

KIIT



25 Silver Jubilee  
Years 1987-2022  
SOIL TO SILVER

KISS



KIMS



Achyuta Samanta



Sports



# BRIEF PROFILE



Kalinga Institute of Industrial Technology (KIIT)

Deemed to be University  
Established U/S 3 of UGC Act, 1956



Kalinga Institute of Social Sciences (KISS)

World's Largest Indigenous Residential Educational Institution



Kalinga Institute of Medical Sciences (KIMS)

A Constituent of KIIT



# Kalinga Institute of Industrial Technology (KIIT)

## About KIIT

Kalinga Institute of Industrial Technology (KIIT), a household name in the education sector has become a sought-after destination in India for professional studies. It is admired all over for the quality of its academic courses, its community outreach work and as a university of compassion and humanitarianism. It has become a case study because no other educational institution in India has grown in this scope and scale as much as KIIT has in a short span of 25 years. Its incredible transformation is truly a journey from Soil to Silver.

Today, KIIT offers professional education to around 40,000 students from across India. This includes 2000 international students from 65 countries. The alumni of KIIT, over a lakh of them, have made their mark in their respective careers in academics, corporate organisations, civil services and enterprise.

One would find it difficult to imagine that such a celebrated institution with a global reputation was established by an unassuming humble being, Dr Achyuta Samanta, the Founder of KIIT and KISS, who started the institute with all of Rs 5000 as the initial investment.

He had big dreams and a passion to make a difference. Dr Samanta started KIIT in two rented rooms with 12 students and 2 staff. The modest institution has now grown to incomprehensible proportions and is spread over a vast 36-square-kilometre academic township. It has been accredited by and affiliated to prestigious national and international bodies.

1992-93



**KIIT started as an Industrial Training Institution**

1997



**Added UG and PG courses in Engineering, Management and Computer Applications**

2007



**School of Law, Biotechnology, Medical Sciences, Dental Sciences, Nursing, Mass Communication, Film and Media, Rural Management, Fashion and KIIT International School added to its umbrella**

# Accreditations & Affiliations

## From National & International Bodies

### Accreditation



Accredited by Board for Engineering and Technology (ABET), USA & the Institution of Engineering and Technology, (IET), UK for its quality research, innovation, publications and citations.



All its B.Tech. programs have been granted the highest accreditation (Tier 1) status by the National Board of Accreditation (NBA) based on the norms of Washington Accord for a period of six years.



KIIT is ranked in the cohort of 601-800 in the Times Higher Education 'World University Ranking'. Computer Science Engineering ranks in the cohort of 301-400 & its overall Engineering ranking is 401-500 in the world. KIIT ranks in the top 151-200 universities in the world as per Times Higher Education Young University Rankings 2023.



KIIT has been accredited with A++ grade by the National Assessment & Accreditation Council (NAAC) with an all-India 16th rank by the National Institution of Ranking Framework, NIRF, Ministry of Education.



KIIT has been the top university for innovation among private institutions for two consecutive years (2020, 2021) according to AICTE, Government of India.



KIIT School of Management is one of the top 30 B-Schools and KIIT Law School is among the top ten Law Schools in India as per NIRF, Government of India. KIIT School of Biotechnology is the top innovative institution in India as per ARIIA, Government of India.



The University has been conferred the Sportstar Award, FICCI India Sports Award for the promotion of sports, Biju Patnaik Award for Promotion of Sports and Best Sports Facility tag in the CII Sports Business Awards 2023.



KIIT and KISS are the nodal centres for the FIFA Football For Schools Programme and FIVB for Volleyball Promotion in Asia.



KIIT has been chosen for the Rashtriya Khel Protsahan Puruskar 2022 for promotion of sports by Government of India.

### Sports

Besides its immense contribution to the development of the State, KIIT has promoted local art, culture, rural development, literature and spiritualism. All of this has been possible because of its founder - Dr Achyuta Samanta - the epitome of discipline, hard work, and selfless service. It truly is an inspiring story of a humble man steering two institutions to glory.

