Odisha is a land of opportunities and challenges. Exploration of natural resources has given the state a new facelift. Our rich cultural heritage attracts tourists from far across the world. But many old and new challenges beckon the state. The Government is giving emphasis on sectors like agriculture, health, and education. Social security and human rights are some of the new challenges, especially, in some pockets of Odisha. Apart from the Government, both corporate and social sectors can address these challenges, may be with more intensive and collective approach. Odisha can be a prosperous state if apart from rapid industrialization and innovative thrust to agriculture, some efforts can be made to imbibe a spirit of entrepreneurship among the youths of our society. Moreover, social entrepreneurship can do wonders in socio-economic development of the state. Our organization believes that sustainable development of the state is possible if all the stakeholders of the Government can work harmoniously to achieve these objectives.

I am happy to bring out the Annual Activities of the organisation which were undertaken in the year 2012-2013. While implementing the programmes the organisation took care to empower and educate the poor and marginalized sections of the society.

Right from the inception of our organization, many organizations and people from various cross-sections of life were associated with the organisation in its developmental efforts. I take the opportunity to thank all these people and organizations. I would like to express my sincere thanks to Government of Odisha for their help and cooperation in our journey toward excellence. We are thankful to the District Collector of Cuttack for his support and encouragement. Besides, the officials of the district provided all kinds of assistance to us. 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 staffs of the organization 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, employment, education and training and human rights etc. as well as 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. The 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 like:

to actively join the National efforts for a better India;

to cover all aspects of life like Urban, Rural and 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;

to create a network with other NGOs, Government, Research Institutes and the community for better productivity and socio-economic development of the society;

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 in the field of literacy;

to undertake training programmes like vocational Training, Social Entrepreneurship, Leadership, Biogas, Agriculture Technology as related aims of the Society;

to organize different educational programmes like Computer Education, Environment Educational programme in rural, tribal and urban slum areas;

to create income generating opportunities through cottage industries and animal husbandry which will make people self-reliant;

to promote entrepreneurship skills through Capacity Building in “The Universe Research & Training Center”;

to undertake Research activities, Publications, Teaching aids, Audio visual aids for Educational Programmes.

to coordinate for better action with the Government for achieving various developmental goals.

LEGAL STATUS:

- Registered under FCRA No. 104860032, dated 03.10.1985.

OUR VISION:

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.

OUR MISSION:

To empower the people through education, training and awareness programmes.
OBJECTIVES:
Some of the important objectives which are close to our organization 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 for the weaker sections 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 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.
- To make effective awareness programmes in the field of human rights, legal rights, scientific endeavour, literacy etc.

INFRASTRUCTURE & GEOGRAPHICAL AREA OF OPERATION:
At present the organization is working in the state of Odisha. Our campus, popularly known as “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, which cater to the need of the society.

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 with a 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 having a capacity more than 250.
8. A Printing & Publication Unit.
9. A Library with more than 17,000 books.
TARGET GROUP:
Though the organization works for all 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 Labourers
- 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
- Awareness
BRIEF PROFILE OF ACTIVITIES UNDERTAKEN DURING 2012-13

During the year 2012-13 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 marginalized 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 “Promotion of Book Reading Habits”:

There is a trend of dwindling number of book-readers in our country. Youths of today are leaders of tomorrow. They should be well-acquainted with our rich literature, freedom struggle, science, history, economy, philosophy etc., to lead the nation on the path of prosperity. They should go through the biographies of great people of our country and the state. Unfortunately, they are having less interest for books other than the prescribed course-curriculum. Keeping this in view, we organized a seminar on “Promotion of Book Reading Habits”, which took place in our conference hall on 9th February, 2013. It was organized by us with financial support by National Book Trust, India. People from all walks of life such as academicians, teachers, students, publishers, lawyers, doctors, social workers and bureaucrats participated in the seminar.

Dr. Sitakanta Mahapatra, IAS (Retd.) presided over the inaugural session. Sri Baishnab Charan Parida, Hon’ble Member of Parliament (Rajya Sabha), graced this occasion as our Chief Guest. Former editor of largest circulated Odia daily newspaper, “The Samaj”, Smt. Manorama Mohapatra, was the Chief Speaker.

In the technical session of the seminar, resource persons from various streams of profession, presented papers on different aspects for promotion of book reading habits. Dr. Basudev Kar, former President, State Bigyan Academy, was the chairperson of the technical session. On this occasion a book exhibition by many publishers took place. This seminar was a great success. We hope, with same sort of help and cooperation from National Book Trust, India, we will keep on propagating this noble mission in various forms.

Workshops:

a) Mental Stress and its Management:

Stress has become part and parcel of everyone’s life. We cannot eliminate stress, but we can learn to manage it in our life. Workshop on stress and its management was held in our campus. Dr. Nilamadhav Rath, Professor and Head of the Department, Mental Health, SCB Medical College and Hospital, Cuttack, was the Chief Speaker in this workshop. In the interactive session with the participants, he stressed upon important aspects of stress and its management. Dr. Bijay Kumar Nanda, Former Principal, SCB Medical College and Hospital, Cuttack, presided over the workshop. Students, working professionals, doctors and social activists participated in this workshop.
b) Innovation at the Grassroots Level:

Innovation at the bottom of the pyramid can give a new thrust to our state’s economy. It can also create employment opportunities in rural areas and to some extent stop migration of people to cities. A workshop on innovation at the Grassroots Level was organized to sensitize people about the concept. Dr. Balaram Sahoo, Scientist, was the Chief Speaker in this workshop. In his Power-point presentation, he narrated success stories of some innovative entrepreneurs from rural areas of India. He elaborated about different stages of innovation, starting from creative thoughts, market research, product development, marketing and achieving desired results. The workshop was attended by eminent personalities from field of marketing, business and academics.

