

# REBUILD

पुनरनीरमान  
*...to rise above the pandemic*



**R** EVISUALISE  
EDISCOVER  
CONSTRUCT

**ANNUAL  
REPORT  
2019-20**

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**“Compassion  
is the basis of  
morality”**

**Arthur Schopenhauer**

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**HELLO  
WELCOME TO OUR WORLD  
OVERVIEW OF CHORD**

# OVERVIEW

CHORD is a Non-Profit and Non-Political (Tax-exempt entity under Sec 80G/12A of IT Act) Relief and Development Organization. Right from its humble beginnings in 1998 to this day CHORD has successfully rescued and empowered with education, counseling, and care, over 16300 underprivileged children, trained over 6300 young men and women in employable Skills and has touched lives of tens of thousands through its awareness and sensitization workshops. Our imperative to empower with education and training, the lives and plight of the underprivileged continues, with help from volunteers, students, professionals, and socially conscious citizens and together we hope that the contribution to our less fortunate friends keeps growing as we do.

## VISION

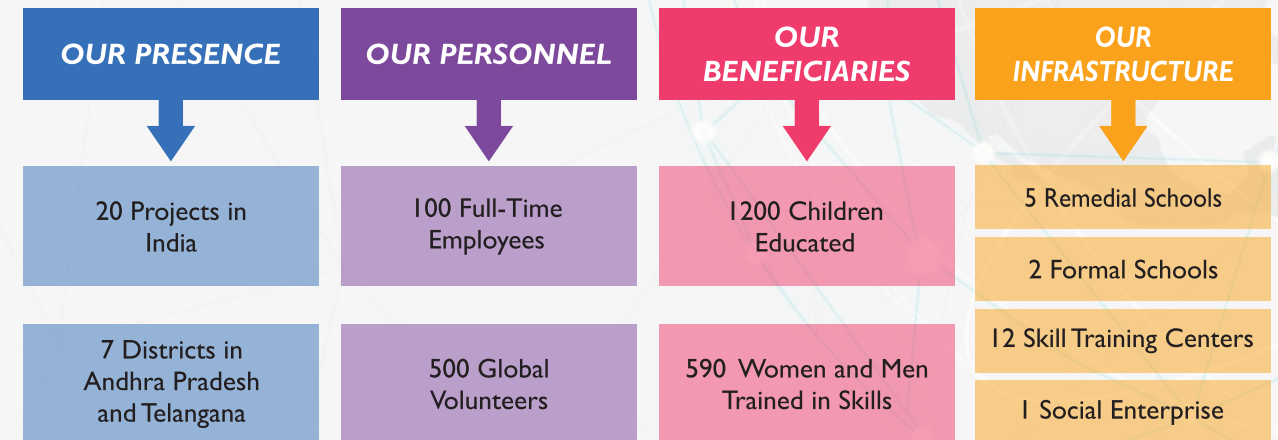
- Ensuring every child is in school and learning with dignity...
- Every young man/woman trained in skills...
- Every community is progressing and vibrant...

## MISSION

To implement a robust, replicable, and sustainable three-fold community development model to eradicate child labour and alleviate poverty by educating children, training the youth in employable skills, sensitizing the society, and empowering the community.

## GOAL

To make the target area child labour free by 2023 by rescuing, educating and empowering 7000 working or school drop-out children and train 7000 young men and women in skills through child-centric community development initiatives.



Awareness on child labour in 5 Districts and 5% SHG'S Formed.  
15% Women will be provided with empowerment. No. of Awareness Campaigns:24.



**THE REPORT  
FROM THE  
PRESIDENT'S DESK**

## PRESIDENT'S DESK

### **Dear Friends, Greetings from CHORD!**

Like always it gives us great pleasure connecting with you all and sharing our Annual Report 2019-20 with all the highlights and the path forward for our mission.

### **Performance and Promise during 2019-20**

To be honest the FY 2019-20 has been a year of great promise and potential. As usual we have delivered on all our promises, met all deliverables, achieved the targets on time and were stepping into FY 2020-21 with great optimism and enthusiasm.

### **The onset of Ghastly Covid-19 and the economic fallout.**

But fate had other plans for the entire planet. For every soul under the sun the good work of the year gone by has been undone towards the fag end of the year i.e. in March 2020 by the ominous arrival of a dreadful pandemic which by now has pierced into our consciousness as Covid-19. By all accounts 2020 has been one of the most bizarre, dire and catastrophic years in the history of mankind. It had severely affected the way we live and breathe hereafter. Life will never be the same again Post Covid-19. The worst hit are the economies world over. The economic fall out of this dreadful Covid-19 Virus is disastrous to say the least, No one has ever predicted the scale and magnitude of the monumental human and economic loss and negative impact of the Corona induced National Lockdowns on economies observed globally. Here on for sure we will be referring to time as Pre-Covid-19 and Post Covid-19 Eras.

### **What lay ahead for Planet Earth**

The world has been rocked by Corona virus and the unfolding unprecedented economic crisis. It's Blood bath for all businesses barring a few. We are in the midst of a worst economic recession that will have long term repercussions on our lives. Nevertheless aspirational India should be optimistic and not fall into despair but rise above this crisis and start working for a better post corona world to make the most of it.

### **Leap of Faith**

There is always a silver lining. There is always light at the end of the tunnel. Every crisis brings in its wake a new opportunity. We as human kind have to take a monumental leap of faith to transcend this devastating crisis. As they say When everything changes Change everything. That's the Mantra. We need to re think, reinvent, rediscover and reimagine to reboot our lives and economies.

### **Choices, Chances and Changes**

All that we humans have constructed passionately seem to be collapsing around us. Having been left with very little to choose from we ought to take chances boldly and change everything with imagination and a new vision that will REBUILD our lives for the good of all human kind.