## Beauty of KIIT



**2600 bedded Multi Specialty Hospital including 1600 bedded fully air-conditioned Hospital for economically disadvantaged section**



**International standard Stadiums covering all Sports (9 students are Olympians)**



**2500 eminent faculty and researchers, 15000 permanent staff and 5000 temporary staff**



**30 Food Courts, 5 Central Canteens and therapeutic kitchen at KIMS**



**18 sports complexes including international standard sports stadiums**



**22 storey (5 lakh sq.ft area) Research and Development Labs**



**10 auditoriums, 30 conference halls, 15 seminar halls and 20 open-air theatres, Largest auditorium with 5000 seating capacity**



**30 lush green campuses**



**10 storey Central Library besides 25 libraries in 25 campuses**



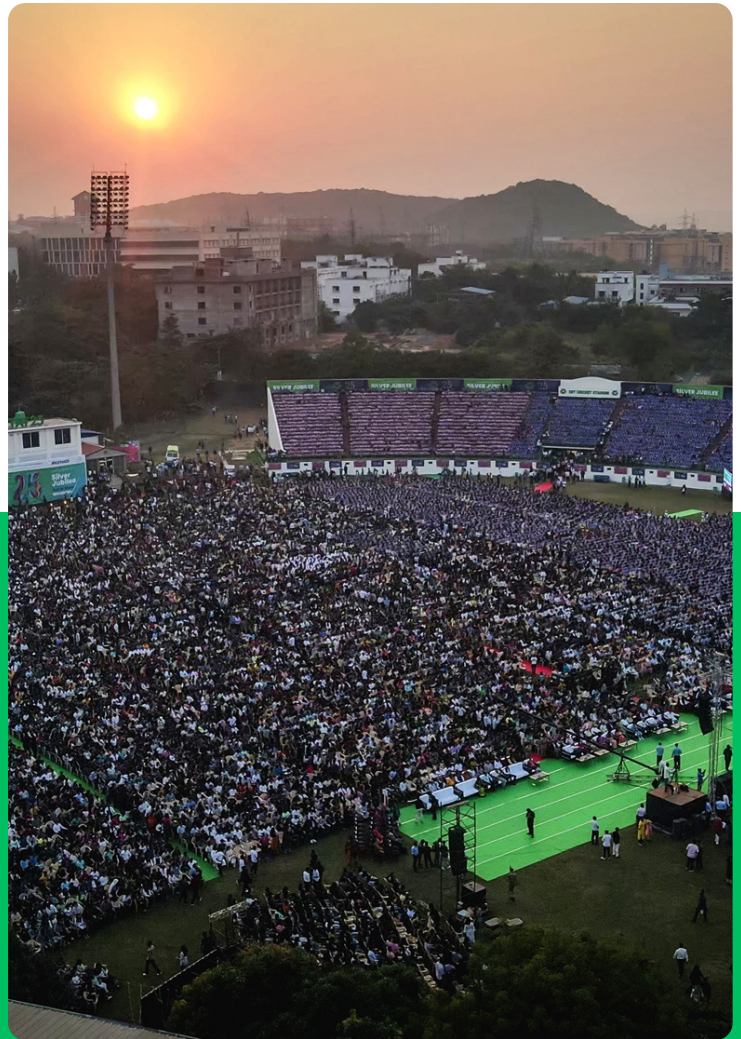
**Rose Garden**

<b>1992</b>	<b>30</b>	<b>200 +</b>
KIIT was established	Schools	Academic Programmes
<b>40,000</b>	<b>2000</b>	<b>1,00,000+</b>
Students	International Students from 65 countries	Alumni



<b>350+</b>	<b>36 sqkm</b>	<b>100%</b>
Collaborations	Academic Township	Placement
	<b>18</b>	
	Research Centres of Excellence	

# UNIQUENESS OF KIIT



**Student, Parent &  
Staff-Friendly Campus**



**University of  
Compassion & Humanity**



**Focus on Academics,  
Research and Innovation**



**Consistent  
High-Quality Placements**



**Great Promoter of Sports  
and Sportspersons**





# Kalinga Institute of Social Sciences (KISS)

## Constituents



School & College



KISS Foundation



KISS  
Deemed to be University

**9%** of India's population is tribal. Despite the constitutional promise of social justice, the tribal population in India lives in deplorable conditions in the dense forests and remote hinterlands. In Odisha, over 22.8 percent of the population is tribal and live in utmost poverty with low literacy rates, rampant child marriage and superstition, and no access to school and healthcare facilities. Poor infrastructure, teacher absenteeism, lack of toilets, and pressure to handle siblings bedevil the education system in tribal areas in India and Odisha.

In such a scenario, Dr Achyuta Samanta came up with a revolutionary initiative with his strong passion & commitment, called Kalinga Institute of Social Sciences (KISS), aiming to empower tribal communities through education. Right from his poverty struck childhood to his struggle-filled youth, he has worked towards arresting poverty & hunger, the two social ills that he faced from the age of five to twenty. When he thought of establishing a self-financing institution, Kalinga Institute of Industrial Technology (KIIT), he also started implementing to bring to fruition his dream, Kalinga Institute of Social Sciences (KISS) to bring a smile on the faces of thousands of indigenous children.

In 1992-93, India was just starting to integrate with the global economy and progress in education was missing in Odisha, let alone education for tribal children. It was a grey area where the no government agency chose to intervene and private organisations could not muster up the courage to create waves of change. It was at that time, with limited or no finances, KISS was founded by Dr Achyuta Samanta with a belief that education can empower the people. It was not an easy start and he had to overcome several setbacks. The first ten years were extremely difficult for him and his team. The common man considered KISS' initiative as an intrusion. However, he continued overcoming all adversities and the rest is history.

His thought process was very clear and based on two important pillars:

1

### PROCEDURAL

Free education from KG to PG and beyond in a fully residential campus

2

### SUBSTANTIVE

A unique financial model for the sustainable functioning of KISS, contributed by the stakeholders of KIIT, another institution founded by him

KISS started with 125 poor indigenous students in 1992-93 and has now grown in scale and scope, catering to 80,000 indigenous children. Of these, 30,000 students study at the main campus in Bhubaneswar, 40,000 are alumni and 10,000 study at 10 satellite centres of KISS across Odisha. It has indirectly impacted over eight million tribal children and youth. The students come from 62 different tribal groups within the region, of which 13 are Particularly Vulnerable Tribal Groups (PVTGs).

In its course of inception, evolution and existence, KISS has been promoting quality, holistic education, girl child empowerment, vocational and life skill education, healthcare, scientific temper and humanism and sustainable development. It has arrested naxalism, hunger and malnutrition, child labour and trafficking, early girl child marriage and dropout to a large extent. The contribution of KISS in the field of sports is immense. KISS has groomed around 5000 sportspersons who have participated and excelled in prestigious national and international events.

Since 2015, KISS has been accorded Special Consultative Status by UN ECOSOC. It is associated with UNDP and has worked in close collaboration with many agencies of the UN including UN Women, UNFPA, WFP, UNDP, UN Volunteers, UNICEF and other international organisations to implement the common objectives. KISS has won the prestigious UNESCO International Literacy Award 2022.

KISS proudly adheres to a 3E approach - Educate, Enable, Empower while ensuring that the model prioritises indigenous control of education, to preserve the culture, heritage and traditions of India's diverse tribal communities and fulfil the Sustainable Development Goals 2030 in its entirety. The institution aims to reach over 2 million directly in the next decade with a dedicated vision of 'no child should be deprived of education because of poverty'.

1

World's Largest Indigenous Residential Educational Institution catering to Odisha & neighbouring States.

2

First and only University exclusively for Indigenous Scholars

3

Sustainable Institution based on Unique Financial Model

4

Recipient of UNESCO International Literacy Prize 2022

5

Global Recognition and Collaboration with various UN organs, agencies and international NGOs

6

Chronicled in the Limca Book of Records & Guinness Book of Records on 4 counts each

7

Catering to 62 Tribal Groups and 13 PVTGs

8

Focus on Sports and Vocational Empowerment

9

Adopted over 200 orphans during Covid- 19 and providing them with subsistence, education and job

10

Preserving the Tribal Way of Life

UNIQUENESS



## Kalinga Institute of Social Sciences (KISS)



**30,000**

students in KISS BBSR

**65%**

of them are girls



**10,000** (Only Girls)

students in satellite centres



**40,000**

alumni



**5000**

sportspersons nurtured



**1.6 Lakhs Meals/Day**

(40,000 children x 4 meals)



**3 Million Sqft Builtup Area**

area spread over 4 campuses



**10**

satellite centres,  
5 functional & 5 in pipeline



**100%**

result in 10th and 12th Board  
exams for the last 20 years

**I**

Promoting need-based and demand-driven Holistic Education

**M**

Zero Dropout rate after enrolment at KISS

**P**

Ushering Girl Child Empowerment & Fostering Grassroots Empowerment

**A**

Arresting social ills like Child Marriage, Human Trafficking and Child Labour

**C**

Containing Left Wing Extremism

**T**

Fulfilling all SDGs and enhancing Nation Building

**S**

Preserving, promoting and protecting tribal culture and values



# Kalinga Institute of Medical Sciences (KIMS)

## Constituents



**Kalinga Institute of Medical Sciences**



**Kalinga Institute of Dental Sciences**



**Kalinga Institute of Nursing Sciences**



**2600 bedded Multi Speciality Hospital**

Kalinga Institute of Industrial Technology (KIIT) had a humble beginning in a rented house. After the consolidation of KIIT, Dr Achyuta Samanta aspired to set up a medical, dental and nursing college named Kalinga Institute of Medical Sciences (KIMS) to extend healthcare support to the people of Odisha and neighbouring states.

