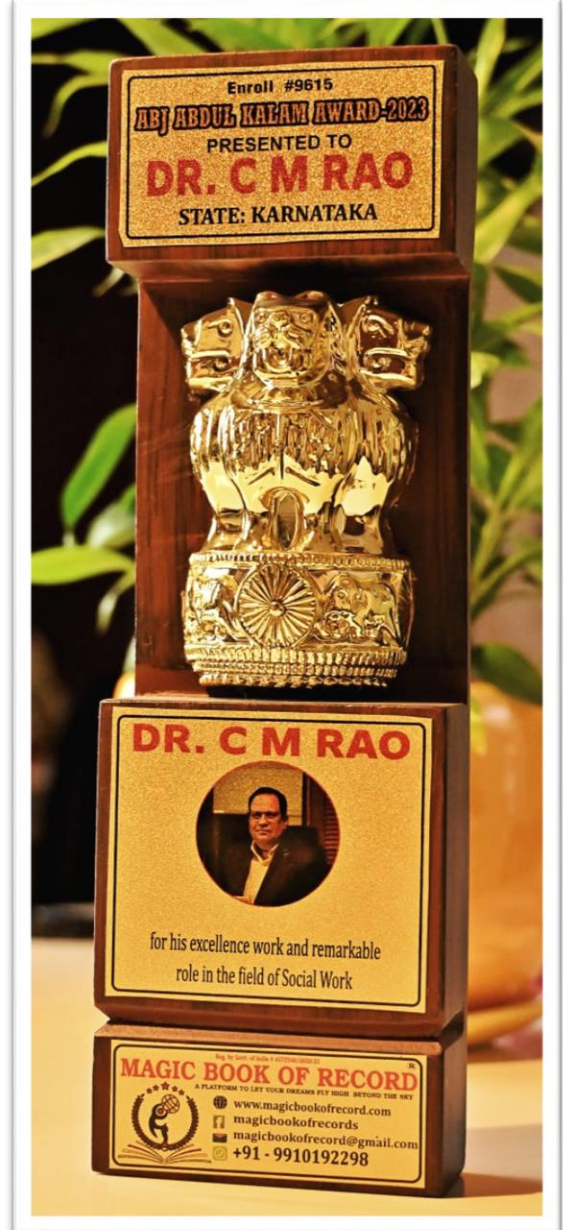
Dr. Rao's remarkable role in social work was also recognized with the APJ Abdul Kalam Award in 2023, a significant achievement that was recorded in the Magic Book of Records. This award was a testament to his unwavering dedication to social justice and his impactful contributions to society.

In December 2023, Dr. Rao was awarded the Bharat Gaurav Ratna Shri Samman Council Award for his outstanding achievements in business and social work. This prestigious award, approved by the Ministry of Corporate Affairs, Government of India, underscored his remarkable role in driving positive change and fostering a culture of empathy and compassion within the business community.



Other significant awards include the Best Social Activist Award in the Magic Book of Records, the National Excellence Awards 2024 for Outstanding Patient Care in the Healthcare Sector, and the International Icon Awards 2024 for Best Palliative Care and End-of-Life Services. Additionally, in May 2024, Dr. Rao was recognized by Hindustan Times and Kiteskraft Productions LLP as one of the Top 10 Personalities Shaping Minds in India.





CHALLENGES:

Throughout his life, Dr. C M Rao faced numerous challenges that tested his resolve and determination. One of the most significant challenges was balancing his burgeoning career with his deep-seated desire to make a difference in society. In his early years, as he embarked on his professional journey, he encountered the harsh realities of the business world, where success often came at the cost of personal sacrifice. However, the most daunting challenge came when he decided to venture into the field of end-of-life care and rehabilitation. This line of work, while deeply fulfilling, was emotionally and mentally taxing, as it involved caring for individuals during the most vulnerable and final stages of their lives.

Dr. Rao also faced the challenge of running an organization that focused on such sensitive and complex issues, often with limited resources and societal support. The emotional burden of dealing with patients who had little chance of recovery was immense, yet he remained steadfast in his mission. His resolve was further strengthened by his personal experiences and the inspiration he drew from the individuals he cared for, including a remarkable 110-year-old man who, despite his age, displayed an unyielding spirit and zest for life. This encounter, along with the enduring support of his parents, motivated Dr. Rao to persevere through the challenges, ultimately leading him to establish Ananda's Seva Sadana Trust, an organization that has become synonymous with compassionate care and social responsibility.

GUIDING GROWTH THROUGH INNOVATIVE LEADERSHIP:

As the head of Ananda's Seva Sadana Group, Dr. C M Rao orchestrates a multifaceted portfolio of initiatives that span diverse sectors, including healthcare, education, and sustainable development. His leadership style is characterized by a deep sense of responsibility and a commitment to fostering positive change. Dr. Rao's visionary approach to leadership has steered the organization towards innovative strategies that integrate business acumen with humanitarian values, ensuring sustainable growth while prioritizing the well-being of marginalized communities.

Under Dr. Rao's leadership, Ananda's Seva Sadana Group has developed a reputation for excellence and innovation. The group's initiatives are guided by a clear and compelling vision that emphasizes the importance of holistic care, community development, and environmental sustainability. Dr. Rao's ability to inspire and motivate those around him has been instrumental in driving the organization's success and in creating a culture of empathy, compassion, and social responsibility.

Dr. Rao's vision for the future is one of continued growth and impact. He is committed to expanding the reach of Ananda's Seva Sadana Group's initiatives, with a focus on developing new programs and services that address the evolving needs of society. His leadership is guided by a deep belief in the power of collaboration and partnership, and he actively seeks out opportunities to work with other organizations and stakeholders to achieve shared goals.



SHARPING THE FUTURE: LEGACY AND IMPACT

Dr. C M Rao's legacy extends far beyond the realm of business, encompassing a profound and enduring impact on the lives of countless individuals and communities. His relentless pursuit of excellence, coupled with his unwavering dedication to social welfare, serves as a testament to the transformative power of visionary leadership and compassionate stewardship.

Dr. Rao's work at Ananda's Seva Sadana Group has left an indelible mark on the lives of those he has served, particularly the elderly and underprivileged. His commitment to providing comprehensive rehabilitation services and end-of-life care has brought comfort and dignity to countless individuals, while his initiatives in education and environmental sustainability have empowered communities and fostered a sense of responsibility and care for the environment.

Dr. Rao's impact is not limited to his professional achievements. He is a mentor and role model to many, inspiring future generations with his values of integrity, compassion, and service to humanity. His story is one of perseverance, resilience, and an unwavering commitment to making the world a better place. Dr. Rao's enduring legacy will continue to inspire and guide those who seek to make a positive impact on society, and his contributions will be remembered for generations to come.



CONCLUSION:

Dr. C M Rao is a luminary whose work transcends the boundaries of business and philanthropy. His visionary leadership, coupled with his deep commitment to social welfare, has positioned him as a leading figure in both spheres. His early life challenges, profound sense of mission, and relentless pursuit of excellence continue to inspire those around him. Dr. Rao's enduring legacy will undoubtedly serve as a guiding light for future leaders, embodying the timeless values of compassion, integrity, and service to humanity.

