ACTIVITIES OF THE ORGANIZATION
2014-15

COUNCIL OF CULTURAL GROWTH & CULTURAL RELATIONS
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Introduction:

Socio-economic development is taking place both in rural and urban areas of Odisha. Still then, a lot needs to be done for complete eradication of poverty in the state. There are ample of opportunities to give a new thrust to areas like education, sanitation and healthcare. Moreover, vocational training opportunities in different trades can give solace to struggling unemployed youths. The Government (both State and Centre), civil societies and the concerned citizens can work together in addressing key challenges. In that case, Odisha can be catapulted to a prosperous state.

Odisha’s developmental process in all facets of life is need of the hour. Qualitative improvement in education, improvement of healthcare facilities, eradication of poverty, creation of more employment opportunities, robust communication facility, infrastructural development, innovative eco-tourism, development of economically backward and tribal areas, thrust to agriculture, literary and cultural movement for strengthening the roots of the State etc. are some of the key features for holistic growth of the society. Responsibility is bestowed upon the Government. But NGOs, Corporates and intelligentsia can complement the efforts by the Government (both State and Centre).

I am happy to bring out the Annual Activities of the organisation which were undertaken in the year 2014-2015. While implementing the programmes, we have tried our level best to do justice to our four decades of legacy and ethical roots.

During the last financial year, we approached different ministries and organizations, both at centre and state. We express our sincere thanks to all the concerned organizations and the officials for their warm gestures.

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 coming years.

Shri Girija Bhusan Patnaik  
(General Secretary)  
Council of Cultural Growth and Cultural Relations  
The Universe, Maitree Sarani, P.O. Buxi Bazar,  
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BRIEF PROFILE OF THE ORGANISATION

About Us:

“Council of Cultural Growth and Cultural Relations” (CCGR), Cuttack was established 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 Social Organizations, 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.

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.
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, Minority Groups 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
During the year 2014-15 a lot of programmes were undertaken by the Organization. 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.

**Seminar-cum-Workshop on “Sustainable coastal zone protection through mangrove management in Odisha:***

Protection of mangroves is the need of the hour. In collaboration with Ministry of Earth Sciences, Govt. of India, we organized two-days Seminar-cum-Workshop on “Sustainable coastal zone protection through mangrove management in Odisha”. Resource Persons comprising social activists, Government officials from department of Forests, Govt. of Odisha and Govt. of India, Environmentalists, Educationists, placed the papers on proper mangrove management in Odisha. The four technical sessions of the Seminar-cum-Workshop broadly covered thematic areas like

i. Coastal Ecosystem in Odisha: Status and Challenges
ii. Mangroves: The Coastal Heritage of Odisha (The Plant and Animal Species)
iii. Critical Challenges for Mangroves of Odisha’s Coastal Regions
iv. Valuation, Carbon Sequestration and Restoration of Mangrove Ecosystem
v. Good Practices in Mangrove Restoration and Rehabilitation
vi. Sustainable Fresh Water Aqua Culture in Mangrove dominated Indian Sundarban
vii. Afforestation of Coastal Mudflats
viii. Environmental Initiatives by Dhamra Port
ix. Community Stewardship in Ecosystem Conservation, Restoration and Sustainable Management of Mangroves in Odisha
x. Propagation and Conservation Priorities of Neglected Back – Mangroves Species

The Seminar-cum-Workshop was a success. The report which was sent to Government of India has been well appreciated by the concerned authority.