Setting up a medical, dental and nursing college is a big challenge in itself and a huge contribution to society. But Dr Achyuta Samanta was committed to serving the people with quality healthcare facilities and nurturing medical students by providing them with a proper education at KIMS. KIMS, which was established in 2007 as a small medical college & an attached hospital, has grown in scope and scale and has become a large medical college with 250 Undergraduate and 180 Post Graduate seats with around 3000 Medical, Dental and Nursing students besides a state-of-the-art attached hospital.

Within fifteen years of existence, KIMS has built a stellar reputation with an infrastructure of international standards. Renowned physicians and doctors from the country and abroad have joined to serve at KIMS. KIMS has earned recognition for research, innovative approach in treating ailments and being at the forefront of introducing healthcare-led solutions for the welfare of society. It is among the few hospitals that has consistently made headlines for pathbreaking research and breakthrough surgeries.

The beauty of KIMS is its 2600 multi-speciality hospital including a 300-bed Super Speciality Hospital, 300-bed Cancer Care Centre and 1600 bed general hospital in the name and style - Pradyumna Bal Memorial Hospital for the economically disadvantaged sections, who get the best of healthcare services on a corporate-styled air-conditioned campus and a patient-friendly hospital. KIMS has not only emerged as one of the premier hospitals in Odisha and Eastern India, but it has also struck an emotional connection with the people because of the care and compassion of the doctors. The hospital doctors, staff and students continue to serve the society in an efficient and caring manner.

# OTHER KEY FEATURES

- ✔ KIMS is an empanelled hospital for Biju Swasthiya Kalyan Yojana, ECHS, and CGHS among others
- ✔ The NABL-accredited central laboratory offers the fastest test results
- ✔ The blood bank has state-of-the-art facilities catering to the requirements of one and all
- ✔ KIMS offers special packages for routine health check-ups for all segments of society, 24x7 ambulance services to nearby and neighbouring cities, and medicine counters that remain open throughout the day.
- ✔ KIMS undertakes a campaign of doing routine health checkups in all remote districts of Odisha







## UNIQUENESS OF KIMS

01

Best doctors of national repute including Padma Awardees

02

KIMS patient care coordinator for facilitating inter-departmental coordination

03

State-of-art Neo-Natal Intensive Care Unit (NICU) matching leading institutes of India in survival rate of premature babies

04

Advanced equipment to offer best of care and treatment

05

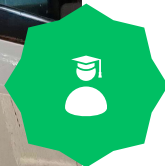
Pioneer in breakthrough surgeries



# Medical College



**3200+**  
enrollments



**2200+**  
alumni



**250**  
UG and  
180 PG seats



**20+**  
programmes

**Top 30 Medical College in India**

according to NIRF, Govt. of India

**Best Private Medical Institution of Odisha**

Healthgiri Award 2021



## KIMS Hospital

2600 beds

1500 nurses

750 doctors

300 pharmacists

5th

**Best Multi-Speciality Medical Facility**  
by the Week Magazine

10

**Rural dispensaries fully free for the poor people of the 10 districts of Odisha**

10

**100-bedded corporate style hospitals in 10 districts of Odisha**



# Sports

Believing in the maxim of 'invest in youth and sports to invest in future' since 1997, particularly after 2005, KIIT & KISS have been promoting sports, nurturing sportspersons and creating sports infrastructure that has become a model for other universities in India to emulate. Very early on, during the formative days of KIIT & KISS, Dr Samanta realised the importance of investment in sports, much like the universities in western countries.

KIIT and KISS have successfully built the best sports infrastructure of international standards - all ideated, implemented and monitored by Dr Samanta, who did not have the luxury of playing any game or sports. His institutions encourage students to practice any sport in their leisure for recreation, wellness, fitness and mental strength besides nurturing sportspersons by providing the right atmosphere to train and compete at the highest level. Dr Samanta has always encouraged participation in sports by providing scholarships, patronage and sponsorship.

