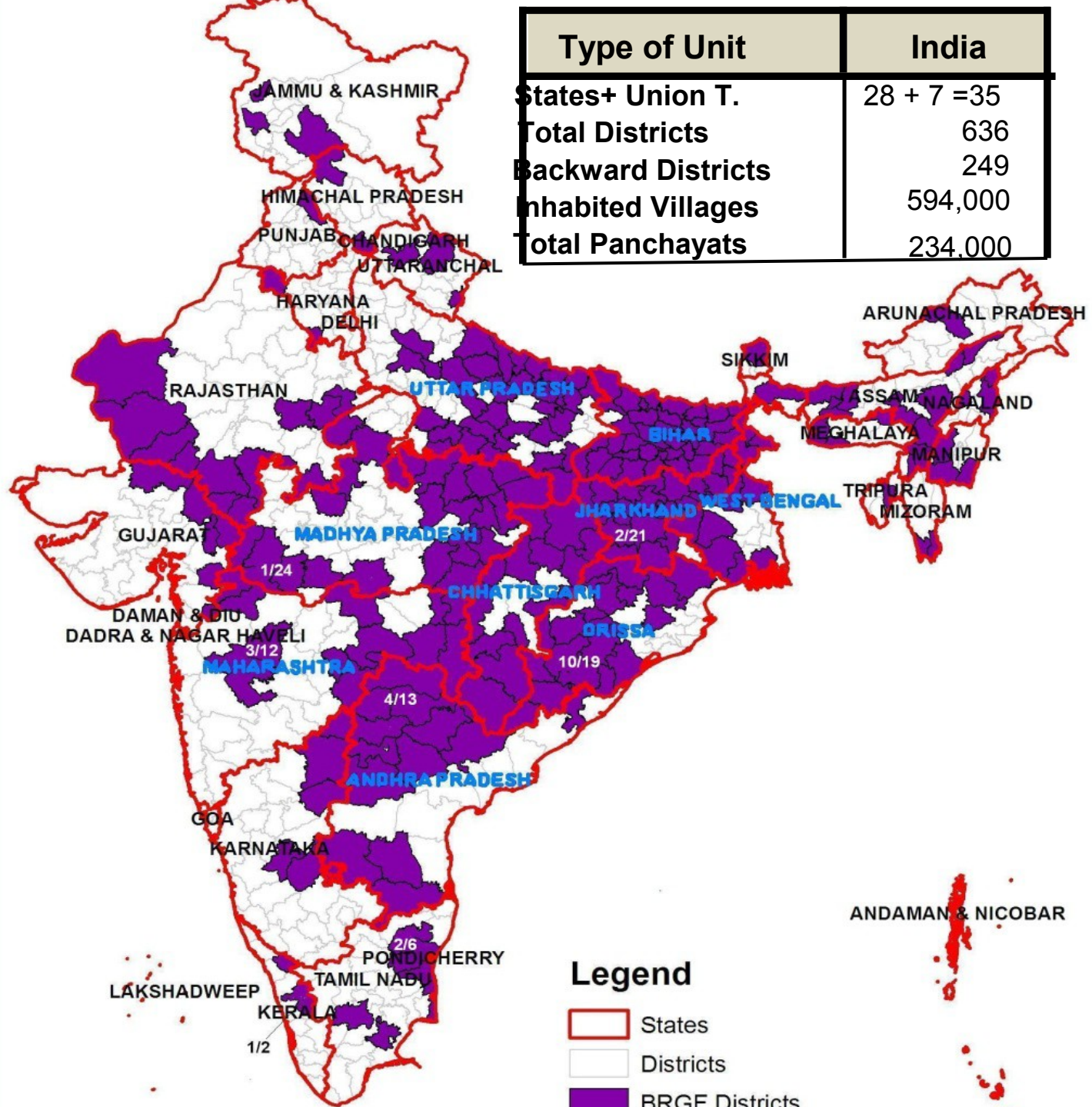


# Rural Development



A Presentation by  
**CORD Training Centre Sidhbari**



# Scarcity of Water



# Poor Connectivity

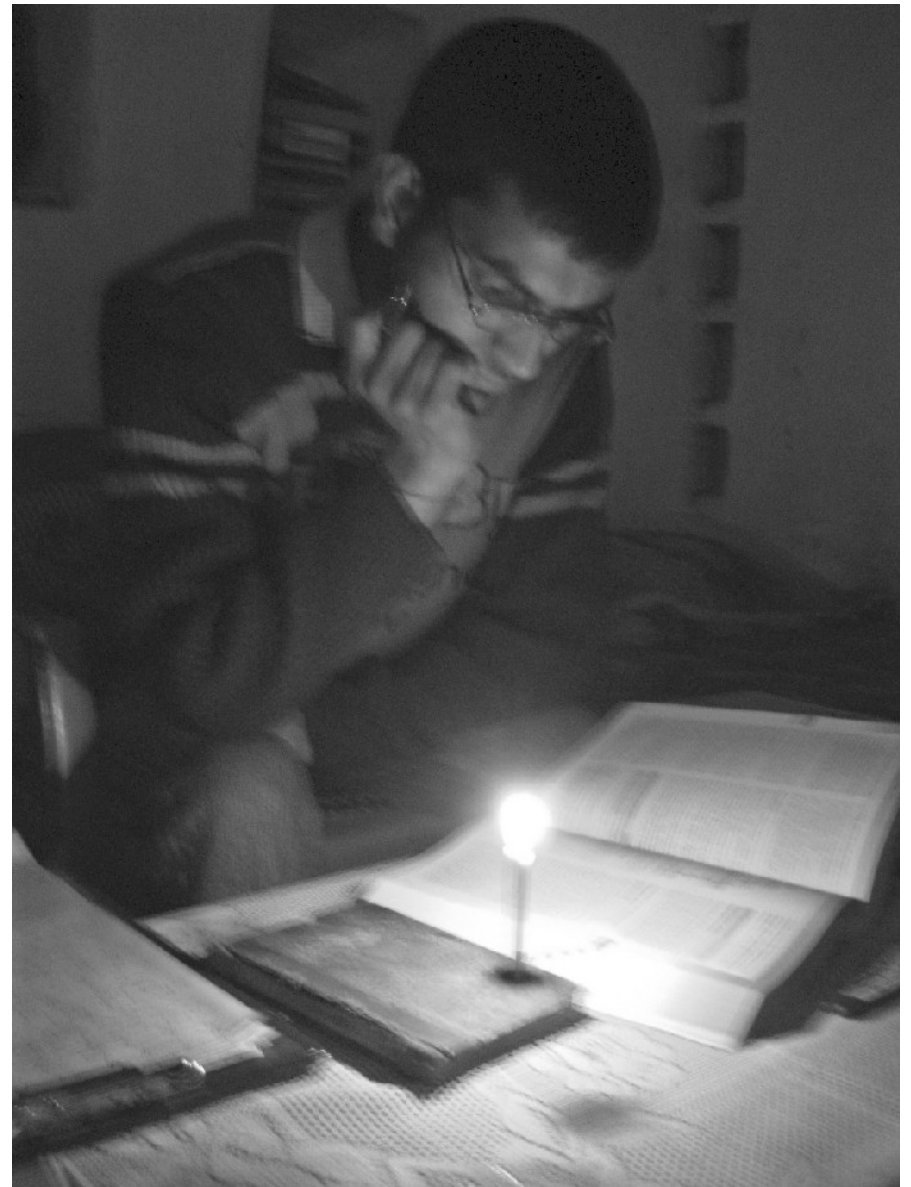
## •Roads

## •Communication

- No Phones
- No Mobile Network
- Post office & banks



# No Electricity



# Poor Health Facilities & Poor Nutrition



# Poor Sanitation & Hygiene



# Poor Education Facilities





# Rampant Corruption and .....



.....Exploitation of the poor

# Apathy, Ignorance and Substance Abuse



**Poor outreach and implementation of existing  
Govt. programmes**

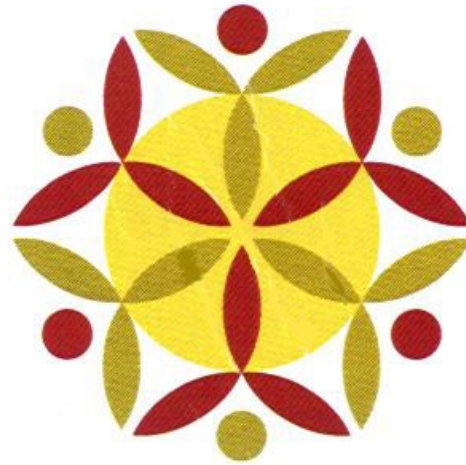
**and**

**Poor Local Self-Governance**

**More about it as we present .....**

**.....CORD's journey in rural development**

# ENABLING EMPOWERMENT



| C | O | R | D |

Chinmaya Organisation  
For Rural Development



H.H. Swami Chinmayanandaji

# Inspiration & blessings



H.H. Swami Tejomayanandaji

# An Ashram Clinic In Sidhbari Gives Rise to a Programme in 1985



**FOCUS : MATERNAL AND CHILD HEALTH**

# Training of Community Health Workers



# Training

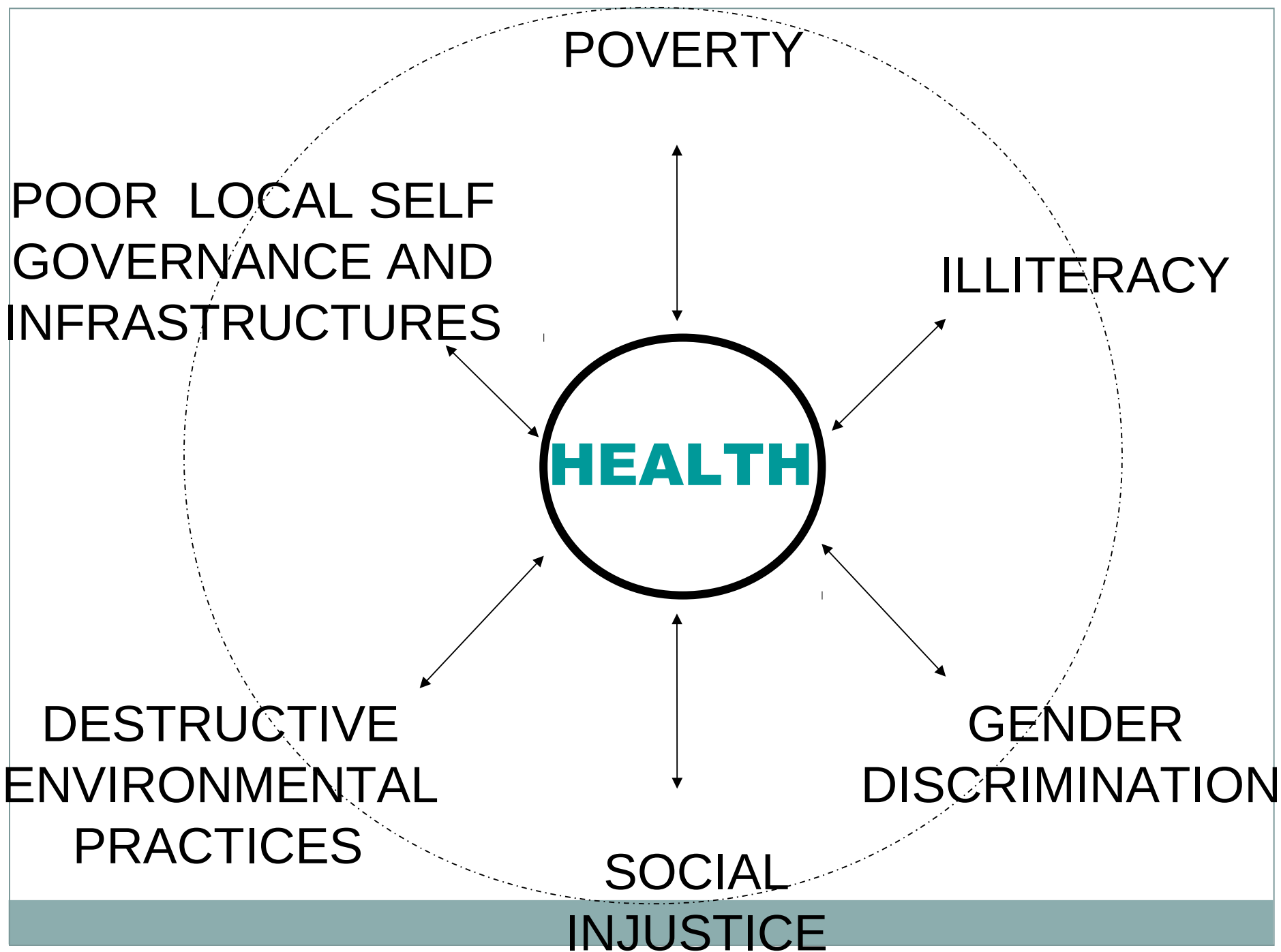


Village Health Guides

Traditional Birth Attendants







POVERTY

POOR LOCAL SELF GOVERNANCE AND INFRASTRUCTURES

ILLITERACY

**HEALTH**

DESTRUCTIVE ENVIRONMENTAL PRACTICES

GENDER DISCRIMINATION

SOCIAL

INJUSTICE

# **Understanding Macro-level realities**

MAXIMUM RESOURCES  
TO THE MINIMUM  
NUMBER.

