



|C|O|R|D|

Chinmaya Organisation  
For Rural Development

# CORD RURAL DEVELOPMENT FELLOWSHIP

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PROGRAM BROCHURE  
2026 - 2028

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# A LOVING CALL TO THE YOUTH OF BHARAT



Swami Chinmayananda  
Founder - Chinmaya Mission World Wide

*“Everybody exists.  
It is only the few who live.  
To live, you should have an  
ideal”*

*“The Youth are not useless -  
They are used less,  
The Youth are not Care less -  
They are Cared Less”*



Dr. Kshama Metre  
National Director - CORD

*“As of April 10, 2025, CORD’s work is poised to commemorate  
its 40-year experiential journey, striving to achieve the national  
development agenda through its empowering vision,  
approach, and action at the Gram Panchayat level in rural India.  
The country needs many doers at the grass-roots who are  
willing to work hard with sincerity.”*

# ABOUT CORD

## **Nurturing the innate wisdom of rural India for self-enabled change**

CORD (Chinmaya Organization for Rural Development) is dedicated to long-term, integrated development rooted in compassion and social justice. We strive to enhance rural communities for sustained growth through a comprehensive approach that fosters self-sufficiency and active community participation.

Our human-centered principles empower us to forge robust partnerships and collaborate closely with rural communities. By listening to and learning from these communities, we gain a deep understanding of their unique needs. This knowledge enables us to facilitate development initiatives that are naturally scalable and self-sustaining.

## **A women-led movement to deliver effective local governance**

Our approach revolves around a women-led movement aimed at delivering effective local governance. We leverage local knowledge to drive change in remote rural areas, uniting villages through women-led Mahila Mandals at the Gram Panchayat level. Our initiatives address a range of critical issues, including poverty, health, education, social injustice, and more, and they consistently make a meaningful impact on the lives of those we serve.





# THE BEGINNING

We began our journey in 1985 in Sidhbari, Himachal Pradesh, under the guidance of Gurudev Swami Chinmayananda and the Chinmaya Tapovan Trust. Originally known as the Chinmaya Rural Primary Health Care and Training Centre (CRPHC&TC), we improved rural communities through self-perpetuating development.