KIIT has a huge athletics stadium, a cricket stadium, archery ground, Rugby ground, Velodrome, and a hockey/football stadium with a huge seating capacity. Besides these, there are 18 sports complexes that have one Olympic size swimming pool, 15 practice pools, and 15 high-performance gyms. Various Ministers of Youth Affairs and Sports, including Shri Rajyavardhan Singh Rathore, Shri Kiren Rijiju and Shri Anurag Thakur have hailed the sporting facilities at KIIT & KISS, besides sporting legends like Gopichand, PT Usha and Leander Paes. The facilities have been named after legends in the respective domains.

The facilities and infrastructure for all events of the Olympics are available at the university. Sports of National and some International levels are regularly held at KIIT & KISS, as all facilities are available in one place. Comfortable luxury accommodations and an attached 2600 bedded multi-speciality hospital is available on campus, which makes it conducive for hosting multi-disciplinary events such as the 1st Khelo India University Games 2020 (17 disciplines), the 25th All India Forest Sports Meet 2020 (23 disciplines) among several others. He has empowered thousands of tribal young boys and girls through sports by building world class sports infrastructure at KISS besides providing quality education.



## Sports

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Over 300 sports personnel under different heads work under the Department of Sports, KIIT & KISS. It is an empowered and decentralised wing that works towards all endeavours related to sports, conducting events, management of the facilities, training of students and specialised practice for the athletes and sportspersons. KISS, on the other hand, has produced 5000+ tribal athletes, of which 200+ have participated and bagged medals at the international level, while the others have participated at the school, college, state and national levels. Investment in sports at KISS has paid dividends by ushering in gender equality. Sports and academics have always gone hand in hand at KISS. In fact, Dr Samanta says, 'Play while you Learn and Learn while you Play'. If Odisha is the hub of sports talent in India, KIIT & KISS is at the core of the convergence of sporting prowess.

Dr Samanta has promoted many sports, especially Rugby and Chess from scratch in Odisha and has placed KIIT & KISS, Odisha and India on the world map with regard to the conduct of those sports. KISS is the only institution in India to integrate Chess into its academic curriculum. It is also an associate sponsor of Rugby India. Both KIIT & KISS have also aimed at making Sports more inclusive by establishing 10 sports academies for talented sportspersons in and around Odisha. The institutions have also introduced sports in rural areas such as Volleyball in Kandhamal, Phulbani & Boudh and Chess in Kalarabanka.



Through his institutions he has nurtured 15 Olympians who are pursuing their education at KIIT and KISS. Its students' achievements include winning four medals at the Asian Games in China of the 14 students who participated and 24 medals in the National Games 2023 in Goa. Now, the world recognises the silent contribution of Odisha in sports, and similarly, KIIT and KISS as universities will soon be known as the hunting ground for talent. The vision of Dr Samanta is to provide quality sporting facilities at schools & colleges so that future stars receive proper training from an early age. If all universities follow the model of KIIT & KISS of backing their sportspersons, we can double down on the progress we are already making in sports. Over 1.5 lakh sportspersons come to KIIT & KISS to participate in various games and competitions.



# UNIQUE RECOGNITION



KIIT and KISS are the nodal centres for the **FIFA Football For Schools Programme** and **FIVB Volleyball for All Programme in South Asia**. It is the first of its kind in the world for FIFA and FIVB



The University has been conferred the **Sportstar Award**, **FICCI India Sports** and **Biju Patnaik Award** for the promotion of sports



Best Sports Facility tag in the **CII Sports Business Awards 2023**.



KIIT has been granted Institutional Membership by **All India Chess Federation (AICF)**, making it the singular educational institution in India to receive this unparalleled recognition.



For its contribution to Sports and Encouraging Sports personnel, KIIT has received **Rashtriya Khel Protsahan Puruskar 2022** from Government of India



KIIT and KISS organised first **Janjatiya Khel Mohatsav 2023**.



