

AUGUST 2025 | BHUBANESWAR

Art of Giving

QUARTERLY MAGAZINE

VOL. 1 ISSUE 1 | ORENG/25/A1333 | AUGUST 2025



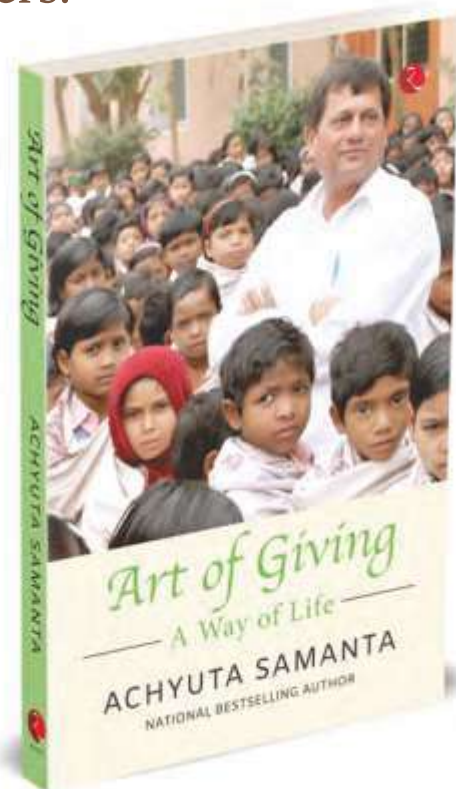
Neighbourgood

Bringing Good to the Neighbourhood

Art of Giving

— A way of Life —

Art of Giving: A Way of Life by Achyuta Samanta, published by Rupa Publications, is an inspiring book that explores how selfless giving can transform lives and society. Drawing from his own journey—rising from extreme poverty to founding renowned Institutions—Dr Samanta shows that true happiness is found in acts of kindness and compassion. The book encourages readers to embrace the Art of Giving as a path to personal fulfillment and societal harmony. Readers are encouraged to pick up this uplifting book, reflect on its message, and share it with others.



Pick your copy:

