

RESET

FOR A FAIRER WORLD AFTER COVID-19



CHORD

Liberate... Transform

**ANNUAL REPORT
2020-21**



*“The purpose of life is not to be happy.
It is to be useful, to be honorable to be
compassionate, to have it make some difference
that you have lived and lived well.”*

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A pair of hands is shown from the bottom, gently cradling a glowing Earth globe. The globe is illuminated from the right, creating a bright orange and yellow glow on its right side, while the left side is in shadow. The background is a dark space filled with numerous small, bright stars and a soft, warm light emanating from the right side, suggesting a sunset or sunrise in space. The text is overlaid on the globe in a clean, white, sans-serif font.

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

OVERVIEW

CHORD is a Non-Profit, Non-Political (Tax exempt entity under 80G/12A) and Pro-active relief and development organization. Its vision is creating a strong platform for sustained community development by providing wholesome, dignified, life affirming and life sustaining learning experience for children, extending value-rooted and skill-based training to the unemployed and vulnerable youth and empowering the lives of women with livelihood opportunities.

CHORD has successfully rescued and empowered with education, counseling, and care, over 16300 under privileged 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 enterprise/initiative 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 2024 by rescuing, educating and empowering 7000 working or school drop-outs and train 7000 young men and women in vocational skills through child-centric community development initiatives





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

PRESIDENT'S DESK

Dear Friends,

Greetings from CHORD!

Trust and hope you are all doing well and are keeping safe!

The once in a century Plague!

As you all are aware, these are unprecedented times. Covid-19 has hit us all hard. We have had two catastrophic waves of a highly infectious disease disrupting our lives and redefining the way we would live post Covid-19. More than 200 million have gone back to earning less than minimum wage, or \$5 a day, the Bangalore-based Azim Premji University calculates. The middle class, the engine of the consumer economy, shrank by 32 million in 2020, according to the Pew Research Institute. The virus had consumed over 400,000 lives in the wake of its two waves.

Need of the Hour: By all estimates Corona is here to stay, at least until we have a concrete treatment in place. Therefore, at this hour of cataclysmic catastrophe, what we need to do is fight back unitedly. Our collective and concerted effort can win the day for us and will prove why we Indians are known for our resilience and resolve. As they say, behind every challenge lurks a great opportunity. Growth is always preceded by disequilibrium. Adversity is a great teacher. There is no quick fix solution to this crisis. It needs to be outgrown collectively.

CHORD's response: CHORD plunged into relief action way back in April 2020 and has so far reached out to 15000 families with relief kits. Hundreds of families were provided with skill training, aimed at providing livelihood opportunity to the victims. This year too, we will be striving to provide families with Means for Earning tools to readapt them towards sustainable livelihoods. In addition, early action relief in the form of dry ration and covid-19 care kits will be provided to the worst hit slum dwelling families. We are grateful to our compassionate donors who have redesigned their businesses by incorporating social value into their CSR and have supported us at this crucial time. We can confidently say that we delivered on all fronts in 2020-21 despite the lockdowns, with the help of team effort and sheer grit and determination.


The Great Reset: At the world economic forum at Davos, veteran German Economist Klaus Schwab described three basic objectives of the Great Reset for the globe, inviting all countries and sectors to participate: 1. The creation of stakeholder capitalism, which will replace shareholder capitalism. The idea of this system is that companies will work for the common good rather than immediate profits and benefits alone. 2. The construction of a more resilient, equitable and sustainable system based on environmental, social and governance metrics (ESG criteria). 3. Harnessing innovations innate to the Fourth Industrial Revolution for the public good, nourishing greener, smarter and fairer growth.

From a social stand point, more than ever before in our history, CHORD strongly believes that in order to build a fairer society in the future, we need a new kind of personal and social fuel at this dark hour of public health crisis, that calls for a united response from all mankind. Not fear, but love. Not prejudice, but openness. Not supremacy, but service. Not inferiority, but equality. Not resentment, but reconciliation. Not isolation, but connection. Not the spirit of hostility, but the spirit of hospitality. There is no better time to be humane. We must all collectively bring about cathartic healing to those who have lost lives and livelihoods.