Swami  
Chinmayananda



Swami  
Tejomayananda



Swami  
Swaroopananda

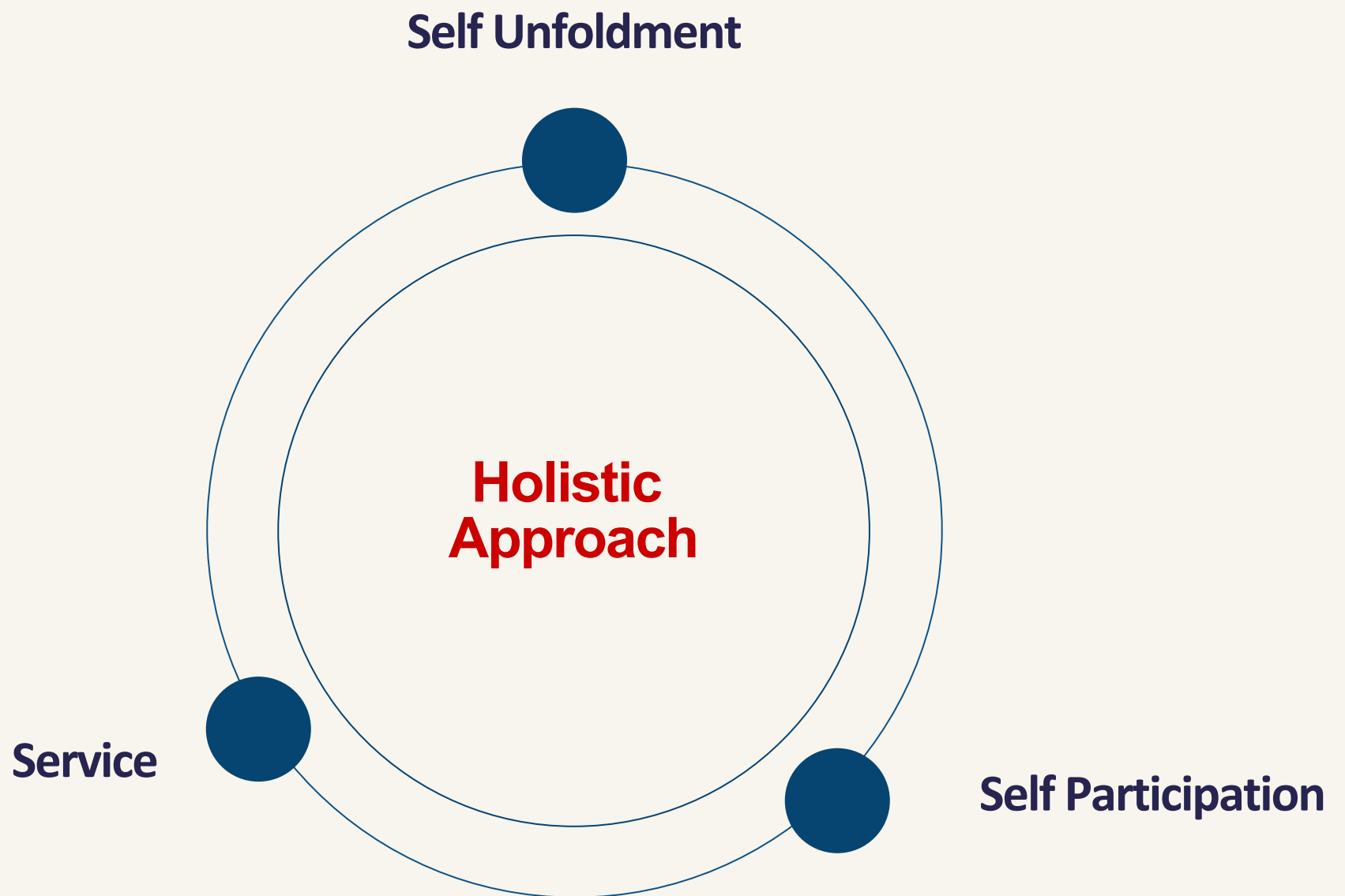


In 2003, Guruji Swami Tejomayananda established CORD as a separate trust to replicate our rural development work on a national level. The CRPHC&TC became the nucleus of CORD.

The success in Sidhbari reached beyond community health and diversified our training programs and interventions on multiple issues. We took our grassroots and training sessions held at the Sidhbari to other states such as Odisha, Tamil Nadu, Uttarakhand, and Punjab.



# PROGRAM FOUNDATIONS



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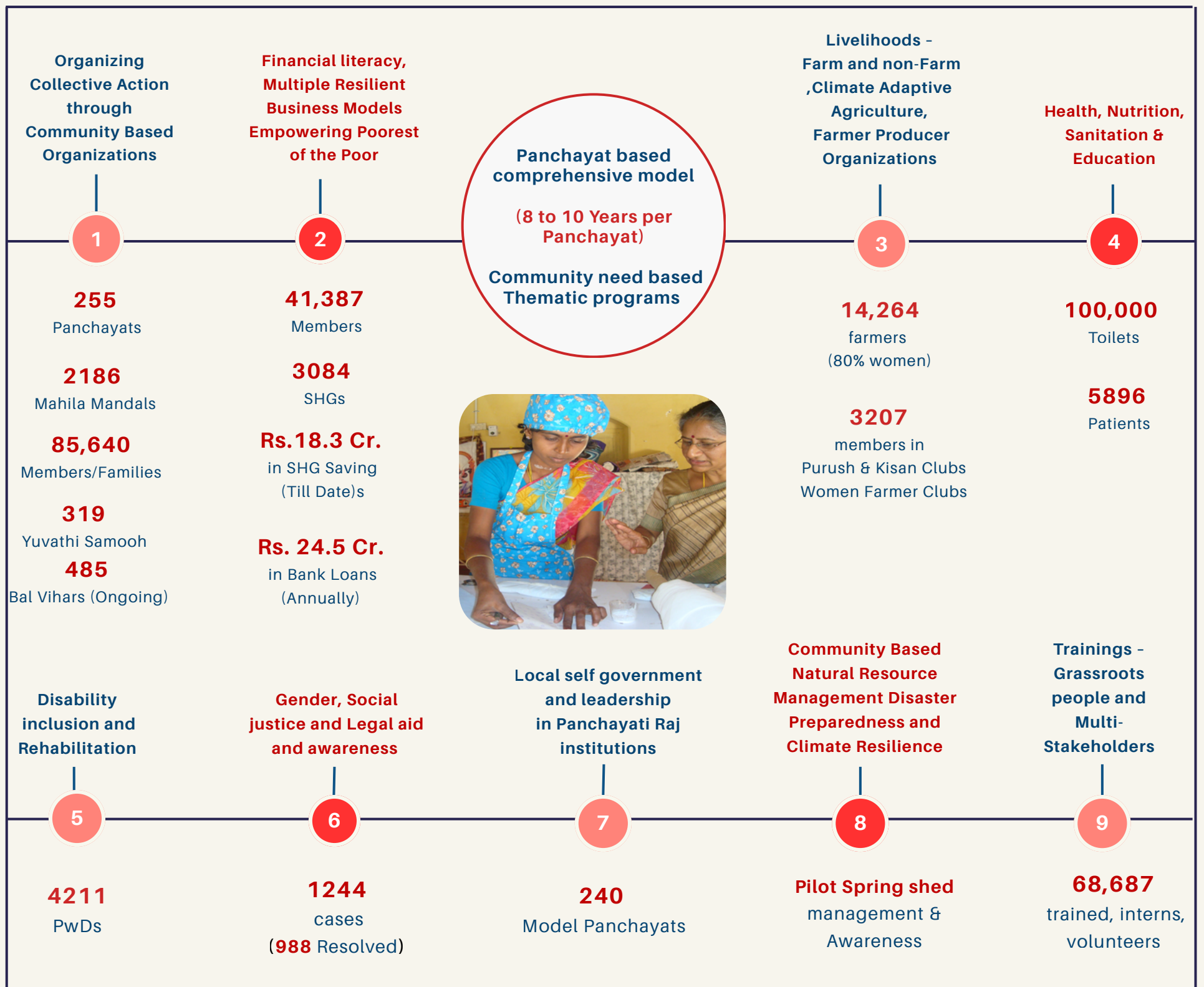
Seva is a process involving the Sevak (person who serves and the Sevit (person who is served)

The Sevak becomes the Sevit and the Sevit transforms to become the Sevak

**Integrated Participatory Development**

# IMPACT SO FAR

As on 31<sup>st</sup> March 2025



# HIS GRACE AT WORK

- **Himalayan Shree Award** 2024
- **National Annual Param Pujya Shri Guruji Puraskar Award for Women Empowerment** on 12th February 2023
- **"Health Care Humanitarian Award"** by FICCI - 2021
- **Most Innovative Development Project** – 2015 by GDN
- **Guardian International Development Award, UK** – 2012
- **Four National level awards in disability work-Best institution** award by the President of India - 2017
- **Nominated as member of the 11th Planning Commission** (Primary Healthcare), Govt. of India, 2007-2012
- **Member, H.P State Health Commission; Chairperson, Institutional Ethical Committee, Govt. Medical College, Tanda, Kangra, NIRDPR**
- **Featured in "Prophets of India"** in 2004
- **Women of the Year Award** – 1993



**Dr. Kshama Metre,**  
National Director of  
CORD receiving **Padma  
Shri Award** at the hands of  
ex-President of India in  
**2008**



# CORD RURAL DEVELOPMENT FELLOWSHIP (CRDF)

India's youth possess extraordinary potential, equipped with information, ambition, and digital connectivity like never before, but without real-world exposure, their energy often gets channelled into narrow life goals shaped by media, peer influence, and urban aspirations.

