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Art of Giving

QUARTERLY MAGAZINE

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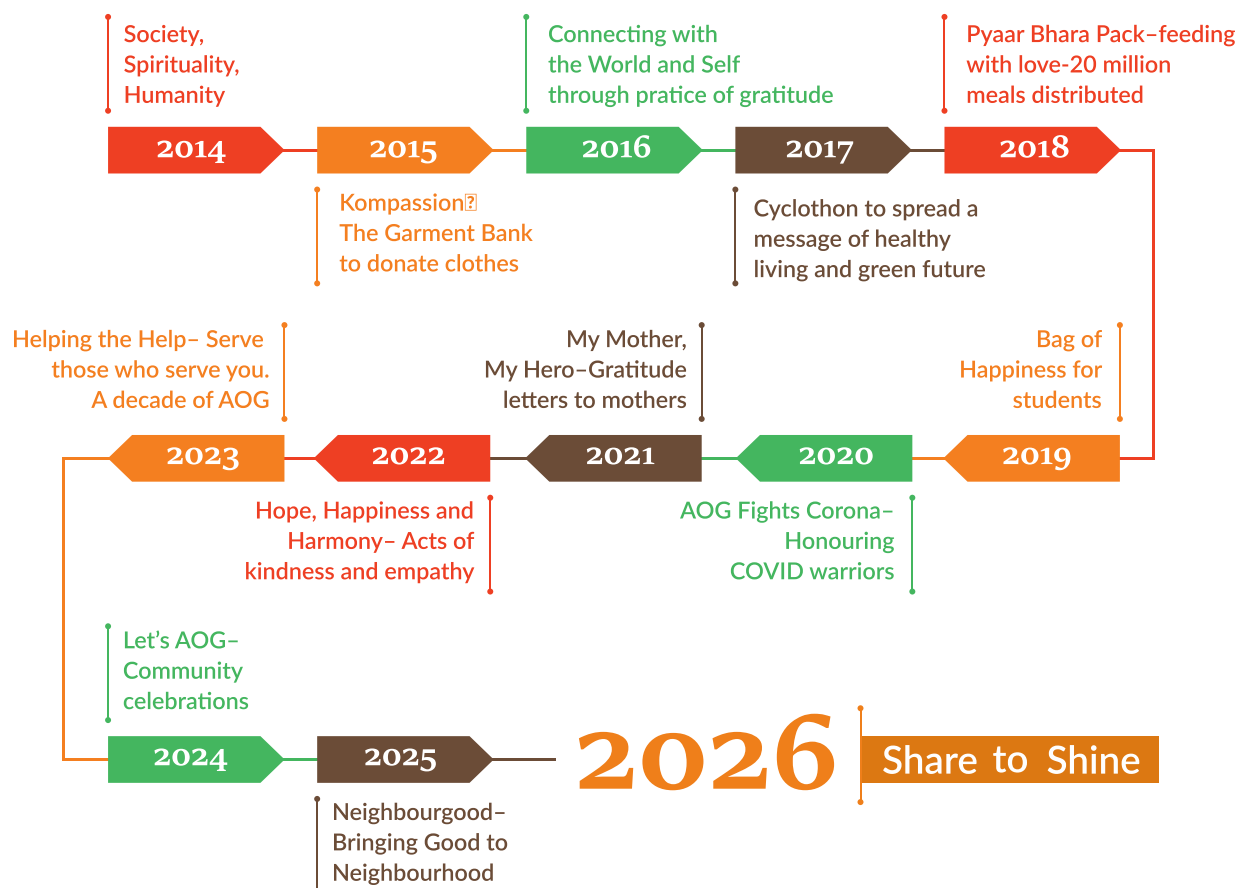
Share to Shine[✦]

(Through Volunteerism)

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: 50,000
2. Number of International Locations (excluding India) [Celebrated in 6 Continents, 190+ Countries]
3. Celebrated across all States and Union Territories of India (in cities and towns nationwide)
4. Celebrated across all Districts, Blocks and Gram Panchayats of Odisha.
5. Number of Direct & Indirect Participants: 25 Million