RURAL/POOR  
72%

1

28%  
URBAN/RICH

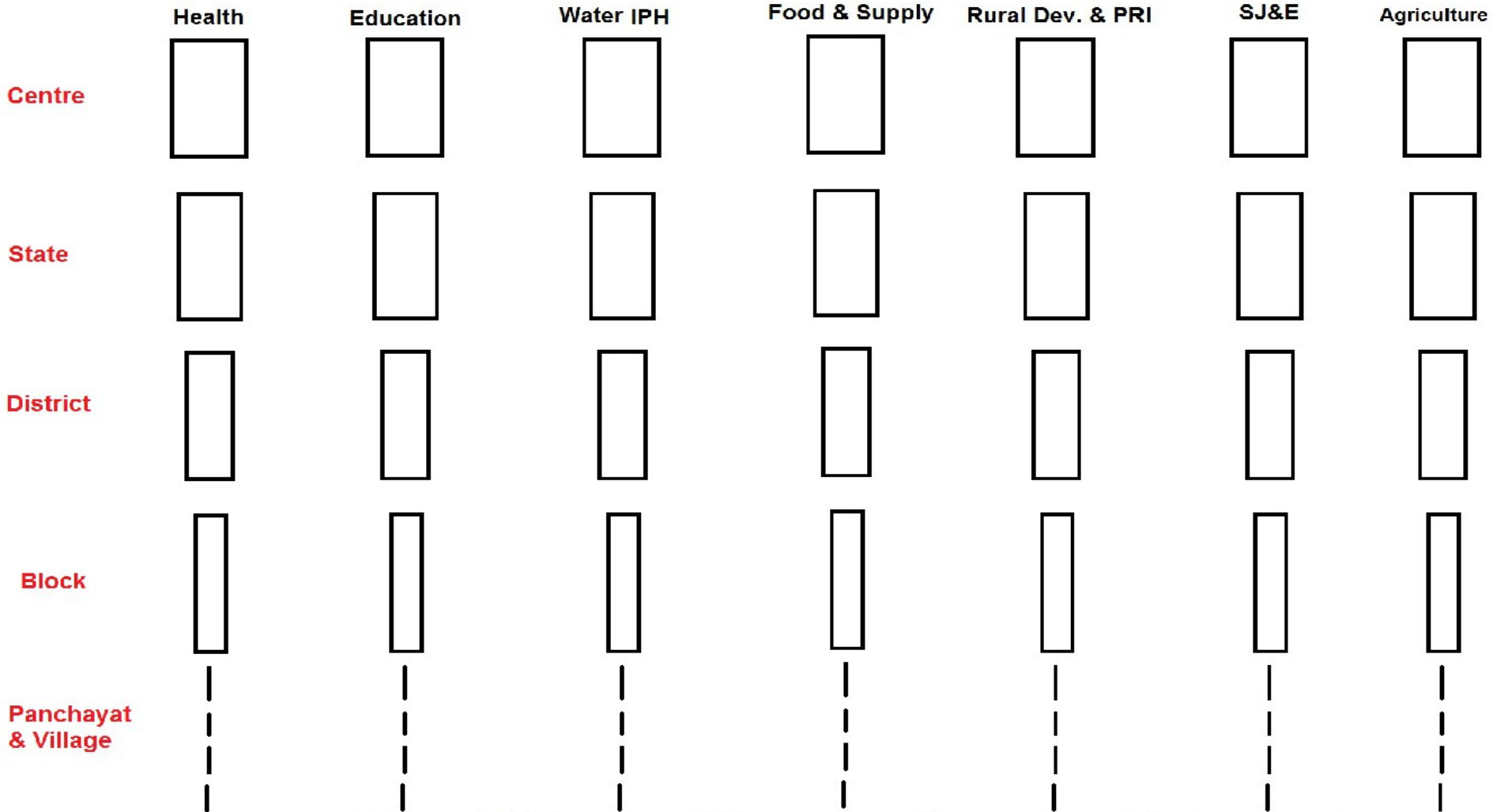
# Disparity In Programmes

RURAL/POOR

2

URBAN/RICH

# Parallel Programmes and their Trickle Effect



# Feedback Mechanism

---

**Decision Makers  
and Planners  
(Group-A)**

1



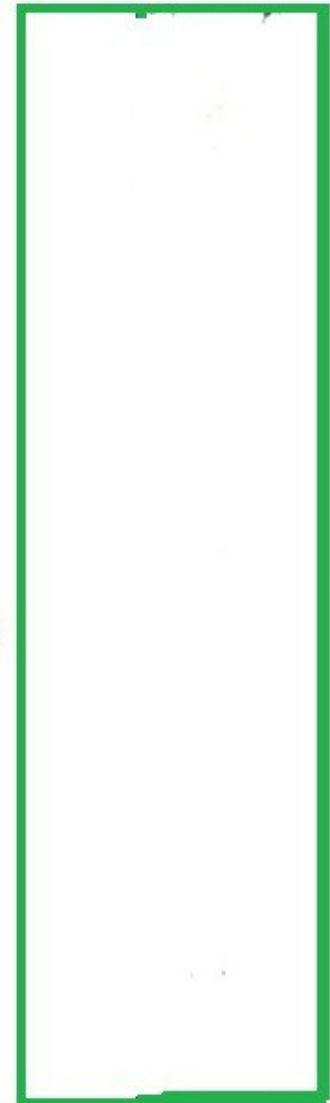
**Workers  
at  
various  
level  
specially  
at the  
periphery  
(Group-B)**

