

CORDUSA, Inc

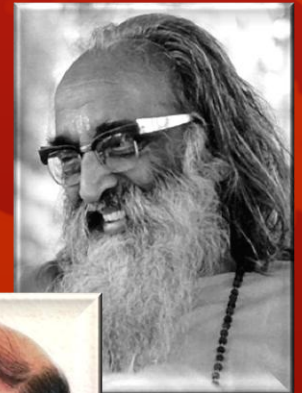


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organization
Tax ID 27-0540459

“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>

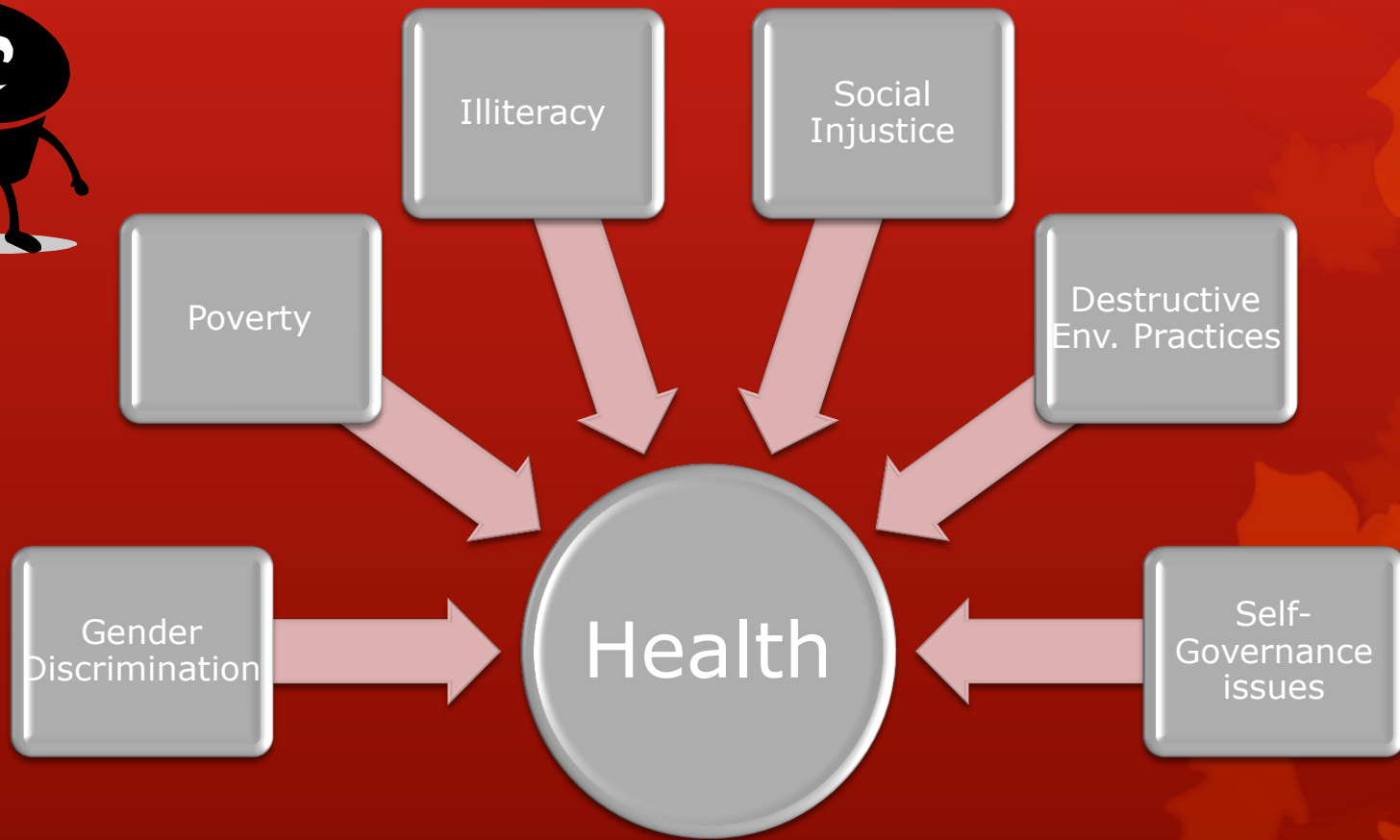
A little bit of history...