**Conference of Writers, Publishers and Book Sellers for Promotion of Odia Literature & Book Exhibition:**

Literature is a form of human expression and it reflects the inherent strength of the society. It plays a catalytic role in unity, peace, prosperity and humanitarianism in the region. Literature has no boundaries. Literature of different languages complement each other. Like other prominent literatures of our country, Odia literature has highly acclaimed for its richness and lucidity. Many litterateurs, writers, poets, philosophers and columnists etc. have contributed significantly to Odia literature. It is a matter of great pride that Odia language recently got its classical status. Certainly, Odia literature will get a boost and people will be more responsive towards its nuances. Writers, publishers and booksellers are the three
pillars for effective spread of literature. The Conference of Writers, Publishers and Booksellers for Promotion of Odia literature was organized to spread awareness among the people of Odisha. The One-day Conference was organized in collaboration with National Book Trust, India. Many eminent writers, publishers, social activists, educationists and students participated in the Conference and shed light on promotion of Odia literature. The Conference gave a boost for promotion of Odia literature. The august gathering was impressed by the proceedings of the daylong conference. Moreover, it was an enriching experience for them. The Conference was a success and it was an intellectual stimulation for a worthy cause.

**Entrepreneurship Development Programme (EDP):**
Entrepreneurship Development Programme (EDP) was organized by us in Angul District of Odisha. Ministry of Food Processing Industries, Government of India, had given us grant-in-aid for the EDP. In the previous financial year, 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. In the current financial year, overall monitoring of activities of trainees was done as per the guidelines. It is a matter of great pride that some of the trainees have been successful in their entrepreneurial ventures.

**Socio-Economic Research Project:**
Indian Council of Social Science Research (ICSSR), Govt. of India, has sanctioned a research project titled, "Liberalization, State and Society: Economic, Social and Political Transformation in Rural Odisha". We are associated with School of Economics, University of Hyderabad, Hyderabad to carry out this research project. The focus area of the project will be conducted in some peri-urban villages of industrially rich areas like Jharsuguda, Paradip and Kalinga Nagar in Odisha. The objective of the project will be to study in details about socio-economic and political changes in post-liberalization era and role of stakeholders. The duration of the project is two years. It will be an enriching experience for us to get a sustainable exposure, taking into account the broader perspective of the project. Certainly, it will give us a boost to explore many research projects in future course of time.

**IT Learning Centre:**
We have 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 Education Department, Government of Odisha. As an Authorized Learning Centre (ALC) of OKCL, we
have started IT Literacy Course. Its unique course design has attracted many students to our centre. Soon, under this banner, Financial Accounting in Tally ERP will be introduced, where needy and meritorious students can avail this course at a nominal price.

**Internet Marketing Course:**
To promote entrepreneurship and job-opportunities, we have started Internet Marketing Course. Some students have been benefitted 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.

**National Integration Camp (NIC):**
National Integration Camp (NIC), which is for strengthening unity in diversity, was organized by the Organization. The NIC was sponsored by Ministry of Youth Affairs and Sports, Govt. of India. The five days of the NIC took place in the campus, “The Universe”, Cuttack, Odisha from 22nd July, 2014 to 26th July, 2014. Nehru Yuva Kendra, Cuttack, extended its support for this event. 150 youth participants from West Bengal, Bihar, Andhra Pradesh, Jharkhand and Odisha, actively participated in this event. Around twenty Resource Persons from different avenues of life shared their valuable knowledge on different aspects of NIC to the participants. The intensive discussion of NIC mainly covered topics like
   i. Role of Youth in National Integration, Secularism and Communal Harmony
   ii. Legal Aid and Access to Justice
   iii. Idea of India
   iv. Freedom Movement – Mahatma Gandhi and Pandit Nehru’s Vision for Youth
   v. Community Social Service and Youth
   vi. Role of Youth in HIV and AIDS Awareness
   vii. Swami Vivekananda, the Youth Icon of India
   viii. Youth Empowerment
   ix. Yoga for Personality Development of Youth
   x. Youth and Mitigation of Social Evils
During this 5 days programme of NIC, the participants got an opportunity to showcase their cultural and linguistic talents. During the cultural rally, they were privileged to visit the birthplace of Netaji Subash Chandra Bose in Cuttack, where they took a pledge to work for the society with a patriotic fervor. It was really a wonderful opportunity for the participants to know about language, culture and historical glory of different states. Certainly, the NIC was a huge success as it was an opportunity for the participants to explore the nuances of patriotism and spread it in their respective regions.