CONTENTS

- 01 The Science of Sharing.**
- 05 13th Anniversary of International
ART OF GIVING Day celebration–
some glimpses of event at Bhubaneswar.**
- 11 ART OF GIVING
Celebrated across 75 + Embassies.**
- 21 NATIONAL CELEBRATIONS
Celebrated across all 28 states and
8 Union Territories of India.**
- 25 ODISHA CELEBRATIONS
Celebrated across all 30 districts and 20,000 places in Odisha,
including in every block and gram panchayat.**
- 30 INTERNATIONAL CELEBRATIONS
Celebrated across 190+ countries.**
-

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



13th Anniversary of
Art Of Giving

17th May

AOG 2026



Share
to *Shine* ✨

Sharing with **kindness**
helps every heart **shine brighter.**

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● ● ● #AOG2026



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 -2026 Edition of the Art of Giving Magazine, it gives me immense pleasure to note that the 13th Anniversary of “International Day of Art of Giving” with the theme “Share to Shine –through volunteerism” was celebrated in a grand manner across the country & globe with lots of enthusiasm & involvement of all. In fact the 13th Anniversary has become the biggest celebration in the journey of the movement as it was celebrated across 190+ countries, 50,000 places with approximately -25- million people being impacted.

Throughout my life, I have always given utmost importance to the smallest of experiences & things. This has grown from my belief that we human beings need very little to lead a peaceful life with co-existence with our fellow beings & species. In fact, it is the scourge of greed which takes away the beauty of living. From the core of my heart, I can vouch that one of the little things is treating people kindly which gives 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 Institutions KIIT-DU & KISS-DU have excelled in the Times Higher Education Sustainability Impact Rankings 2026.

KIIT has achieved the coveted 4th position in India & is placed in the cohort of top 101-200 globally. The University is also ranked 1st in India in -3- SDGs i.e SDG-10, 14 & 16. It is ranked 2nd in -2- SDGs i.e SDG-9 & 15. Further it is ranked 3rd in -3- SDGs i.e SDG-3, 7 & 17. It is needless to mention that this strongly reflects KIIT's commitment to sustainability, inclusion, innovation and global responsibility.

Similarly, KISS-DU has set a bench mark being ranked 24th in India among Govt. & Pvt. Institutes & is placed in the cohort of 401-600

globally. KISS-DU shines in top SDG performances & is ranked 6th, 9th & 6th in India respectively for SDG-1, 4 & 5. In a way, KISS-DU is recognized for creating social impact through education, inclusion & empowerment. Policy planners worldwide agree that growth should be sustainable. Coincidentally “Art of Giving” – as a philosophy of life is focused on creating an unconditional & sustainable abundance of love, peace, happiness & containment for others through gestures of sharing kindness & generosity voluntarily across the globe.

Hence, “Art of Giving” as a people’s movement also promotes SDGs & both are symbiotic partners to usher in a vibrant & sustainable world.

In a way, I can say that this year’s theme, “Share to shine” has found wide acceptability amongst the participants as it encompasses almost everything that is humane. It can be as simple a thing as good wishes for some one. We all know that there can be no existence of a human being without a supporting society & the latter can only be strengthened by co sharing & fellow feeling.

“Share to Shine” are not just mere words. Rather these words carry a very powerful message for the society that without sharing we

simply do not have a future & sustain growth. What we need today, are small things like sympathetic words for the distressed, empathy for the suffering people, a friendly smile & a warm hug for the depressed humanity which literally cost nothing, but can go a long way in strengthening the foundations of societal relationships & bonds.

Further, I am so happy to note that this 13th Edition of Art of Giving was celebrated by the diplomatic missions of seventy five nations which confirm the Movement’s popularity at the International level. We also executed a novel initiative this year like distribution of volley ball & net sets to youth clubs across the country as a token of our good will with the message that sports unities people of varied strata like nothing else.