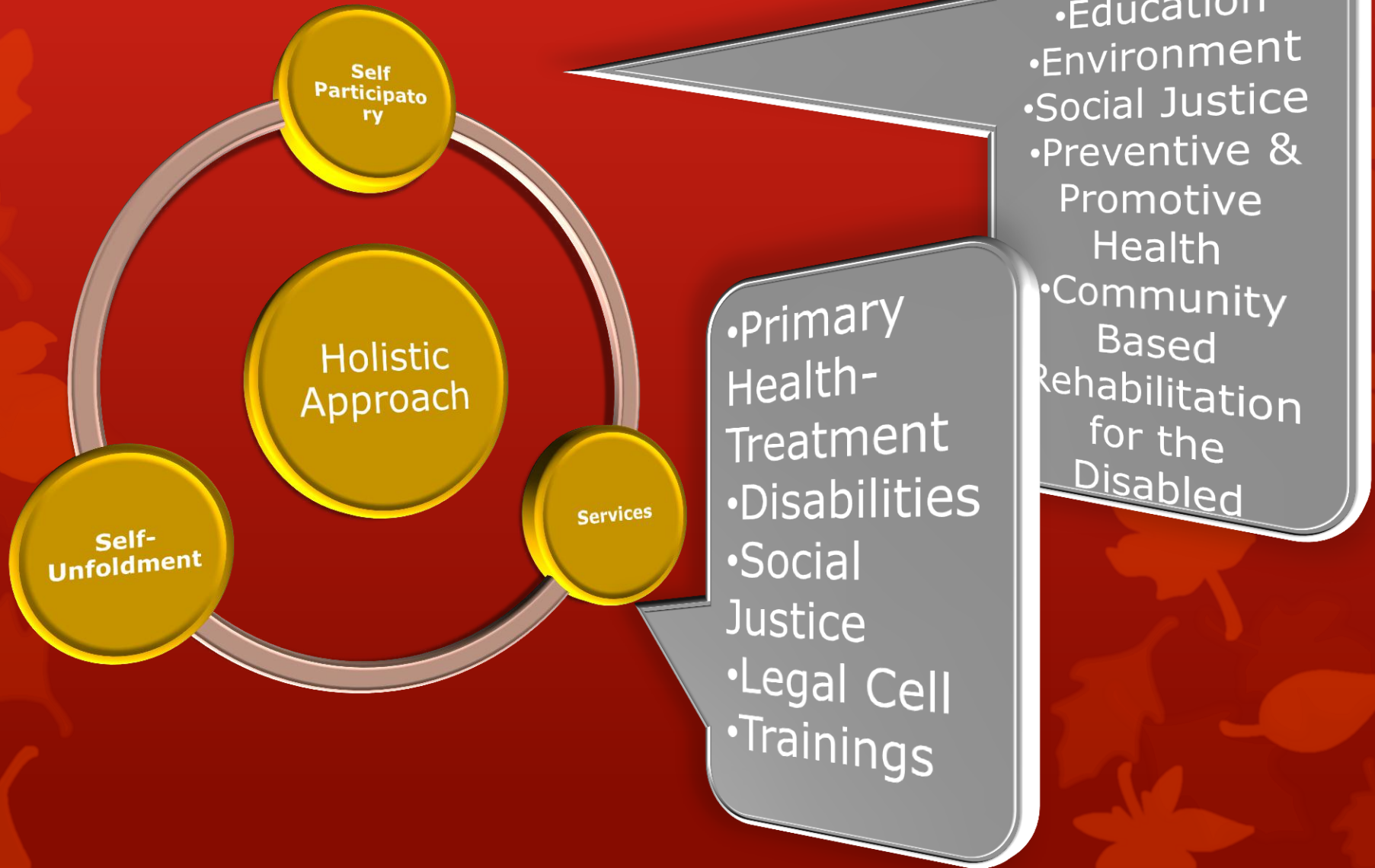
- CORD's work began in 1985 as an isolated health program with focus on maternal and child health care.
- It was also associated with training of community health nurses called multipurpose health workers (MPW) and training of village health guides and traditional birth attendants.