Prof. Achyuta Samanta receiving Rashtriya Khel Protsahan Puruskar 2022 from The President of India Draupadi Murmu



Naming sporting facilities after legends

## OUR OLYMPICS JEWELS



**Dutee Chand**  
Athletics



**CA Bhavani Devi**  
Fencing



**Shivpal Singh**  
Javelin Throw



**Priyanka**  
Athletics



**Sandeep Kumar**  
Athletics



**Amit Rohidas**  
Hockey



**Srabani Nanda**  
Athletics



**Lilima Minz**  
Hockey



**Sunita Lakra**  
Hockey



**Tajinderpal Singh Toor**  
Athletics



**Sajan Prakash**  
Swimming



**Kishore Kumar Jena**  
Athletics



**Annu Rani**  
Athletics



**Praveen Kumar**  
Para Athletics



**Kashish Lakra**  
Para Athletics



Sports

# OUR ACHIEVEMENTS

5000+

**National Sportspersons  
in 37 disciplines**

200+

**International  
Sportspersons  
in 18 Disciplines**

18

**Sports  
Complexes**

15

**Health clubs  
& Swimming Pools**

15

**Students who  
are Olympians**

6

**Sports  
Villages**

5

**Arjuna  
Awardees**

# OUR FOUNDER



Achyuta Samanta's life journey is nothing short of a remarkable tale of perseverance and determination, rising from the depths of poverty and deprivation to become a beacon of hope and inspiration for millions. His accomplishments have etched him into the annals of history, and his contributions in various fields have left an indelible mark on society.

Achyuta Samanta, is a Member of Parliament in Lok Sabha and the founder of two remarkable institutions - Kalinga Institute of Industrial Technology (KIIT) and Kalinga Institute of Social Sciences (KISS). His journey began in a rural village of Odisha where he faced tremendous hardships to receive a basic education. Despite these challenges, he went on to pursue higher education in Chemistry at Utkal University and from there started his career as a teacher and Educationist.

His institutions, KIIT and KISS, are more than just buildings and classrooms; they are testaments to his vision and unwavering commitment to empowering the underprivileged and marginalized communities. He has been hailed as the "Janajati Ra Jananayak," a true champion of the tribal populace. Achyuta Samanta is known for his exceptional contributions in various fields, such as Art, Literature, Culture, Sculpture, Films, Media, Spiritualism, Education, Rural Development, Empowerment through Sports, Healthcare, and Tribal Upliftment. Through his institutions, he has provided permanent jobs to over 15,000 individuals and temporary employment to over 5,000 people.

His efforts have led to the creation of a bustling academic township, contributing to the growth and development of the city of Bhubaneswar. Despite achieving great success, Achyuta Samanta has always remained humble and steadfast in his mission. He has lived a simple life in a rented house and remained unmarried.

Achyuta Samanta is a living example of how hard work and dedication can overcome even the toughest of challenges. His contributions have touched the lives of thousands of individuals and helped improve the socio-economic conditions of the region. His story serves as a reminder that one's upbringing does not determine their potential, and with hard work and perseverance, one can attain greatness.



PROFESSOR

# Achyuta Samanta

FOUNDER OF KIIT, KIMS & KISS



## Life Story

### Then

KIIT

Worked as a tutor and did odd menial jobs to sponsor his education and could not pursue engineering due to a lack of resources.

KISS

Struggled for one square meal a day for the first 25 years of his life

KIMS

When he inadvertently hurt his eye as a child, the family didn't have money to consult a doctor or get treatment

Sports

He has never played any sport in his life, as it was considered a luxury

### Now

KIIT now offers professional education to over 40000 students and has over one lakh alumni

KISS takes care of nutrition - provides food to over 80,000 indigenous children

KIMS is now a one of the best super-speciality hospitals in Eastern India that provides healthcare with a healing touch having 2600 bed facility

He has created unparalleled sports infrastructure, the best that an individual through an organisation could

# AWARDS, RECOGNITION & ACCOLADES

Prof Achyuta Samanta has been conferred several accolades, memberships and recognition for his contribution to society.

Some are as follows:



60 Honorary Doctorates from universities across India and the globe, becoming the Indian with the most number of Honorary Doctorates



50 National & 200 State level awards



2 highest International Civilian Awards

a) ISA Award for Service to Humanity from the Kingdom of Bahrain with a \$1 Million Cash Prize

b) 'Best Worker' Award from the Republic of Mongolia



National & International Fellowships  
ISTE, CSI, ICA, APACH, and Royal Society of Chemistry, London, UK



Commission Member of UGC (twice), Executive Member of AICTE & NCTE, Government of India



Currently, the President of Volleyball Federation of India and Democracy without Borders, India Chapter and has been the President of Indian Science Congress, World Congress of Poets and Indian Economic Association



Elected Member of Rajya Sabha in 2018, and subsequently, Member of Parliament Lok Sabha from Kandhamal since 2019



200 + talks, speeches & lectures delivered nationally and internationally

# ACHYUTA SAMANTA

- 30+ years of teaching experience
- 2 lakhs employment created indirectly
- Over 100 entrepreneurs created
- 10 million lives impacted
- 1 million vulnerable children protected from trafficking
- 20,000 direct employment at KIIT & KISS