Volunteering or interning in rural India provides an opportunity for 'Seva'—not as an act of charity, but as a transformative journey of learning and self-discovery and also a meaningful investment of time and effort towards building a deeper, more meaningful understanding of the country they hope to shape.

It allows young people to immerse themselves in real-life challenges, vastly different from their own, and test their skills in complex and dynamic environments. It fosters empathy, problem-solving skills, adaptability, and a deeper life vision, as they begin to understand the diversity and complexity of the nation. When youth serve not only to "give" but to "learn," they evolve into better leaders, problem-solvers, and citizens.



# CORD RURAL DEVELOPMENT FELLOWSHIP (CRDF)



Rural India becomes not just a place of problems but a space of possibilities—where doors are open, communities are welcoming, and learning is grounded in reality. Engaging with India’s 6.5 lakh villages and 2.7 lakh panchayats is a task more intricate than science, more enriching than literature, and more thrilling than any digital adventure. If the youth are given the tools and platforms to serve and learn in these spaces, they may just uncover not only the soul of the nation—but also their own.

Educational institutions must recognize their critical role in enabling this journey and bridging the rural–urban divide. By designing programs that connect students and faculty with rural communities, they can go beyond the outdated focus on narrow specialization and salary-driven education. Instead, they can help build a generation of problem-solvers who draw from multiple disciplines and real-world exposure to create innovative, human-centred solutions. Faculty, too, benefit from engagement with field realities, helping them contextualize teaching and inspire research rooted in real needs. Today’s learners seek purpose, not just degrees. Encouraging them to step into the living laboratory of rural India aligns with the growing demand for experiential, problem-based education.



# CRDF FRAMEWORK FOR TRANSFORMATIVE DEVELOPMENT

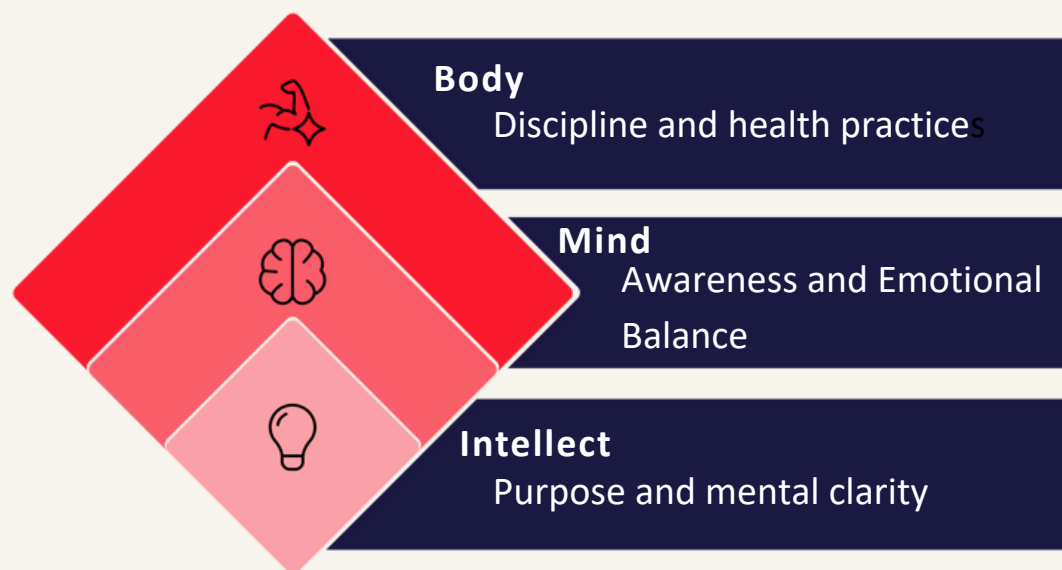
Self. Community. Nation

The CRDF guides a continuous journey of growth, empowering individuals and communities through a dynamic process of knowing, working and shared learning. “Knowing is not doing. Doing is Doing” This continuous loop emphasises that self-improvement and community development are not linear but rather an ongoing interconnected cycle.

