



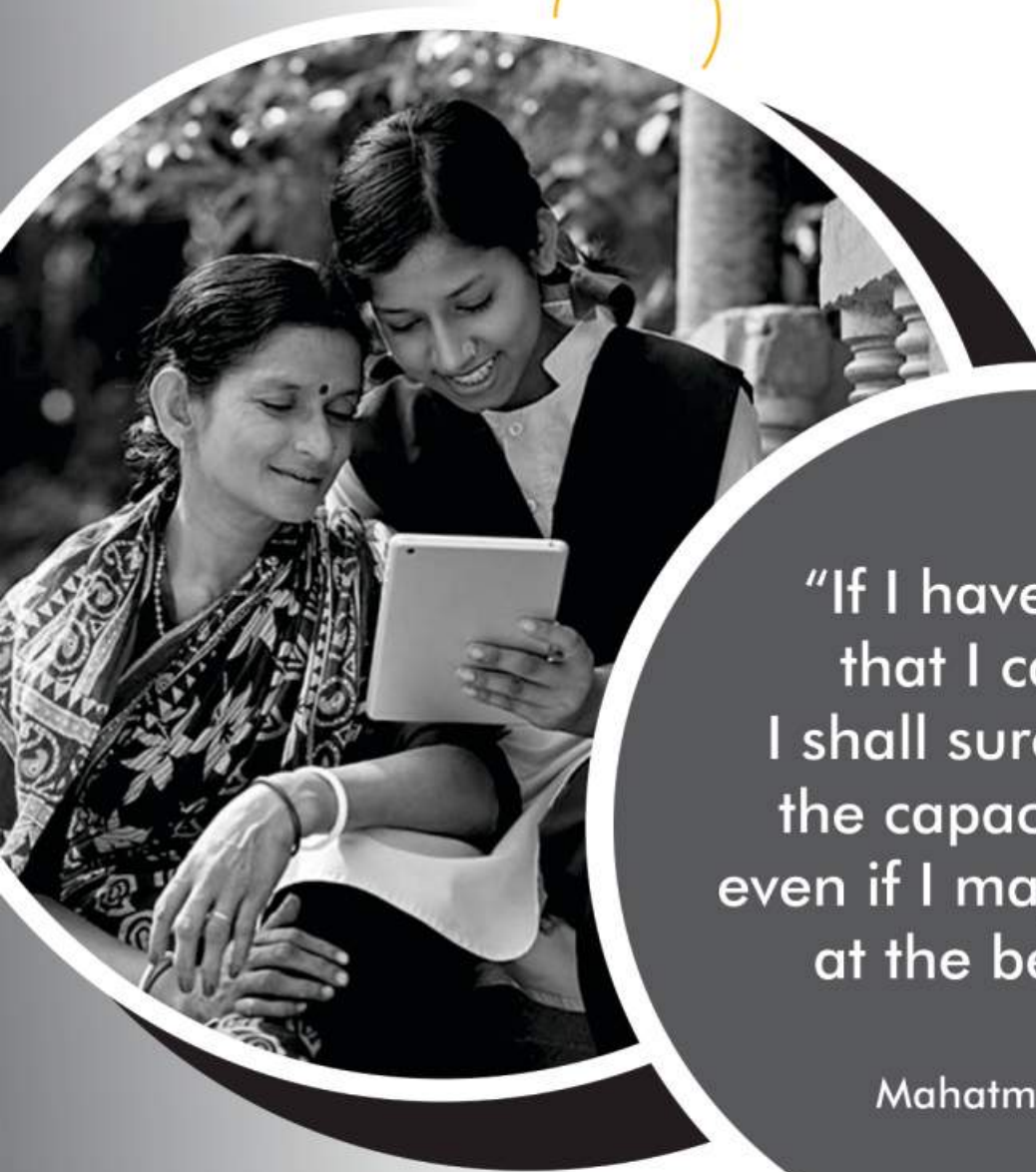
**CHORD**

NURTURE ~ TRANSFORM



# Deeper & Kinder Impact Towards A Just Cause

Annual Report  
2021 - 2022



"If I have the belief  
that I can do it,  
I shall surely acquire  
the capacity to do it  
even if I may not have it  
at the beginning.

