

# CORDUSA, Inc

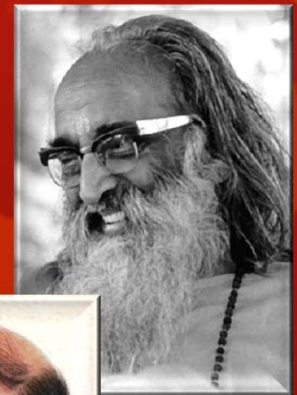


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organization  
Tax ID 27-0540459

"Charity is injurious unless it helps the recipient to become independent of it." - John D. Rockefeller

# What is CORD? (Chinmaya Organization for Rural Development)?

- A project to provide basic health services to remote villages located in Rural India
- A training center for women in leadership skills in socio-economic, health, educational and environmental programs
- An organization helping villagers with income generation schemes so that they can become self-sufficient



# CORD centers across India & Sri Lanka

## ● CORD-SIDHBARI

- situated in the village of Sidhbari, Kangra District, Himachal Pradesh.

## ● CORD-DEULADIHA

- located in Deuladiha village, Telkoi Block, Keonjhar District of Orissa.

## ● CORD-KAZA

- Orphanage for girls located in Kaza, Andhra Pradesh

## ● CORD-LATHIKATA

- located at Lathikata, Orissa.

## ● CORD-SIRUVANI

- situated in Thennamanallur, Thondamuthur Block., 15 kms from Coimbatore.

## ● CORD-THAMARAIPAKKAM

- situated in Ellapuram Block, in Thiruvallur District of Tamil Nadu.

## ● CORD-SRI LANKA

- situated in Sri Lanka and operates from Colombo and Ramboda

**Detailed reports on each of these centers are available  
on CORD website at <http://www.cordusa.org>**

# A little bit of history...



- CORD's work began in 1985 as an isolated health program with focus on maternal and child health care.
- It was also associated with training of community health nurses called multipurpose health workers (MPW) and training of village health guides and traditional birth attendants.