## The Start!

### Know Yourself and your Highest Potential

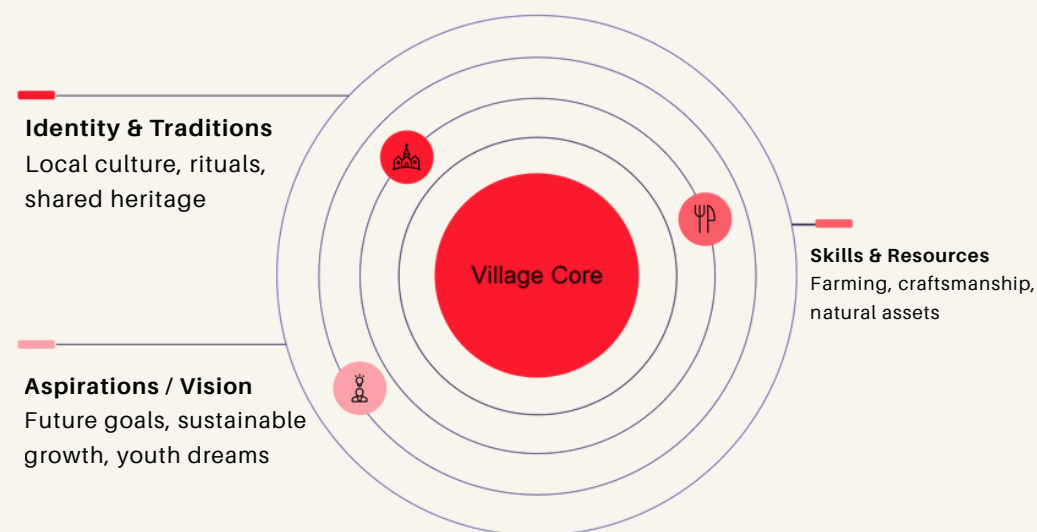
True transformation begins with a deep understanding of one's own being.



Cultivating these three aspects creates a powerful foundation for personal effectiveness and contributes to meaningful societal change.

### Know Communities and their highest potential

Observe, Listen, ask questions, ask for solutions

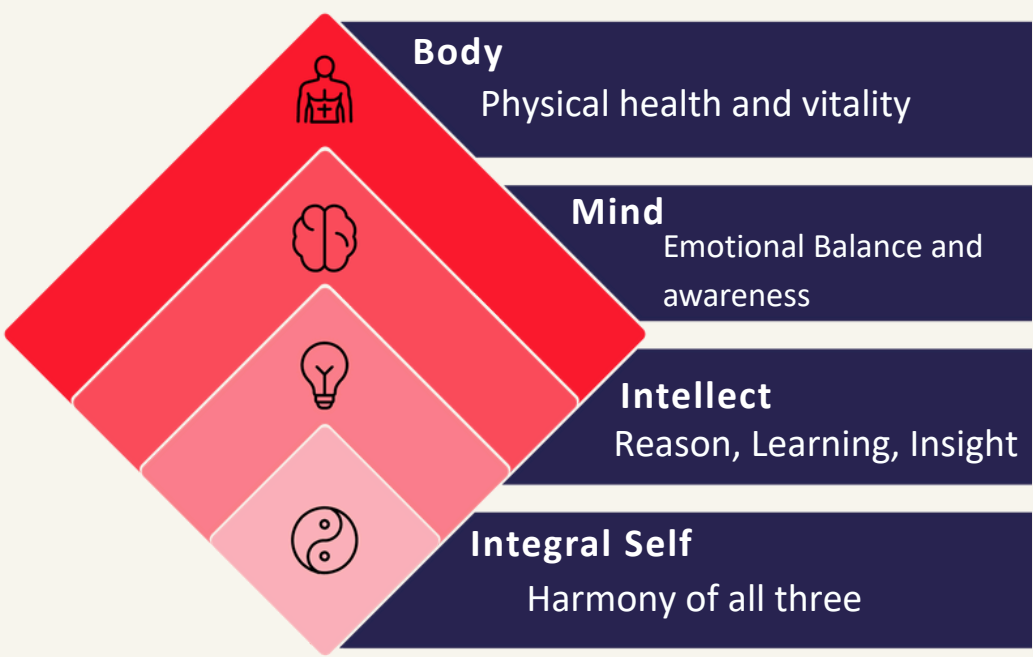


Understanding the inherent strengths and aspirations within communities is crucial for fostering authentic and sustainable development.

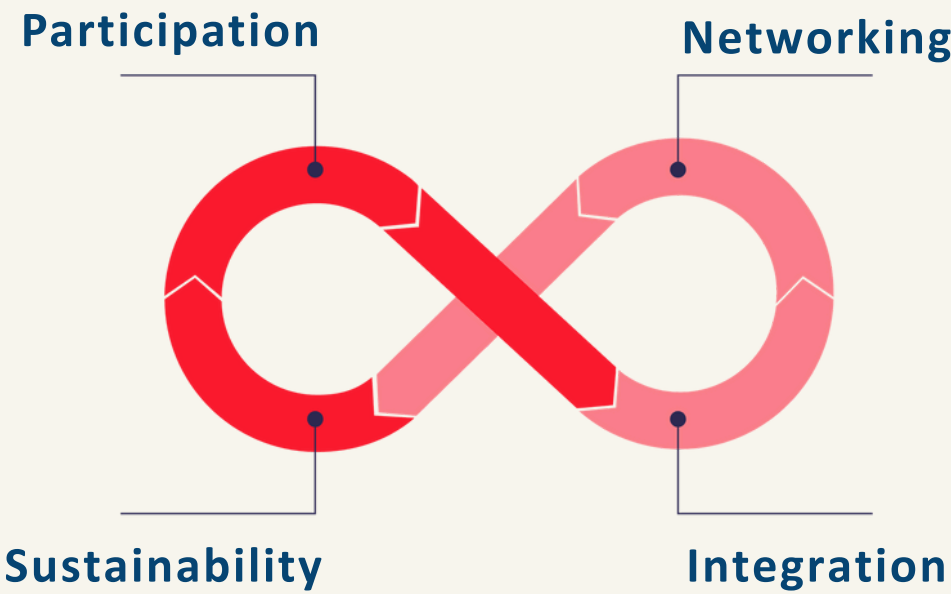


# THE TRANSFORMATIVE JOURNEY

The core of our philosophy emphasizes a balanced development of the individual's integral self, crucial for sustainable community engagement.



"Knowledge grows when exchanged." Collaborative learning creates a vibrant ecosystem of shared understanding and continuous improvement.



|                                                                  |                                                                                                                                                   |
|------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| Reflection – Through the BMI analogy                             | Encourage Active Participation (Welfare mindset vs empowerment)                                                                                   |
| Developing the Seva Bhav (Self less Action)                      | Encourage community members to take decisions and take the responsibility for the decisions                                                       |
| Reflection and Introspection on KSA (Knowledge, Skill, Attitude) | Developing grassroots leadership                                                                                                                  |
| Harmonizing the integral self                                    | Regular engagement of community across various objectives training them for harmonized and dynamic community led development process through PISN |

When Self and Community grow together, Transformation becomes Sustainable.

# 9 THEMATIC AREAS UNDER CRDF

Our framework targets holistic development across key areas, empowering communities to thrive on multiple fronts.



## Community Based Organisations (CBOs) As Driving Force

Strengthening local institutions for collective action.



