

SEPTEMBER 2024 | BHUBANESWAR

# Art of Giving



QUARTERLY MAGAZINE

[www.artofgiving.in.net](http://www.artofgiving.in.net)



*Let's*  
**AOG**

“



All that I am today, is  
because of Art of Giving.

”



## From The Editor's Desk



As the news of worldwide celebrations of 11th Edition of "International Day of Art of Giving", started pouring in, where people contributed, participated & celebrated with gay abandon, we decided to mark the September-2024 issue of the "Art of Giving" magazine as the Panorama Special featuring the visuals of the celebrations at state, national & International level. It is pertinent to note that no theme is designated for this Year & "Let's AOG" is the slogan for the celebrations.

We are particularly happy to note that around the globe, record no. of staff, students, friends & well wishers celebrated "Art of Giving", with full involvement & the 11th Edition became one of the land mark celebrations in the history of AOG. We are presenting the celebrations in all their radiant colours and fervours in this Panorama Special. It signifies the wide acceptance of the concept across vast cross section of people & justifies AOG being called a true phenomenon & an epoch making social revolution.

The concept germinated in my mind just like an epiphany, decades ago when I began to realize that my whole life is verily based on "Art of Giving" & nothing else. AOG's cornerstone is the innate goodness of people. Let us be good & kind towards our fellow beings. The Blessings will come back to

us in multitudes. The experimentation that I did at KISS, with 80,000 indigenous, pure souls over the last three decades, is a living example to it.

For the future we are planning to connect "International Day of Art of Giving" at the UNO level as the global footprints expand & are working in that direction.

Today's world is beset with confrontations, struggles & conflicts of multifarious nature. Intra nation & inter communities tug of war has pushed this globe to the brink like never before. Minorities are abused in our neighborhood in the name of caste, creed, religion & ideology. Further disruptions & dislocations induced by vagaries of climate change & global health emergencies are another grey area posing huge risk to the survival of the human race as well as other species, flora & fauna.

I as a Founder am convinced that "Art of Giving", can play a vital role voicing sanity & humane concerns for one earth & one future in these turbulent times. I take this opportunity to thank and congratulate all our volunteers, members and well wishers for this hugely successful 11th Edition of AOG and wish our readers happy reading.

(Achyuta Samanta)  
Founder, Art of Giving

**(Achyuta Samanta)**  
Founder, Art of Giving, KIIT & KISS





## 11<sup>th</sup> edition of AOG celebrations at KISS

[www.artofgiving.in.net](http://www.artofgiving.in.net)



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





# My message to the seekers of peace

## Prof. Achyuta Samanta

Founder KIIT & KISS

As human beings, we are social animals who constantly strive for happiness, peace, harmony, and friendship. Regardless of our financial situation, peace and happiness remain essential for a fulfilling life. People dedicate a lot of time and energy to achieve these states, employing various methods such as spirituality, kindness, gratitude, action plans, and guidance from mentors, religion, and therapy. One goes deep into forests, hills, does tonnes of practice to find the ever-elusive happiness; only to find out it lies within us.

Reflecting on my own journey, I faced significant struggles for basic necessities until the age of 25. Now, I struggle but my efforts are directed towards ensuring food for millions. I shall continue until my last breath. Throughout my life, I have cultivated a peaceful mind, promoting harmony and maintaining a calm and quiet demeanour. You will never see me tense, stressed or restless. I try to inspire others, even as I hide my own sorrows and struggles. I never lose my temper, and I never ignore the emotions of others, regardless of their status. I give importance

to each and every one who I meet. This state of being is possible because of many positive qualities I possess. For the past 32 years, I have worked consistently for 16 to 18 hours a day without taking a single day off. By God's grace, I have not suffered from fever or cold even for a day, and I never feel tired or lonely. Living a simple life as a bachelor, I manage all my tasks on my own and still find happiness.

My positivity and high energy levels play a significant role in my well-being and I spread it among all. I never think ill of others or speak negatively. Even in negative situations, I strive to find and highlight the positives. Additionally, I practice spirituality for two to three hours every day, which has been a part of my life since childhood. This spiritual practice brings me happiness, peace, and a sense of fulfilment. And, I am certain, it will bring the same to you, too.

One of the greatest things one can practice without any investment is to love people genuinely. Real happiness stems from loving those around you. According to my philosophy, when you truly love someone, there is no room for negative thoughts or actions. Love brings all the peace, happiness, harmony, and friendship one could wish for.