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

Community Based Livelihood



Community Based Livelihood



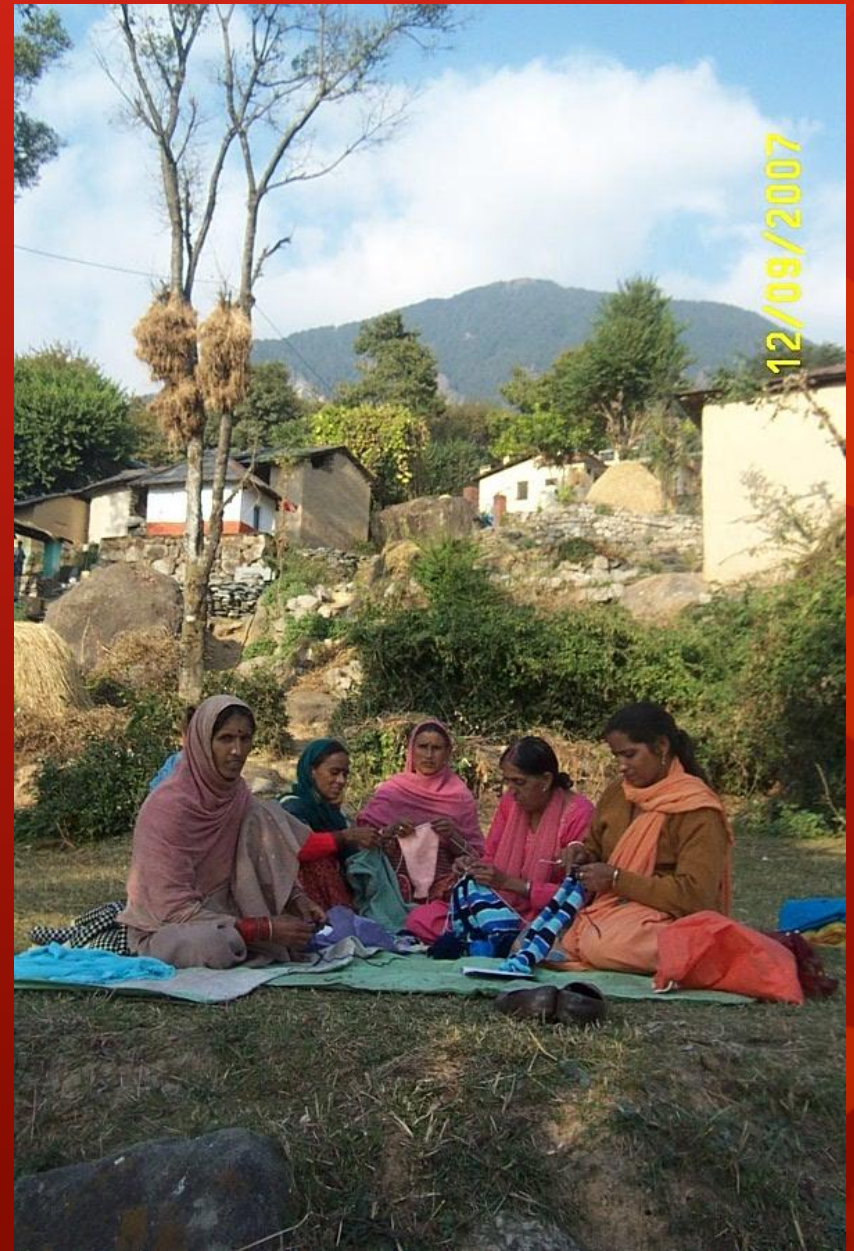
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मौलवी	180 Rp/kg	300 Rp/kg
120 Rp/kg	34 kg	34 kg
34 kg	720	1200
480	540	900
360		
Rs. 4,080	Rs. 6,120	Rs. 10,200

बसा	480
औटो	200 + 150 = 350
खाना-पीना	200
सेल्स टेक्स	612 ✓
किनाया	1500 x
	<u>2,992</u>

4080	6120
<u>2992</u>	<u>2992</u>
Rs. 7,072	Rs. 9,112
2040	1088
---3,128---	

Community Based Livelihood



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



CORD India shares with you...

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**

...foot soldiers and foot commanders



-working hard with purpose, passion and perseverance to become or be..

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**





2009: Internally Displaced Persons (IDP) relief work



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



What is CORDUSA?



- CORD was supported by various CM centers in the Americas
 - CORDUSA attempts to systematize activities
- 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.
- Assist Chinmaya Mission West centers in raising funds for
 - Their 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
- CORDUSA representative in each center
 - who can wholeheartedly support CORD and its activities
 - Coordinate CORD events at your local center



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



Thank you! from CORD USA

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



<http://www.cordusa.org>

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