ANNUAL REPORT
2011-12

COUNCIL OF CULTURAL GROWTH AND CULTURAL RELATIONS
The Universe, Maitree Sarani, P.O. – Buxi Bazar, Cuttack- 753001
Odisha, India
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The state of odisha is rich in natural resources, lovely landscapes, beautiful coastlines with some natural harbours, unique mangrove forests and if not more, rich in social and cultural values, which cater to diversified area of activities like art, culture, literature, dance and architecture, so on and so forth. At the same time, it is an irony that it is one of the backward states in the country. Even though the Government is implementing several programmes for the welfare of the poor and the marginalized, unfortunately, the people are not aware of their rights and entitlements. So it is extremely important that the poor and the marginalized must have access to various anti-poverty programmes being implemented for their welfare. Our organization believes that knowledge and increased level of awareness can address many of the ills affecting the society at present.

We have been working in Odisha mainly for empowering the people so that they can raise their voices on various issues affecting their life and livelihood.

I am happy to bring out the Annual Activities of the organisation which were undertaken in the year 2011-2012. While implementing the programmes the organisation took care to empower the people especially oppressed and marginalized community.

Many organisations and people were associated with the organisation in its developmental efforts. I take the opportunity to thank all these people and organisations. At the outset I thank the District Collector of Cuttack for his support and encouragement. Besides, the officials of the district provided all kinds of assistance when asked for. I express my sincere thanks to them. I am thankful to our supporters and donors who reposed their faith on us.

The Governing Body Members of the organisation gave us their valuable inputs from time to time for strengthening the organisation. We are thankful to them.

Last but not the least, without the hard work of the small but dedicated staff of the organisation we could not have achieved the desired results. They deserve my heartfelt thanks.

I hope all these people and organisations will continue their support in the coming years.

Shri Girija Bhusan Patnaik  
(General Secretary)  
Council of Cultural Growth & Cultural Relations (CCGR)
BRIEF PROFILE OF THE ORGANISATION

INTRODUCTION:

The Council of Cultural Growth & Cultural Relations (CCGR), Cuttack was established in 1973 with the efforts and cooperation of several like-minded social workers, scholars and friends. The organization’s overall goal is for development of the weaker and deprived sections of the society. Moreover, it actively participates in the developmental programmes of the Nation, especially in the field of literacy for the development of women, workers, rural and urban poor, tribals, physically handicapped and socially backward sections of our society. It makes intensive study on various aspects of our cultural heritage. CCGR as an organization has stretched its horizon to multifarious dimensions. Initial stages or early years of the organization were highlighted with importance on cultural growth. The organization with its growth in years has taken steps on the developmental activities:-

- to actively join the National efforts for a better India.
- to cover all aspects of life both Urban, Rural & Tribal in its areas of operation.
- to make the world smaller, to see the macrocosm through the microcosm, to shape a better world to live in peace.
- to undertake all Environmental Research & Awareness programmes for the Urban, Rural and Tribal areas.
- to utilize the natural resources with the help of appropriate technology, both indigenous and exogenous for better productivity.
- to do and act for the development of research work and undertake projects as per the need of the hour and the people, emphasizing health programmes in the fields of Cancer, Diabetes, Tuberculosis, Sexually Transmitted Diseases (STD) AIDS.
- to do and act for overall improvement of voluntary agencies working in different fields as well as to promote the voluntary spirit of the dynamic youth power. Networking with other NGOs, Government, Research Institutes and the community to make available better and simple technology.
- to develop linkage and liaison with other developmental programmes by undertaking experimental and innovative projects.
to create a network for development in Urban, Rural and Tribal areas and to take up various research and action programmes covering the field of literacy.

to undertake training programmes like vocational Training, Leadership, TRYSEM, ICDS, Biogas, Agriculture Technology as related aims of the Society. To undertake any other measures will be decided from time to time in pursuance of the aims and objectives.


creating income generating opportunities through cottage industries and animal husbandry-to make people self-reliant. Promoting entrepreneurship skills through Capacity Building in the Universe Research & Training Center.

to undertake Research activities, Production of literature, Teaching aids, Audio visual for Educational Programmes.

to coordinate for better action with the Government in an attempt to achieve various developmental goals.