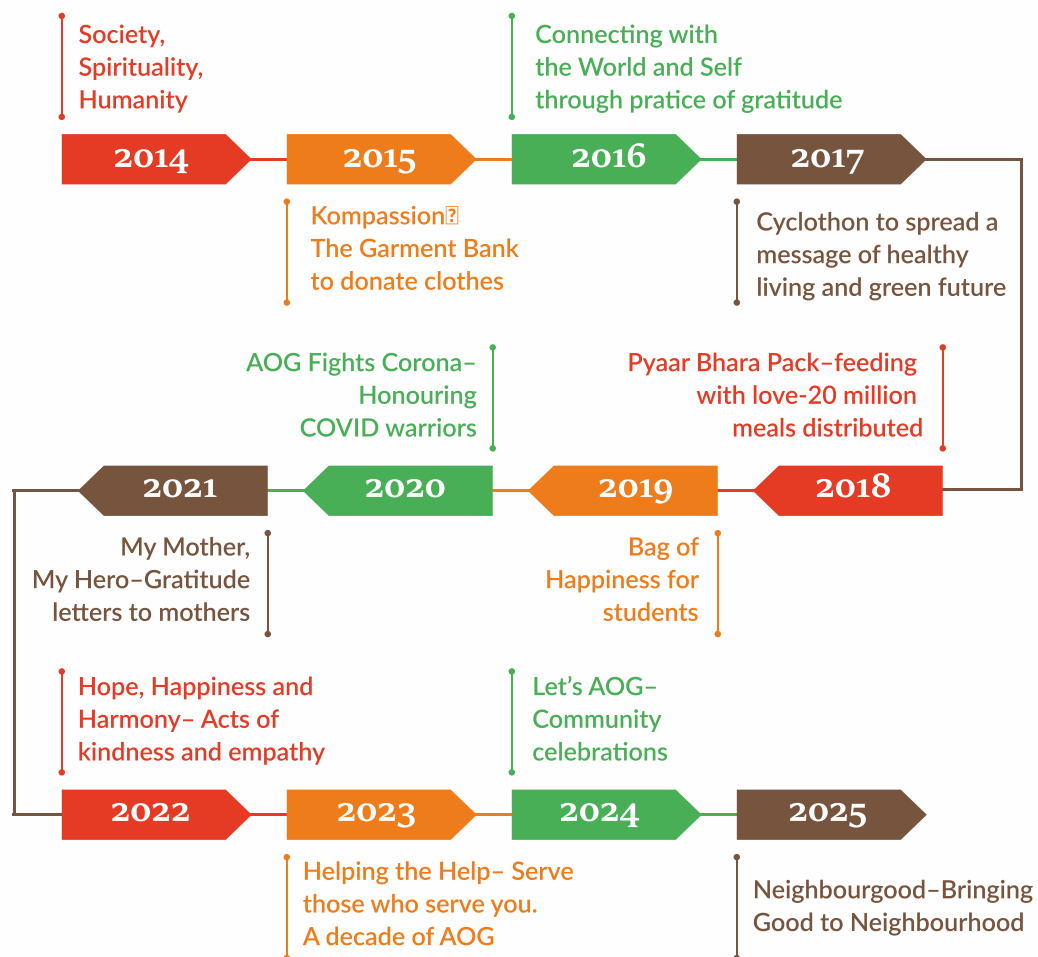


amazon

Art of Giving

Art of Giving (AOG), as espoused by Prof. Achyuta Samanta, educationist and social reformer is a philosophy of life that promotes happiness and peace in the world through acts of selfless giving.

AOG over the years



1. Number of Locations Celebrated Overall: 25,000
2. Number of International Locations (excluding India): 1000
[Celebrated in 190+ Countries]
3. Number of National Locations (excluding Odisha): 13000
4. Number of Odisha Locations (excluding India): 11000
5. Number of Direct & Indirect Participants: 20 Million

Pearls from Prof. Achyuta Samanta



- Giving quality education to a deprived child is like giving sight to the blind.
- Be obliged, not ungrateful.
- Given opportunity, the weak too can excel
- Educating a girl child is equal to educating generations thereafter
- Positivity is the best way to sustainable success
- Practice kindness. It may be a little painstaking, but it doesn't cost a fortune.

CONTENTS

- 01 NeighbourGood:
A Movement That Blossomed from the Heart
- 04 12th Anniversary of 'Art of Giving'
- 05 'Art of Giving: A Way of Life'-
Dr. Samanta's Inspiring New Book Launched
- 06 12th Edition of 'Art of Giving' Day Celebrated Worldwide
- 07 International Celebrations
- 18 National Celebrations
- 25 Odisha Celebrations
- 39 Establishment of KIMS Medical Camp-
An AoG Initiative during Ratha Yatra 2025 at Puri
- 41 Celebrations by Well Wishers
- 49 Going down memory lane
- 51 Media Potpourri

Chief Editor

Dr. Achyuta Samanta

Editorial Board

Mr. Rajesh Verma

Dr. Nikita Ahya

Concept & Design

Mr. Smruti Ranjan Nayak

Publisher

Dr. Bijayalaxmi Routaray

Printer

Print Tech Offset Pvt Ltd

www.artofgiving.in.net



Founded in 2013
by **Prof. Achyuta Samanta**,
Art of Giving is a humanitarian
movement engaged in
spreading peace and
happiness.



From The **Chief Editor's Desk**



Prof. Achyuta Samanta

Founder, Art of Giving, KIIT, KISS & KIMS

As I sit down to write the Editorial for the Pictorial Panorama August -2025 Edition of the Art of Giving Magazine, it gives me immense pleasure to note that the 12th Anniversary of "International Day of Art of Giving " was celebrated in a grand manner across the country & globe with lots of enthusiasm & involvement of all. Of Course the Celebrations were held in the back drop of "Operation Sindoor", i.e. the response of the Indian Armed Forces to the massacre of innocent tourists by terrorists when the country as a whole was passing through difficult times with escalated border skirmishes with a neighboring country. Yet amidst that sensitive period we decided to continue with the Celebrations to spread the message of fellow feeling, humanitarian gestures, good neighborly relations & positivity. I am happy that this year's successful Celebrations far exceeded our aspirations & "Art of Giving" has become truly a People's Movement as on date.