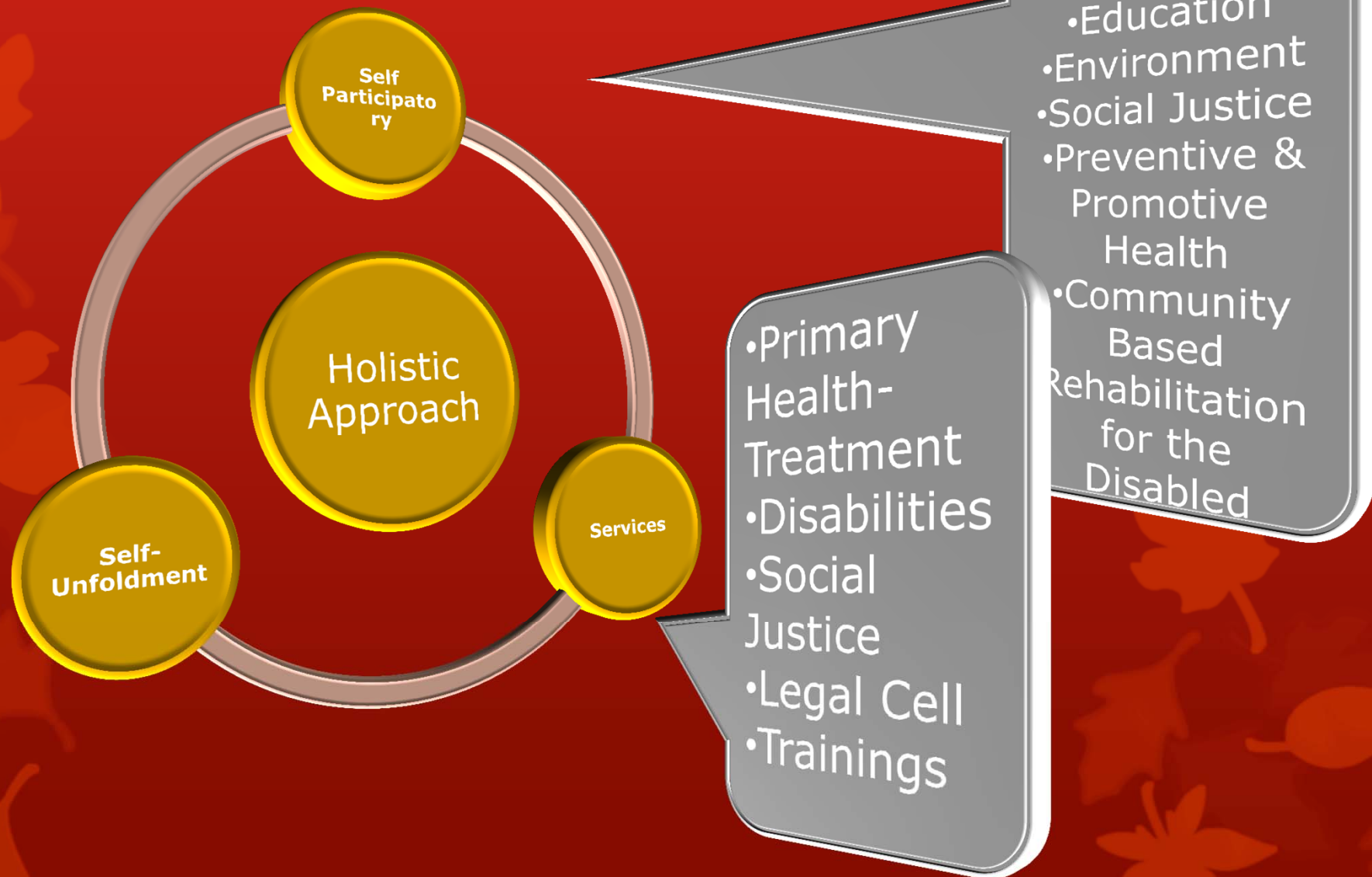
**FOCUS : MATERNAL AND CHILD HEALTH**



# Health is not a “stand-alone” factor



# Integrated Participatory Programs



# THE VISION



To harness human resources and enable the poor to transform their lives through programs driven by themselves



# THE MISSION

To facilitate participatory and integrated sustainable development for the poor



FACILITATION IS THROUGH **ACTIVE** PARTICIPATION

# Capacity Building – Real Challenge is the **Active** Participation

Passive	Active
Dependent	Independent
Target Oriented	Process Oriented
--	Influences the program
--	Ownership
Fizzles away	Sustainable
Isolated	Integrated
--	Success Inevitable
--	Is an effective Change Agent



# In Summary....

- CORD is an ongoing project with activities going back to 1985
- Program Impacts 20,000 people directly and 150,000 indirectly annually
- Over 650 villages are covered by the program
  - Balawadi (children's groups)
  - Community Health programs
  - Community Lively hood programs
  - Mahila Mandals (women's clubs)
  - Yuva and Yuvati Mandals (youth groups for boys and girls)
  - Programs for the Disabled
  - Income generation programs
  - Self Governance



# Glimpses from CORD's Areas of work at the grassroots





# Foot soldiers



working hard with purpose, passion and perseverance to make a difference



# Foot commanders



Bringing hope and change to the lives of many  
Sh. Narender Paul

# Facilitators



Administer, coordinate and manage man, money and machine &  
developing others with the leaders.

**Ms. Suruchi Thapa**



# What is it like for you to be in CORD?



**It is being the change  
you want to see.**



**Sh. Sunil Mishra, Advocate, sensitizing against domestic  
violence**

**Being a part of that which determines people's social, economical, health, political, educational, environmental and emotional problems and resolves them as best suited to the local situation with their involvement**



**Ms. Sheetal Desai, a nurse by profession**



**Its about being a part of a movement that empowers  
and enhances people's self-reliance & self respect**



**Ms. Kusum Mahajan**

# What does it mean to be a Social Developer with CORD?



- Commitment
- Dedication
- Focusing on the solutions rather than the problems
- Finding payment in the joy of the work.