# SOCIAL INITIATIVES BY ACHYUTA SAMANTA

1. **The Art of Giving (AOG):** Art of Giving is a social movement to promote kindness, compassion and generosity in society. It encourages people to give in all forms, not just material things, and promotes the idea that giving can bring peace and happiness to both the giver and the receiver.
2. **Kanya Kiran:** Kanya Kiran is an initiative that focuses on creating a safe environment for girls and promoting education to empower them. The program aims to eradicate sexual violence against girls and bring awareness about the importance of education for their overall development. Etymologically, it means girls are like ray of sun.
3. **Education for All:** Education for All is an initiative that emphasizes the importance of quality education and strives to ensure that every child has access to it. The program aims to remove barriers to education, such as poverty, lack of infrastructure, and promote a culture of learning.
4. **Health Empowerment for Rural Odisha (HERO):** This initiative aims to provide quality healthcare in rural areas of Odisha just like its urban counterparts. It aims to reach the unreached and focuses on building health infrastructure, training healthcare professionals and conducting health camps to offer better services to rural communities.
5. **India Against Negativity:** India Against Negativity is a forum for positive-minded people who want to combat negativity and promote positivity in society. It's a forum where like-minded positive people congregate to raise their voice to empower the victims suffering at the hand of negativism. It is just a way to promote positive change.
6. **New Mind New Dreams:** New Mind New Dreams is an initiative that promotes awareness about education, health, human rights, sanitation, and hygiene among marginalized children and people. The program aims to empower children and people to see and achieve their dreams.
7. **Art of Appreciation:** The Art of Appreciation is a movement to promote happiness and positivity by appreciating the good qualities of people and things around us. The program encourages people to focus on the positive aspects of their lives and appreciate the good deeds of others. Speaking a few good words costs nothing but can be grounding mechanism to make people resilient and face crisis.
8. **Kalinga Fellowship:** The Kalinga Fellowship in collaboration with Bridge Institute, Singapore is an international program that focuses on eradicating sexual harassment against women. The program offers fellowships to individuals and organizations that work towards empowering women and promoting gender equality.
9. **Society Humanity and Spirituality:** Society Humanity and Spirituality is a movement that aims to make society a better place to live in by inculcating humaneness and spirituality. The program emphasizes on promoting spiritual values to lead a fulfilling life.
10. **Parliamentarians for Indigenous Peoples Empowerment:** Parliamentarians for Indigenous Peoples Empowerment is a group of lawmakers who work towards empowering indigenous people. The group aims to promote the rights of indigenous people, protect their cultural heritage, and provide them with necessary resources to improve their standard of living.



## HIS THOUGHTS

*"Giving quality education to a deprived child is like giving sight to the blind."*

*"Poverty creates illiteracy. literacy eradicates poverty."*

*"If one is not appreciated or hailed during his/her lifetime, it's like living dead."*

*"Continuation of beauty is more important than creation of beauty. "*

*"Given opportunity, the weak too can excel."*

*"In the present age, half education is more harmful than no education."*


*"Think - What I was, What I am, What I will be!"*

*" I struggled for food for the first 25 years of my life and now, my struggle is to provide food to millions of deprived and underprivileged children."*

*"Pain and passion are my best friends, pain in the past and the passion in present to alleviate poverty through quality education for millions."*

*"Simplicity and Humility are my biggest assets."*

*"I strive to spread smile among the poor children. It gives me happiness."*



# ART OF GIVING: A WAY OF LIFE

Art of Giving (AOG) is a philosophy of life that aspires to promote happiness and peace in the world. It starts on the premise that it is a basic human desire and nature to seek happiness and peace. But in the course of material pursuits, sometimes human beings as the most evolved characters lose this intrinsic habit and get jaundiced by self-interests. It is solely for this reason that AOG should be consciously practised so that there is proliferation of peace and happiness in the world. It is an attempt to heal the world and create a sea-change by spreading the message of Hope and Harmony transcending borders, castes, creed, nationality strengthened by the bonds of humanity.

