

# Empowering Lives, Building Futures



CHORD NEWS UPDATES  
2025



A LANDMARK VISIT &  
A LEAP TOWARDS  
DIGITAL LEARNING

CELEBRATING  
TRANSFORMATIVE  
PARTNERSHIPS

SPRIHA COLLECTIONS:  
A NEW MODEL FOR  
SOCIAL CHANGE

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## A Message from the Founder

This has been a time of immense pride, gratitude, and celebration for the entire CHORD family. We were blessed to host esteemed partners, celebrate our nation's spirit of freedom, and witness the incredible impact of collective goodwill. Each event underscores a powerful truth: when communities and corporations come together with a shared vision, we can create sustainable change and brighter futures for thousands of children. Thank you for being a vital part of this journey.



**SRI SUMAN MALLADI**  
**FOUNDER & PRESIDENT,**  
**CHORD**





## Celebrating 15 Years of Partnership with Qualcomm

We were deeply honored to be a part of **Qualcomm's 40th-anniversary** celebration in Hyderabad-an occasion that not only marked four decades of their global excellence but also celebrated **15 years of a meaningful and transformative partnership** with CHORD.

As part of the event, we set up an exhibition stall showcasing our shared journey and milestones over the years. Our founder, **Sri Suman C. Malladi**, shared heartfelt reflections on this impactful collaboration. Adding a spark of joy and intellect to the celebration, the girls of **Aashirwad Girl Child School**, guided by **Smt. Manjulatha Malladi**, inspired everyone with a lively and engaging riddle activity.

The celebration was further enriched by the presence of **Mr. Shashi Reddy (Senior Vice President, Software Operations, Qualcomm)**, **Mr. Nitin Sharma (Senior Director – Technology Counsel, Qualcomm)**, **Mr. Sudhir Kumar Sunkara (Principal Engineer/Manager)**, several distinguished dignitaries, and fellow NGOs.

We remain deeply grateful to Qualcomm for their continued support, which has been instrumental in strengthening CHORD's mission and empowering children with confidence, education, and brighter opportunities.





## Feature Story: A Landmark Visit & A Leap Towards Digital Learning

The campus of CHORD Aashirwad English Medium School, Bachupally, was buzzing with excitement as we welcomed a high-level delegation from SHV Energy and Supergas.

The visit, led by **Mr. Steven Sels, Ms. Tone Bachke, Mr. Titus Cunnen, Mr. Ajay Sanghi, and Mr. K. Sreeman Narayana**, marked a significant upgrade to our learning infrastructure.

The delegation inaugurated:

- **New Smartboards** to create a more interactive and engaging digital classroom experience.
- **A Modern Fire Hydrant System** to significantly enhance campus safety.
- **A New Stage** to provide a platform for our students to showcase their talents.

The joy was doubled as the team personally distributed new school bags and uniforms to our beaming students. Our Founder, Sri Suman Malladi, presented CHORD's journey, deeply resonating with our guests. This visit stands as a memorable milestone, and we are profoundly grateful for their generosity and belief in our mission.





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## August Highlights & Insights



### Independence Day Celebrations Across Our Campuses

The **79th Independence Day** was celebrated with great fervor and patriotic spirit at all CHORD schools.

- At **Aashirwad E.M. School, Bachupally**, our Director, Smt. Manjulatha Malladi, hoisted the flag and delivered an inspiring address on the value of freedom. The day was filled with energetic dances, captivating skits, and a special ceremony to honor our academic high achievers.
- The celebration at **CHORD Dristi School, Mahadevapuram**, was graced by Chief Guests Mrs. Reshma Sydney Malladi. Following the flag hoisting, our talented students captivated the audience with fantastic performances that brought the history and spirit of independence to life.



Dear students,  
dream big, study  
hard, stay  
disciplined, be  
kind, encourage  
each other, and  
build a successful,  
value-driven  
future.

**MRS. MANJULATA  
MALLADI, DIRECTOR,  
CHORD**



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## POWERFUL VOICES: INSPIRATIONAL MESSAGES FROM OUR CHIEF GUESTS



### Independence Day Celebration with Qualcomm at Aashirwad English Medium School

On this Independence Day, **Sri Nitin Sharma, Senior Director & Technology Counsel at Qualcomm**, graced Aashirwad English Medium School as Chief Guest. In his inspiring address, he reminded students of the sacrifices of our freedom fighters and urged them to pursue excellence, serve others, and help build a stronger India.