### *Impact of Art of Giving on me*

I have been propagating the philosophy of Art of Giving from May 17, 2013. It took birth on that day. Suddenly, these words, in the exact sequence occurred to my mind, when I was at the Bangalore Airport waiting for the flight. I thought the message was sent by the Almighty, otherwise why would



these words come to my mind when I was not thinking remotely about giving or art. The words flashed by again and again in my mind.

I subconsciously started analysing my life from the age of five. I have some recollections from that age, though my memories are not very clear. I had a childhood full of struggle and have faced hurdles and pains as high as Mount Everest. You are aware that I lost my father when I was only four years old. His untimely death was due to a train accident. He was very humble, and with the loss of the bread-earner, our family of seven siblings and widowed mother was left in deprivation and endless miseries. My father could not leave any wealth of anything for the family to survive on. In the 1970's, our country was also passing through the phase of economic difficulties and there were not as many welfare schemes and financial benefits as there are now.

My siblings and I grew up in severe poverty, doing odd menial jobs in the village and taking food as and when it was made available to us. I describe our poverty in two ways always to make people understand the extent of our helplessness - we did not get even one square meal a day or two days and my mother did not have a second saree to change into after bath. We lived and experienced abysmal poverty for almost a decade and half from 1970-1984, the year I graduated. I then pursued a Masters in Chemistry. When the thought of Art of Giving came to my mind, I immediately concluded that whatever I had achieved was only because of Art of Giving. The thought is very profound; it is not about giving wealth, money or material objects to someone. It is not limited to something which has value, it can be something as priceless and precious as us speaking a few words of motivation or a smile or any act of kindness that aims to mitigate the problems and sufferings of other human beings. It transcends time. Somehow, I have picked up, learnt and nurtured this art from my childhood. The people in our

surroundings and our acquaintances would extend a helping hand to us seeing our plight. People would try to give us food and whatever was possible for them in those days. I remember that because of such people and their sympathetic attitude, aid, and small amounts of food, we siblings grew up knowing the transformative power of education. At the same time, I am blessed by God to be able to reciprocate my gratitude to the people of my village and those who helped us grow. This reciprocation is the essence of the Art of Giving, but I did not know these words or the implications of it. I was grateful to all those who helped us survive and thrive and reciprocated in degrees even more than I could without even knowing it was the Art of Giving.

I helped many old ladies and people of my village by delivering groceries and local vegetables for them at their doorsteps. Yes, off course, it required hard work on my part and honesty, but I was unshakeable and got happiness out of it. I would always be happy to serve and assist people, even unasked, assuming they might need my help. I was performing the daily puja at the house of an old lady, when I was only five or six years old. The family was kind enough to give chuda ( flattened rice) for my breakfast. I vividly remember how a brahmin lady gave me hot rice and curry many times for lunch as I was perpetually hungry. I can recall, one lady, from the listed caste, would give me food and sweets, especially during the pujas and other festivals knowing well that such delicacies like pitha ( pancakes and fritters) was never prepared at our home. Since childhood, therefore, I have had no hesitation in eating food and accepting it from anyone giving it with a big heart, and in return extending some voluntary help. I thought till my graduation, I was getting sympathy and help from others and I was reciprocating these in every possible manner. I always believed in being grateful, and will be like that, till my last breath. I can recount one instance from the past. I remember



when I was in Class 4, I got a big boil in my thumb. I didn't miss school for a single day. I liked school as it taught me many important lessons. One of our classes was gardening when students would plant saplings in the school premises under the supervision of teachers. We then used to water the plants and ensure they are well-nourished. The boil in my left thumb was becoming excruciatingly painful. There were no doctors around. We didn't even have money to go to Cuttack for diagnosis or treatment. My teacher from UP School, who enrolled me into the school noticed the injury and asked me to skip gardening till my wound healed. I insisted that although I couldn't plant saplings, I could water them with my right hand. The wound was so deep that there is a depression on my left thumb even today. Upon hearing this, the headmaster was extremely proud and happy. "This boy will do something big in life. He will never cheat anyone or himself," the headmaster remarked. "Despite the pain, he is attending school and doing his best while he could easily stay at home," he added. To this day, I have this quality. I never take shortcuts or cheat anyone. I continue to do all my tasks with the utmost integrity. That's how I've been wired since my childhood days justifying Milton's quote "childhood shows the man," as morning shows the day.