LEGAL STATUS

- Registed under FCRA No. 104860032, dated 03.10.1985.

VISION OF THE ORGANISATION

To create sustainable employment opportunities for the youths of our society by imparting inquisitive education and training while adopting creative knowledge and modern technology. To create economic renaissance in Odisha by building up social entrepreneurship in rural and urban areas.

MISSION

To empower the people through education, training and awareness so that they can be self-reliant.
OBJECTIVES:
Some of the important objectives which are close to the heart of The Universe are -

- To impart effective education and training in creation of job opportunities for urban and rural youths.
- To provide assistance to rural poor and work for the welfare of the disadvantaged sections of the society like the scheduled castes, scheduled tribes, backward castes, minorities and women.
- To carry on developmental activities in social, economic, educational, health, agricultural and other allied fields for the welfare of the weaker section of the society.
- To take care of the disadvantaged sections of the society like the street children, orphans, destitute, senior citizens, physically challenged people, child labour, sex-workers, bonded labourers etc.
- To eradicate social evils and atrocities against women.
- To take up welfare activities for sustainable development of rural and urban women.
- To take up income generation programmes for the rural or/and urban poor.
- To try to alleviate poverty and try to bring a qualitative change in the life of urban and rural poor.
- To use and promote science and technology for bringing all round development in the rural parts of the state.

INFRASTRUCTURE & GEOGRAPHICAL AREA OF OPERATION:

At present the organisation is working in the state of Odisha. Our campus, “The Universe”, Maitree Sarani, Cuttack, is located at the heart of the city. The Campus has undergone radical transformation since its inception. It has robust infrastructure to carry out different in-house education and training programmes, seminars, workshops, awareness programmes etc. which cater to the need of the society.

Brief outlines of facilities available in the Campus are as follows:

1. A conference hall, which can accommodate audience strength of 250.
2. 6 training centers, where each center can accommodate 20-30 trainees.
3. A Meeting hall of capacity of around 150.
4. 6 double-bed guest rooms.
5. 8 rooms for lodging of trainees.
6. A foreign language-training center.
7. Open-air theatre with lawn and capacity more than 250.
8. A Printing & Publication Unit.
9. A Library with more than 16,000 books.

TARGET GROUP:
Though the organization works for all the sections of the society the following groups of people are regarded as special target groups by the organization.

- Small & Marginal Farmers
- SCs, STs and OBCs
- Migrant Labour
- Women and Children
- Senior Citizens
- Physically and Mentally Challenged
- Rural Artisans
- Youths and Adolescents

CORE VALUES:
- Democratic functioning
- Smart working
- Highly professional
- Secular in character
- Collective responsibility

FOCUS AREAS OF INTERVENTION

* Agriculture
* Education
* Environment
* Women & Child Development
* Natural Resources Management
* Social Security
* Science & Technology
* Action Research
* Food Security
* Community Health
* Nutrition
* Training
* Income Generation
* Capacity Building
* Labour
BRIEF PROFILE OF ACTIVITIES UNDERTAKEN DURING 2011-12

During the year 2011-12 a lot of programmes were undertaken in the project area of Council of Cultural Growth & Cultural Relations. During the implementation stage care was taken to ensure that poor and marginalised sections of the society are the prime beneficiary of the activities. A brief outline of the activities undertaken during the reporting period is given below.

Seminar on Oral Cancer and Health Camps: We believe, the menace of cancer is very disturbing not only for the person concerned, but also, for one’s near and dear ones. A well-planned cancer control awareness programme can work as an effective mechanism for prevention or cure from cancer. Under our own public health programme, which is designed to reduce the number of cancer cases and deaths, we have been carrying our various types of programmes for prevention, early detection, effective treatment for reducing the number cancer related deaths in our society. A one-day seminar on “Oral Cancer” was organized in our campus. Doctors, Oncologists, Social Activists participated and presented papers on this subject. The seminar was concluded with a strong message to the society that oral cancer can be prevented to some extent by following some good dietary habits, effective oral hygiene and by avoiding tobacco in any form.