A promising future is possible if only we realign ourselves into a robust collective that can reimagine and transform the way we live and work. A drastic rethink is called for a Great Reset, that promises a better and a fairer future for all of us. On all fronts, be it economy, education, employment or health care, we need to think afresh and act collectively in a concerted manner to overcome this monumental crisis.

Wishing you all the very best

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:

- 23 years Grass roots involvement against Child Labour
- Committed Leadership with thirty three years of hands on experience in the 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
- Techno based educational initiatives constantly striving for innovation

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 and sensitizing.
- Reaching out to leprosy and HIV survivors.
- Expansion to other districts
- Yuvanidhi Project in Tamilnadu.
- Building a Holistic health care centre

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

CAREER PATH OF CHILDREN ENROLLED

IMPERATIVES FOR GROWTH AND DEVELOPMENT OF CHILDREN



CHORD'S COVID RELIEF EFFORT



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 vulnerable people at the margins of our society. Covid-19, a dreadfully infectious virus, forced majority of the nations to declare lock-downs to save the lives of their inhabitants. The Covid-19 Lockdown resulted in incalculable economic damage in India and 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, the worst affected are the poor migrant laborers and daily wagers at the grassroots.

In times of natural calamities CHORD went to the rescue of the helpless victims with a team of trained work force that worked round the clock to bring succor, relief, and comfort to the unfortunate victims. CHORD Emergency Relief team swung into action within two weeks after the Lock-down, surveying and assessing the needs of over 50 slums which are serviced under our social initiative umbrella, and initiated the distribution of **Dry ration kits and Care kits to over 4000 families** since April'2020 with the merge resources at our disposal, as well as 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, and will continue to devastate the lives of the poor and the marginalized. Hence, the migrant laborers desperately need food and care kits support for at least four months until they find jobs and normalcy is restored to the economy. Our first priority will 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 requirement of dry ration kits to sustain their families and also to help them to ward off the deadly disease by promoting awareness about washing hands and wearing masks.

Meals Distribution

CHORD also proudly announced Give-Sure meal distribution plan 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, 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. This program targeted distributing 12600 meals to those rendered hungry and unemployed by the Covid-19 induced Lockdown. Against this target we have distributed over 15000 meals in several corners of Hyderabad. This initiative will continue until October 2021 based on the needs on the ground.



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

The year 2020-21 has been one of the most bizarre and catastrophic years in the history of mankind. It has severely affected the way we would live and breathe hereafter..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 had ever predicted the scale and magnitude of the monumental human and economic loss and negative impact of the pandemic 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), which was conducted in the last week of May. 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 the job losses and also to create new employment. New avenues and opportunities have been created post-Corona, for instance, mask making, demand for more security guards, massive growth in industries related to pharma and healthcare, 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 Reset 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 men and women in the working age, have become income less. Life has become very difficult for the wage earning population, with many an industry coming to a grinding halt during pre, peri, and post Covid-19 lockdown. CHORD had been continuously working for the migrants before Covid-19, and with the return of migrants post-COVID-19, CHORD has enlisted a few skill developments programs for the displaced workforce to get rehabilitated. The concept is based and Field-tested on the Demand-Supply market bandwidth.

The following Occupation based trainings are being contemplated 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 livelihoods 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 school dropouts 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 labourers or school dropouts to catch up or make up for the years outside school.

Since its inception, CHORD has employed Remedial Schooling as a potent strategy for 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 Labourer to Student
- Labour 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 2020-21: 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 that women face. 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 a 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

We at CHORD promote Girl's Education because we believe that :

- “Educated Women might have the chance of a healthier and happier life”- Should be strong enough reason.
- 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.

CHORD believes that education, particularly of the girl child, has always 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 provides them with neighborhood schooling programs as per our development model, which propels 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 up to lead change in their families and communities.

AASHIRWAD School for Girl Children

Project Overview & Scope: CHORD strives to rescue, educate, and mainstream 150 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 the innovative remedial school education program developed by the organization. The program not only provides a holistic and flexible learning opportunity to children, but also lays emphasis on supporting them in their early adulthood stage. The objective is to rebuild a strong learning foundation, which has been denied to them, so that they can be integrated into mainstream education. Aashirwad School for girl children which is in its eighth year of implementation, is a social intervention jointly initiated by CHORD and Qualcomm and it aims to educate, empower, enrich, and enliven the lives of girl children. This endeavor would help them acquire primary, secondary, and higher education, provide them with vocational training and prepare them for a bright successful future.