Mahatma Gandhi

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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

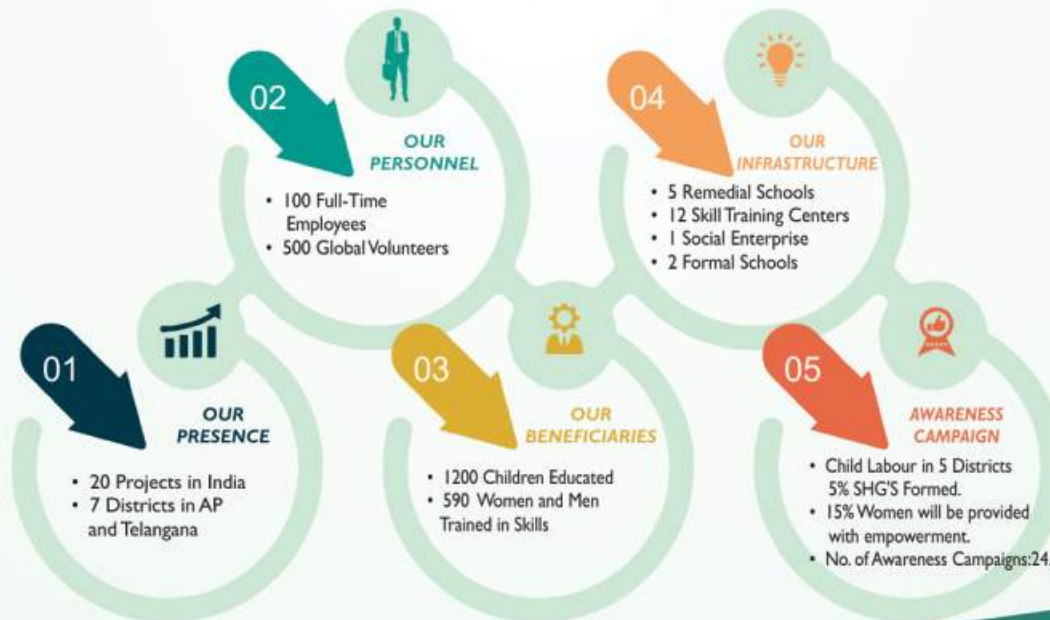
- Ensuring every child is in school and learning with dignity...
- Every young man/woman trained in skills...
- Every community is progressing and vibrant...

## 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

Hello Friends,

## **Greetings from CHORD!**

We are here again reporting highlights of yet another fruitful year gone by in CHORD's arduous and adventurous journey. Make no mistake the year 2021-22 has been one of the most challenging and daunting one for us at CHORD what with the formidable and catastrophic Pandemic Covid-19 hitting the entire nation with devastating effect killing millions in its monstrous sweep. The intermittent Lockdowns have thrown the Socio-economic life of the nation into a disarray. Its impact at the grassroots has literally destroyed the lives of those at the margins of our society severely decapitating their lives and livelihoods.

## **From Complexity to Perplexity:**

Post Covid-19 our already complex lives have transmuted into a state of perplexity where chaos, confusion, ambiguity and uncertainty reigns supreme over our lives. When everyone thought we were recovering from the Post Lockdown effects of 2020 the deadly virus has struck a deathly blow ravaging the lives of the vulnerable and plummeted them into poverty. As if this was not enough the ever changing plethora of laws regulating NGOs and the new restrictions mandated on the flow of funds has only added fuel to the fire and stifled our ability to seamlessly deliver our services to our constituents.

## **Endurance does the job for us;**

More jobs get started than get finished. More projects are conceived than are completed. More so in these pandemic hit times. Initial enthusiasm gets drained, capital gets exhausted, energy gets dissipated. Unforeseen obstacles rear ugly heads, unanticipated problems loom large, unwelcome factors prevail when logistics go haywire and human contact is prohibited due to covid-19. Despite all these insurmountable odds, by instilling into our work force concern for the well-being of the communities. We have been serving, we at CHORD have pulled off a miracle by reaching out to more than 5000 families with food materials, safety kits and Means For Earning kits that enabled them to overcome hunger, earn a living and tide over the crisis.