Statistics released by the Ministry of Health, Government of India as well as by Government of Odisha regarding the health status of the people in general is an area of concern. There is a severe lack of health-awareness, infrastructural facility and trained manpower in the rural areas as far as public health is concerned. People in rural areas prefer to suffer because lack of awareness and adequate healthcare facilities. In order to provide health care to the people we organized health camps in Patalipanka of Kendrapada district, Panimal of Jagatsinghpur district and one in our campus. In these camps more than 600 people availed of the services of doctors. Around 35 patients who needed special attention were referred to their respective district hospitals and SCB Medical College, Cuttack for better healthcare. Many poor patients were given medicines free of cost.
Swami Vivekananda District Yoga Wellness Centre: In our efforts to promote Yoga for overall wellbeing of the people, we have started a Yoga Centre named as “Swami Vivekananda District Yoga Wellness Centre”. This project is being sponsored by Morarji Desai National Institute of Yoga, Department of Ayush, Ministry of Health & Family Welfare, Government of India. As per the guidelines, we are conducting following programmes.

a) Foundation Course in Yoga for Wellness (FCYW)

b) Yoga Programme for General Wellbeing (YPGW)

c) Yoga Awareness Programme (YAP)

d) Regular Yoga Training Programme (RYTP)

More than 5000 participants have enrolled in different Yoga programmes, which have taken place in our campus “The Universe” and different schools, colleges, Government offices and community centres. This is an ongoing project and widely accepted as its mode of teaching is unique and the main objective of this Yoga programmes is for physical and mental wellbeing of participants.

Online Marketing Course: In our endeavour to promote Social entrepreneurship, we have started Online Marketing Course. We believe, by providing adequate knowledge about the course, some of the unemployed youths of our society will get new job opportunities and in due course of time, can become social entrepreneurs in Online Marketing. The main focus area of our Interent Marketing course is

a) Search Engine Optimization (SEO)

b) Social Media Optimization (SMO)

c) Pay per click Marketing

d) Affiliate Marketing

e) Website Development and Management.

Students have been enrolled to this course. Some of them have started earning their livelihood either by doing work as freelancer or by starting their own ventures. We are planning to tie-up with some agencies, who are working in the same field. That will bring more professionalism and productivity in meeting our goal. Moreover, we are planning to introduce courses in the field of KPO (Knowledge Process Outsourcing), BPO (Business Process Outsourcing) and LPO( Legal Process Outsourcing). By doing some concentric diversification in our core activities related to Online Marketing, we believe, we will general more job opportunities to the marginalized sections of the society.
**Asok Das Memorial Lectures:** Patriotism should be ingrained in every sphere our activities. Remembering those who have contributed significantly to our society, always activates a sense of patriotism in our mindset. In the past, we had organized many Memorial Lectures to pay our deep tributes to people from different walks of life, who have carved a niche for themselves in doing something great for the society. In recent times, we have been quite active in organizing series of Memorial Lectures in honour of Shri Asok Das, who was a freedom fighter, philanthropist, legal luminary and former Advocate General of Odisha. Many dignitaries from different streams of professions have delivered memorial lectures on the subjects of public interest. Some of them are as follows:

a) “Paradox of Democracy and Dilemma in Development” by Prof. Dr. Surya Narayan Mishra, Retired Head of the Department, Political Science, Jounalism and Mass Communications, Utkal University, Bhubaneswar.

b) “Quality Culture in Education: Ancient and Modern” by Prof. Dr. Aditya Prasad Padhi, Former Vice-Chancellor, Berhampur University.

c) “Human Values in Administration & Politics” by Dr. Ajit Kumar Tripathy, Retired IAS, Commissioner, State Election Commission and Former Chief Secretary, Government of Odisha.


e) “Governance in 21st Century” by Shri Vivek Pattanayak, Retired IAS, Former Chairman, Odisha Public Service Commission and Former Director, International Civil Aviation.

f) “Values in Life” by Prof. Dr. Kabi Prasad Mishra, Spiritual Speaker and Super Specialist in Cardiology.

g) “Obstacles to Development” by Prof. Dr. Gyana Chandra Kar, Retired Professor of Economics, Utkal University.