NO. OF GIRL CHILDREN EDUCATED DURING 2020-21 – 160

OUR PROJECTS



3. MAINSTREAM EDUCATION ...PROFOUND RHYTHM OF SOCIAL CHANGE

MAINSTREAM EDUCATION

...Profound Rhythm of Social Change

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 deprived urban children and rescued child laborers. Since its start in 2006, the school has successfully mainstreamed through formal education, over 2500 underprivileged children and has not only imparted top quality education, but also helped them develop a good all round personality and the spirit of volunteerism through extracurricular activities and community service initiatives. The project has been supported by **Optum Global Solutions (India) Pvt. Ltd. FY 2020-21.**

Highlights of the Program

- Adequate Infrastructure
- Solar-powered computer lab
- State of the art school buses to ply slum children
- Potable drinking water with RO 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-scholarship Program in collaboration with the US Department of State



Qualified and committed faculty

- 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 facilitating a livelihood opportunity.

The Program ensures the following imperatives.

- Support Education, shelter (for residential children) and Health Care Needs of 300 urban deprived children with a thrust on providing quality education as well as a dignified learning environment.
- Each child receives age-appropriate Quality School Education followed by Vocational training that enables them to realize their dreams and to become dignified livelihood earners of a new India
- STEM education promoted for underprivileged Children.

NO. OF CHILDREN EDUCATED DURING 2020-21: 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 deprived urban children residing in Gokul plots slums, with the sole aim of paving a career path for these disadvantaged yet talented children and to enable 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 for their children which is at par with corporate schools.

Blessed with qualified staff, a committed workforce and supported by **Berkadia Services India Privated Limited** the DISHA-CHORD promises a compelling future to its students and looks forward to scaling its operations to the next level to accommodate more children from grass root level.

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

NO. OF CHILDREN EDUCATED DURING 2020-21: 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 youth due to the lack of employable skills. We identify and enroll vulnerable youth and offer professional training by experts in their particular fields so that the beneficiaries may be eligible for employment or be empowered to start an entrepreneurial venture based on their skills. **Accenture** and **Nasscom Foundation** have been supporting this program.

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.

