



THE PRASAD PROJECT

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Greetings from The PRASAD Project!

Greetings from The PRASAD Project! Having just returned from a visit to PRASAD Chikitsa in the Tansa Valley in Maharashtra, India, I am excited to share with you all that I experienced. This was my first visit since joining the Board of Trustees, and I was humbled, inspired, and deeply moved by what I witnessed.

I visited farms thriving with bountiful, year-round fruit orchards in which PRASAD Chikitsa has helped provide water security. In places where we do not yet have a presence however, I saw dry, barren fields and toxic smoke rising from brick kilns. I met women brimming with confidence and joy as they shared the new-found empowerment they feel through participating in Self-Help Groups. Yet, I was also saddened, as many people shared with me their stories of challenge and struggle to subsist in this rural environment.

The wide-ranging medical programs have been a mainstay of PRASAD Chikitsa for many years. As a physician, I found it heartening to observe the programs first-hand. Having myself visited many developing countries around the world providing surgical care, I can attest that the quality and excellence with which PRASAD Chikitsa's medical programs are administered and delivered are exemplary. For instance, the Tuberculosis Program is achieving cure rates of 95%, ten percent higher than the national target. And over the past six years, PRASAD Chikitsa has reduced the number of malaria cases by more than two thirds.

Over the years, the work of PRASAD has expanded to include specialized medical and dental care, clean water and sanitation, agriculture, nutrition, water security, education, and women's empowerment programs.

You may be wondering why does PRASAD have so many programs? In the not-for-profit world, a common model of aid is to focus on a specific area and be committed to just that. Indeed, PRASAD started with a singular focus, basic medical care. But we couldn't stop there. Soon we realized that the people we were helping had many more needs and faced significant ongoing obstacles.

In medicine, there is a saying: "A good physician treats the illness; a great physician treats the patient." For the economically disadvantaged, the numerous hardships one faces far surpass addressing just one area of need: malnutrition, lack of access to clean water, economic, and educational opportunities, to name a few.

PRASAD programming is so diverse because of this cumulative adversity. We are fully invested in the people and communities we serve, and wholly committed to their well-being and empowerment. Working hand-in-hand with families and individuals, together we develop sustainable solutions to the challenges they face. PRASAD Chikitsa currently serves an area with a population of 200,000 people, and there is much more work to do.

I encourage you to read the accompanying field report, and to visit our website to learn about our programs in India, Mexico, and in the US. And, I encourage you to donate today. With your help, we can realize our goal of healthy, prosperous, and sustainable communities.

Sincerely,

Dr. Vivek Panchapakesan
Trustee & Secretary

Philanthropic Relief, Altruistic Service And Development