Further, during the Celebrations, as a value addition I made it point to share happiness, fellow feeling with other species that are sustained by the Mother Earth. For example I religiously continued to give food grains to the pigeons at the Shribani Kshetra, Abode of Lord Jagganth as well as distributed food to stray dogs at my residence & attended to my domesticated cow. These little things give me a sense of fulfillment & confirm my belief in the transformative power of Giving. After all, the Art of Giving Movement is all about encouraging one & all to make kindness a way of life in our day to day existence.

Now let me share with you something beyond Art of Giving. This Year, our parent Institution KIIT-DU has excelled in the Times Higher Education Impact Global Rankings 2025. The University has been recognized for its impact across three key criteria. It has secured the top position in the country for reducing inequality (SDG-10), for its commitment to peace, justice & strong Institutions (SDG-16),

affordable clean energy (SDG-7) & & for ensuring quality education (SDG-4). Globally KIIT is placed in the -101- cohort in this year's Impact rankings as far as SDGs are concerned.

This has made me to marvel at the synergy between the 2030 Agenda for Sustainable Development Goals (SDGs) as defined by the UNO & the core philosophy of "Art of Giving". Further elaborating the concept, it is worth reflecting as follows.

As adopted by all United Nations Member States in 2015, & I quote, " The UN Agenda provides a shared blue print for peace & prosperity for people and the planet, now and into the future. At its heart are the -17- Sustainable Development Goals (SDGs), which are an urgent call for action by all countries-developed and developing-in a global partnership". Unquote.

Coincidentally "Art of Giving" – A philosophy of Life is focused on creating an unconditional and sustainable abundance of love, peace, happiness & contentment for others through gestures of kindness & generosity across the globe.

Hence, "Art of Giving" as a people's movement is also promoting the Sustainable Development Goals (SDGs) & both can be termed as symbiotic partners in progress to

usher in a better world

It is pertinent to note that this Year's Theme, "Neighbourgood, Bringing Good to the Neighbourhood" has found wide acceptability amongst various strata of the society & we can certainly hope to build a more inclusive community life to sustain growth despite vicissitudes of life in a turbulent world.

Truly a sympathetic word, a little support, empathetic handholding, friendly smile, a close hug for a distressed soul cost nothing. But goes a long way in strengthening societal relationships.

As a Founder, I take this occasion to express my sincere gratitude to all my fellow volunteers, fans & followers of the Art of Giving Movement who have made the GRAND CELEBRATIONS possible & successful with their consummate efforts.

I hope this pictorial Panorama Edition of the Art of Giving Magazine will give a glimpse of the Celebrations to our dear Readers in our unfinished journey.



Prof. Achyuta Samanta

Founder, Art of Giving, KIIT, KISS & KIMS



NeighbourGood: **A Movement That Blossomed from the Heart**

By Prof. Achyuta Samanta
Founder, Art of Giving

The 12th edition of the International Art of Giving Day unfolded on May 17, 2025, like a symphony of compassion resonating across the globe. When I launched this humble initiative twelve years ago, I never imagined it would grow into the magnificent global movement we witness today. The Art of Giving began as a simple epiphany that true wealth lies not in material possessions but in the act of giving, whether through tangible resources or intangible gestures of kindness. Today, as I reflect on this year's celebration, I feel humbled by the extraordinary response from millions of hearts that beat in unison for humanity.

The Seeds of NeighbourGood

The choice of "NeighbourGood" as this year's theme was deliberate and deeply meaningful. In our increasingly connected

yet fragmented world, we often find ourselves knowing more about distant lands than the person living next door. This theme invites us to reconnect with our communities by sharing meals, offering help, gifting small joys, or spending time with those in need, fostering stronger and more compassionate neighbourhoods. The philosophy behind NeighbourGood aligns perfectly with my lifelong belief that education is the most powerful tool to combat the roots of poverty, hunger, and inequality—it is the third eye that opens doors to infinite possibilities. Just as education transforms individuals, acts of neighbourly kindness transform communities, creating ripples of positivity that extend far beyond immediate boundaries.

A Global Celebration of Unprecedented Scale

The statistics from this year's celebration fill my heart with profound joy. In India alone, we

witnessed participation from 28 states and 4 union territories, spanning 5,000 locations and 200 cities and towns. In our beloved Odisha, the response was overwhelming—30 districts, 25 major cities and towns, over 300 blocks, and more than 6,600 Gram Panchayats participated with 10,000 locations actively engaged. But numbers alone cannot capture the true essence of what transpired. From urban apartments where neighbors collectively cooked meals in community halls to rural villages where families pooled resources to support struggling neighbors, the spirit of NeighbourGood manifested in countless beautiful ways.

The Fortnight of Happiness: Building Momentum

The celebration was preceded by a 15-day "Fortnight of Happiness" from May 2 to 16, creating sustained momentum for the main event. This extended period allowed communities to gradually build connections, share stories, and prepare for meaningful acts of giving. The beauty of this approach lies in its recognition that genuine neighborly bonds cannot be forged overnight—they require time, patience, and consistent effort. During these fifteen days, I witnessed remarkable transformations. Families who had never spoken to their neighbors began sharing evening tea. Children organized storytelling sessions for elderly residents.

Urban housing societies discovered the joy of collective activities that strengthened their community fabric. These experiences validated my long-held belief that the art of giving is not about grand gestures but about showing up, even in the smallest ways, for those who need us.

Personal Reflections on a Movement's Evolution

As someone who has practiced the art of giving since the age of five, when I had nothing to give but still shared what little I had, I see in today's global movement the same innocence and authenticity that guided my childhood actions. The publication of my book "Art of Giving: A Way of Life" by Rupa Publications earlier was an attempt to document this journey and provide a philosophical framework for understanding why giving is fundamental to human nature. The book explores the universal concept of giving across religious and cultural divides, drawing from my personal journey of struggle, deprivation, and eventual triumph. It emphasizes that true wealth lies not in material possessions but in the act of giving—whether through tangible resources or intangible gestures of kindness⁴. The response to the book has been humbling, with readers describing it as more than a memoir—a quiet manifesto for a more humane world.



The Digital and Physical Convergence

This year's celebration beautifully demonstrated how traditional community building and modern digital connectivity can enhance each other. Social media platforms buzzed with stories of neighborly kindness, creating virtual networks that strengthened physical communities. The success of both online and offline celebrations proves that the human desire for connection transcends technological boundaries. Whether through face-to-face interactions over shared meals or digital storytelling that inspires others, the essence remains the same—the joy that comes from making someone else happy

As we celebrate the success of this year's theme, we must remember that the work is not yet completed. The beauty of NeighbourGood lies in its infinite potential for replication and adaptation. Every neighborhood has its unique challenges and opportunities. As I write this article for our AOG magazine, I am reminded of my responsibility as both the founder of this movement and as a neighbor in the global community. The Art of Giving has taught me that we are all interconnected—that the happiness we create for others inevitably

returns to enrich our own lives. The success of NeighbourGood 2025 has created momentum for future initiatives. With over 20 million followers and 10 million active members across 5,000 locations in 200 countries, our movement continues to prove that every act of kindness can make a significant impact. As this year's celebration concludes, I invite every reader to embrace NeighbourGood not as a one-day event but as a way of life. Start small—share a meal with a neighbor, help an elderly person with groceries, or simply listen to someone who needs to be heard. These acts may seem insignificant, but they plant seeds that can grow into movements that transform entire communities. The Art of Giving is ultimately about creating an unconditional and sustainable abundance of love, peace, happiness, and contentment for others through gestures of kindness and generosity. In a world that often feels divided, NeighbourGood reminds us that our shared humanity is stronger than our perceived differences. As we look toward future celebrations, let us carry forward the spirit of NeighbourGood, making every day an opportunity to bring good to our neighborhoods and, through them, to the world. The journey that began with a simple desire to help others has become a global testament to the power of giving. And this is just the beginning.



12th Anniversary of 'Art of Giving' 17th May 2025



On 17th May 2025, at Baba Rama Narayan Das Bhojan Kendra, thousands were served lunch to mark the 12th Anniversary of #ArtOfGiving.

Over the last 33 years, I have walked a path shaped by struggle, simplicity, and silent service—with one unwavering dream: to serve and to spread love. Art of Giving is the soul of that journey. It is not just a concept, but a way of life—a way to bring peace, joy, and harmony to the world through small acts of kindness.

As we approach the 12th Anniversary of Art of Giving on 17th May 2025, I feel truly humbled by how this thought, born from personal pain and compassion, has evolved into a global movement touching lives across 220 countries, every state of India, and every panchayat of my beloved Odisha. What began as a spark has now become a festival of humanity—celebrated with love by millions.

This year's theme, **NeighbourGood – Bringing Good to the Neighbourhood**, is close to my heart. It reminds us that giving does not need grandeur—it begins right where we live. A kind word to a neighbour, a smile to a passerby, a shared meal, or a helping hand—each of these is an act of giving.

In the spirit of this theme, we have launched a special initiative called **Fortnight Happiness**, from 4th to 17th May. I invite all my friends, well-wishers, and extended family to celebrate this in your own heartfelt way. Spend time with your loved ones. Listen to someone in need. Bring joy to your neighbourhood in whatever way you can.

Please share your moments of kindness on social media using the hashtags **#ArtOfGiving** and **#AchyutaSamanta**. Let the world witness the beauty of selfless giving.

I also invite you to explore more about this philosophy in my book, *Art of Giving*, now published in 130 countries.

As we mark 12 years of this humble movement, I offer my deepest gratitude to each of you who have embraced this way of life. You give me hope. You give me strength. Let us continue to celebrate Art of Giving—not just today, but every day.

Let us bring good to every neighbourhood, and together, build a better, kinder world.

Annadan is the highest form of service— watching people eat peacefully fills my heart with joy and purpose.



'Art of Giving: A Way of Life' — Dr. Samanta's Inspiring New Book Launched



Dr. Achyuta Samanta launched his book, "Art of Giving: A Way of Life," which is a reflection of his global movement, Art of Giving. **The launch event, coinciding with the 12th anniversary of the Art of Giving initiative, was graced by Padma Bhushan Leander Paes, a renowned figure in Indian sports.** The book aims to inspire readers to embrace kindness, compassion, and selfless service as a way of life. It is available for purchase on Amazon.

The Art of Giving movement, founded by Dr. Samanta in 2013, encourages individuals to share not only material resources but also love, empathy, and time with those in need. The movement's annual theme, like this year's "NeighbourGood," focuses on specific aspects of community engagement through acts of kindness.

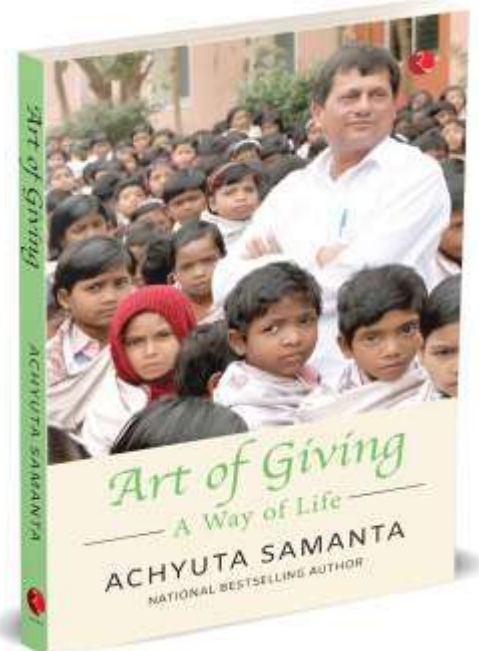
Dr. Samanta's book, "Art of Giving: A Way of Life," is more than just a book; it's a message of hope and a call for compassion, according to its author. The book is available on Amazon.

About the Book

By the age of 25, Dr Achyuta Samanta had established KIIT, a globally recognized university, and KISS, a tuition-free residential school offering holistic education to tribal children, all from a humble two-room apartment—his way of giving back to society.

In Art of Giving, Dr Samanta explores the universal concept of giving across religious and cultural divides. Drawing from his personal journey of struggle, deprivation and eventual triumph, he emphasizes that true wealth lies not in material possessions but in the act of giving—whether through tangible resources or intangible gestures of kindness.

From the importance of self-love to the impact of giving on mental health, this book offers practical insights for cultivating compassion in every aspect of life. Dr. Samanta's vision extends beyond individual fulfilment to encompass societal transformation, urging readers to embrace the Art of Giving as a fundamental value for building a more empathetic and harmonious world.



12th Edition of 'Art of Giving' Day Celebrated Worldwide

The 12th edition of the International 'Art of Giving' Day was celebrated across the globe on 17th May, 2025. The day was observed in 350 locations in around 120 countries, including 35 cities in Odisha, various cities across India, and numerous global locations.