We are deeply grateful to Qualcomm for their unwavering support. This partnership has educated and uplifted over **2,500 girl children**, creating lasting grassroots impact. Our founder, **Sri Suman Malladi**, expressed heartfelt gratitude for Qualcomm's compassion and generosity, which continue to shape brighter futures. Jai Hind!





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## Independence Day Celebration at Disha CHORD High School with Berkadia

This Independence Day at Disha CHORD High School, our **Honorable Chief Guest, Sri Praveen Ji, Site Director & CFO at Berkadia**, inspired children with a powerful message. Comparing their career paths to a tree's growth, he urged them to build strong roots, face challenges, and grow with resilience. He also commended CHORD's grassroots impact. Our founder, Sri Suman Malladi, expressed gratitude to Berkadia for their constant and invaluable support in educating disadvantaged children.







## Partner Spotlight: Feeding India

We are profoundly grateful for our ongoing partnership with **Feeding India**. Their steadfast support ensures that our students receive nutritious meals daily. These meals do more than satisfy hunger; they fuel growth, learning, and the pure joy we see on the children's faces every day. Together, we are building a healthier, more educated generation, one meal at a time.







## A Shared Victory: Celebrating Transformative Partnerships

We are thrilled to share that CHORD's innovative and collaborative model has been recognized on multiple national stages! These awards are a powerful validation of the work we do together and the impactful future we are building.

### Best NGO in CSR Implementation

**CHORD** was deeply honored to be awarded Best NGO in CSR Implementation at the **National Feather Awards**.

This prestigious accolade is as much yours as it is ours. It validates the incredible, sustainable impact we can achieve through strategic partnerships with forward-thinking corporations. Our collective work in education and skilling is not just changing lives; it's setting a new standard for excellence in CSR.

Thank you to our partners for your trust and collaboration, and to the esteemed **National Feather Awards** jury for this incredible honor.

### The Jury:

- Mr. Sudipta Ghosh (PWC)
- Dr. Ankita Singh (CIGNEX)
- Aindri Jha (KPMG)
- Sudhirkumar Birai (BITS Pilani / IIT KGP)
- Dr. Saumya Badgayan (Gold Star Jewellery)
- Mr. Ajay Chaudhary (GE)





## Award-Winning Leadership at the Feather Touch HRBP Summit & Awards

CHORD was honored with two prestigious awards at the Feather Touch HRBP Summit & Awards:

Our Founder and President, Sri Suman C. Malladi, received the Social Impact Leader Award, presented by D. Kiran, IRS Commissioner of Income Tax, and Ms. Ankitha Singh, President of the HR Association of India.

## Celebrating Women's Leadership: A Legacy of Empowerment

We are incredibly proud to congratulate our Director, Smt. Manjulatha Malladi, for receiving the Women Leadership Award for Excellence in the NGO Sector at the National Feather Awards, Mumbai.

This award honors her 25 years of tireless dedication, during which she has empowered 10,000 girls and 9,100 women through education and skill development. A true changemaker, her passion for social justice shines through in everything she does. We extend a heartfelt thank you to the esteemed jury for this recognition.

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## Spriha Collections: A New Model for Social Change

We are incredibly honored to have received a prestigious award for **Spriha Collections-a social enterprise** initiated by CHORD- presented at the Holiday Inn, Mumbai, by 1st India News and Talent Value Media.

This recognition underscores the power of our **Skill Bharath** program in creating a sustainable enterprise that is truly making a difference. Born from seed funding support from Microsoft, Spriha Collections is a testament to the belief that social good and business acumen can go hand-in-hand to drive profound community change.



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## A Message to Our Partners & Future Collaborators

This award proves the model works. Imagine the transformative power of your investment, not just in donations, but in nurturing social enterprises. Your expertise and mentorship can unlock entrepreneurial potential, creating a ripple effect of empowerment and economic stability. Let's invest in a future where social enterprises thrive, building a more equitable and prosperous world for all.

We are grateful for this recognition and inspired to continue this mission with you.



### Join Our Mission

Our mission is powered by collaboration. If you or your organization is inspired to make a tangible difference in the areas of education, skill development, or women's empowerment, we would be honored to explore a partnership.

### Contact Us:

**Email:** [contact@chordindia.org](mailto:contact@chordindia.org)

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

**Phone:** +91-9989057676

### Follow our journey:

