

## CHAITHANYA EDUCATIONAL AND RURAL DEVELOPMENT SOCIETY <sup>1</sup>

A small aid organisation that is making a genuine and constructive difference, Chaithanya Educational and Rural Development Society (CERDS) has captured the attention and imagination of people in New Zealand because of its uniqueness, simplicity and affordability.



*Location of Andhra Pradesh.*

Formed in 1996, CERDS operates from the living room of the Executive Secretary's small residential dwelling in the township of Chilakaluripet. This township is approximately 340 kilometres (211 miles) north of Chennai (Madras) and 270 kilometres (168 miles) east of Hyderabad. CERDS works in poor rural communities within Guntur and Prakasam Districts in the state of Andhra Pradesh. The urban centres in these districts are Guntur, Chilakaluripet and Chirala. None of these locations rate a mention in the Lonely Planet guidebook on India.

The aim is to promote sustainable and self-reliant rural communities.

CERDS undertakes many aid projects, including the provision of bore-wells. For what really is a meagre amount of money, each bore-well provides clean water for the first time to 30 families, or around 120-180 people.

A bore-well cost 6,000 Indian rupees (approximately USD \$90 or NZD \$137). Many impoverished people's lives are vastly improved for relatively little money. Another encouraging outcome of providing bore-wells is that children, who had previously spent most of the daylight hours carrying water from a distant communal well with dubious water quality, can now attend school. This is another CERDS focus.

CERDS individually acknowledges individual and organisational benefactors who have supported specific projects. Permanent plaques are erected to acknowledge benefactors.

### Chaithanya Educational and Rural Development Society (CERDS) donation options

Donation options	Cost (INR)	Cost (USD)	Cost (NZD)
Provide a poor child with uniforms and a school bag	1,900	28.44	43.47
Provide six months nutrition kit for a weak HIV infected person	3,000	44.91	68.63
Provide a fishing net for a very poor tribal fisherman	4,700	70.36	107.53
Sewing machine and three month vocational skill training for a poor adolescent girl	5,700	85.33	130.40
Install a bore well with platform for 30 disadvantaged rural families	6,000	89.82	137.27
Construct a toilet for a poor disabled person	6,750	101.05	154.43
Contribute to help a poor disadvantaged widow purchase a buffalo	13,500	202.10	308.85
<b>Exchange rates (10<sup>th</sup> January 2016)</b>	NZD \$1.00 = INR 43.71 USD \$1.00 = INR 66.80		

<sup>1</sup> This document was brought together by John Huston who visited CERDS at his own expense in January 2011 and September 2013. His contact details are provided at the end of the document.

## CHAITHANYA EDUCATIONAL AND RURAL DEVELOPMENT SOCIETY

A comparison of CERDS with another aid organisation providing the same type of bore-well in Andhra Pradesh.		CERDS	ASSIST
Administrative cost (staff travel, follow-up, monitoring)		200	Not specified
Labour cost for drilling bore well and construct platform		1,500	8,500
Mark-II hand pump-set including pipes and fittings		3,250	
Material transportation costs		150	
Sand / 2 bags of cement / 100 bricks		900	
<b>Total (IND rupees)</b>		<b>6,000</b>	
<b>Total (USD dollars @ 10<sup>th</sup> January 2016)</b>		<b>89.92</b>	<b>127.25</b>
<b>Total (NZD dollars @ 10<sup>th</sup> January 2016)</b>		<b>137.37</b>	<b>194.46</b>
Number of families the bore-well supports		30	25
Organisation details	Number of full-time staff	3	137
	Number of part-time staff	3	0
	Number of consultants	0	0
	Number of volunteers	1	0
	Salary of highest paid employee (IND rupees)	66,000	480,000
	Salary of lowest paid employee (IND rupees)	34,000	42,000
Salary of organisation head (IND rupees)		Nil	480,000

### The information on this page is provided by Give India

Give India is a donation platform that allows donors to support a cause of their choice from about 200 NGOs that have been scrutinised for transparency and credibility.

It does not raise funds itself. It assists donors to donate to NGOs. It has reviewed over 3,000 non-profit organisations from all over India to identify over 200 organisations that have met with Give India's listing criteria. They work for causes ranging from child welfare and education to disability, poverty, and women's empowerment to name a few.

Conceived by Venkat Krishnan, Give India is managed by a team of professionals who have earlier worked with various corporates and now have dedicated their careers to making a difference.

Give India was registered on 28<sup>th</sup> April 2000, as a non-profit under section 25 of the Companies Act 1956 in Ahmedabad, Gujarat.

#### Give India contact details

Give India  
 3<sup>rd</sup> Floor  
 West Khetwadi Municipal School  
 Khetwadi Lane No 5  
 Mumbai 400 004  
 Maharashtra  
 India  
 Tel +91 22 6610 1175  
 Give India homepage website <http://www.giveindia.org>  
 Give India audit webpage for CERDS <http://www.giveindia.org/m-1047-chaithanya-educational-and-rural-development-society.aspx>  
 India email [info@giveindia.org](mailto:info@giveindia.org)

## CHAITHANYA EDUCATIONAL AND RURAL DEVELOPMENT SOCIETY

### Contact details

Mr N Srinivasa Rao  
 Executive Secretary  
 CERDS  
 H No-3  
 68/1  
 5<sup>th</sup> Lane  
 Pandaripuram  
 Chilakaluripet  
 Guntur District 522616  
 Andhra Pradesh  
 India  
 Tel +91 8647 252333  
 Email [cerdsns@gmail.com](mailto:cerdsns@gmail.com)  
 Website <http://www.cerds-india.org>

(Note: Srinivasa Rao was raised in a rural Andhra Pradesh village. He attended university, graduating with MA (Sociology), PGDJC and PGDCA. Srinivasa Rao has life membership of the Indian Red Cross Society. Possessing qualifications in information technology, he himself developed the CERDS website.)



## PHOTOGRAPHS OF CERDS PROJECTS <sup>2</sup>



<sup>2</sup> All but one of these photographs were taken by John Huston who observed CERDS personnel working in rural areas of Guntur District and Prakasam District in Andhra Pradesh on 13<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup> January 2011.









**Contact details**

John Huston  
9 Te Ropata Place  
Waikanae Beach 5036  
Kāpiti Coast  
New Zealand  
Tel +64 4 904-1130  
Email [huston@paradise.net.nz](mailto:huston@paradise.net.nz)