Recreation Centre for Senior Citizens:
Plight of senior citizen has been our concern from the inception of the organization. Modern lifestyles 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.

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” was going on successfully for last three years. This project was sponsored by Morarji Desai National Institute of Yoga, Department of Ayush, Ministry of Health & Family Welfare, Government of India. This project was going on in more than hundred districts of India. The project has completed its term of three years. As per the guidelines, we were 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 1000 participants had enrolled in different Yoga programmes, which had taken place in our campus “The Universe” and different schools, colleges, Government offices and community centres. This project was widely accepted by different cross-sections of people.

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 Resource Persons to speak on their 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, econmoists,
historians and scholars from different avenues, who have graced our different awareness 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:

i. Budget-2015.
ii. India’s bilateral relationship with USA and China.
iii. Tribute to R.K. Laxman, the legendary cartoonist.
iv. Ideology of Shri Ramkrishna and Swami Vivekananda.
v. Life and philosophy of Jidu Krishnamurty.
vi. Challenges for the fourth pillar of democracy.
vii. Our health and oral care.
ix. Challenges for our educational system.
  x. Dr. J.B.S. Halden, a great scientist.
xi. 25 years of Cuttack Millennium Celebration (1989-1014).
xii. Our success in space research.
xiii. Donation of valuable organs after death.
xiv. Role of civil society.
xv. Regeneration of brain cells.
xvi. Goutam Buddha and Buddhism in India.
xvii. Sir Richard Attenborough and Gandhi.
xviii. Present scenario of the world and peace.
xix. India’s freedom struggle and Shri Aurobindo.
xx. Mental Health Problems: Prevention and Treatment.
xxi. Extra sensory perception.
xxii. Consequences of Direct Foreign Investment.
xxiii. Shri Jagannath & Car Festival of Odisha.
xxiv. Contribution of some great scientist of India.
xxv. Role of Madhu Barnabodha in learning Odia language.
xxvi. Message of environment in our Vedas and Puranas.
xxvii. Simple and easy treatment of various diseases in Ayurveda.
xxviii. Our Council of Ministers and Administrative Officials.
xxix. Problems of Youth: Ways Ahead.
xxx. Safety and security of women
xxxii. Role of Odisha in India’s freedom movement.
xxxiii. Different aspects of investment and personal financial planning.
Globalization and future challenges of women.

Observation of Important 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. UNO Day (24th October)
15. World AIDS Day (1st December)
16. World Human Rights Day (10th December)

Projects on Anvil:
Vocational Training Centre:
Taking into account socio-economic fabric of our society, it has been our sincere endeavour to be a catalytic change agent in holistic growth of youths. Innovative vocational training can make a paradigm shift in a youth’s personality. Taking this perspective into account, we are in talks with Sree Guruvayurappan Bhajan Trust (SGBS), based in Bangalore, Karnataka. Unnati – a vocational training and social transformation programme, a unique course designed by SGBS Trust for unemployed youths, has been a success in Karnataka, Tamilnadu, Delhi, Maharashtra and Gujrat. The objective of the programme is to provide a 50 day vocational training programme, which is offered at a subsidized price to the less educated, unemployed and economically backward youth with an assured job at the end of the training period. In the coming financial year, we are planning to open Unnati centre in our campus, which will be in collaboration with SGBS Trust. We are in talks with some corporate houses to extend their gesture as part of corporate social responsibility (CSR) to support our mission for creation of employment opportunities for youths.
Other Socio-Economic Projects:
We have approached to different Ministries, Organizations of both Government of India and Government of Odisha for various socio-economic projects. Similarly, we are in talks with various funding agencies for the same.

Conclusion:

The year 2014-15 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. 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 well-wishers to give a serious thought on the matter and share their views. With their valuable inputs the organization will reach new heights.

General Secretary
The Universe, Maitree Sarani, Cuttack-753001, Odisha