**Dr. Sumathi Mukkamala**



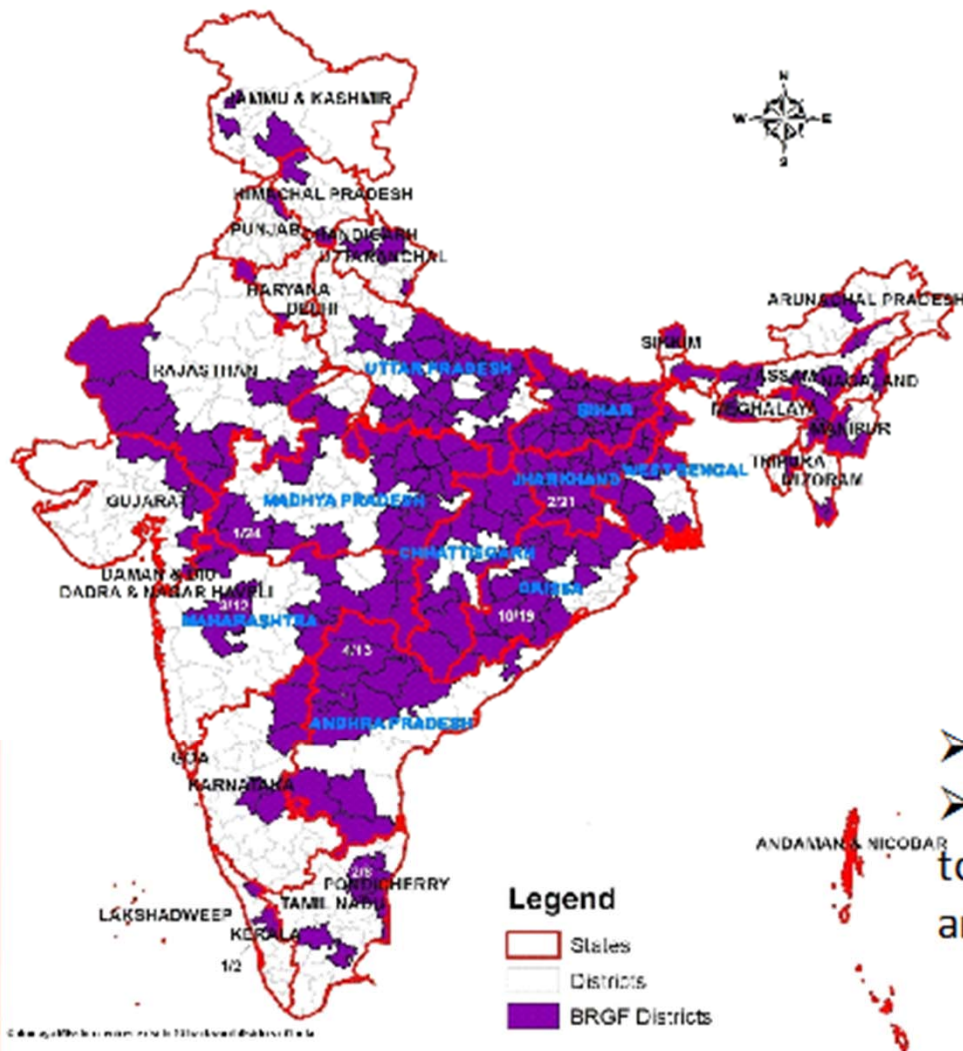
# Potential of Up-scaling of CORD India

**Rural Development training need  
in India is huge**

Type of Unit	India	CORD's Presence
States+ Union T.	28 + 7 = 35	5*
Total Districts	625	7*
Backward Districts	249	3 ^
Inhabited Villages	5,94,000	700
Total Panchayats	2,34,000	225

**Future Plans - Training Centre at  
Sidhbari**

- CORD envisages to replicate further.
- Providing training to the others too to increase outreach to backward areas.