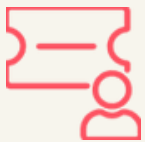
## Access to Micro Finance through Self Help Groups (SHG)

Promoting financial independence and self-help groups.



## Multiple Resilient Livelihoods

Farm, Allied, Non Farm and Service Sector



## Inclusion of Marginalized Communities (PwDs, PoPs, Single Women)

Ensuring equitable participation for all members.



## Strengthening Local Self - Government

Empowering communities in their own decision-making.



## Health Sanitation Nutrition and Education

Improving fundamental well-being and access to knowledge.



## Participative Natural Resource Management, Disaster and Climate Resilience

Fostering environmental stewardship and resilience.



## Experiential Training

Hands-on learning for practical skills and knowledge.



## Self - Leadership/ Servant Leadership

Nurturing individual agency and proactive engagement.



# FELLOWSHIP RESPONSIBILITIES

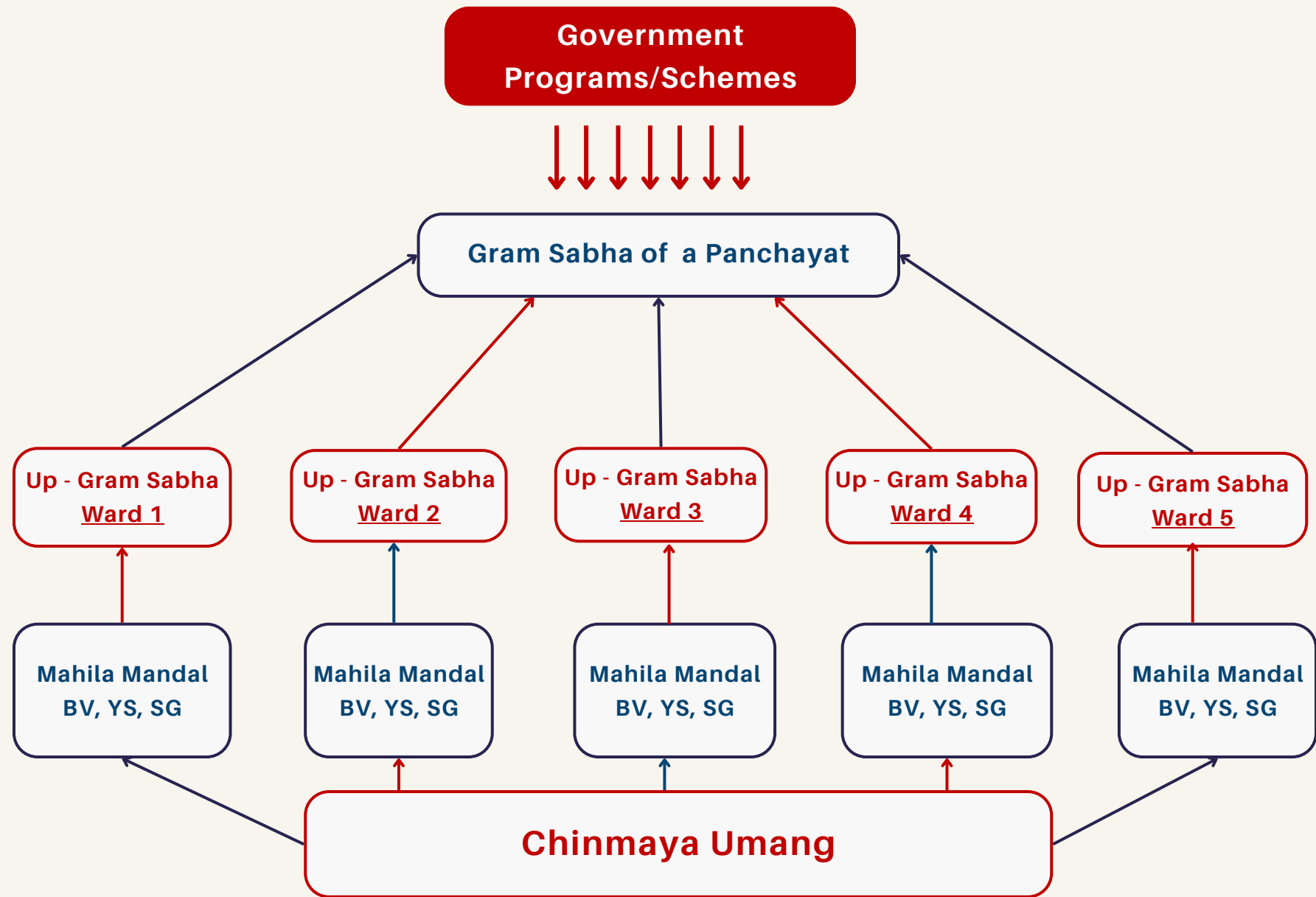
The Fellows will work under the close supervision of Dr. Kshama Metre, National Director CORD in association with the Chief Operating Officer CORD, Shri Narender Paul and concerned Program Team Leads. They are expected to perform broadly the following functions besides specific assignments during the period of two years.