All these Memorial Lectures have been widely acclaimed by the intellectuals of our society. Students from different educational institutions have actively participated in all these Memorial Lectures. Moreover, we are planning to celebrate the birth centenary of this legendary figure of our state on 28th July, 2012. On this day, a book which will cover all the “Asok Das Memorial Lectures” will be published. If it happens, this will be first of its kind in Odisha.
Ayurvedic Treatment Camp: Ayurveda has become part and parcel of our society. Different health related hazards and its allopathic mode of treatment has its limitations and budgetary constrains for the common people of our society. In keeping with long tradition and efficacy of Ayurveda, we have started Ayurvedic camp on 2nd Saturday of every month in collaboration with Parbati Banusadhi Gabesana Kendra, Balangir, which is quite active in research on different medicinal plants in deep forest of Odisha. Within a very short period of time, the Ayurvedic Treatment camp has picked up immensely as it has rightly catered to the different diseases of the patients.

Awareness Meetings: Awareness Meetings on each Friday evening have been the hallmark of our organization. Right from the inception of the organization, we have organized more than 2000 Awareness Meetings covering various subjects of public interest and societal relevance. Scholars have graced these Awareness Meetings and shared their ideas and experiences on any given subject.

Recreation Centre for Senior Citizens: Our recreation centre for senior citizens is going on smoothly with addition of some new members to this forum. It has been our constant endeavour to look into plight of senior citizens, who have been leading an isolated life in a secluded environment. The recreation centre along with our huge library, with some rare collection of books, has been keeping the senior citizens engaged in a constructive manner. We are planning to tie-up with corporate houses as part of their CSR (corporate social responsibility) to do some more value additions to the recreation centre for senior citizens.

Chess Championship: Children are the future of our society. They should be groomed in a proper way for their bright future. Chess is an intellectual game, which can easily complement one's performance in examination. So we have been promoting the game of chess as a stepping stone for one's success. We have conducted Odisha State Sub-Junior Under-15 Boys and Girls Chess Championship in association with S.R Chess Centre. More than 200 boys and girls participated in this mega chess event, which lasted more than three days.

Programme on Legal Awareness on women: In the state of Odisha women, especially in the rural areas are subjected to sex-based and caste-based atrocities. Even if there are several provisions to protect the women from various forms of violence, due to ignorance the women cannot avail of these laws and continue to be harassed, sometimes by their own relatives. Our organization have always tried to make the women aware regarding the provisions of the law, especially recently promulgated Domestic Violence (Prevention) Act so that the women can take pro-active steps against the perpetrators. We have organized an awareness programme on Legal Awareness in our campus, “The Universe” in which more than 100 women activists, PRI members, law enforcement agencies participated. Some of the victims told the gathering their experience and the untold sufferings that they have been subjected to by the perpetrators. The representatives of law enforcement
agencies and members of judiciary urged the women according to the legal and constitutional provisions without fear so that they can get justice.

**Seminar on Food-Processing:**

A one day Seminar on “Food Processing Industries in Odisha: Challenges and Responses” was held in our campus “The Universe” Cuttack. Experts from Government, non-Governmental organizations and entrepreneurs, were the speakers on this occasion. They shared their views on prospects of food processing industries in Odisha, which is in a nascent stage.

The challenges for the food preservation, distribution and processing sectors are diverse, demanding and need to be addressed on several fronts to derive maximum market benefits. In the emerging scenario, the food engineering professional needs to develop sufficient awareness and appreciation of the relevant principles of life sciences, and physical sciences as well as wide variety of other topics including nutrition. Preservation and storage technique, bio-processing, waste management, distribution and supply chain management of food laws and regulations are the key challenges.