In India, the day was celebrated in 3500 locations across 29 states and 4 union territories, including 200 cities, 30 districts and 35 major towns of Odisha, over 300 blocks, and more than 5,000 Gram Panchayats, with enthusiasm and with a pledge to commit to the cause of humanity.

Events such as public meetings and community gatherings were organized to spread the message of the Art of Giving—centered around peace, friendship, and harmony.

The 'Art of Giving' initiative was started on May 17, 2013, by renowned educationist and philanthropist Dr. Achyuta Samanta to foster a spirit of mutual support, cooperation, peace, friendship, and harmony in society. Over the years, this noble mission has spread globally. Each year, the celebration is based on a unique and timely theme. This year's theme was "NeighbourGood"—fostering good relations with neighbors.

The once modest movement has now grown into a global campaign, expanding from India to other continents and engaging millions of people. Regardless of race, religion, age, gender, or birthplace, the day has come to symbolize hope, joy, and humanity for everyone. **A 15-day celebration of 'Fortnight**

Happiness' was held from May 2 to 16, culminating in today's global event.

On this occasion, followers of Art of Giving celebrated by sharing happiness with their neighbors and local communities while promoting its message.

Expressing his deepest gratitude to the followers and well-wishers of Art of Giving, Dr. Samanta said that the seed sown on May 17, 2013, has now blossomed into a mass movement. People have embraced it wholeheartedly. It is so cherished that in places in India and Odisha, people celebrate it like a festival. He expressed hope that the movement will continue to strengthen and promote peace, friendship, harmony, camaraderie, and love in society.

AOG – A Global Movement

Observed in **1000** global locations across 190+ countries excluding India

Celebrated in **13000** locations across 28 states and 8 Union Territories in India excluding Odisha