1. Work with the inclusive community institutions of rural people with special emphasis on their capacity building and their access to rights and entitlements.
2. Facilitate capacity building of community institutions in livelihood, local self-government like Upgramsabhas and Gramsabhas in Panchayati Raj, microcredit through Self Help Groups (SHGs), livelihoods in farm and allied sector and non-farm and service sector, activities groups and production and retails outlets for backward and forward linkages. Besides these programs other programs of CORD are health, nutrition, sanitation hygiene, empowerment of persons with disability, social justice, gender and legal aid, natural resource management are some of the other programs of CORD in which a Fellow could contribute.
3. Conduct baselines, socio-economic studies and analysis of the area and contribute to the ascertaining needs of the local people/area in participatory manner
4. Networking with various governments, NGOs and agencies working in the area of rural development and allied sector.
5. Effective implementation of CORD's program in collaboration with various agencies and stakeholders.
6. Action based research and implementation of program in synergy with rural communities.
7. Design and implement various innovative program ideas
8. Specific assignment as per program vision and its organic evolution
9. Feedback and monitoring of various program initiatives



# CORD'S FOCUSED PANCHAYAT MODEL

CORD facilitates the emergence of active and vibrant Panchayats by engaging communities from the wards to the Panchayat level. Actively Involving communities and bringing them to the Central Stage of Development by linking them to Govt Programs and Schemes



|                          |                                               |
|--------------------------|-----------------------------------------------|
| 1.43 Billion+ Population | 4200 MLAs                                     |
| 67%+ in Rural India      | 2.72 Lakh+ Panchayats                         |
| 6.5 Lakh+ Villages       | 3.2 Million+ Elected Panchayat Representative |
| 795 MPs                  | 1.4 Million+ Women Representatives            |

# OUTREACH MAP



## 6 States

## 1255 Villages

## 255 Panchayats

## 1.26 Lakh direct partners

### 8.3 lakh Indirect partners

## Diverse Board

## 210 Member Team

## Localizing 13 out of 17 SDGs

# PROGRAM STRUCTURE AND CALANDAR

## CORD RURAL DEVELOPMENT FELLOWSHIP TIMELINE (2 YEARS)





# APPLICATIONS OPEN



## Applications Open for (3rd ) CORD's Rural Development Fellowship Program

- **Tenure** - 2 Years
- **Locations:** Himachal Pradesh, Tamil Nadu, Odisha, Uttarakhand or any other program site
- **Qualification:** Graduation and Post Graduation in any professional courses
- **Age :** 21 to 40 years, Total Positions 8
- **Start Date:** 1<sup>st</sup> April 2026
- **Monthly Stipend : Rs. 18000** ( Subsidized Boarding charges applicable)
- **Applications Open : September 1<sup>st</sup> to 31<sup>st</sup> December - 25**



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# PHOTO COLLAGE







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# CONTACT US

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