They believed, by creating adequate opportunities for budding entrepreneurs of the state it can boost the state economy and reduce the unemployment scenario to some extent. They emphasized the fruits and vegetable farming in Odisha for processing is not only employment intensive, but also enhances the gross as well as net returns of the farmers. Further, agro-industry generates new demand on the farm sector for more and different agricultural outputs, which are more suitable for processing. In the panel of discussion, experts gave their opinion that fruits and vegetables is one of the most important and fast growing subsectors of the food processing sector. There are abundant investment opportunities in expanding the export market for fruit juices and pulps, dehydrated and frozen fruits and vegetable products, tomato products, pickles etc. Good international demand for certain fruits and vegetable products also. The Indian food processing industry is primarily export oriented. Some of the Key Opportunities in Food Processing Sector are Processable varieties of crop, Contract farming, Investments in infrastructure through Public Private Partnership, Food Parks, Integrated cold chain, and Food Safety Management Systems.

**Festival Celebration:**

Our organization celebrated the annual day to commemorate the achievements made by the organization in the last four decades. Moreover, it was a day to take a pledge for a better performance in the sphere of our activities. Members of the organization and also dignitaries from various walks of life, who had very much associated with the organization, shared their views on this occasion.
Awareness on Bio-Diversity and Prize Distribution:

Our organization undertook both action and awareness activities for promotion of bio-diversity. As part of the programme the organisation provided training to the school children to conserve the rich bio-diversity of the state through action and awareness for the protection of environment and promote bio-diversity. Environment awareness camps in the secondary schools were held and made aware the people regarding the importance of conserving the environment. Audio-visual and print IEC activities were undertaken to imbibe the sense of environment awareness among the young children. As the action component of the programme the organisation distributed saplings among the people for backyard transplantation. Both school and college level debate competition was held and prizes were distributed on this occasion.

Investor Awareness Programme:

Over the past few years there has been a great upheaval in the capital market. Participation of the retail investors in the Indian stock markets has been reducing drastically as many of the investors had to suffer huge loss and saw erosion of their capital due to ill-informed investment strategy. As a responsible organisation, we have undertaken a programme to educate the small retail investors on the risk and rewards from the capital market. We organized a seminar in collaboration with Bhubaneswar Stock Exchange, in our conference hall in Cuttack, which was attended by more than 100 retail investors the following issues were discussed –

- Investing in the capital market
- Primary and secondary market
- Risk of futures and options trading
- Mutual Funds and how to invest systematically in a mutual fund
- Dealing with brokers
- On-line trading and precautions
- Currency Future trading and the risk associated with it

Odishi Dance Festival:

Odishi Dance has its deep roots in the cultural heritage of Odisha. Moreover, over a period of time it has transcended all the boundaries and widely accepted both in national and international arena. Keeping with this rich tradition, we encourage youths of our society to showcase their talents by providing them right platform. In the recent times, we organized Odishi Dance Festival, where participants from different corners of Odisha enthusiastically participated in this festival. Noted dancers from our state were present and distributed prizes to the winners in different categories.
OBSERVATION OF DAYS:

Like every year we observed some important days keeping in mind the importance of such days. The following days of national and international importance were observed during the year.

1. National Youth Day (12th January)
2. Republic Day (26th January)
3. International Women's Day (8th March)
4. Consumers’ Rights Day (15th March)
5. World Disable Day (15th March)
6. Utkal Divas (1st April)
7. World Health Day (7th April)
8. May Day (1st May)
9. World Environment Day (5th June)
10. World Breast Feeding Day (1st August)
11. International Youth day (12th August)
12. Independence Day (15th August)
13. Gandhi Jayanti (2nd October)
14. World AIDS Day (1st December)
15. World Human Rights Day (10th December)

CONCLUSION:

The year 2011-12 was an eventful year for us in which it undertook many meaningful programmes for the target group. In spite of many achievements we faced certain difficulties. The biggest hurdle for attaining the long-term goals for the organisation was regarding resources. There was very little assistance coming in the way. So all the envisaged activities for the year could not be pursued in the right earnest. Thus it was decided that the organisation would seek financial assistance from various government and non-governmental sources to implement all the programmes effectively. In the next financial year we would like to put more emphasis on Health (specifically reproductive and sexual health), Primary and Elementary Education, Water and Sanitation, Programmes for the Senior Citizens, Women Empowerment, Tribal Development, Special programmes on STs, Agriculture Development, Natural Resources Management etc.

General Secretary
Council of Cultural Growth & Cultural Relations,
The Universe, Maitree Sarani, Cuttack