ANNUAL REPORT
2013-14

COUNCIL OF CULTURAL GROWTH AND CULTURAL RELATIONS
The Universe, Maitree Sarani, P.O. – Buxi Bazar, Cuttack- 753001
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FROM THE DESK OF THE GENERAL SECRETARY........

Super Cyclone had devastated Odisha in the past. Recently, Phailin created havoc in southern part of the state. Once mangrove forests and natural habitat were working like barriers to reduce the impact of cyclones. But over a period of time, depletion of our coastlines, just magnified the menace of cyclones in coastal Odisha. In future, fury of cyclones just cannot be ruled out. But some serious thoughts to tackle this problem is the need of the hour. Of course, Government is doing some intensive work on this issue. Even NGOs are also doing good work at their own level. But more concrete approach to face this challenge is possible. Collective efforts can do some wonders in this regard.

Industrial growth in our state is taking an upward trend. It has created employment opportunities for our youths. Vocational training and education can be taken up seriously to increase the employable potential of unemployed youths.

I am happy to bring out the Annual Activities of the organisation which were undertaken in the year 2013-2014. While implementing the socio-economic programmes, we took into consideration the marginalized sections of the society.

Right from inception of the organization, it has been our sincere efforts to implement the socio-economic projects as per its guidelines. During the last financial year, we approached different ministries, organizations, funding agencies, both at centre and state. We express our sincere thanks to all the concerned organizations and the officials for their warm gestures.

The Members of General Body have been sharing their views for overall growth of the organization. I take this opportunity to thank them for their kind help and cooperation.

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, 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. Our 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 areas of work for holistic development;

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 and 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;

to emphasize 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, alternative source of energy, agriculture technology in both urban and rural areas;

to organize different educational programmes like computer and IT 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 take up income generation programmes for the rural 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.
- 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-bedded 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 2013-14

During the year 2013-14 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 beneficiaries of the activities. A brief outline of the activities, which were undertaken during the reporting period is given below.

Conference of Writers on “Reading Habits for Betterment of the Society”:

Writers play a pivotal role in holistic growth of the society. To inculcate reading habits among the youths, the conference of writers was organized with financial support from National Book Trust, India. On this occasion, writers, litterateurs, columnists, social workers, students, government officials, educationists and entrepreneurs attended the one-day conference.

Eminent poet and litterateur, Dr. Sitakanta Mahapatra, IAS (Retd.), presided over the inaugural session. This year winner of prestigious “Moortidevi” award, poet and contemporary thinker, Dr. Haraprasad Das, was the chief speaker.

In the technical session of the conference, some of the mainstream writers, publishers, academicians, social activists, participated as resource persons and shared their views on different topics to promote reading habits. There was a general knowledge test, in which participants present in the conference took part. On this occasion, there was also a book exhibition by some well-known publishers of the state.

The conference of writers has opened a new chapter in the promotion of reading habits. It was an enriching experience for the participants. All the esteemed dignitaries, resource persons and participants appreciated the noble efforts by National Book Trust, India, for promotion of reading habits.

Workshop on “Environmental Legislations and its Enforcement Through Future Generations of Legal Fraternity”:

Environmental Legislations and its enforcement has to be strengthened as there are ample of cases, where there are flouting of rules and regulations related to environment. It is the judiciary, who has to adopt an active role to respond to environmental petitions for protection of our environment. At the same time, the judiciary can expose the vested interest groups, who are involved in causing serious damage to our environment.

Workshop on “Environmental Legislations and its Enforcement Through Future Generations of Legal Fraternity”, was held with financial support by Ministry of Environment and Forests, Govt of India. The objectives of the workshop were to educate the students of law about the legal framework of
environmental protection. Students from National Law University, Cuttack, Madhusudan Law College, Cuttack and KIIT Law School, Bhubaneswar, participated in the workshop.

In the inaugural session of the workshop, hon’ble Shri Justice Indrajeet Mahanty, Judge, Odisha High Court, was the Chief Guest. The keynote address of the inaugural session was addressed by Senior Advocate and former Advocate General, Odisha, Sri Bijay Krushna Mohanty.

In the plenary sessions of the workshops, experts on environmental laws, academicians of law colleges and lawyers of Odisha High Court, were present as resource persons. They covered intensively on all aspects related to legal framework towards environmental protection mechanism, environmental policies, enforcement of important environmental laws, role of legislatures for protection of environment etc. Students of Law also shared their views on this occasion.

This workshop was a success as the students of law got a thorough idea on the subject. Moreover, they took a pledge that in their future career prospects in different capacities related to law, they would pay utmost priority towards protection of environment.

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 third 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 8000 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.

Entrepreneurship Development Programme (EDP):

Entrepreneurship Development Programme (EDP) was organized by us in Angul District of Odisha. As per recommendation by Agricultural Promotion and Investment Corporation of Odisha Limited (APICOL),
Ministry of Food Processing Industries, Government of India, had given us grant-in-aid for the EDP. Unemployed youths of the Angul district of Odisha availed this programme. In the programme, trainees were exposed to ideas and practices, which are related to food processing industries. They got adequate knowledge about entrepreneurial skills, facilities available with different financial institutions, commercial and nationalized banks, different avenues of business management like financial accounting, market research and marketing, human resource management, operational management, role of government regulators etc. During the EDP, the trainees interacted with many successful entrepreneurs of food processing industries. Senior executives of banks and financial institutions were gracious enough to share their views on availing loan facilities for entrepreneurs. To get a practical exposure, the trainees were on a visit to different food processing units, where they got overall practical idea about food processing industries and entrepreneurial avenues. After successful completion of the course, some of the trainees have started their own ventures in food processing industries. It was also a very good experience for us, where we got an opportunity to motivate and educate the unemployed youths to become entrepreneurs. After getting some good response, we have decided to carry out this programmes in other districts of Odisha.