## **Regular projects run as usual:**

None of the usual challenges like poor pay, long hours, constant problems, dangerous working conditions shortage of resources and a non-existent benefit packages deterred our team in meeting the deliverables and reaching the targets of our ongoing projects covering education for 1000 children and skill training for 800 young people that went unhindered during Covid-19 times. Commendable support from our Donors and the timely help from the divine have made this possible and enabled us to conquer the enormous challenges posed by covid-19 lock downs and the attendant resource crunch that haunted us all through last year.

We look forward to your continued support and good wishes

Suman Malladi

President



**GUIDING  
PRINCIPLES  
WORK,  
VISION AND  
INITIATIVES**



# GUIDING PRINCIPLES WORK, VISION AND INITIATIVES

- 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.

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

**VISION**

**UP-COMING PROJECTS**

**CORE AREAS OF WORK**

**OUR STRENGTHS**

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

- 25 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

# 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 RELIEF EFFORT



# CHORD'S COVID RELIEF EFFORT

From April'21 to Date

## CHORD'S COVID RELIEF EFFORT

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

Covid, 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 16000 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.



# OUR PROJECTS



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



# BUILDING BRIDGES

## Bridge or Remedial School

### BRIDGE / REMEDIAL SCHOOLS FOR ELIMINATION OF CHILD LABOUR

- 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 SCHOOLING

India still has a significantly high number of children employed as child laborers (over 10.1 million according to UNICEF). According to government statistics, 10- 15% 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 labor, 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 specially designed curriculum that adheres neither to formal nor an informal model, yet caters to the learning capabilities of these children having 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. 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.

### 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 2021-22: 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 120 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 2021-22 – 120**



# OUR PROJECTS



## 3. MAINSTREAM EDUCATION

...Profound Rhythm of Social Change

# AASHIRWAD ENGLISH MEDIUM SCHOOL

...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 2021-22.**

## 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 330 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 2021-22: 330**



# OUR PROJECTS



## 4. Neighbourhood School For Urban Deprived Children



# DISHA – CHORD HIGH SCHOOL

For Urban Deprived Children

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 2021-22: 200**



# OUR PROJECTS



## 5. Skill Development Program

Fostering Grassroots Regeneration



# SKILL BHARATH

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 7700 participants toward a self-reliant livelihood in 5 years

## Track record

- In the last THIRTEEN years over 6300 young men and women were trained and employed in our 12 training centers
- Skill Bharat program successfully trained 400 beneficiaries in 2021-22 and enabled them towards a self-reliant and independent livelihood opportunities
- Around 60% beneficiaries got employment opportunities in their related fields in 2021-2022



# OUR PROJECTS



## 6. Women Empowerment

Social Transformation in the Age of Acceleration

# GROWTH GENE PROJECT

## 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.

### **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 2021-22: 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 2021-22: 100**

**No. of Children Educated during 2021-22: 70**

# OUR PROJECTS



## 8. Child-centric Community Development Project

**SWECHA** (Skill for Women Education for Children Through Holistic Approach)



# SWECHA PROJECT

(Skill for **W**omen **E**ducation for **C**hildren **T**hrough **H**olistic **A**pproach)

**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. COMMUNITY DEVELOPMENT

RURAL AREAS INITIATIVE

# COMMUNITY DEVELOPMENT

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

**One Time Programme - During a financial and academic year, the project will focus on the following activities per village 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



# SPRIHA COLLECTIONS

## SOCIAL STARTUP FOR URBAN LIVELIHOODS

### **From Artisanship To Entrepreneurship**

Spriha Collections is a professional Social Start-Up creating all kinds of garments by reviving the natural craftsmanship and skills that our folks possess naturally with the aim of providing Urban Employment and at the same time delivering quality products to our customers.

Spriha Collections in its quest for perfection has trained and re-skilled over six hundred artisans, weavers and craftsmen/women for creating a base for skill based processes and treasuring our traditional crafts.