Whatever I have been practicing in my childhood, I am continuing with, even today, without deviating from my path, justifying my name Achyuta --the one who cannot be deviated from the cause. I can give another example, when I toiled hard to earn Rs. 1 to give 25 paise each to my four friends for tea and refreshments during recess time. No one taught me this, but life and its bitter experiences taught me to get happiness by making others happy, even if that meant working to earn it.

From the school days, I was very active and prompt, and volunteered for the organisation of festivities at

school or at the residence of teachers, especially during Saraswati Puja, Ganesh Puja, and picnics. Whenever one would need any help, I would extend it to them. During my post-graduation, I was also organizing seminars. I used to organize events without much money or help from others. All I had going for me was honesty and integrity. Though these were acts of giving and involved an art, I never realised it at that time. It all converged to make me a good person with humanity and sharpened my organising capacity to create world class institutes like KIIT, KISS and KIMS later on. After all, childhood learning and good deeds help us continue a good life in adulthood.

Let me narrate one more instance in a lighter vein. I used to enact roles of a baby, girl, ladies in one act in a village, school and then college. My motive was very clear - to make everyone smile and cheerful. This was also an art of giving of sorts, without my even realising it. In this way, there are thousands of examples and anecdotes from my life, some of which I remember and some others have been buried deep inside. I have grown up imbibing the values and spirit of the Art of Giving.

I can cite examples of how when I was admitted to UP School by a kind teacher, I had no notebook and pen. The teacher was kind enough to give me the basic stationery materials, borrowing them from another student. The teacher showed me an example of the Art of Giving. Again, I admit, I did not know philosophy at that age. It is only in retrospect, that I can understand it was an act of Art of Giving. Similarly, during my secondary and Higher Secondary school, I had no books and stationery material. Some benevolent beings helped me by giving me books, some gave me consolation, some gave me motivation and some others extended other good gestures because of which I could continue the studies. And I always tried to reciprocate their



kindness. The apple doesn't fall far from the tree. Generally, children are a reflection of their parents who are considered to be the most important influence in their lives. Genes wield an extraordinary power, shaping our characters in ways that even the grandest marvels might find astonishing. The genes get transferred to the next generation and a pedigree is created to keep up the legacy. The investment of energy and time by parents to inculcate family values and ethos never goes in vain. It is reflected in the actions of the succeeding generations. Their good work also brings happiness to their progeny. This thought also applies to my life. The idiom "Like parents, like child," tells the story of my life. My understanding of my father is framed by fragments, as I lost him when I was barely four years old. My mother often spoke of him; She would tell us stories about him so that we could feel his presence amidst us. Despite being a poor worker, he was a pious man, known for his generosity in our community. My father would help everyone in the village, sponsor education of the needy and bring goodies for children despite being a petty worker in a big organization. He sold his ancestral agricultural land to fund the education and marriages of many in our village. He would never think twice about spending on others, even if he didn't have money for his family. At times, he would take small loans to help people in need.

You might find it surprising, but even 60 or 70 years ago, long before the concept became widespread, my father was practicing the Art of Giving. Our village, nestled near Paika river, a tributary of Mahanadi, faced acute water shortages during summer. My father and a few fellow villagers, devised a plan to construct a small dam for reserves to be used during the summer. My father also took it upon himself to deliver grocery items directly to the doorsteps of 50 families in Tata Nagar, where he was working. He would buy these items wholesale and the surplus he

earned from the retail price, he accumulated as savings. Each rupee he set aside was a building block for the dam and in this process, he saved about a thousand rupees. He saved bit by bit just to help the villagers get water throughout the year. Instead of making our lives more comfortable or reducing our own miseries, my father was thinking about the development of the village. Without knowing or understanding the Art of Giving, my father was following its principles to the core.

Tragically, his life was cut short, and he didn't live to see the fruits of his labour. However, his legacy of giving was not cremated with him. As his son, I was inspired by his life's blueprint, and have endeavoured to amplify his contributions a millionfold in our village Kalarbanaka. Like father, like son is such a practical idiom in my case. I didn't spend much time with my father to learn his values, but it was genetically transferred to me – be it his kindness or his spirituality. I didn't grow up in his shadow, but his genes have come as a blessing that makes me work towards development and uplift of people.