Information Technology Learning Centre:

Last year, we started an Information Technology Learning Centre. Our objective is to tap the resources available in the world of information technology and accordingly, create sustainable education and training facilities to downtrodden people and unemployed youths of our society. In this endeavour, we have tied up with Odisha Knowledge Corporation Limited (OKCL), which is promoted by Higher Technical Education Department, Government of Odisha. As an Authorized Learning Centre (ALC) of OKCL, we had started IT Literacy Course. Its unique course design has attracted many students to our centre. In due course of time, we will offer other courses as per guidelines of OKCL.

Internet Marketing Course:

To promote entrepreneurship and job-opportunities, last year we had started Internet Marketing Course. Some students have been benefited by availing this course.

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.

**Vocational Training Provider (VTP):**

As per our endeavour towards creating employment opportunities, we have been chosen as a vocational Training Provider (VTP) by Directorate of Technical Education and Training, Government of Odisha. This vocational training is a skill development initiative by Directorate General of Employment and Training (DGET), Ministry of Labour and Employment, Government of India. We have been allotted the following modules:

a) Computer Fundamentals and MS Office  
b) Tally  
c) Banking and Accounting  
d) Basic Book Binding  
e) Basic Printing Training  
f) Offset Machine Operating Training

We expect in due course of time, our programme of VTP will be a model one in the field of vocational education and training.

**National Integration Camp (NIC):**

Ministry of Youth Affairs and Sports, Government of India, under its scheme, National Programme for Youth and Adolescent Development, has sanctioned a grant-in-aid to us to organize a National Integration Camp (NIC). Youths from different parts of the state will participate in this one week programme, which will take place in our campus. We hope, in future we will apply many more projects to Ministry of Youth Affairs and Sports, Government of India, for more youth related programmes.

**Dr. Gopal Chandra Pattanayak 17th 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, Dr. Gopal Chandra Pattanayak Memorial Trust was formed and it was a privilege for us to invite scientists and doctors to deliver memorial lectures on different subjects related to popular and medical science. For couple of years, the memorial lectures
could not take place. But for efforts made by esteemed members of the trust and our organization, two years ago, it again started with rejuvenation. In the second phase of memorial lectures, first it was hon'ble Shri Justice A.K. Patnaik, Judge, Supreme Court, India. He delivered 16th memorial lecture on the subject, “Right to Health”. Similarly, last year, Dr. Bhabani Shankar Das, Head, Research and Development, Asian Institute of Public Health, Bhubaneswar, delivered 17th memorial lecture on the subject, “Convergence of Technology and Public Health – Treatment and Prevention of Malaria”. As per good response from the participants in these memorial lectures, it has been decided to organize at least one memorial lecture in a year.

**Recreation Centre for Senior Citizens:** Plight of senior citizen has been our concern from the inception of the organization. Modern lifestyle blended with materialistic desire of the present generation have its serious impact on their parents. As a result of which, most of the senior citizens are living in seclusion either by choice or compulsion. Our recreation centre for senior citizens has brought some solace to them. Our library is an intellectual haven for senior citizens, who enjoy going through books of different genres. 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. Moreover, we are planning to apply to Ministry of Social Justice, Government of India, which will help us to make the recreation centre more vibrant.

**Awareness Meetings:**

Awareness Meetings on different subjects of knowledge, information and interest, have been the hallmark of our organization. It has been going on for last four decades. On every Friday evening, people from different streams of profession assemble in our meeting hall and we invite a person to speak on his/her subject of interest. 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 awareness meetings, which took place in this year, are as follows:

a) Budget-2014  
b) Safety and security of women  
c) Mahatma Gandhi, our national language and national integration  
d) Indian Rupee and economy of the country.  
e) Criminalization of politics and role of Supreme Court.  
f) Status of senior citizens: problems and solutions.  
g) Role of Odisha in India’s freedom movement.
h) Classical tag to Odia Language.
i) Value based education.
j) Message from natural disaster at Uttarakhand.
k) Future of tourism in Odisha.
l) Different aspects of investment and personal financial planning.
m) Globalization and future challenges of women.

Construction of Meeting-cum-Conference Hall:
The construction of Meeting-cum-Conference Hall in place of old asbestos hall was supposed to start last year. But for some formalities, related to issue of work-order to the concerned person from the Government authorities, things got delayed in the process. We expect the work will start before the onset of coming monsoon. We are also trying to mobilize more funds for completion of the hall with basic amenities in due course of time. This hall will be known as “Millennium Hall”, which is in commemoration of 1000 Years of Cuttack as we had the privilege in organizing year-long celebration of Cuttack-1000 years in 1989, for which the historic city got its due recognition in historical map of India. 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 2013-14 was an enriching experience for us. We undertook many meaningful programmes, with help from state and central Governments, private organizations and our well-wishers. As we are on the expansion mode, to meet our goals, we have to explore socio-economic projects of greater magnitude. If possible, apart from projects available with the Government, we will try to tap both national and foreign funding agencies. We are trying to have more employees, who can play meaningful roles to accomplish our mission. I take this opportunity to appeal all our esteemed members to give a serious thought on the matter and share their views. With their valuable inputs the organization will reach new heights.

(Joint-Secretary)

Council of Cultural Growth and Cultural Relations,
The Universe, Maitree Sarani, Cuttack-753001, Odisha