Spriha is the subsidiary of the Growth Gene Project, a Joint Social Initiative of CHORD (Non-profit) and Microsoft IT, Hyderabad. Training women and providing them a livelihood opportunity is at the heart of SPRIHA COLLECTIONS.

### **A labour of Love**

- School uniforms (for some of the top schools in Hyderabad)
- Uniforms for Companies and Security agencies
- Uniforms and customised dresses for leading Hospitals
- Kurtas/Kurtis/Tops, dresses and other set of ladies wear for various brands.
- Shirts, Trousers, T-Shirts and all types of branded clothing

### **Our Services**

Spriha therefore is a leading Garment maker manufacturing and supplying School Uniforms {fabric / stitched - readymade}, Formal Shirts, Blazers, Aprons, T-shirts, Bed Sheets, Factory and Hospital Uniforms.

### **Our Infrastructure and Work force**

- Serene and Spacious Work Shops
- State of the art Machinery
- Standby Power Generator
- Delivery Vehicles
- Manned by expert designers and trained tailors

### **Our Patrons**

Vignan School, Sai Securities Services, Meil, Prasad Hospital, Kalanjali, Vinn Hospital, Bhel, Reitz, Pranam Hospital, Clair, Vitt India, Anupama Hospital, Ankurahospital, Tendril School, L&t, Shemrock School, Columbus School, Lifeline School, Little Wonders School, Sgb And Pace Hospital & UBS.





Celebrities & Dignitaries at CHORD



Sri. Ch. Malla Reddy Garu (Honorable minister of labor and employment, Telangana) and Sri. K. P. Vivekananda Garu (MLA, Quthbullapur constituency of Medhcal-Malkajgri Mandal, Telangana) distributing dry rations, care kits, Sewing Machines, Irons, and Street vending carts to 235 beneficiaries and wheelchairs to old disabled people at Jagadgiri Gutta.



Sri. Arikepudi Gandhi (MLA Serlingampally constituency, Hyderabad), Sri. Simer Singh (MD, UBS), and Sri. Padmanabham (Sr. Director, UBS) distributing Relief Packages and 25 Sewing machines, Iron boxes, and street vending carts to 160 families at Yellammabanda slum in Kukatpally, Hyderabad.



Top brass of UBS headed by Mr. Max Spoto (Global Markets Chief Operating Officer and Global Head of IB operations, UBS), Ms. Francesca Frigerio (Head of Global Securities and OTC operations, UBS), Mr. Simar Singh (Managing Director, UBS), Mr. Bharat Bagaria (Executive Director, UBS), Mr. Amit Sareen (Executive Director, UBS), Mr. Rajesh Balaraju (Head Client Lifecycle Management, UBS), and Ms. Ashima Virmani (Executive Director, UBS) and the UBS volunteer team headed by Mr. Kishore Samanuri (Director IBO, UBS), Mr. Padmanabham Enduri (Director – Head WFM CoE, UBS) and other officials presenting certificates to 40 women, and distributing shoes and bags to 100 children.



Mr. David Moyer (The Public Affairs Officer at the US Consulate General, Hyderabad) accompanied by Mr. Senthil Kumar (The Cultural Affairs Assistant) launch the CHORD ACCESS Program held on 11th Feb, 2022 at Disha School, Kukatpally.



Sri. Madhavaram Krishna Rao Garu (Honorable MLA, Kukatpally), and Sri. A. Ravindar Reddy (Corporator, Balanagar division) inaugurating Skill Bharat tailoring institute, and distributing Dry rations, Covid-19 care kits to 200 slum dwellers at Indiranagar colony.



A spotlight shines from the top center of the page, illuminating a brick wall. The light creates a bright, circular glow that fades into the dark background. The text is centered within the illuminated area.

# **HIGHLIGHTS**

## **Events & Launcesh**



Optum Global Solutions' top Management team headed by Mr. Matthew Mosher (SVP, Enterprise Clinical Integration and Interoperability at Optum, USA), Ms. Cheryl O'Neill (Strategy and Interoperability at Optum Technology Inc, USA), Ms. Swapna Gelvi (Vice President & Chief Architect at Optum, USA), Mr. Eli Wolter (Technical Product Director - Enterprise Clinical Technology at Optum, USA), Mr. Akta Saluja (Director Software Engineering at Optum) along with Mr. Sai Kumar Chintareddy (Vice-President, Optum, Hyderabad), and Optum volunteers at Aashirwad (E.M) school.