2

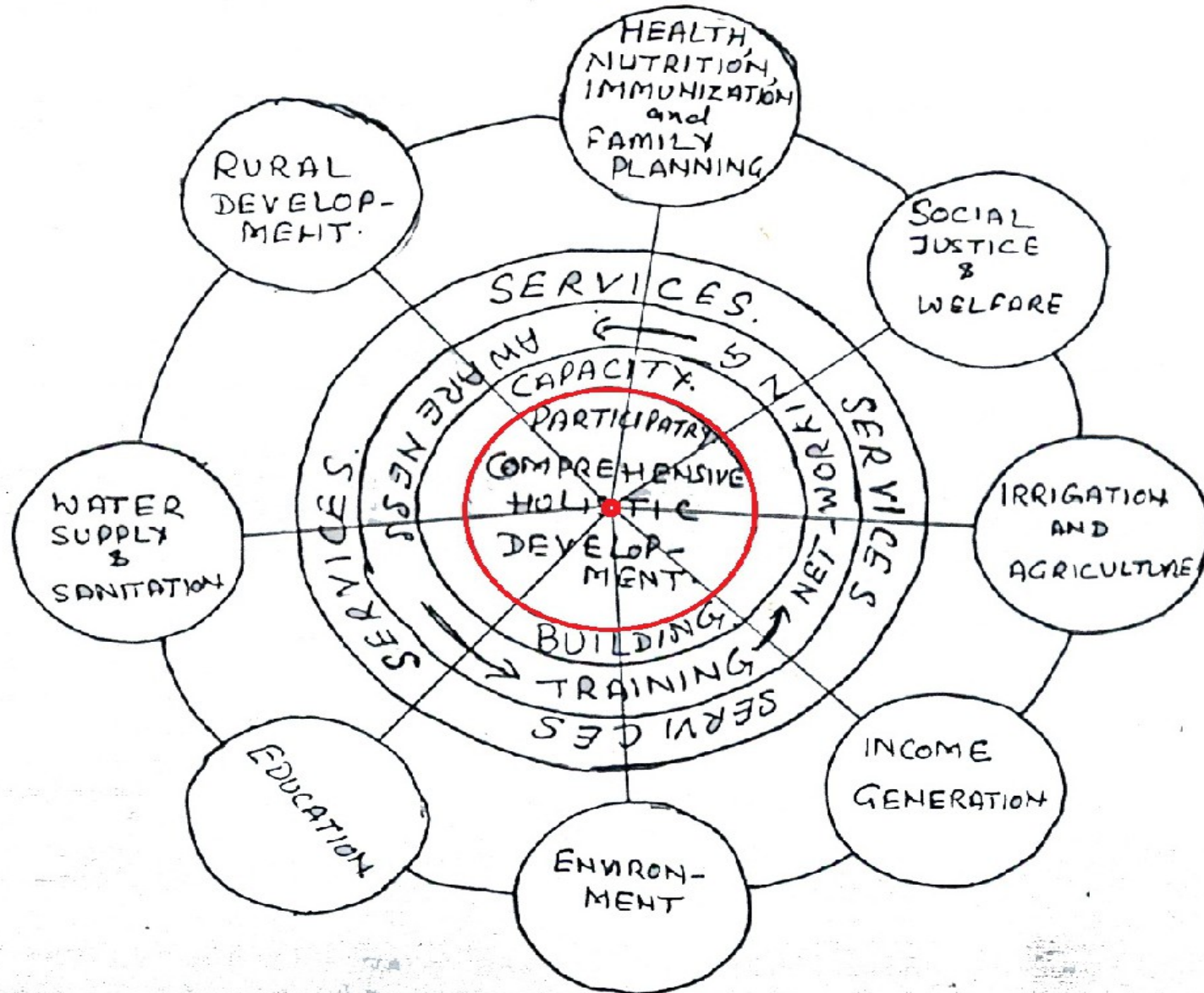


**Community to  
be reached at  
the Grass-  
roots  
(Groups-C)**

3

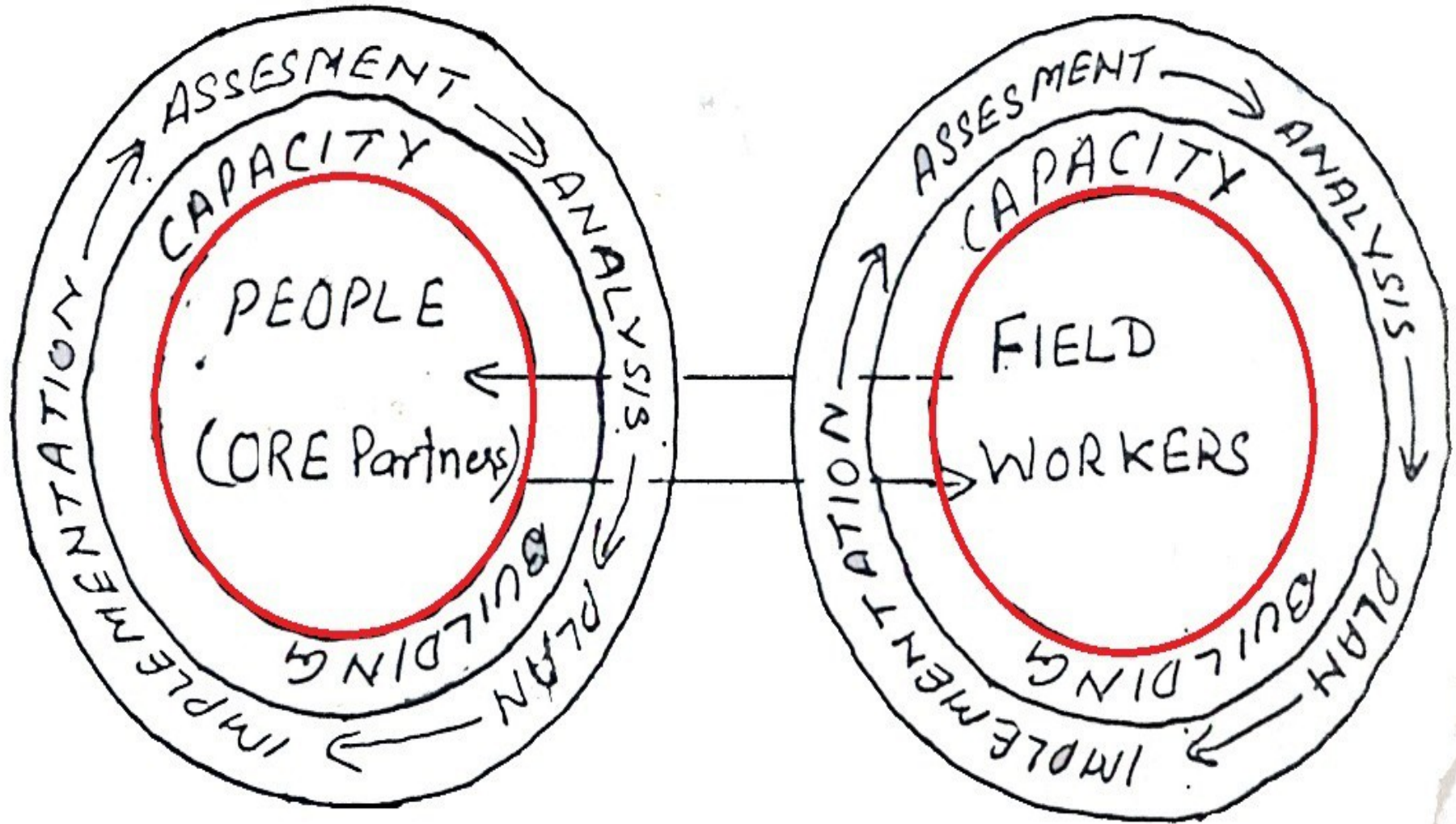


# Integrate & Network with the people at the Centre



Initiating a bottom up approach

# Build People's and Local Field Worker's Capacities



# INTEGRATED PARTICIPATORY PROGRAMS

## Self-Participatory

## Services

Economic

Governance

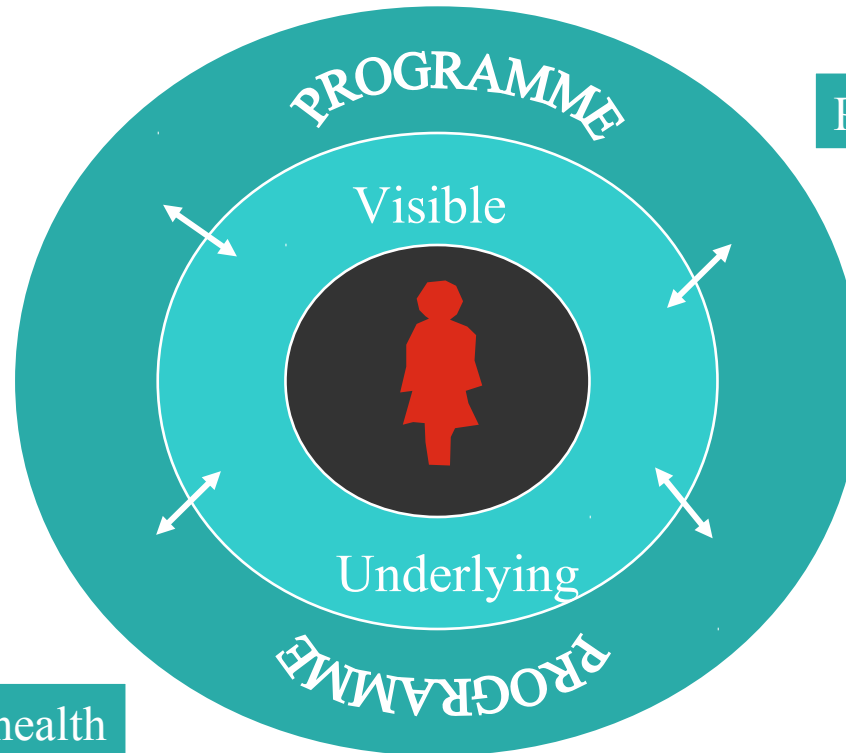
Education

Environment

Social Justice

Preventive and promotive health

CBR Disabled



Primary Health- treatment

Disabilities

Social Justice &  
Legal Cell

Trainings

**Inner Self-Unfoldment**



# STRATEGY AND PRINCIPLE OF EMPOWERING DEVELOPMENT

- **PARTICIPATION**
- **INTEGRATION**
- **SUSTAINABILITY**
- **NETWORKING**



**THROUGH COMMUNITY BASED ORGANISATIONS**

# ***CAPACITY BUILDING'S REAL CHALLENGE IS ENSURING ACTIVE PARTICIPATION***

## **Active Development**

- **Independent**
- **Process oriented**
- **Influences programme**
- **Ownership**
- **Sustainable**
- **Integrated**
- **Success inevitable**
- **Effective change agent**

## **Passive Welfare**

- dependent**
- target oriented**
- not so**
- not so**
- fizzles away**
- isolated**
- not so**
- not so**

# THE VISION



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

# THE MISSION

To facilitate participatory and integrated sustainable development for the poor



FACILITATION IS THROUGH **ACTIVE**

# OUTREACH



**IMPACT:** Over 600 villages on the path of integrated transformation-4 states, half a million beneficiaries

# Orissa



Lathikatta



Deuladiha

# Tamilnadu



**Thamraipakkam**



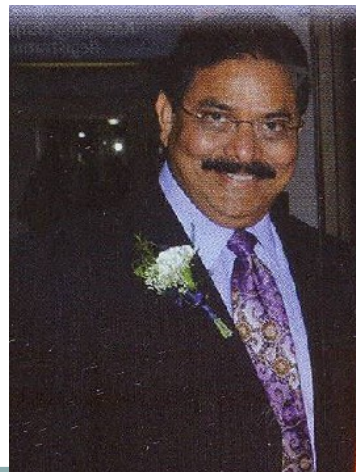
**Siruvani**

# Andhra Pradesh



## Chinmaya Vijaya

Home for Orphaned Girls





# Programmes

and

# Activities

# **COMMUNITY BASED ORGANISATIONS (CBOs)**

**WOMEN GROUPS & SELF HELP GROUPS FOR MICRO CREDIT**

**FARMERS CLUBS / Men's Groups**

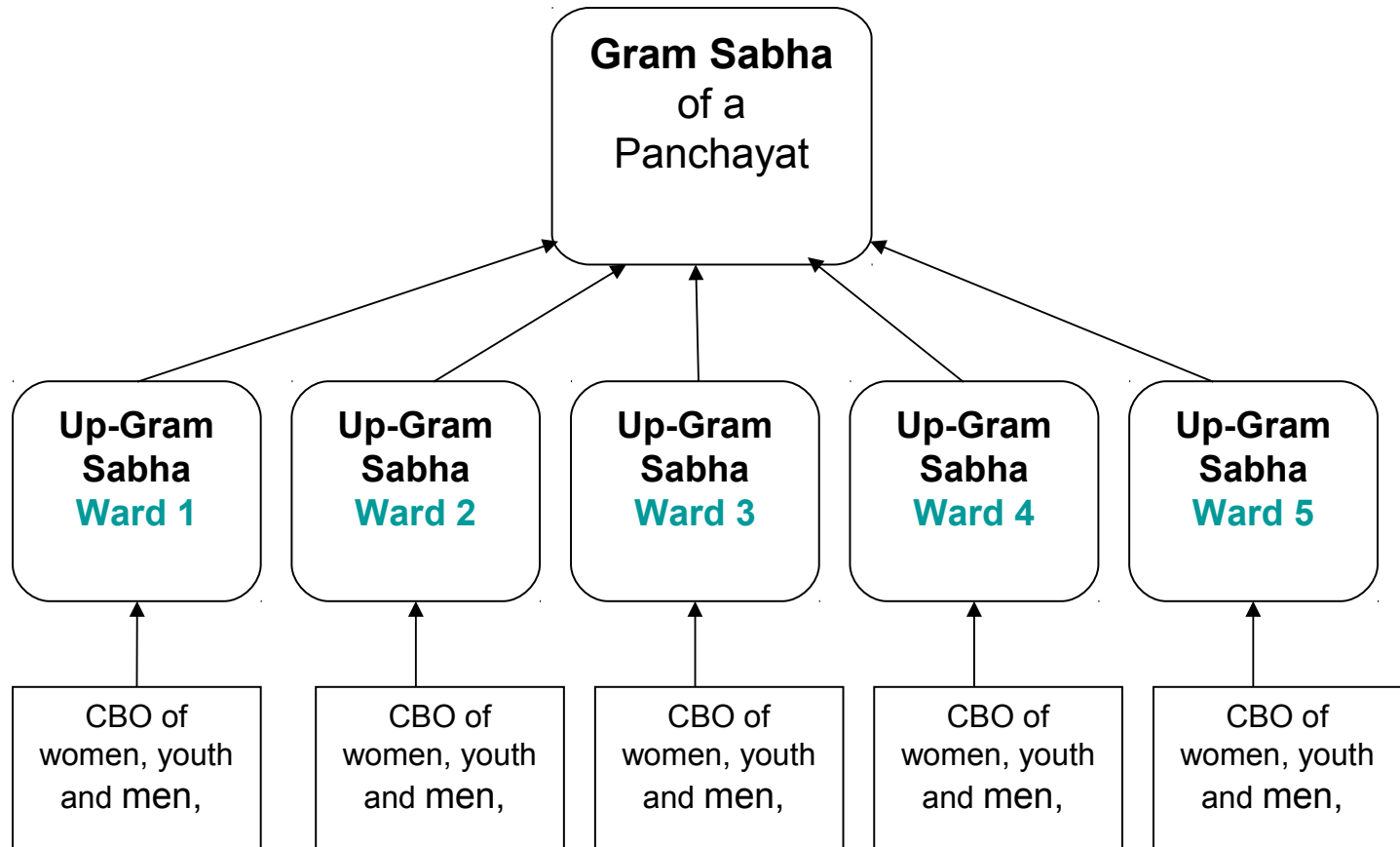
**YOUTH GROUPS & ADOLESCENT GIRLS' GROUPS**

**CHILDREN'S GROUPS**

**UP GRAM SABHAS & GRAM SABHAS**

**TO MAKE LOCAL- SELF- GOVERNANCE THROUGH PANCHAYATS A REALITY**

# Rural Development is about Strengthening PRI through Community Based Organisations



**So that empowered rural India awakens to its gigantic potential**

# WOMEN'S GROUPS



**EMPOWERING WOMEN**

# ENABLING FUNCTIONAL ADULT LITERACY



# ALCOHOL ABUSE AWARENESS PROGRAMME



**And now treatment of alcoholics with Sinclair method**

# COMMUNITY ACTIVITY



# COMMUNITY BASED SOCIAL JUSTICE PROGRAMME



**FIGHTING SOCIAL INJUSTICE**



# ADOLESCENT GIRLS GROUPS (GIRLS)



ENCOURAGING  
SELF-CONFIDENCE

PROVIDING  
OPPORTUNITIES



# YOUTH GROUPS



**CHANNELLING YOUTH ENERGY**

# YOUTH UP-LIFT THEIR OWN VILLAGES



## COMPUTER TRAINING

## SCHOOL & TUITION CLASSES



# Farmers and Men's Clubs



# CHILDREN'S PROGRAMME



CATCHING THEM  
YOUNG



# SELF-HELP GROUPS



**OPPORTUNITIES THROUGH FINANCE**

# ACCESSING MICRO-CREDIT WITHOUT COLLATERAL



**BANKS COMPETE NOW  
TO GIVE LOAN TO  
WOMEN IN SHG!**

# RESOURCE CENTRE

For northern States



**SHG**  
Income  
Generation



# Sensitization of Senior Bankers



# INCOME GENERATION ACTIVITIES



**MOBILISING  
SUSTAINABLE  
LIVELIHOOD**

Using local resources and skills- Over 14,000  
entrepreneurs emerged

# FARM & ALLIED SECTOR ACTIVITIES



SRI – System of Rice Intensification



**Nursery**



**Off-season vegetables**



**Poly House**



**Medicinal Plants**



**Beekeeping**



**Poultry**

**Mushroom cultivation**



**Dairy**



# MANAGING NATURAL RESOURCES



# NON-FARM SECTOR ACTIVITIES & SERVICES



Soap Making



Badi Making

# NON- FARM SECTOR



Woolen Jootie

Tilla Work





# Guru Kripa & Guru Dhara Shops



Guru Dhara shop  
outside the Ashram



Guru Kripa outside  
the Ashram

# PRIMARY HEALTH CARE SERVICES

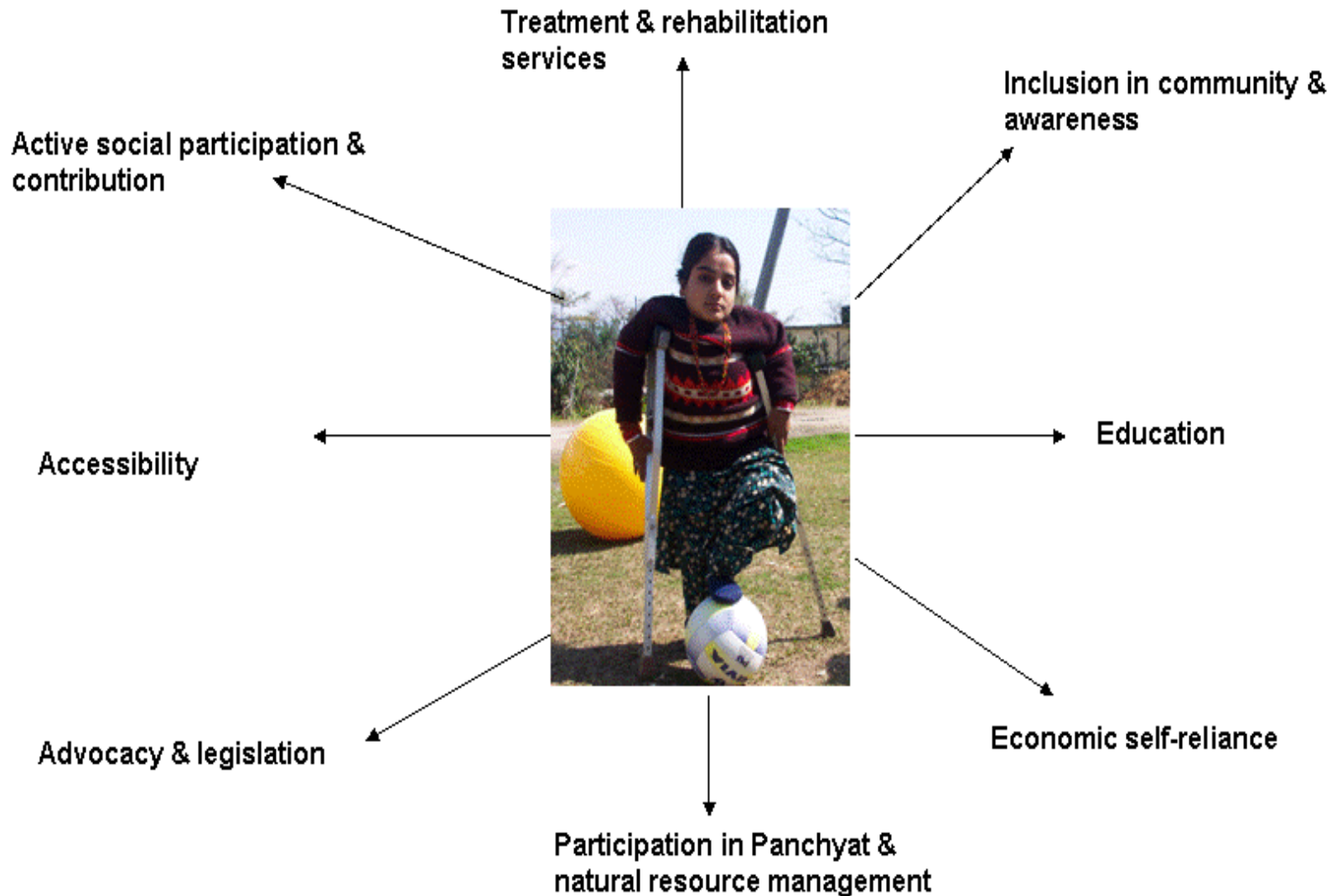


**AND ADDRESSING PREVENTIVE AND PROMOTIVE  
HEALTH ISSUES**



## **DOMICILIARY VISIT AND HEALTH CARE IN THE FIELD**

# ADDRESSING DISABILITY ISSUES HOLISTICALLY





## EARLY DIAGNOSIS & TREATMENT



REFERRALS



## IN THE FIELD



# Chinmaya Umang



**A forum of Empowered persons with disabilities  
(PWDs)**

# DEVISING LOCAL AIDS



**SPECIFIC TO NEEDS**





# EDUCATION



**Tribal Schools**



# STRENGTHENING LOCAL SELF- GOVERNANCE



Through mobilizing general village council for people centered programme to converge all programmes

# Training & Conducting Upgramsabhas & Gramsabhas



# THE POOR AND THE MARGINALIZED CAN UNFOLD THEIR POTENTIALS



**IT IS FOR US TO  
TAKE THEM  
SERIOUSLY**

# Future Plans

- Take the movement nationwide through **Extension of CORD Training Centre, Sidhbari**





**Let's develop & empower  
rural India together!**

**Thank You**

**[www.cord.org.in](http://www.cord.org.in) & [www.cordusa.org](http://www.cordusa.org)**