ACTIVITIES OF THE ORGANIZATION
2015-16

COUNCIL OF CULTURAL GROWTH & CULTURAL RELATIONS
THE UNIVERSE, MAITREE SARANI, P.O. – BUXI BAZAR, CUTTACK- 753001
ODISHA, INDIA
Email: - universeodisha@gmail.com
Website: www.universeodisha.org
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 2015-2016. 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.

Dr. Sitakant Mahapatra, IAS (Retd.)
(President)
Council of Cultural Growth and Cultural Relations
The Universe, Maitree Sarani, P.O. Buxi Bazar,
Cuttack – 753001
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. 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 create cultural movement in our society and cultural exchange programmes with different states and countries;
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 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 create a sustainable cultural environment in our society by giving a thrust to different facets of culture.
- 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
- Artistes
- 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
- Awareness
- Natural Resources Management
- Food Security
- Social Security
- Science & Technology
- Culture
- Action Research
- Community Health
- Nutrition
- Training
- Income Generation
- Capacity Building
- Labour
**BRIEF PROFILE OF ACTIVITIES UNDERTAKEN DURING 2015-16**

During the year 2015-16 programmes were undertaken by the Organization. A brief outline of the activities, which were undertaken during the reporting period is given below.

**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, to carry out this research project. Dr. Debashis Acharya, Professor, School of Economics, University of Hyderabad, is heading the project team. Similarly, Dr. Umakant Mishra, Lecturer, Dept. of History, Ravenshaw University, Cuttack is the Co-Director of the project. The focus area of the project are villages of industrially rich areas like Jharsuguda, Paradip and Kalinga Nagar in Odisha. The objective of the project is 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. In the first phase, intensive survey was going on in targeted area. Subsequently, on the basis of input a comprehensive questionnaire has been prepared to make a thorough socio-economic and statistical analysis, which will meet the objectives of the project.

**IT Learning Centre:**
As per our endeavour towards IT education for needy people and unemployed youths of our society, apart from our own training programmes, 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, IT literacy course is being offered and students have been benefited by availing this course. We are also planning to introduce other courses, which can have job prospects for unemployed youths of our society.

**Internet Marketing Course:**
Internet Marketing has touched new horizon in the global context. Keeping with the pace, we have tapped all the resources to make our Internet Marketing Course more robust. Although it has not appealed to our target segment i.e unemployed youths of our society, still then, we are hopeful in due course of time it will have more impact in terms of earning potential.

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).

**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.

**Awareness Meetings & Workshops:**
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. Celebration of Odisha’s Foundation Day.
ii. Meeting on our rich art and culture.
iii. Writing, line drawing and colouring palm leaves.
v. Yoga and naturopathy camps.
vi. Environment: preservation of water resources and solid waste management.
vii. Bipasyana – a traditional unique yoga.
viii. Water harvesting system in ancient India.
ix. Role of Railways in our development.
x. Present scenario of senior citizens.
xi. Problems, settlements and welfare of slum dwellers.
xii. A tribute to Dr. A. P. J. Abdul Kalam.
xiii. India after independence - dream and reality.
xiv. Stock Market: Investment and precautions.
xv. India’s freedom movement and Mahatma Gandhi.
xvi. Terrorism and world peace.
xvii. Baliyatra: A symbol of Odisha’s rich maritime trade.
xviii. Why our ancient Indian science and technology relevant today.
xix. Environment and our kitchen garden.
x. Sri Aurobino’s great epic: Savitri.
xxi. Workshop on investor’s awareness.
xxiii. Workshop on renewable energy and its sources.
xxv. Workshop on consumer rights and responsibilities.
xxvi. Biju Patnaik: an Icon of post-independent India.
xxvii. Eradication of child labour.
xxviii. Workshop on cancer detection.
xxix. Earth Day celebration.

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 2015-16 was a challenging year for us as we couldn’t mobilise large number of projects as we had forecasted during the previous financial year. Still then, our awareness programmes and workshops have been appreciated by concerned citizens of our society. We are hopeful and confident, next financial year will be of more productive in terms of socio-cultural and socio-economic development of our society.

Dr. Sitakant Mahapatra, IAS (Retd.)
-President
Council of Cultural Growth and Cultural Relations
The Universe, Maitree Sarani, P.O. Buxi Bazar,
Cuttack – 753001