### **Non-Profit Challenges**


All of us instinctively seek two things. We long for meaning, a sense that our life some how matters to the world around us. And we long for community, a sense of being loved. This Corona crisis offers us a great unmissable and unprecedented opportunity to find one's meaning in life by caring for the worst hit victims by showing grace and extending a helping hand. CHORD, without losing focus on its core mission has already reached out to over 10000 families with Food essential kits, safety kits and prepared meals for migrant families at the grassroots.

### **Rebuilding Communities**

Our immediate job on hand apart from our regular core projects is to help communities Rebuild their lives through Early action Relief, Skills based Re-adaptation and Rebuilding Socio-Economic Lifestyles for alternate Livelihoods and development through training, providing cooperative finance and distributing means for earning tools to create livelihoods for the migrants and the jobless.

We thank you all for your magnificent support during 2019-20 in achieving significant results despite all odds in a slowing economy. We look forward to your continued support and cooperation in Rebuilding our societies post- Covid19 crisis.

BestWishes  
**Suman Malladi**



**GUIDING  
PRINCIPLES  
WORK, VISION AND  
INITIATIVES**

**CORE AREAS OF WORK:**

- Child Rights (Elimination of Child Labour)
- Education and Training
- Girl Child Education
- Skill Development/Livelihoods
- Vocational Training
- Women Empowerment
- HIV Children Support

**OUR STRENGTHS:**

- 22 years Grass roots involvement against Child Labour
- Committed Leadership with thirty years' experience in development sector
- Child centric community development model
- Strong Community support
- Excellent Civil Society Network
- Self-sufficient infrastructure
- Dedicated and sensitive team
- Solid experience and expertise in Education and Training
- Proven track record
- Multi stakeholder partnership process adopted for holistic development

**VISION:**

- Ensuring every child is in school and learning with dignity...
- Every young man and woman trained in skills...
- Every community is progressing and vibrant...

**Up-coming projects**

- Replication of holistic development project through schooling, skilling, sensitizing
- Reaching out to leprosy and HIV survivors
- Expansion to other districts
- Gram Riddhi Project in Rural Telangana
- Yuvanidhi Project in Tamilnadu

# SUSTAINABLE COMMUNITY DEVELOPMENT MODEL

## COMPREHENSIVE APPROACH TO ELIMINATION OF CHILD LABOUR AND SUSTAINABLE COMMUNITY DEVELOPMENT

### Sustainable Community Development Model



- Providing Remedial and Formal Schools for Children
- Awareness generation and sensitization among key stakeholders of the community
- Empowering families by training the most vulnerable men & women on livelihoods

### IMPERATIVES FOR GROWTH AND DEVELOPMENT OF CHILDREN



### CAREER PATH OF CHILDREN ENROLLED





## CHORD'S COVID-19 RELIEF EFFORT

From April'20 to Date



### CHORD'S COVID-19 RELIEF EFFORT

Relief Mission for the Slum dwellers (Migrant laborers and Daily wagers)

Corona Virus/Covid-19, declared a pandemic by WHO has brought in its wake untold misery into the lives of the vulnerable people at the margins of our society. The Pandemic Covid-19, a dreadfully infectious virus has forced majority of the nations to declare lock-downs to save the lives of their inhabitants. The Covid-19 Lockdown has resulted in incalculable economic damage in India and has rendered many hungry and helpless. According to ILO (Economic Times) an estimated 400 million people will lose their jobs and livelihood in India. Although the Lock-down has virtually hit every soul under the sun, worst affected are the poor migrant labourers and daily wagers at the grassroots.

In times of natural calamities CHORD goes to the rescue of the helpless victims with a team of trained work force that works round the clock to bring succour, relief, and comfort to the unfortunate victims as a practice in the case of the Covid-19 Pandemic, CHORD Emergency Relief team has swung into action within two weeks after the Lock-down, surveying & assessing the needs of over 50 slums serviced under our social initiative umbrella and has initiated distributing **Dry ration kits and Care kits to over 3000 families** in the last five months since April'2020 with the meagre available resources at our disposal and through crowd sourcing.

#### Project Plan of Action:

During the course of our relief mission we have realized that the Pandemic Covid-19 is here to stay with us for an indefinite period until a vaccine or treatment is invented, devastating the lives of the poor and the marginalized. As such the migrant labourers desperately need food and care kits support for at least one month until they find jobs and normalcy is restored to the economy.

Our first priority should always be the target groups we are currently serving. Accordingly, we have chosen migrant families residing in slums in our target area. The idea is to reach out with a month's requirement of Dry ration kits to sustain their families and also to ward off the deadly disease by washing hands and wearing masks during the next three weeks.

#### Meals Distribution

CHORD also proudly announced Give-Sure meal distribution for Covid-19 hit migrants and unemployed people at the grassroots. CHORD in Collaboration with 'REBEL FOODS' world's largest internet (<https://rebelfoods.com/>) restaurant company had launched in right earnest, Give-Sure a meal distribution program meant for Covid-19 hit migrant laborers and the unemployed in the neighborhood slums of Hyderabad. CHORD's Give-Sure meal distribution program in Collaboration with 'REBEL FOODS' targeted distributing **12600 meals** to those rendered hungry and unemployed by the Covid-19 induced Lockdown. At the time of print of this report we have distributed over 12600 meals in several corners of Hyderabad. This initiative will continue until October 2020 based on the needs on the ground.



## CHORD'S COVID-19 RELIEF EFFORT





## POST-COVID-19 SKILL DEVELOPMENT MISSION

### POST-COVID-19 SKILL DEVELOPMENT MISSION

Job Creation to Rebuild and Reboot Lives & Economy

#### Post-COVID-19 Skill Development Mission

In the wake of the Covid-19 Pandemic in the month of January 2020, it is easy to say that the year 2020 has been one of the most bizarre and catastrophic years in the history of mankind. It had severely affected the way we live and breathe hereafter. Life will never be the same again Post Covid-19. The worst-hit is the economies world over. The economic fall out of this dreadful Covid-19 Virus is disastrous, to say the least, No one has ever predicted the scale and magnitude of the monumental human and economic loss and negative impact of the Corona induced National Lockdowns observed globally.