Included **200** cities, **30** districts, and **35** major towns of Odisha

Covered **300+** blocks and **5,000+** Gram Panchayats in Odisha alone



●●● #AOG2025



International Celebrations

1000 Locations | 190+ Countries | 5 Continents



Algeria



Angola



Bangladesh



Belarus



Bhutan



Botswana



burkina faso



Burundi



Cameroon



Canada



Chad



China



Congo



Congo



Cyprus



Djibouti



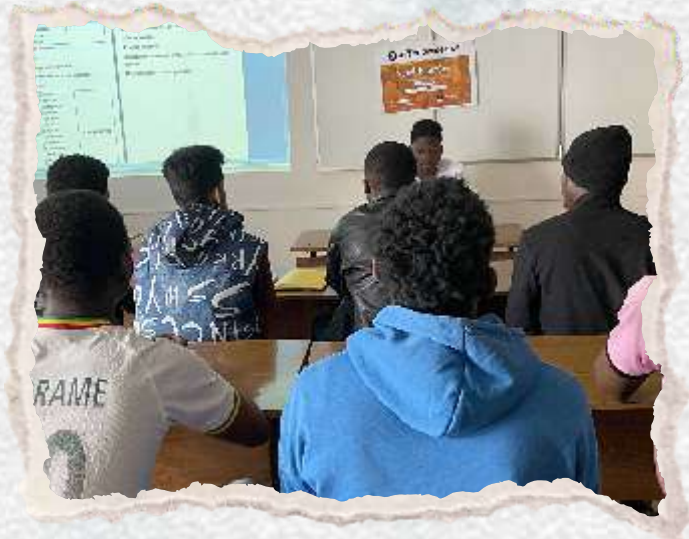
England



Eritrea



Ethiopia



France



Gabon



Gambia



●●● #AOG2025



Germany



Ghana



Guinea Bisau



Guinea



Indonesia



Italy



Kosovo



Kuwait



Kyrgyzstan



Laos



Lesotho



Liberia



●●● #AOG2025



Madagascar



Malawi



Mali



Mauritius



Morocco



Mozambique



Namibia



NC



Nepal



New Zealand



Niger



Poland



●●● #AOG2025



Qatar



Romania



Russia



Rwanda



Saudi Arabia



Senegal



Spain



Srilanka



Sudan



Sydney, Australia



Syria



Tanzania



●●● #AOG2025



Tanzania



Tunisia



uganda



USA



Vietnam



Yemen



National Celebrations

13000 Locations | 28 States & 8 UTs



Andhra pradesh



Assam



Bihar



Chhatisgarh



Delhi



Haryana



Haryana



Himachal pradesh



Jammu Kashmir



Jharkhand



Karnataka



Karnataka



Karnataka



Kerala



Ladakh



Madhya Pradesh



Madhya pradesh



Madhya Pradesh



Madhya pradesh



Maharashtra



Mumbai



Mumbai



Mumbai



Puducherry



Punjab



Punjab



Rajasthan



Rajasthan



Sikkim



Tamil Nadu



Tamil Nadu



Telengana



Telengana



Uttar Pradesh



Uttarakhand



Vijayapura



Vijayapura



West Bengal



West Bengal



West Bengal



●●● #AOG2025



Odisha Celebrations

11000 Locations | 30 Districts

Celebrations by Kadambini







●●● #AOG2025

Celebrations by Kalinga TV







●●● #AOG2025

Angul



Balasore



Bargarh



Bhadrak



Bhubaneswar



Balangir





●●● #AOG2025

Boudh



Cuttack



Dhenkanal



Ganjam



Jagatsinghpur



Jajpur





●●● #AOG2025

Jharsuguda



Kalahandi



Kandhamal



Kendrapara



Keonjhar



Khurda





●●● #AOG2025

Koraput



Malkanagiri



Mayurbhanj



Nabrangpur



Nayagarh



Phulbani





●●● #AOG2025

Puri



Rayagada



Sambalpur



Subarnapur



Sundargarh





●●● #AOG2025

Establishment of KIMS Medical Camp - An AoG Initiative during Ratha Yatra 2025 at Puri







●●● #AOG2025

Well Wishers







●●● #AOG2025







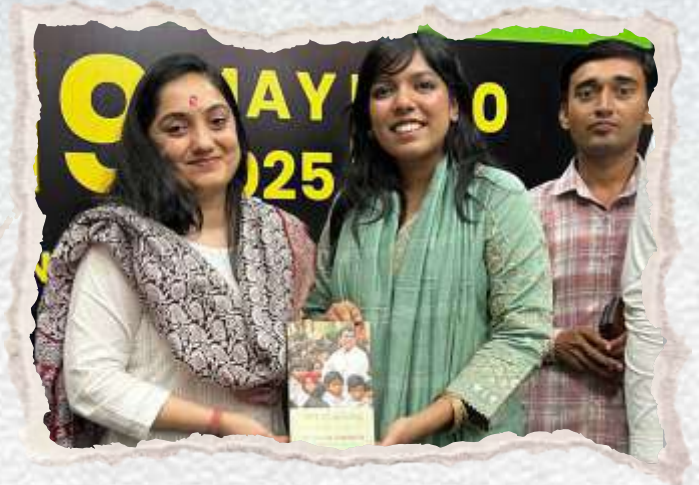
● ● ● #AOG2025







●●● #AOG2025







●●● #AOG2025

Going down the memory lane





Cultivating Compassion is an essential and elemental practice of Art of Giving. A compassionate heart serves the society creatively to bring peace to people. Giving has enriched me spiritually and enlightened in me the divine purpose of life. The practice of Art of Giving is one of the most basic human virtues, a quality that testifies the depth of one's humanity and one's capacity for self –transcendence. Let's practise the beautiful idea of Art of Giving and be blessed.

(Achyuta Samanta)
 Founder, Art of Giving



#AOG2025



Media Potpourri



Media Potpourri



Become an AOG Member



letsaog.me

www.artofgiving.in.net

 /artofgiving.in.net

 /artofgiving_net

 /artofgiving_aog

www.achyutasamanta.com

 /AchyutaSamanta

 /Achyuta_Samanta

 /dr.achyutasamanta

Address

Koel Campus, KIIT,
Bhubaneswar, Odisha, India
751024
info@artofgiving.in.net

Art of Giving

Published by Dr. Bijayalaxmi Routray, Kalinga Institute of Industrial Technology,
Plot No. 380/2218, Koel Campus, At/PO- KIIT, Patia, Bhubaneswar, Khordha-751024, Odisha.
Printed at Print-Tech Offset Pvt. Ltd., Plot No: F-66/2 & F-66/2, Chandaka Industrial Area, PO-KIIT,
Bhubaneswar, Khordha-751024, Odisha.



Chief Editor | Dr. Achyutananda Samanta

Editor | Dr. Nikita Ahya