Similarly, my mother played a pivotal role in our lives and in the life of our village. Her conservative approach to spending was not out of frugality, but foresight, when money was scarce. But when I made my name, she was instrumental in transforming Kalarabanka into a 'Smart Village' and its entire panchayat (cluster of villages) into a smart panchayat by bringing all city amenities to the village. Her influence was always gentle yet firm, urging me to extend help to the poor and needy, to continue carrying the torch of generosity passed down through our genes. In these acts, in these efforts, we see the Art of Giving not just as an act but as a legacy—one that transforms, sustains, and transcends generations. My parents' lives remind us that the



spirit of giving is boundless, capable of sparking revolutions in small villages and beyond. It is a potent reminder that we, too, carry this capacity within us -- the ability to make monumental differences in the lives of others, just as they did.

When I think about the Art of Giving, I surmise that whatever I am today is because of this. It is nothing new. The concept of giving is timeless and universal, woven deeply into the fabric of human history and spirituality. Across cultures and eras, from ancient mythologies to modern philosophies, the act of giving has been revered as a foundational virtue. The Art of Giving is not new; it has been embedded in all religions and practices throughout history. Yet, despite its ancient roots, the relevance of giving has never been more pronounced than in today's society—in a world teeming with disparities where the chasm between the haves and the have-nots is widening relentlessly.

From a young age, I understood the transformative power of generosity. At the age of 22, when my journey of intentional giving began, I realized that the essence of giving was not just about altruism but about the holistic improvement of society. It wasn't just an act but a lifestyle, a personal revolution that promised peace and happiness, not just for the giver but for the entire community. My goal was to crystallize this age-old wisdom into a modern revolution, a readymade solution for living peacefully and joyously. In this era, where self-interest often overrides communal welfare, the need for giving is paramount. We are all fundamentally the same — beings of flesh and blood with personal and familial interests. Yet, there is an urgent need to extend our circle of concern beyond our immediate ties to include those on the margins of society, those living with the bare minimum. The impact of giving, even if small, on the lives of those who struggle is profound. This realization has not only guided my personal life but has also shaped my professional

endeavours as well. Through the establishment of organizations like KIIT, KISS and KIMS, I have tried to offer more than just education; they offer a new lease on life, brightening futures and nurturing dreams. As I reflect on my journey with the Art of Giving, I am constantly reminded of how every moment of generosity has enriched my life. It has taught me the importance of reciprocity and gratitude. The children, who I often refer to as my own, have reciprocated with overwhelming love and affection.

Today, I am proud to say that the seed of generosity planted decades ago has blossomed into a robust tree. Over 20,000 staff associated with me are now champions of this cause, embodying the spirit of giving in their everyday lives. They have seen firsthand how transformative giving can be, and they are eager to carry this legacy forward. This movement started from a simple idea—a small hill that I once stood upon alone. Now, it has grown into a mighty mountain, with many joining in, driven by the powerful system of support and community that giving creates. It has become more than just a personal belief; it has evolved into a societal revolution.

I am deeply thankful to every individual who has joined this journey, embracing the Art of Giving and spreading its profound impact. Their dedication and enthusiasm assure me that this revolution will continue to grow, touching more lives and crafting a world where generosity leads the way to a better future. As we move forward, let us remember that the Art of Giving is not confined to grand gestures. It is present in everyday acts of kindness, in every moment of support provided to someone in need, in every smile shared. It is a philosophy that enriches the giver as much as the receiver and creates a circle of positivity that expands endlessly. This is the message I wish to leave behind: a legacy of giving, a pathway illuminated by the light of compassion and community.



## Peoples' Contribution. Peoples' Participation.

Art of Giving is a humanitarian movement engaged in service initiative with an aim to promote love, peace, and happiness. The organization founded in 2013 by Prof Achyuta Samanta operates globally in 220 countries, all states of India, and all blocks and Panchayats of Odisha, touching lives of about 30 million followers and practitioners.