Job loss is the most severe immediate impact of the COVID-19 crisis while lower economic growth and rise in inequality would be the long-term effects, according to a survey by the Indian Society of Labour Economics (ISLE). The online survey was conducted on 520 ISLE members in the last week of May. The preliminary results showed that loss of employment was considered as the most severe immediate impact of the crisis while lower economic growth and rise in inequality were probable long-term.

As per the survey, the immediate policy priorities suggested were protection of workers and families, short-term employment creation and income transfers to affected workers-Economic Times, 11 July 2020.

The immediate and pressing task on hand for our nation is short term job creation. This has been necessitated not just by job losses but also the displacement of the workforce on account of migrants leaving their jobs and migrating back to their home states.

As the economy is slowly opening up it is imperative that we provide short term skill development training to the available workforce to make up for the job losses and also to create new employment since new avenues opportunities are created post-Corona threat, case in point is mask making, demand for more security guards, sanitization industry opening up and the thrust on manufacturing emphasized by our Government to reduce reliance on Chinese products to create a proud Atmanirbhar India.

#### It's time to Rebuild and Reboot our Economy

It's time to rediscover our faith in ourselves and to Restore our nation with confidence and courage.

Post Covid-19, CHORD has observed that many migrants and even local youth and the working-age men and women have gone income less. Life is no more the same for any monthly income based/ wage-based families with many an industry coming to a grinding halt during pre, peri, and post Covid-19 lockdown.

Having been associated and continuously working for the migrants before Covid-19 and with the return migrant's post-COVID-19, CHORD has enlisted few skill developments programmes for the displaced workforce to get rehabilitated in the post-COVID-19 conditions. The concept is based and also field-tested based on the Demand-Supply market bandwidth.

#### The following Occupation based trainings will be provided by CHORD

1. Training IT hardware and Networking
2. Internet and WIFI management training
3. Healthcare Housekeeping Training
4. Facility Management Services Training
5. Training for security guards-(Men & Women)
6. Basic Health Care workers
7. Online Data entry Course
8. Sanitizer Production Courses
9. Retail Business Helpers Training (Supermarkets & Grocery Suppliers' /vegetable units)
10. Waste Disposal Management Training

#### Humanitarian Service-Based Trainings

11. Burial Service Management Training
12. Drivers training on Covid-19 precautions
13. Housemaids training on Covid-19 precautions
14. Adolescent girls training on babysitting with Covid-19 precautions
15. Supply chain-Service Training (Medicines or any Commodities)

Join us in this mission for occupation for the vulnerable migrants and their families through Post Covid-19 demand-based Job Training.



# OUR PROJECTS

## 1. ELIMINATION OF CHILD LABOUR (REMEDIAL SCHOOLS)

# BUILDING BRIDGES

Bridge or Remedial School

### Bridge or Remedial School

- Provides intensive education with the aim of preparing dropout or working children to be integrated into mainstream schools.
- Is an intermediary form of education that Bridges the gap between non-formal and formal education.
- Is a community-based school that employs intensive curricula, nutrition, and health care facilities with the aim of helping former child laborers or school dropouts to catch up or make up for the years outside school.

Since inception CHORD has employed Remedial Schooling as a potent strategy in rescuing, educating, and reintegrating over 16300 children into the formal education system.

### REMEDIAL SCHOOLS

For rescued victims of child labour

According to government statistics, nearly 30% of India's children are still out of school.

Remedial schools are CHORD's initiative to provide holistic and flexible educational opportunities to those children who have been victims of child labour, have dropped out of school, or have never been enrolled in a school.

We undertake the responsibility of providing free education to children between the ages of 7 & 14 with a curriculum specially designed, that neither adheres to formal nor an informal model, but caters to the learning capabilities of these children with poor Educational exposure or retention capacity. We particularly keep in mind that a child takes about 12-24 months to regain lost Education and learning momentum.

### BRIDGING THE GAP AND LEADING TO...

- Child Laborer to Student
- Labor to Learning
- Work to Education
- Drudgery to Development
- Exploitation to Empowerment
- Oppression to Freedom
- Neglect to Protection



Remedial schools aim to restore childhood and provide meaning to these children's lives by increasing their human resource value through imparting education and training. We strive to empower the students by making up for lost education and rebuilding a learning foundation, integrating the child into mainstream education, and enabling the child toward a sturdy development plan through guidance and care.

**No. OF CHILDREN EDUCATED DURING 2019-20: 650**

# OUR PROJECTS

## 2. GIRL CHILD EDUCATION Girl power to the fore...

## GIRL CHILD EDUCATION

*Girl power to the fore...*

### **Girl's education a lifeline to development:**

Education is one of the most critical areas of empowerment for women. It is also an area that offers some of the clearest examples of discrimination women suffer. Among children not attending school, there are twice as many girls as boys, and among illiterate adults, there are twice as many women as men.

Offering girls basic education is one sure way of giving them much greater power — of enabling them to make genuine choices over the kinds of lives they wish to lead. This is not a luxury. The Convention on the Rights of the Child and the Convention on the Elimination of All Forms of Discrimination against Women establish it as a basic human right. — UNICEF

### **Why we at CHORD Promote Girl's Education:**

- Educated Women might have the chance of a healthier and happier life should be strong enough reason for promoting girls' education.
- An educated woman has the skills, information, and self-confidence that she needs to be a better parent, worker, and citizen.
- An educated woman will also be more productive at work.
- The dividend for educational investment is often higher for women than men
- For vulnerable and working young girls in slums

CHORD believes that education, particularly of the girl child, has been a highly effective tool for social change that includes family planning, subscription to better health care and hygiene for children, and equalizing the male to female ratio in employment in all sectors. CHORD strives to protect these young girls and provide them with neighborhood schooling programs as per our development model that enables the child toward academic and intrinsic progress through Formal/Vocational education. We believe that support during adolescent ages creates a lasting effect on the lives of the girls further empowering them to be independent and responsible women who will grow to lead change in their families and communities.