Sri. Anil Gopalkrishna (Director - AMD), also present were AMD officials Mr. Amjad, Mr. Kiran, Mrs. Gayatri, and Mr. Pratap presenting certificates to 200 women graduated in tailoring, distributing one month's Covid relief kits, dry rations.



QUALCOMM's Senior Associate Council Director Sri. Nithin Sharma and Senior Manager Sri. Sunkara Sudhir along with CHORD President Sri. Suman Malladi have distributed one month Dry ration kits for 450 children.



Sri. B. Ravi Sankar Bhagavatula Garu (Director of Finance, TFL Quinn pvt. Ltd.) handing over Canon copier, CCTV cameras, school bags, shoes, uniform, and dry rations to children besides TFL's regular contribution towards the education of CHORD children.



Sri. Sudipto Mukherjee (Site Director - Berkadia), Sri. Praveen (Vice President - Berkadia), Berkadia officials, and volunteers inaugurating three new classrooms at DISHA-CHORD school.

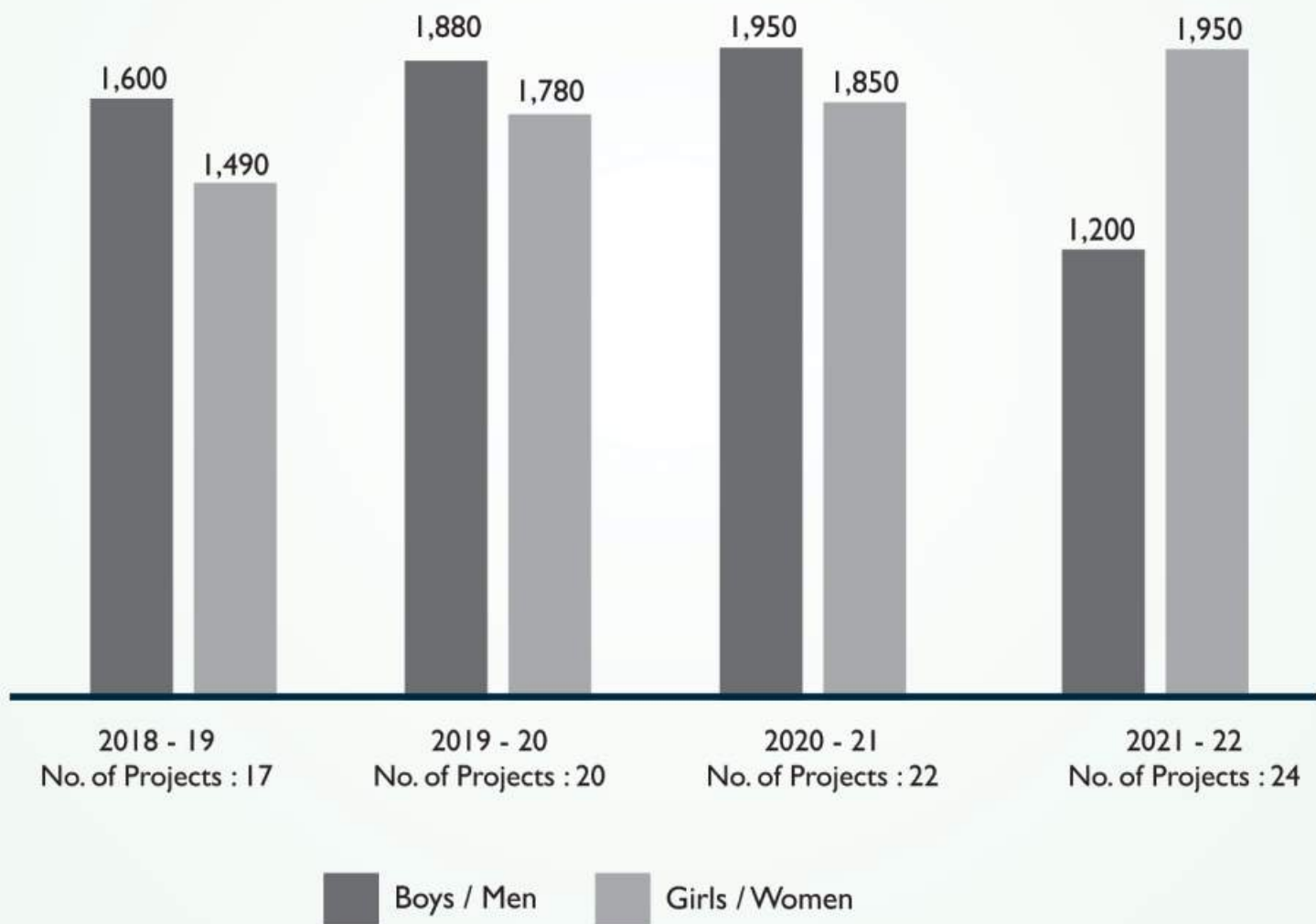




GROWTH - 2021-22

# OVERALL GROWTH GRAPH

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





# THE STATS 2021-22

# THE STATS 2021-22

## DEMOGRAPHICS:

- No. of Children in Bridge Schools : 650
- No. of Children in High Schools : 530
- No. of Youth and Women trained in Skills : 700
- 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



**M. Shyamala** and her husband worked as daily wage workers to run their households. All they did every day was leave their children at home and risk their lives to put food on the table. Despite the tough circumstances they wanted to start a business as their work was not paying them enough to pay the rent and take care of their children. M. Shyamala says, "all I could think of was how can I raise my children when we cannot even put a roof on their heads. But I tried staying strong and hoped for a better tomorrow, that is when we heard about CHORD and one of their executives identified us and approached us to give us a pushcart. I never believed in miracles but this was one the best gifts I ever received. CHORD also provided us with dry rations and health care kits during the pandemic-induced lockdowns helping us sustain and survive. We are now able to make more money by selling food on our pushcart. Me and my family cannot thank CHORD enough. We will forever be indebted to the organizations."