Giving is a selfless and helpful action motivated by the desire to help another person without the expectation of any reward or even an avoidance of punishment in return. It is a natural instinct in humans, which if practiced can help create a society where peace and compassion takes centre stage. It is through practicing these principles of AOG, that society can create a space of sustainable co-existence. This informs the origin, evolution and growth of AOG.

we have empowered about two million lives through quality education and empowerment. In fact, I started giving and sacrificing at the age of five, when I was penniless. This selfless giving throughout my life culminated in “Art of Giving” to give to the world a philosophical and action-oriented framework to experience the joy of giving on 17 May 2013, and since then AOG has become a civic movement- a volunteer-based campaign to make people aware of the art of giving. My experiences of deprivation taught me the true transformative power of giving, and it was from these experiences that the Art of Giving was born with a deep desire to help those who are less fortunate and spread peace, joy, and harmony in the world. The real objective of AOG is not just to give money or materialistic support to the ones who need but to help someone with dignity, not charity and bringing joy to their lives. One cannot deny the power of patient hearing and sweet words that can give solace in a crisis.

Art of Giving took the form of a trust, an NGO, that works on the cause of promoting positivity, kindness and compassion and expressing gratitude to the ones who give. In a world, where there is immense pain, misery and deprivation, yet plethora of wealth and riches, Art of Giving provides a platform to connect the ones who need it and one who have enough to give but do not get a right way to contribute. Art of Giving provides a trustworthy platform for people to give with discernment and encourage the habit of giving. It has been proven scientifically too, that when we give, we are in the state of happiness. More and more people worldwide are joining the movement to spread the message of peace & happiness in the world.

For the last nine years, Art of Giving community, consisting of well-wishers and those inspired by it, celebrate 17 May as International Day of Art of Giving on themes like Society, Spirituality, Humanity and to unite the three through art of giving in 2014, Kompassion: The Garment Bank to donate old recyclable clothes and other material to the needy in 2015, Connecting with the World and Self through practice of gratitude in 2016, Cyclothron to spread a message of healthy living and green future in 2017.



Post the year 2017, the family of Art of Giving rose from thousands to millions with the introduction of community contribution for community building. The numbers grew exponentially and so did the volunteers. Since then AOG has been what it was always meant to be: by the public, of the public and for the public. In 2018, Pyaar Bhara Pack was a huge success. Over 20 million meals were distributed. In 2019, Bag of Happiness united people together by gifting happiness kits to the students. Struggling during the pandemic, in 2020 the theme was AOG Fights Corona to acknowledge the COVID warriors and help victims. In 2021, the theme was “My Mother My Hero” wherein the AOG community wrote gratitude letters to mothers, the givers. In 2022, “Hope, Happiness and Harmony” was the theme to connect and support each other through simple acts of love, compassion, empathy, kindness and gratitude. This year, in the decade of Art of Giving the theme is “Helping the Help”.

With over 20 million followers and 1.5 million members, the AOG family has grown exponentially. The conveners from over 300 locations in 120 countries across the globe, all states in India and all panchayats and blocks of Odisha work throughout the year for spreading the message of Art of Giving and Volunteerism. Through social media, AOG has touched around 10 million lives and with a huge follower base that interacts virtually, and aims to unite the world by the spirit of giving.

Every day, AOG strives to make this world a better place. AOG works on numerous humanitarian projects and service initiatives including: disaster relief, sustainable rural development, empowerment of women, environmental sustainability, healthcare camps and democracy promotion. The young, dynamic, and committed volunteers are charged with the mission of harnessing the power of love and compassion to make a large-scale social impact.

Art of Giving is not a new concept; it has been practiced for centuries. Needless to say, charity is an important tenet of every religion, because compassion is essential for spiritual life. In Indian scriptures, 'daan' or charity occupies a very prominent place. Every religion preaches the same ideology of philanthropy, be it the Quran's “sadaqa” or “zakat”, Buddhism's charity to the needy; Jainism's charity of offering food, saving lives of others in danger, distributing medicine and spreading knowledge; Judaism's Tzedakah meaning justice or righteousness to denote charity; Christianity's expression of charity as an essential component of faith and Zoroastrianism that considers poverty and suffering as an affliction of evil; hence it is the duty of every individual to fight this evil.

The Art of Giving community has brought a fresh perspective to the concept of giving back to society. The organization's philosophy of giving without expecting anything in return has touched numerous lives and has inspired millions to join the cause. The International Day of Art of Giving serves as a reminder to all of us that we can make a positive difference in someone's life through simple acts of kindness, love, and gratitude. The Art of Giving community is a shining example of how one person's actions can have a ripple effect and change the world for the better.

**Prof Achyuta Samanta, Founder - Art of Giving**



**Prof Achyuta Samanta with a KISS student**





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