World

**6 CONTINENTS**  
**220 COUNTRIES**  
**500 LOCATIONS**

India

**28 STATES**  
**4 UTIS**  
**20,000+ LOCATIONS**  
**200 CITIES & TOWNS**

Odisha

**30 DISTRICTS**  
**25 MAJOR CITIES & TOWNS**  
**314 BLOCKS**  
**6798 GRAM PANCHAYATS**  
**20,000 LOCATIONS**

### AOG COMMUNITY

30 Million People

- Well-Wishers
- Staff
- Students
- Alumni
- Sports Associations abroad, in India and Odisha
- Civil Society Organisations
- Youth Clubs
- National Youth Volunteers
- Corporate Organisations
- Schools
- Universities in India
- Universities abroad
- Colleges
- Hotels and Restaurants
- Hospitals and Health Care Centres
- Gyms and Wellness Centres
- Ration Shops and Street Vendors





●●● #AOG2024



# AOG 2024 THEME

## LET'S AOG

The theme for the 2024 Art of Giving Day celebration is “Let’s AOG.” This theme is a call to action for everyone to participate actively in the spirit of giving. It emphasizes the importance of community involvement and collective generosity in making a significant impact. By coming together and giving selflessly, we can create a ripple effect of kindness and compassion that touches lives far and wide. Let’s AOG encourages everyone to join hands, contribute in their own unique ways, and help build a more empathetic and connected world. Celebrate with us on 17th June 2024 and be a part of this inspiring movement.



●●● #AOG2024



# INTERNATIONAL



**Afghanistan**



**Australia**



**Australia**



**Bangladesh**





**Belgium**



**Benin, porto-nova**



**Botswana**



**Burkina Faso**



**Butwal, Nepal**



**Canada**





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**Congo**



**Cote de Ivory**



**Cote de Ivory**



**Denmark**



**Dubai**



**Egypt, Cairo**





**Egypt**



**Gabon**



**Germany**



**Germany**



**Guinea**



**Iraq**





**Kazakhstan**



**Kenya**



**Lesotho Aog**



**London UK**



**London UK**



**London**





**Malawi**



**Mongolia**



**Myanmar**



**Nepal**



**Nigeria**



**Paris**





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**Rawanda**



**Saudi arabia**



**Senegal**



**Sierra leone**



**Somalia**



**South Africa**





**South Africa**



**South Korea**



**South Korea**



**Srilanka**



**Srilanka**



**Suriname**





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**Sweden**



**Syria**



**Taiwan**



**Tanzania**



**Tanzania**



**UK**





**UK**



**USA**



**USA**



**Vietnam**



**Zambia**



**Zimbabwe**





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# NATIONAL



**Agra**



**Andhra pradesh**



**Bangalore**



**Bangalore**





**Bangalore**



**Bangalore**



**Bangalore**



**Bhopal**



**Bhopal**





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**Bihar**











●●● #AOG2024



Delhi



Delhi



Gujurat



Haryana





Hydrabad



Jammu

Jharkhand







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Karnataka





**kolkata**



**Ladakh**



**Ladakh**



**Madhya pradesh**



**Maharashtra**



**Maharashtra**





**Meghalaya**



**Rajasthan**



**Ranchi**



**Ranchi**



**Telengana**





Telengana



Utar Pradesh



Utar Pradesh



Utar pradesh



Uttarakhand





●●● #AOG2024

# West Bengal







# ODISHA







●●● #AOG2024

Angul





# Balangir







●●● #AOG2024

# Balalore





## Bargarh



## Berhampur







●●● #AOG2024

### Bhadrak



### Bhubaneswar











●●● #AOG2024











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**Boudh**





# Cuttack







●●● #AOG2024











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## Gajapati



## Ganjam







●●● #AOG2024

## Jagatsinghpur







Jajpur







●●● #AOG2024











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**Jharsuguda**





## Kalahandi



## Kandhamala







●●● #AOG2024



**Kendrapara**







**Keonjhar**







●●● #AOG2024



**Koraput**





## Malkanagiri



## Mayurbhanj







●●● #AOG2024

### Nabarangapur



### Nayagarh







Puri







●●● #AOG2024







**Rayagada**







●●● #AOG2024

### Subarnapur



### Sundargarh





# AoG celebrations at KIIT-DU







●●● #AOG2024

## From the memorylanes



**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 practice the beautiful idea of Art of Giving and be blessed.**

**(Achyuta Samanta)**  
Founder, Art of Giving











# Pearls from Prof. Achyuta Samanta



**While destiny may play a role in one's life, it is essential to combine it with hard work.**

**Find contentment in your own journey rather than feeling envious of others' achievements.**

**Life is full of changes, and the ability to adjust to new situations and challenges is a valuable skill for personal and professional growth.**

**Focus on 2 C's - Career and Character until the age of 25, and then everything will fall into place.**






# Become an AOG Member






 [letsaog.me](https://letsaog.me)

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[www.achyutasamanta.com](http://www.achyutasamanta.com)

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## Art of Giving

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