## Work undertaken till now by CORD Srilanka



**2005:** Tsunami relief work followed by women empowerment program in Batticalao





2007: Establishing women empowerment work in Rambodha







**2009:** Internally Displaced Persons (IDP) relief work





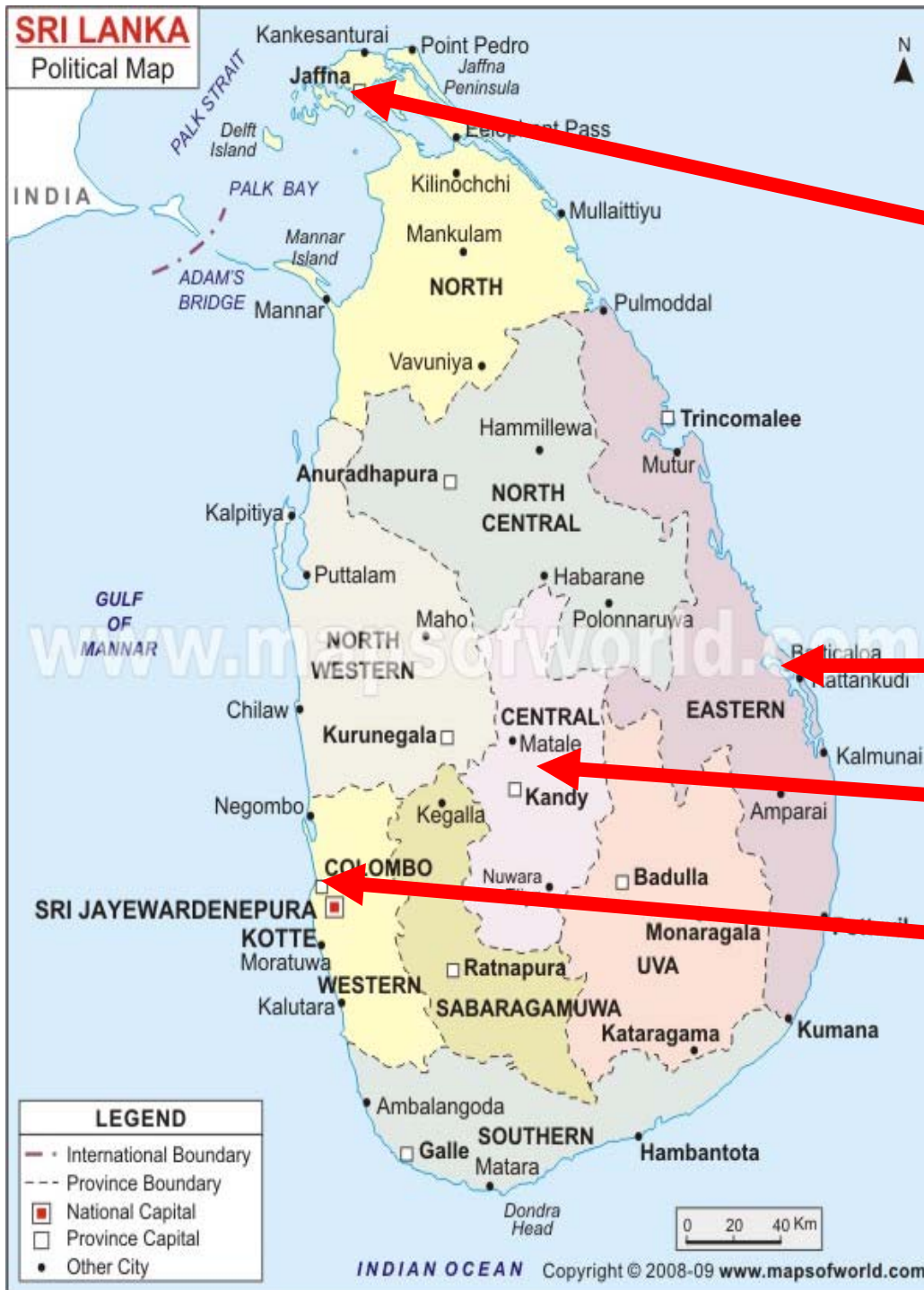
2010: Jaffna women's  
empowerment work  
with special  
emphasis on war  
widows and their  
children



# Assistant Home Nursing program, Colombo, 2010







CORD Srilanka  
Areas of work

Jaffna

Bataloa

Rambodha

Liaison Office Colombo

# What is CORDUSA?

- CORD USA's charter

- Bring awareness into the work CORD does
- Create CORD Ambassadors in the Americas
- Raise funds and coordinate programs intended for social welfare both in the Americas and in the Indian Sub Continent.





# Why CORDUSA?

- Secular, humanitarian organization that appeals to community at large
  - Matching corporate funds and grants.
- Raise funds for
  - Selected local social help programs
  - Specific CORD projects in Indian Subcontinent



# Get involved... be a "Friend of CORD"

- Ambassador for CORD

- Who has taken the time to visit the CORD centers and understood the work that goes into different areas.
- Bring awareness and discuss the various activities to CM members & others





# Be a “CORD enthusiast”

- We request all of you to become a CORD enthusiast
  - Read our quarterly reports and read about our events
  - Talk to your friends with similar interests about the work that goes on
  - Promote CORDUSA events in the Americas



# Vedanta in action...

- As Swami Chinmayananda called out, let us emphasize and implement the ideas in our scriptures to support and rebuild our communities where people can strive and flourish





# Thank you! from CORD USA

- Swami Tejomayananda – Chairman and President
- Dr Apparao Mukkamala – Treasurer
- Subha Varma Pathial - Secretary/Director
- Pranji Lodhia – Director
- Dr Vijaya Cherukuri – Director



<http://www.cordusa.org>

<http://www.facebook.com/cordusa>

<http://cordusa.blogspot.com/>

[http://groups.google.com/group/friends\\_cordusa](http://groups.google.com/group/friends_cordusa)

<http://twitter.com/#cordusa>