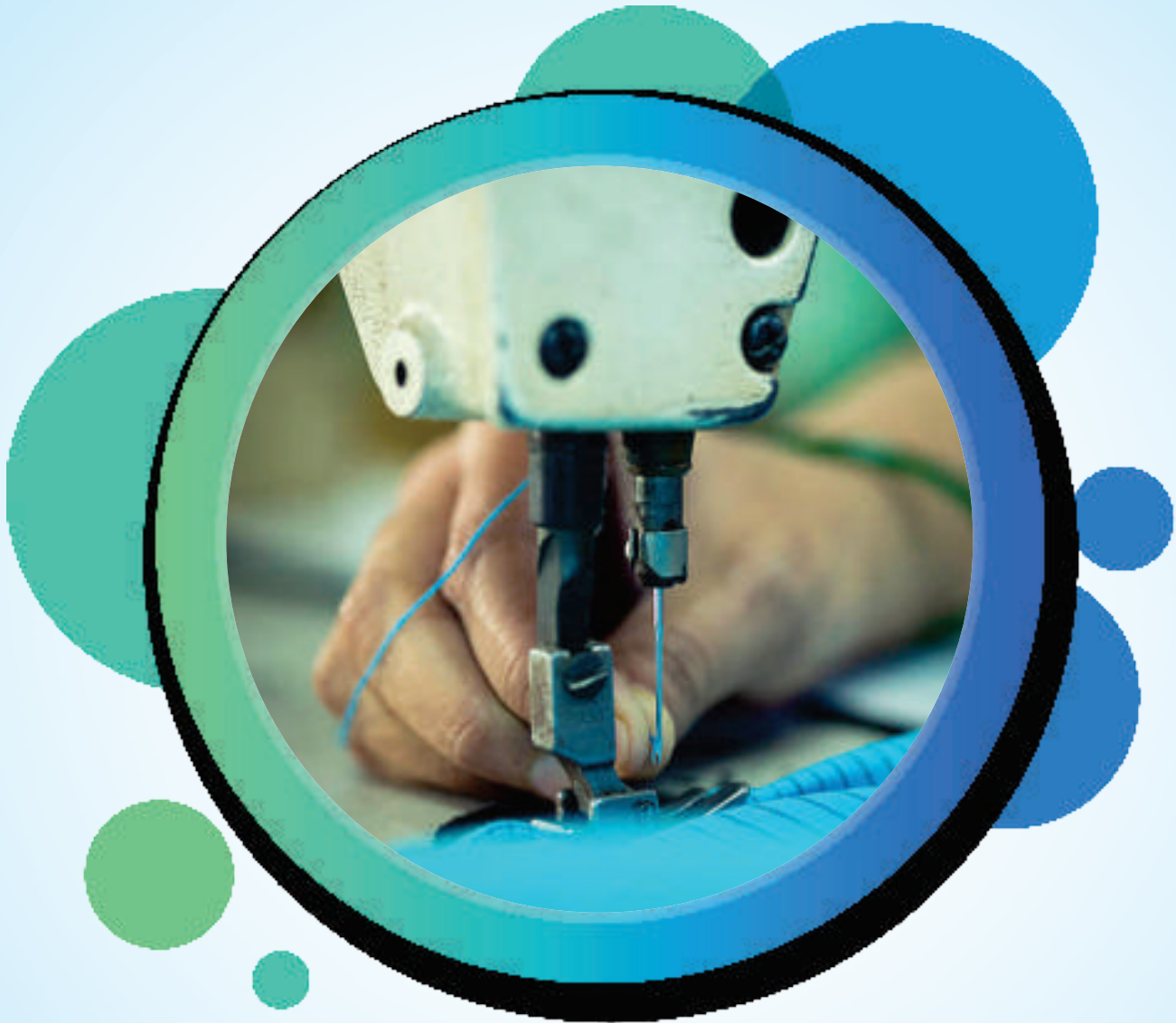
Mission

Enabling 7000 participants toward a self-reliant livelihood in 5 years

Track record

- In the last TWELVE years over 6905 young men and women were trained and employed in our 12 training centers
- Skill Bharat program successfully trained 500 beneficiaries in 2020-21 and enabled them towards a self-reliant and independent livelihood opportunities
- Around 60% beneficiaries got employment opportunities in their related fields in 2020-21

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 an initial three-year support from Microsoft IT, Hyderabad, with following objectives:

- 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).
- To create an elemental change from within the community and developing a chain of beneficiaries who in turn help build the outcome of the project.
- 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 2020, the project had met all the deliverables and had achieved the following remarkable and measurable social impact. Currently supported by **PJSM Foundation USA**, the project has the following impact.

SOCIAL IMPACT OF GROWTH GENE

- The project has supported 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 needy.
- Children have been provided quality remedial education and have been 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 has turned out to be a huge success.
- Groundbreaking results achieved in establishing a sustainable and scalable social enterprise through social innovation.
- Social enterprise has attained brand visibility and is poised to achieve economic break-even point, 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 2020-21: Children educated - 150 Women Trained in Skills-200

OUR PROJECTS



7. LIVELIHOODS AND INFRASTRUCTURE

LIVELIHOODS AND INFRASTRUCTURE

holistic school -cum- skill training center

CHORD- SUPERGAS CENTER FOR LEARNING IS HOLISTIC SCHOOL -CUM- SKILL TRAINING CENTER

CHORD- SuperGas Center for learning is a Holistic School -Cum- Skill Training Centre that aims to liberate one hundred 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 measure to prevent children from being exploited.
- To empower children to have their own identity and lead a dignified life.
- To provide opportunities to acquire, 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 2020-21: 100

No. of Children Educated during 2020-21: 70

OUR PROJECTS



8. CHILD-CENTRIC COMMUNITY DEVELOPMENT PROJECT

SWECHA (SKILL FOR **WOMEN** EDUCATION FOR **CHILDREN** THROUGH **HOLISTIC** APPROACH)

CHILD-CENTRIC COMMUNITY DEVELOPMENT PROJECT

SWECHA / LIBERATION

SWECHA is the brainchild of CHORD and UBS Business Solutions India Pvt.Ltd. 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 of 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 and looking upon them as key pillars of our society

Approach and Methodology of the Program:

CHORD is the Resource Cell and focal point for key activities relating to advocacy and sensitization of key partners at the Mandal level and colony-level network offices and 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:

The target can be divided into two categories. They are:

I. DIRECT BENEFICIARIES :

- Children and Women

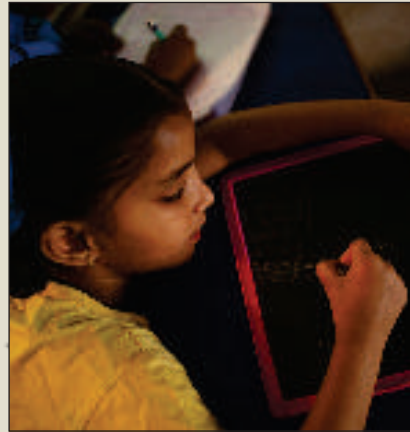
II. INDIRECT BENEFICIARIES :

- Parents of Child Labourers.
- Employers of Child labourers.
- 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 for a comprehensive study of the English language. The Program also focuses on personality development, besides imparting communicative English

This is done by dividing the students into two groups of 25 each 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 by the US Department of state (American Embassy) which was launched in October 2020



OUR PROJECTS

10. GRAMA RIDDHI

**A PARTICIPATORY PPP MODEL FOR ENHANCING
ACCESS TO FACILITIES & SELF GROWTH FOR THE
VILLAGE-COMMUNITY PEOPLE**

Village Development Programme

PIP-Project Implementation Plan

CHORD proposes the following project implementation plan for effective impact and a joint integrated model of operation for community owned programme implementation. **S&P Global** has come forward to support this mission.

GOAL

To enhance community based basic lifestyle facilities, thereby improving quality of life in the targeted villages.

Objectives

1. To facilitate access to infrastructure, transit and education support for children.
2. Economic sustenance for families through women oriented skill development which would empower them in the community.
3. To promote access to potable drinking water in selected villages.
4. To promote rural electrification and access to lighting during night time.
5. To promote Community Participation through involvement of Community Based groups and Individual Volunteers

Activities of the project

One time programmes

Under this programme, during a financial and academic year, the project will focus on following activities as per the villages needs

FGD and survey based needs and rationale for support

1. Bicycles:
2. Infra-Structure-Benches
3. Toilet Repairs
4. Sewing Machines
5. RO –Plants
6. Digitalisation
7. Stationery Items
8. Books for library/Library up gradation
9. Green Boards
10. Laboratory material
11. Shoes, Belts, Ties, Note books
12. Solar Street Lights

OUR PROJECTS

11. MEDI-HEAL HOLISTIC COMMUNITY HEALTH CENTRE



Medi-Heal Holistic Community Health Centre

OUR UP COMING PROJECT

At a time when our nation is desperately wanting to build health infrastructure at every nook and corner of the nation, the ambition of this project is to align with our national aspiration and build a sustainable and holistic community health centre that serves a population of 60000 people and also reaches out the people at the grassroots level, as a satellite based neighbourhood resource-cum-holistic health centre.

A. To enhance access and availability of quality basic health care services through static health centre and associated satellite linkages for referral network for the most vulnerable and migrated slum population.

B. To educate and empower Community members, women, children and adolescent girls by promoting Education, Health, Livelihoods, Life skills and Leadership trainings in the target community through Satellite Facilitating Centres

Proposed Concept

The goal of this proposed **Medi-Heal Health and Resource centre** is in line with the respective Sustainable Development Goals No 3, 4, 5 and 6) for the component of putting girls and women and vulnerable community at the Centre of Development, focussing on Education, Gender, Health and WASH. (Water, Sanitation and Hygiene) The goal of the project is effectively reaching out and empowering the most vulnerable community members such as women, children, adolescent girls to improve their access to education, health and development – including economic – outcomes as well as gender equality. WASH is a key public health issue within international development and is the focus of Sustainable Development Goal 6. The project would focus specifically on the Hygiene concerns of the Community girls, and would help in accelerating the process of identifying resources and empowering the community, community women and vulnerable adolescent girls to identify and address gender inequalities, learn how it relates to sectoral outcomes; scale-up approaches known to work, in context-relevant ways;. The concept of the project is holistic and shall focus on integrated coordination and mainstreaming of the efforts for joint liable action and enhance efforts for positive and feasible results. The centre would have an integrated approach through Health and allied service activities.