### **AASHIRWAD School for Girl Children**

**Project Overview & Scope:** CHORD strives to rescue, educate, and mainstream 160 working Girl children (Migrated Urban Child Laborers) every year through their bridge school project in Ranga Reddy District, Telangana, India. The challenge is to break the cyclic life pattern of working children through innovative remedial school education program developed by the organization that takes the girl child to its logical end through formal and vocational education. The program provides a holistic and flexible learning opportunity to children and also lays emphasis on supporting children in their early adulthood stage and strives to empower the students by making up for lost education and rebuilding a learning foundation, integrating the child into mainstream education and enabling the child toward a sturdy development plan through guidance and care.

Aashirwad School for girl children (in its eighth year of implementation) a social intervention jointly initiated by CHORD and Qualcomm aims to educate, empower, enrich, and enliven the lives of girl children. The journey once embarked will help them acquire primary, secondary, and higher education, provide vocational training and prepare them for a bright successful future.

**NO. OF GIRL CHILDREN EDUCATED DURING 2019-20 – 160**

# OUR PROJECTS

## 3. MAINSTREAM EDUCATION ...Profound Rhythm of Social Change

# MAINSTREAM EDUCATION

...Profound Rhythm of Social Change

### AASHIRWAD EM SCHOOL

Providing Quality Formal School Education to Children mainstreamed from Remedial schools is one of the key Social Interventions successfully pioneered by CHORD since 2006. CHORD Aashirwad English Medium School at Bachupally was the first of its kind, pioneering access to Quality Mainstream/Formal education for urban deprived children and rescued child laborers. Since its start in 2006, the school has successfully mainstreamed through formal education over 2300 underprivileged children and enabled them through not only academic support but support for personality development, encouraging co-curricular activities and inculcating the spirit of volunteerism through many community service initiatives.

### Highlights of the Program

- Decent Infrastructure
- Solar-powered computer lab
- State of the art school buses to ply slum children
- Potable drinking water with R/O Water filter system
- Well stocked library and Science Lab
- Life-skill training for children
- Enhancement activities for children (indoor and outdoor)
- Excellent hostel facilities for residential children
- Access English Micro-scholarships in collaboration with the American Embassy



### Qualified and committed faculty drive this mission

- The challenge is to retain and educate children mainstreamed from remedial Schools in the Formal educational environment (Aashirwad EM School) to arrest dropout rates and to provide continuity and dignity to their academic quest with the aim of taking them to their logical end i.e. livelihood opportunity.

### The Program ensures the following imperatives.

- Support Education, shelter (for residential children) and Health Care Needs of 270 urban deprived children with thrust on providing quality education and dignified learning environment.
- Each child supported receives age-appropriate Quality School Education and thereafter Vocational training that enables him/her to realize his/her dreams and to become dignified livelihood earner of a new India
- STEM education promoted for underprivileged Children.

**NO. OF CHILDREN EDUCATED DURING 2019-20: 270**

# OUR PROJECTS

## 4. Neighbourhood School For Urban Deprived Children

### Neighbourhood School For Urban Deprived Children

DISHA – CHORD HIGH SCHOOL

DISHA-CHORD High School is yet another milestone in our journey at the grassroots. The primary focus DISHA-CHORD School is to provide a well-resourced and dignified learning experience to urban deprived children in the Gokul plots slums with the sole aim of paving a career path to these disadvantaged yet talented children that enables them to secure a decent employment opportunity and become productive citizens of our nation. The School prides itself in its strategic location in the heart of the city inspiring the neighborhood communities to avail a unique educational opportunity on par with corporate schools for their children.

Blessed with qualified staff and committed workforce the School DISHA-CHORD Schools promises a compelling future to its students and looks forward to scaling its operations to the next level to accommodate more children from the grassroots

Vision: Dignifying the lives of disadvantaged children by providing them quality education

**NO. OF CHILDREN EDUCATED DURING 2019-20:200**



## OUR PROJECTS

### 5. Skill Development Program Fostering Grassroots Regeneration

## SKILL DEVELOPMENT

Fostering Grassroots Regeneration

Skill Bharath Program is an initiative formulated to reduce the cases of unemployment among the educated and uneducated due to the lack of employable skills. We identify and enroll vulnerable youth and offer professional training by experts in the particular field so that the beneficiaries may be eligible for employment or be empowered to start an entrepreneurial venture based on their skills.

#### Objectives

- Developing job worthiness among unemployed youth
- Creating free access to employable skill training in job oriented courses.
- Ensuring long term employment for vulnerable youth through skill-based training and counseling.
- Providing Skill centers as a potential employment opportunity.
- Creating awareness about the relevance of skill training in the current job environment.

#### Mission

ENABLING 7000 PARTICIPANTS TOWARDS A SELF RELIANT LIVELIHOOD IN 3 YEARS

#### Track record

- In the last ELEVEN years over 6300 young men and women were trained and employed in our 12 training centers
- Skill Bharat program successfully trained 605 beneficiaries in 2019-20 and enabled them towards a self-reliant and independent livelihood
- Around 60% beneficiaries got employment opportunities in their related fields in 2019-20.

## OUR PROJECTS

### 6. Women Empowerment Social Transformation in the Age of Acceleration

## Women Empowerment

Social Transformation in the Age of Acceleration

**The Growth Gene Project** as a community development initiative of CHORD was launched in 2015 with initial three-year support from Microsoft IT, Hyderabad with following objectives

- The main ambition of the project is to bring intrinsic growth and development in the Yellamabanda slum, one of Hyderabad's largest urban slums, over three years through a multi-pronged approach with three collaterals education, training and awareness building (Schooling-Skilling-Sensitizing).
- Here, the focus is on creating an elemental change from within the community and developing a chain of beneficiaries who in turn help build the outcome of the project.
- The goal set is not about a one-dimensional change that manages to meet pre-measured targets but to change the intrinsic nature, the cyclic pattern of family poverty and children being forced into labor by widening the periphery of gain and transforming the very factor that triggers poverty and a labor relapse in children i.e. Parents and Community.

By the year 2019, the project had met all the deliverables and has achieved the following remarkable and measurable social impact.

#### SOCIAL IMPACT OF GROWTH GENE

- The project has created the economic development of vulnerable women by breaking the vicious cyclical poverty trap.
- The skill training for women has provided self-employment for some at their homes, giving them a daily income and enabled them to buy necessary medicines and make them capable to pay school fees for their growing children.
- The income of the women has enhanced their independence. They are no more dependent on anyone else.
- GGP has established an empirically tested Social enterprise model providing employment to 50 women enabling them to earn a regular income
- The economic development of women and the sensitization efforts of the project has motivated them to participate in the decision-making process. They are able to teach these learned skills to other vulnerable women who are in needy position.
- Children have been provided quality remedial education and were mainstreamed into the formal school system

Having achieved its pre-set goals, the project now aims to scale its operations with the following road map in mind

#### WAY FORWARD FOR GGP

- Four solid reasons based on our empirical experience point towards the expansion of the program through replication
- The pilot program had turned out to be a huge success
- Groundbreaking results achieved in establishing a sustainable and scalable social enterprise through social innovation
- Social enterprise had attained brand visibility and poised to achieve economic break-even promising a bright future for the project
- GGP proves beyond doubt that quality education and training are the key drivers of economic growth and social inclusion as well as a critical enabler for achieving gender equality
- Number educated/trained during 2019-20: Children educated-150 / Women Trained in Skills-200  
Growth gene project marches on following the resounding success of Pilot Program.

# OUR PROJECTS

## 7. Livelihoods and Infrastructure

### LIVELIHOODS AND INFRASTRUCTURE

holistic school -cum- skill training center

#### CHORD- SUPER GAS CENTER FOR LEARNING IS HOLISTIC SCHOOL -CUM- SKILLTRAINING CENTER

CHORD- Super Gas Centre for learning is Holistic School -Cum- Skill Training Centre that aims to liberate disadvantaged Rural Children and Train Vulnerable and Unemployed Youth by providing them Basic School Education and Employable Skill Training under one roof.

##### School Education:

- To employ education as a preventive pedagogy to curb children from being exploited.
- To empower children to have their own identity and lead a dignified life.
- To provide opportunities to acquire bridge school, formal school education, and vocational training.
- To assist them in their holistic psycho-social development.
- To assist them to settle down independently in society.
- To sensitize the community and empower ultra-poor families.

##### Skill Development:

- Developing job worthiness among unemployed youth
- Creating free access to employable skill training in job oriented courses.
- Ensuring long term employment for vulnerable youth through skill-based training and counseling.
- Providing Skill centers as a potential employment opportunity.
- Creating awareness about the relevance of skill training in the current job environment.

**No. of young people Trained in Skills during 2019-20: 300**

**No. of Children Educated during 2019-20: 70**



# OUR PROJECTS



## 8. Child-centric Community Development Project SWECHA / LIBERATION

### CHILD-CENTRIC COMMUNITY DEVELOPMENT PROJECT SWECHA / LIBERATION

**(SWECHA) is the brainchild of CHORD India with the following objectives**

Child-centric developmental intervention deploying education, training, and awareness building to transform the lives of the Yellammabanda slum dwellers by rooting out ignorance and family poverty with the aim of ushering in elemental change that brings about livelihood opportunity and prosperity to the targeted community.

1. Provision of employable skill training in Tailoring for women, (100 women/ year)
2. Rescue, rehabilitation and education child laborers (70 children/ year)
3. Sensitization and awareness building through community awareness programs in 21 slums

#### **CHILD RIGHTS ADVOCACY ENLIGHTENING (SENSITIZING) THE COMMUNITY**

**Problem Description :** Sensitization of community on the issues of child rights and gender equality is one of the key components of the CHORD mission. A concerted effort from all stakeholders in propagating the issue to break the silence and to galvanize public opinion is of paramount importance in this whole exercise. It is about bringing a shift in the consciousness of the people and urging them to do what is right but not what is easy and what has been a flawed convention. It is about bringing about a change in attitude for good. It is about looking at the situation differently and changing one's perspective towards women and children key pillars of our society

#### **Approach and Methodology of the Program:**

CHORD is the Resource Cell and focal point for key activities of advocacy and sensitization of key partners at the Mandal level and colony-level network offices; for the training of remedial school staff and administration on sensitization. It will add value to the project in the following ways:

- Facilitating dialogue and exchange of experiences amongst the CHORD Project units.
- Mainstreaming issues relating to child labour and education into all training programmes such as the leadership development programme, joint educational programme, personality development programme, etc.
- Conducting sensitization programmes for parents of child labourers on issues relating to child labour and CHILD rights issues.
- Conducting sensitization programmes for Teachers of local government and private schools.
- Training of CHORD staff on Project implementation, accounts, and administrative matters.
- Gender issues and dialogue on Gender equality and inclusion among the stakeholders
- Dissemination of CHORD success stories.

#### **TARGET GROUPS:**

- Parents of Child Labour.
- Employers of Child labour.
- Members of Teachers Associations.
- CHORD Staff in Projects Centers



# OUR PROJECTS



## 9. ACCESS ENGLISH MICROSCHOLARSHIP PROGRAM

English language training for the Non–elite  
(Disadvantaged Children)

## ACCESS ENGLISH MICROSCHOLARSHIP PROGRAM

English language training for the Non–elite (Disadvantaged Children)



### ACCESS ENGLISH MICROSCHOLARSHIP PROGRAM

English language training for the Non–elite  
(Disadvantaged Children)

Access is a communicative English language training program where children between the ages of 13 – 20, from non-elite backgrounds, are given the opportunity to a comprehensive study of the English language the program also focuses on personality development beside imparting communicative english.

This is done by dividing the students into groups of 25 and conducting after school sessions for them thrice a week.

This program is funded by the US. Government and supervised by the Regional English Language Office of the U.S. Embassy and by the Public Affairs Section of the U.S. Consulate General Hyderabad.

So far CHORD has trained 225 Children under this program in two sessions from 2012-2016 CHORD has been awarded yet another ACCESS Program FY 2020-2022 the US Department of state (American Embassy) & the Current year's program will be launched in October 2020.

**VIP'S**  
**Celebrities & Dignitaries**  
**at CHORD**



Public affairs Chief J.Drew Giblin has hosted reception for the newly appointed Consul General Joel Reifman at Taj Krishna, Banjara Hills, Hyderabad Well attended by all the Partner organizations and other invitees of the American Embassy.



Mr. Mark Papermaster, CTO &EVP of AMD and his team have paid a formal visit to our DISHA CHORD School at Gokulplots



Our CSR Partners Team from UBS had visited our Ashirwad School at Bachupally



Our CSR –Partners UHG/OPTUM headed by Sri. Mouli Venkatesan, Chief Information officer & team have visited our DISHA Schol at Gokul Plots,

## Highlights Events and Launches

CHORD-SUPERGAS Center for Learning  
(Education and Skill Development)  
got it's Second and Third floors Inagurated by  
**MR. STEVEN SELS** - Management Board Member,  
SHV Energy N.V.The Netherlands



The top brass of Super Gas and CHORD have come together to participate in the Second and Third floor Inauguration Ceremony of Tailoring, trainees at the Centre for Learning, Bollarum



CHORD Girl children and CHORD Aashirwad English medium Bachpally children get to participate in Science Exhibition organized for three schools by our long-standing CSR partner Qualcomm at their premises in Raheja Mind space, Hi tech city, Hyderabad



Children's day has been celebrated with Berkadians at DISHA-CHORD School. Sri.Sudipto Mukerjee, Site Director of Berkadia India was the Chief Guest for the day encouraging Children and DISHA Team.



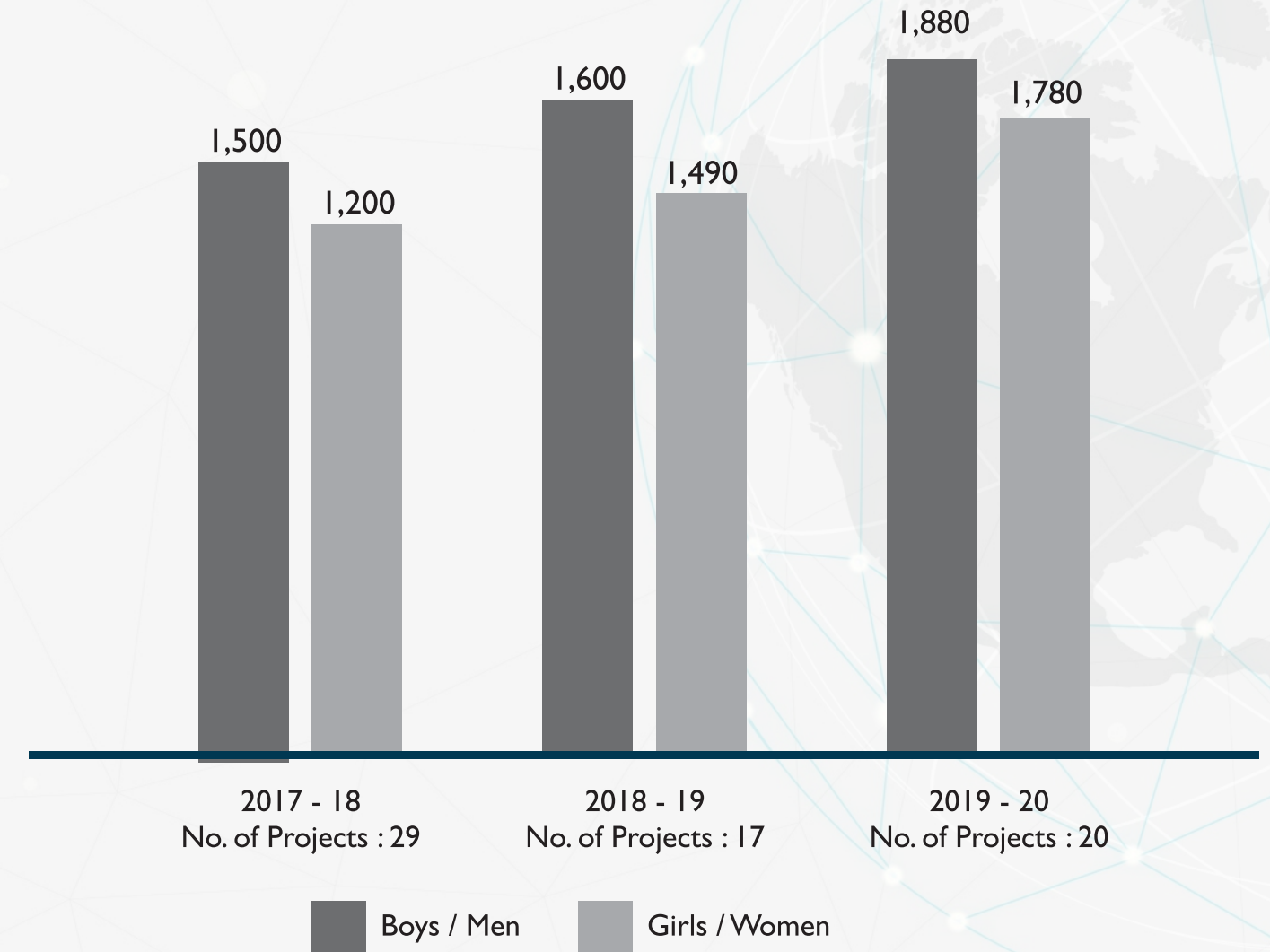
Sri. Ravi Shanker, Director Finance-TFL Quinn India Pvt.Ltd. and Team Visited Our Disha-CHORD School

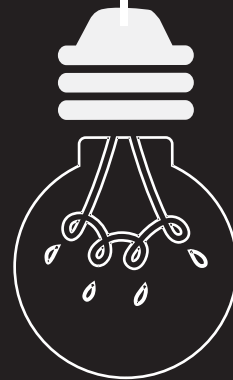


**GROWTH  
2019-20**

## OVERALL GROWTH GRAPH

### NUMBER OF BENEFICIARIES TRAINED AND EDUCATED (DURING THE LAST 3 YEARS)





# THE STATS

## 2019-20

## THE STATS 2019-20

### DEMOGRAPHICS:

No. of Children in Bridge Schools : 650

No. of Children in High Schools : 500

No. of Youth and Women trained in Skills : 590

No. of Staff employed : 100

No. of Volunteers : 500

No. of Bridge Schools : 3

No. of High Schools : 2

No. of Skill Training Centers : 3

No. of Awareness Campaigns : 5

No. of Social Enterprise : 1

### Four imperatives of CHORD's Education and Training program are:

- Food and Nutrition
- Water and Sanitation
- Education and Development
- Livelihood opportunity

### IN THE OFFING:

- Community Health Project.
- Skill Institute and Infrastructure Development for additional 500 beneficiaries.
- Project on Climate Change.

# SUCCESS STORIES AND MEMORIES

## SUCCESS STORIES

### TRIUMPH OF TENACIOUS TWINS:



**Md. Salma Begum**

**Md. Salma Begum** and **Md. Saleha Begum** are identical twins. Their family lives in Yellammabanda, a highly populated slum in Hyderabad. Their father has been eking out a living as a daily wage laborer and mother has been a home maker. The seasonal wages their father brought have never fulfilled the economic needs of the family

As a consequence both twins did not get a proper schooling or an educational opportunity to aim higher in life. Life has been a constant struggle for the family. Financial woes and social pressures have driven the family into abject poverty and irrecoverable debt trap. Sometimes meeting daily needs too have become a huge task for the family. Therefore it has become imperative for the Twins to earn money through some means to come to the rescue of the family. But they have neither the education nor a skill to find gainful employment. It was indeed a traumatic predicament for both the sisters. However destiny had other plans in bringing a defining moment in the lives of these innocent girls. In the words of the Girls it was at this crucial juncture the Accenture/CAF Skill to Succeed program has presented itself as a 'God Send' opportunity for them to grab it with both hands and learn Tailoring Skill in a matter of four months. During their training as part of on the job training the twins have mastered the skill of making button holes and attaching buttons on two separate machines side by side in the tailoring assembly. Subsequently both the sisters got employed on full time basis as machine experts in SPRIHA Collections Garment Unit (A social enterprise launched by CHORD)



**Md. Saleha Begum**

Today they have gained mastery over these two machines and are earning Rs.7000/ pm Bringing cheer and joy in their home. The beauty of their story is identical twins sitting next to each other and joyfully completing two identical tasks that complement each other. There can't be one without the other. Buttoning can happen only after the making of a button hole that too on two state of the art machines. Seeing these diligent and gritty sisters who have defied odds in life is a beautiful and a touching sight to behold. Let's wish these sisters the very best in their future



**Lalitha**

### COVID RELIEF SUCCESS STORIES:

At a time, the Covid-19 pandemic ravaged the lives of the people by depriving them of their livelihood **Ms. Lalitha** from PJR Nagar in Yellammabanda slum and her family are at the receiving end of the worst health crisis that has hit our nation. Lalitha's family has received the relief package consisting of food essentials distributed by CHORD with the sole aim of sustaining the lives of the disadvantaged who have no other avenue to look up to. Her family has received Rice, Dal, Cooking oil, Tamarind and vegetables in good measure to tide over the crisis. Lalitha's family is extremely grateful to CHORD for the timely help that has satiated their hunger and offered them hope in times of deep distress.



**Suseela**

Covid-19 Pandemic has hit hard the lives of people at the margins by robbing them of their ability to make both ends for a period of three months with no help in sight. The extended Lockdowns induced by the Pandemic has only further worsened their suffering. **Ms. Suseela's** family was no exception to this cruel reality that unfolded in the month of March 2020. At this very painful moment in the lives of Suseela's family CHORD offered them a great deal of respite by giving them a relief package with all the food essentials for a month to fulfil their hunger and to breathe easy during this devastating period. In addition, CHORD handed them Dettol soaps and masks to protect themselves from the deadly virus. Suseela's family is thankful for this help which they believe is 'God send' offering the hope and confidence.



### Income & Expenditure for the year ended 31st March 2020

	2018-19 Rs. (Laks)	%	2019-20 Rs. (Laks)	%
<b>Income</b>				
Govt. Grant in Aid	1.67	0.60	7.53	2.58
Foreign Contribution	84.00	30.00	73.59	25.21
Local Donations	195.32	69.40	210.25	72.36
	<u>280.99</u>	<u>100%</u>	<u>291.37</u>	<u>100.00</u>
<b>Expenditure</b>				
Expenditure on projects	225.64	80.00	231.02	79.32
Depreciation	15.96	6.00	20.43	7.00
Excess of Expenditure	39.39	14.00	39.92	13.68
	<u>280.99</u>	<u>100%</u>	<u>291.37</u>	<u>100.00</u>

# LEGAL

## ESSENTIAL INFORMATION



## LEGAL ESSENTIAL INFORMATION

### **CHORD is a Registered Society.**

- Registered under Public societies Registration Act 1350 (F) Regn.No.988/98 of Hyderabad,A.P
- Registered under section 12AA of the Income Tax Act, 1961
- Exempted under section 80 G of the Income Tax Act.
- Registered with the Ministry of Home Affairs under Section 6 (1) of the FCRA Act, 1979.
- Registered with the Darpan unique id : TS/2017/0150071.

### **Key Office bearers as on 31st march 2020**

<b>Name</b>	<b>Designation</b>
Suman C. Malladi	Founder & President
K.T. Prasad Reddy	Vice - President
B.Peddi Raju	Treasurer
V. Manohar	General Secretary

### **Thanks and appreciation to:**

Government National Child labour project (NCLP) & Sarva Siksha Abhiyan (SSA)

### **CORPORATE HOUSES**

UBS, Microsoft India, Charities Aid Foundation India, Qualcomm, Indigo Airlines, REBEL Foods, Accenture, TFL Quinn India Pvt Ltd, United Health Group, Berkadia, AMD, Super Gas and Nasscomm Foundation.

### **PRIVATE FOUNDATIONS**

Manav Seva Sangh and Manav Mitra  
GIVE INDIA

### **INTERNATIONAL**

PJSM, USA  
US Department of State  
CAF America  
S&P Global

### **CHORD Team**

All our other gracious donors and  
Volunteers for their generous Support and Solidarity



## Key Personnel And Covid Warriors In Relief and Rehabilitation

Reflections on Covid-19 outbreak:

“The pandemic represents a rare but unique opportunity to reflect, reimagine and reset our world”.

– Ms.Manjulatha Malladi, Director of CHORD



“Ethics and equity. The promise of digital medicine is the promise of the Fourth Industrial Revolution, where the tools of artificial intelligence transform all professions. At the same time, healthcare is the ultimate argument for the difficult lesson: that the digital future cannot simply make the wealthy healthier.”

– Mr.P.Muralidhar Reddy, Finance & Accounts Department, CHORD

The pandemic reveals the helplessness of humanity in solving unexpected challenges."  
"The human who believes to be the crown of creation has to be aware that he must reflect and recognize the limits of his power."  
"The Corona crisis gives ample opportunity to ponder and reflect on the interpersonal relationships among mankind and nations."

-Mr.R.Laxmaiah, Principal, Aashirwad EM School



“Corona threw an unexpected opportunity to strengthen our immunity system, live within our means and to show our kindness to the less fortunate neighbors.”

-Mr.K.Anil Kumar, Correspondent & Area Manager, DISHA-CHORD School

“I wish and pray that human kind survives this pandemic by applying their wisdom and compassion more than anything else.”

Mr.K.Meeraiah, Area Coordinator, CHORD Bridge School



## Key Personnel And Covid Warriors In Relief and Rehabilitation

Reflections on Covid-19 outbreak:

“Corona gives us an opportunity to care for the disadvantaged and foster a sense of community and affinity.”

-Mr T.Yesu babu, Communications, CHORD

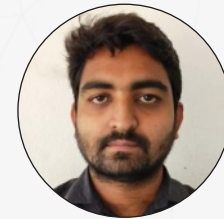


“Corona highlights the power of the nature and it is imperative we strive to save planet for our own good.”

-Ms. K.Asha, Vice-Principal, Aashirwad EM School

“The biggest lesson is nature does not need people but people need nature.”

-Ms.M.Suneetha, Vice-Principal, DISHA-CHORD School



“Let us all start to nurture and save nature for our better future.”

-Mr. Ch.Venkat Sai, Marketing & Sales, GGP

“Self-realisation and Service to humanity are keys to responsible living and human growth and potential.”

-Mr.R.Ramakrishna, Operations, GGP



**Bankers:**

Canara Bank, Kundanbagh Hyderabad  
Axis Bank KPHB Kukatpally,  
Andhra Bank, JNTU, Hyderabad  
Kotak Mahindra Bank, Kukatpally, Hyderabad.

**AUDITORS :**

**Vennapusa & Sunkara**  
Flat No. 203, Plot No. 88, Sri Sadan Apartments,  
BSP Colony, Mothinagar, Hyderabad.

**Project Office :**

Door No. 6-1/5, # Plot No. 4, 5&6, SJB Hills, Opp. Ellamma Temple,  
Off Miyapur - Bachupally Highway, Bachupally Mandal,  
Medchal-Malkajgiri District, GHMC Hyderabad - 500 090.

**Registered Office:**

**CHORD (Childwelfare & Holistic Organization for Rural Development)**  
# 1-9-665/7, Vidyanaagar,  
Hyderabad/ Secunderabad, Telangana - 500044.  
Ph +91-40-23057676 /+91-9989057676

**Giving is not just  
about make a donation,  
it's about  
Making A Difference.**





**Communications Office :**

Plot. No: 495/B, Flat. No: 106,  
Nagasuri Enclave, Venkata Ramana Colony, Gokul Plots,  
Above Daikin AC Showroom, Opp. Blooming Dales School,  
Near KPHB 9th Phase Auto Stand, Kukatpally,  
Hyderabad, Telangana, India – 500072

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