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Founder, KIIT, KISS, AOG

ART OF GIVING

(To be circulated among one and all and read out in the meetings)

The concept of Art of Giving came to the mind of visionary educationist and global humanitarian, Founder of KIIT, KISS and KIMS, Prof. Achyuta Samanta on May 17, 2013. It is a philosophy to live life happily and promote peace and harmony in the society. Since 2013, he has institutionalised the idea as a flagship campaign and a foundation working to promote the philosophy. Art of Giving has gained immense popularity over the past decade with followers and practitioners from all over Odisha, India and 120 countries across the globe - with people across all ages, castes, creed, sex, religion, origin and so on.

In a world full of greed and corruption, simple living and positive thinking are virtues of the past. We all aspire for more - bigger and better houses, cars, comfort and luxury - that only money can buy. But most of us never think about the person on the street who is dying of hunger, or not getting shade, or not enough money to send their ward to school or even someone well off who needs a friend or words of compassion. Even if we think about them and feel pity, we don't know how to act to help. Art of Giving is all about helping people in a world where materialistic needs, anxiety, suffering, loneliness, lack of patience and depression have become common. AOG is a philosophy of life, and a guide to act responsibly.

Unlocking the Art of Giving in all can create waves of happiness for self and for the society as it is all about creating an environment of unconditional and sustainable love, peace, happiness and contentment through gestures of kindness and generosity.

The objective of Art of Giving is to:

- Spread peace, harmony and happiness in the world
- Extend a helping hand whenever and wherever needed
- Make friendships and love one and all

Art of Giving is a profound practice that embodies the essence of selflessness, gratitude, appreciation, compassion, kindness and humility. One can get life's greatest joys from giving and sharing with others.

Every religion upholds the Art of Giving and spreading happiness and peace, the things that have inspired Prof. Samanta during his struggles of life. Religion disseminating material goods is just one form of generosity. One can always extend an attitude of generosity into one's behaviour. In various religious teachings, such as in Indian scriptures, charity or daan

holds a prominent place. Every religion preaches the same ideology of philanthropy, be it “Sadaqa” or “Zakat” in Islam; Buddhism’s charity to the needy; Jainism’s charity of offering food, saving lives of others in danger, distributing medicine and spreading knowledge; 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.

In the words of Prof. Samanta, “I realized that everything I practiced and achieved in my life revolved around the Art of Giving. My life can be summarised in three words: Art of Giving. From the days when I had nothing and relied on the kindness of others, to the struggles of becoming self-made and establishing not one, but two dream institutions, to the times of accomplishment where I could have indulged in worldly pleasures but chose to live a disciplined, simple, and sacrificial life—my life revolves around the Art of Giving.”

The message is clear and simple - love one and all to lead a beautiful life for yourself, your community, and as part of a larger ecosystem.