OPERATION MECHANISM

- Project Initiation Activities
- Setting up of wellness centres
- Trainings Adaptation of communication materials.
- Mapping of the hospitals and health institutions
- Awareness generation
- Primary screening and risk identification
- Counselling
- Health check-ups and camps
- Establishing linkages
- Referral and follow up



**VIP'S
CELEBRITIES & DIGNITARIES
AT CHORD**



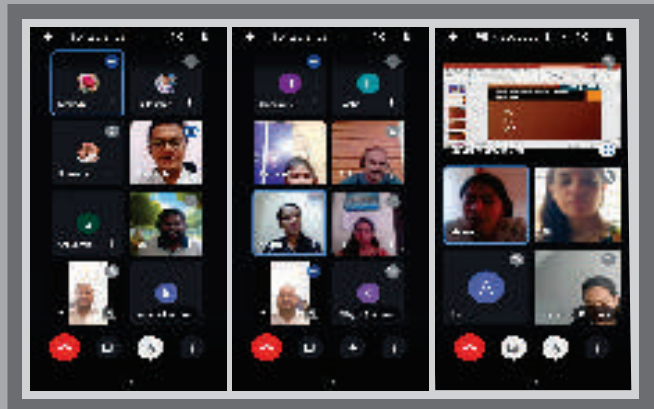
Mr. Sudipto Mukherjee - CEO (Berkadia)
Interacting with Children by Sharing Lunch
with Children



UBS Officials & Team
with CHORD Team at Yelamma Banda



Mr. Simar D Sing - Managing Director (UBS)
Distributing Graduation Certificates at
Yellammbanda to Skill Graudauates



Berkadia Voluteers Training our Children
Through Online Program



Rebuild :Village Development Program Carried out by CHORD & S&P Volunteers in Rural Areas - AP & Telangana



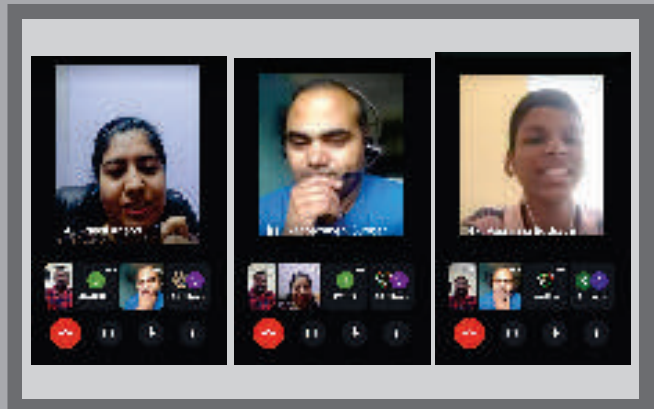
Skill Center @ Jagathgiri Gutta
Inaugurated by Hon'ble MLA
Sri. K.P. Vivekananda - Qutbullapur Constituency



Sri. G. Mahender Verma Garu
Our Long time friend and Wellwisher
Donating School Bags to 25 Children



