

Swami Swaroopananda

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It gives me great joy to learn about the launch of the CORD (Chinmaya Organization for Rural Development) Sri Lanka website and the continued expansion of the noble work of CORD, inspired by the mighty vision of Pujya Gurudev Swami Chinmayananda.

CORD has always been more than a rural development initiative. It is a living expression of "performing to potential." The villages of Bharat do not represent areas in need of assistance anymore; they are reservoirs of strength, wisdom, and resilience. Too often, development is seen as the process of empowering rural communities. Truly speaking, the role of CORD has been to recognize, respect, and tap into the inherent strength that already exists within them.

For decades, CORD has worked quietly yet powerfully among rural communities, particularly in Bharat, touching the very "cord" of the nation that is - the villages that form its heart and foundation.

Compassion, service, and a commitment to long-term transformation rather than short-term relief have been the cornerstone of the work we do at CORD. CORD's model of integrated, human-centered development has proven to be both scalable and sustainable. What began in the rural villages of India is now inspiring similar efforts in other parts of the world, demonstrating that when communities are respected as partners, remarkable transformation becomes possible.

The recent flood response in Sri Lanka is a shining example of this spirit. The dedication, sensitivity, and efficiency shown by the team reflect the core values upon which CORD stands.

As this new website for CORD Sri Lanka comes to life, may it serve not only as a window into the inspiring work being done, but also as an invitation for many more individuals, organizations, and communities to join in this sacred Mission.

With the blessings of Pujya Gurudev, we are sure that CORD Sri Lanka shall continue to grow and benefit countless lives.

Love

At His feet,

Swaroopananda

Swami Swaroopananda
Global Head, Chinmaya Mission
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