**Fathima Begum** is a mother of two children, her husband works as a daily wage worker. Fathima and her husband say, "even though we work hard day and night, we struggle to feed our children and get them educated at a good institute, the money we make only lets us barely get by." Fathima says her husband usually finds it very difficult to find a job as he works in construction. The couple say they have also borrowed money countless times from their landlord and employer which has only made matters worse over time. But she says "I luckily found out about CHORD's Skill Bharath program and I never looked back. The program is one of the best decisions I have ever taken. The training period was good, I could learn a lot of stitching techniques from the trainers. After the completion of my training, I was even awarded a certificate from NCVTE and a sewing machine was also given to me by the management. Now, I am working from my home, taking care of my children, and making around Rs. 10,000/- per month. I can never thank CHORD enough, the organizations saved our lives and made us stand strong on our feet. I feel lucky and blessed to have the support of CHORD, thank you so much is all I can say."



# FINANCES APPLICATION OF FUNDS



## Income & Expenditure for the year ended 31st March 2022

	2020-21 Rs. (Laks)	%	2021-22 Rs. (Laks)	%
<b>Income</b>				
Foreign Contribution	71.95	26.92	52.73	15.07
Local Donations	169.84	73.07	297.29	84.94
	<u>241.79</u>	<u>100</u>	<u>350.02</u>	<u>100</u>
<b>Expenditure</b>	211.01	87.44	310.09	88.59
Expenditure on child welfare	18.11	7.49	18.44	5.27
Depreciation	12.67	5.07	21.49	6.14
Excess of Expenditure	<u>241.79</u>	<u>100</u>	<u>350.02</u>	<u>100</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.
- Registered with the Ministry of Corporate Affairs. Regd.No. CSR00002490.

## **Key Office bearers as on 31st March 2022**

<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

## **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



**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, Vidyanagar,  
Hyderabad/ Secunderabad, Telangana - 500044.  
Ph +91-40-23057676 /+91-9989057676

“Grace, like water flows  
to the lowest part.”







# CHORD

NURTURE ~ 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](http://www.chordindia.org)