Berkedia Team @ Disha School



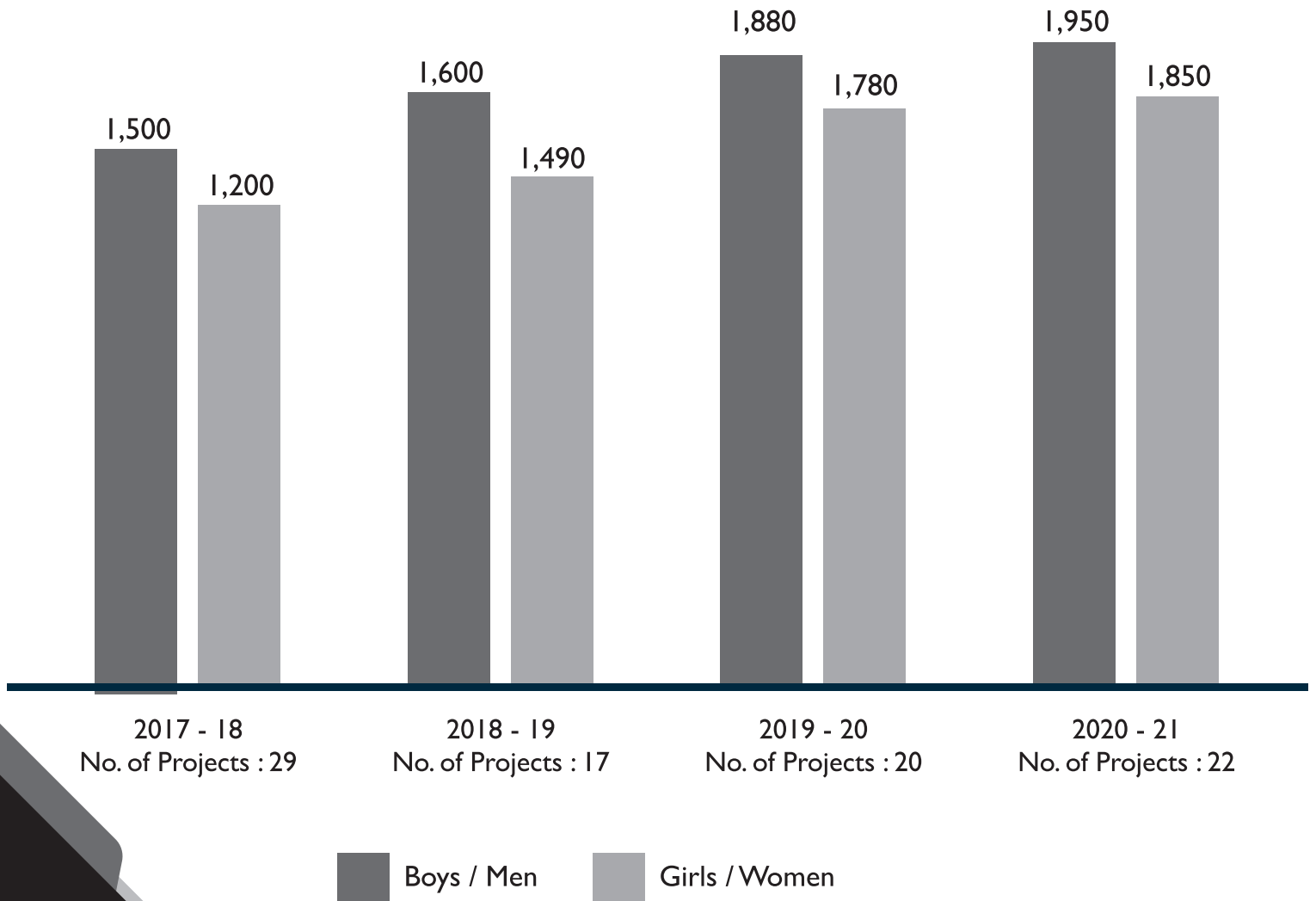
Optum Voluteers Training our Children
Through Online Program



GROWTH - 2020-21

OVERALL GROWTH GRAPH

NUMBER OF BENEFICIARIES TRAINED AND EDUCATED
(DURING THE LAST 4 YEARS)





THE STATS 2020-21

THE STATS 2020-21

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



SIRISHA

Sirisha, an 18-year old woman, had migrated to Hyderabad long back with her family in search of better opportunities. But, she ended up helping her mother in other people's household chores. CHORD rescued her and put her into their school with free education and meals. After completing her education, Sirisha is now working as a sales-woman at a super mart. She says, 'CHORD has given me the respect that my family lacked and has made my life better. It was only because of the free facilities at school that I was able to study and reach the place that I am currently in.'



BHANU

Bhanu, who was Sirisha's batch mate, was also rescued under similar circumstances. From being once a child labourer, she is now a second-year student at CMC College. She is very thankful to her teachers for their guidance and care. She was able to visit many new places through school tours which otherwise wouldn't have been possible. Bhanu is a talented dancer and aspires to be a dance teacher in the future. She wants to open a dancing school of her own and teach dancing to underprivileged girls like her for free, just like CHORD has been helping young children create their own life success stories.