IT-Literacy Programme:

Information Technology has become the need of the hour. Both Government and private organizations are emphasizing on online and e-based facilities. In many countries, there is a paradigm shift in governance because of revolution in information technology. It is a welcome sign that Government of Odisha has taken some good initiatives to empower everyone with basic IT literacy skills. In this endeavour towards IT literacy for everyone, Odisha Knowledge Corporation Limited (OKCL) has been promoted by Government of Odisha. Our organization has been chosen by OKCL as one of the authorized learning centres to provide IT literacy programmes. This course OS-CIT (Odisha State Certificate in Information Technology) is available at a very nominal price. We believe, in due course of time, we will become a prominent authorized learning centre of OKCL to promote IT-literacy programmes for the people of Cuttack.

Swami Vivekananda District Yoga Wellness Centre:

In our efforts to promote Yoga for overall wellbeing of the people of district Cuttack, our Yoga Centre named as “Swami Vivekananda District Yoga Wellness Centre” is in the second year and running successfully on its mission. 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 6000 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.

Internet Marketing Course:

In our endeavour to promote Social entrepreneurship, our Online Marketing Course is taking a good shape. 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 Internet Marketing. The main focus area of our Internet 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.

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 generate more job opportunities for the people of our society.

Asok Das Memorial Lectures and Birth Centenary Celebration:

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 had carved a niche for themselves by 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. In the past, many dignitaries from different streams of professions, delivered memorial lectures on the subjects of public interest. Keeping with the momentum, this year also we organized two memorial lectures.

They are as follows:
a) “Law and Civil Society” by Shri Hara Prasad Das, IA & AS (Retd), Former Accountant General & Former Acting Chairman, State Administrative Tribunal, Odisha

b) “Law: Semantics and Confabulations” by Shri Sahadeva Sahoo, IAS (Retd), Former Chief Secretary, Government of Odisha and Former Vice Chancellor, OUAT, Bhubaneswar

All these Memorial Lectures were widely acclaimed by the intellectuals of our society. On the occasion of birth centenary celebration of Sri Asok Das on 28th July, 2012, in a grand ceremony, a book titled, “Asok Das Memorial Lectures”, was released by Shri Murlidhar Chandrakant Bhandare, the then Governor of Odisha. This book is first of its kind in Odisha.

**Dr. Gopal Chandra Pattanayak 16th Memorial Lecture:**

Dr. Gopal Chandra Pattanayak was a revered doctor and great a philanthropist. He played a pioneering role in popularizing science in Odisha. As a tribute to him, some likeminded people had formed Dr. Gopal Chandra Pattanayak Memorial Trust. In the past, every year, we jointly organized many memorial lectures, where we invited scholars from India and abroad to speak on different subjects. After a gap it was revived and we hope, it will continue in future course of time. This year we invited Hon'ble Justice A.K. Patnaik, Judge, Supreme Court, India. He delivered the memorial lecture on the subject, “Right to Health”. People from various walks of life were present and appreciated this memorial lecture.

**Ayurvedic Treatment Camp:**

We promote Ayurveda, which is world’s oldest healing method of treatment. 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, our Ayurvedic camp, takes place on 2nd Saturday of every month in our campus. It is in collaboration with Parbati Banusadhi Gabesana Kendra, Balangir, which is quite active in research on different medicinal plants in deep forest of Odisha. In the second year of its operation, people from different cross-sections of the society have been benefited by this Ayurvedic camp.

**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. 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.
Awareness Meetings:

In our endeavour towards making people aware about various subjects of importance, we have been organizing meetings on every Friday evening for last four decades. It is a matter of privilege for us to have many scientists, economists, social activists, philosophers, doctors, engineers, entrepreneurs, legal luminaries, litterateurs, historians and scholars from different avenues, who have graced on different meetings. Till today, we have organized more than two thousand meetings.

Some of the important meetings, which took place in this year, are as follows:

a) Budget-2013
b) Depreciation of Indian Rupee
c) Citizens’ Rights and Duties in our Constitution
d) Our Democracy and Role of the President
e) Sixty Years of Indian Democracy
f) India’s Contribution in Space Research and Development
g) Popular Science and Preset Society
h) Beyond Superstition
i) Science in our Ancient Scriptures
j) Discovery of God Particle
k) Life and Contribution of Swami Vivekananda
l) Sri Maa and Sri Aurobindo
m) Divine life
n) Classical Representation of Odia Pala and its Roots
o) Cooperative Movement and Dr. Verghse Kurien

Construction of Meeting-cum-Conference Hall:
The construction of Meeting-cum-Conference Hall in place of old asbestos hall is on progress. This will be known as “Millennium Hall”, which is in commemoration of 1000 Years of Cuttack. Some well wishers of our organization have promised to help us. We hope, by next year, this hall will be ready.

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 Disabled Day (15th March)
6. Utkal Divas (1st April)
7. World Health Day (7th April)
8. International Labour 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 2012-13 was an eventful year for us. This year we undertook many meaningful programmes. In spite of many achievements, we faced certain difficulties. The biggest hurdle for attaining the long-term goals was less number of income generating programmes. So in the coming year, we will focus on more number of income generating programmes from various funding agencies. This will help us in long term sustainability. I take this opportunity to appeal all our esteemed members to give a thought on the matter and share their views. With their valuable inputs the organization will reach new heights.

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