A man in a dark suit and glasses is seen from behind, walking away from the camera towards a bright, triangular opening in a dark space. He is carrying a briefcase in his right hand and has his left hand raised towards the opening. The scene is dramatically lit, with the bright light from the opening creating a strong silhouette effect on the man and the surrounding dark environment.

FINANCES APPLICATION OF FUNDS

Income & Expenditure for the year ended 31st March 2021

	2019-20 Rs. (Laks)	%	2020-21 Rs. (Laks)	%
Income				
Govt. Grant in Aid	7.53	2.58	0.00	
Foreign Contribution	73.59	25.21	71.95	26.92
Local Donations	210.25	72.36	195.30	73.08
	291.37	100.00	267.25	100.00
 Expenditure				
Expenditure on projects	231.02	79.32	246.85	92.36
Depreciation	20.43	7.00	18.21	6.82
Excess of Expenditure	39.92	13.68	2.19	0.82
	291.37	100.00	267.25	100.00



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.
- Registered with the Ministry of Corporate Affairs. Regd.No. CSR00002490.

Key Office bearers as on 31st March 2021

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

Our Validations :



Thanks and appreciation to:

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

CORPORATE HOUSES

UBS, Microsoft India, Charities Aid Foundation India, Qualcomm, NASSCOM, Accenture, TFL Quinn India Pvt Ltd, United Health Group, Optum Global Services, Berkadia, AMD, S&P Global and Super Gas.

PRIVATE FOUNDATIONS

Manav Seva Sangh and Manav Mitra
GIVE INDIA

INTERNATIONAL

PJSM, USA
US Department of State
CAF America
Yourcause LLC
Benevity

Grateful Thanks to CHORD Team

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

IMPRESSIONS... OVER THE YEARS

“It was a great honour & privilege to visit the students, teachers, and staff and participate in the ACCESS and other Social programs that provide essential skills to these wonderful people. We are proud to partner with you & look forward to our work together in the year ahead. With all our very best.”



His Excellency Richard Rahul Verma
Former US Ambassador to India



“We are very happy to have visited this school. This Institution is running very well. Thanking you...”

Sri. Arekapudi Gandhi Garu
Honorable MLA (Sheri Lingampally)

“Wonderful facility - congratulations and good luck with your serving! Very inspiring to see such life defining exercises being taken up by CHORD!”



- Mrs. Liz Tinkham
(USA-Washington) - Director Accenture



“Great School and Huge thank you for helping these wonderful children get a better start and life.”

Mr. Andrej Zdravkovic
AMD - Vice President

IMPRESSIONS... OVER THE YEARS

“Wonderful Initiative of CHORD to empower the children.
My best wishes to CHORD team and all the best for success of school”



Sri. Ajay Kumar
CEO SHV Energy, Hyderabad



It's always a delightful experience coming here to see, interact with, pray for and bless the Students, Teacher, Staff and the Director / President of CHORD. It's a privilege for me and Chaya visiting CHORD family and to acknowledge your hand of blessing all these 23years.” Teachers, Staff and Students congratulations on this 20th year of CHORD. “Dream High! Reach High!”

Dr. David Sumanth & Mrs. Chaya Sumanth
Founders of PJS Foundation, USA

It is always so energizing to be with the children of DISHA-CHORD. My humble gratitude to Mr. Suman and the staff of DISHA-CHORD for the outstanding work that they do so selflessly for the kids to spread education, well being and making them fully independent. Thank you!



Sri. Sudipto Mukherjee
Berkedia (Site Director)



It is the cause that attracts and motivates us to donate within the available resources. We will have a sense of fulfillment where the money is put to use for right purposes. We are very glad for the selfless work done by CHORD team. Wish your good work to continue to benefit the under privileged. All the best.

Sri. B. Ravi Shankar
Director - Finance, TFL Quinn India.

Bankers:

State Bank of India New Delhi, Canara Bank, Kundanbagh Hyderabad
Axis Bank KPHB Kukatpally,
Union 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 THE GREATEST ACT OF GRACE





CHORD

Librate... Transform

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