As a Founder, on this solemn occasion, I convey my sincere gratitude to all my fellow volunteers, fans & followers of the Art of Giving Movement who have made this grand celebration possible & successful with their total involvement.

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



Achyuta Samanta

Founder & Chief Editor-Art of Giving Magazine



The Science of Sharing

By Prof. Achyuta Samanta

Do not give in order to be seen. Give because giving is the natural state of a soul that has understood its place in the universe. The fruit, says Krishna, is not yours to claim. The action is yours. And the action of giving is, in itself, complete.

The Buddha went further. He placed Dana, the practice of generosity, before meditation, before discipline, before wisdom, as the very first step on the path to awakening. It was not an arbitrary ordering. It was a profound insight. The hand that hoards cannot meditate. The heart that clings cannot be still. Generosity is not a virtue to be cultivated after enlightenment. It is the doorway through which enlightenment enters.

The Quran speaks of Sadaqa not as charity but as purification. What you give does not become holier by leaving your hands. You become clearer by letting it go. Christianity calls this agape – self-giving love expressed in action. Giving is not a means of earning God's favour or human praise, but the natural fruit of a heart transformed by grace.

There is a question that has occupied philosophers, saints, and scientists for centuries, though it is so simple that a child could ask it. Why does giving feel good? Not good in the way that receiving feels good. Not the fleeting pleasure of acquisition, which peaks at the moment of possession and begins to fade almost immediately. But a different kind of goodness altogether. A settled, quiet, lasting warmth. The kind that stays with you long after the act is forgotten by the world. The kind that asks nothing in return. The kind that, strangely, makes you feel not emptier but fuller. Every civilisation has attempted to answer this question. And every civilisation has arrived at the same place.

The Bhagavad Gita calls it Nishkama Karma. Action without attachment to outcome. Give, and release. Do not give in order to receive.

The Judaic tradition of Tzedakah refuses to call giving an act of kindness at all. It calls it justice. To share is not generosity. It is the restoration of a balance that hoarding has disturbed.

And now, twenty five centuries after the Buddha and the Gita, modern science has arrived at the same doorstep. Researchers at the National Institutes of Health in the United States have demonstrated that when a person gives, the brain's mesolimbic system activates. The same neural pathways that respond to food, to music, to the face of someone you love, respond to the act of giving. The body releases oxytocin. Endorphins flood the system. Cortisol, the hormone of stress and anxiety, drops. The giver does not merely feel better. The giver becomes, in a measurable, physiological sense, healthier. Martin Seligman, the founder of Positive Psychology, has documented across decades of research that generosity is one of the most reliable predictors of sustained human flourishing.

The ancients knew this without laboratories. They knew it because they observed life as it is, not as theory wishes it to be. They watched the farmer who shared his grain and noticed that his fields did not grow barren. They watched the mother who fed every child in the neighbourhood and noticed that her own children did not go hungry. They watched the sadhu who owned nothing and noticed that he lacked nothing. They drew the only conclusion that honest observation permits. Sharing does not diminish. It

multiplies.

I did not learn any of this from scripture or from science. I learned it from a cup of tea.

As a boy in Kalarabanka village, Cuttack, I lost my father at the age of four. My mother raised seven children in a poverty so absolute that there were days when we did not eat. I began doing odd jobs at the age of five, earning a few annas at a time. And whatever I earned, I shared with my friends. Tea. Snacks. Once, the money for a film. I did not know the word Nishkama. I had not read the Gita. I simply knew, with the certainty that only a child possesses, that sharing felt right. That it made the tea taste better when two people drank it. That it made the walk home lighter when a friend walked beside you. That it made poverty itself somehow less heavy when it was carried together.

That instinct did not leave me. It grew. It became KIIT, a university built from five thousand rupees in two rented rooms. It became KISS, a home and school for eighty thousand tribal children who had been forgotten by every system designed to remember them. It became a life lived in two rooms while institutions spread across the world.

And in 2013, it became Art of Giving.

Art of Giving is not an organisation. It is a recognition. A recognition that the desire to give is not something that needs to be cultivated from outside. It is already present in every human being. It is present in the



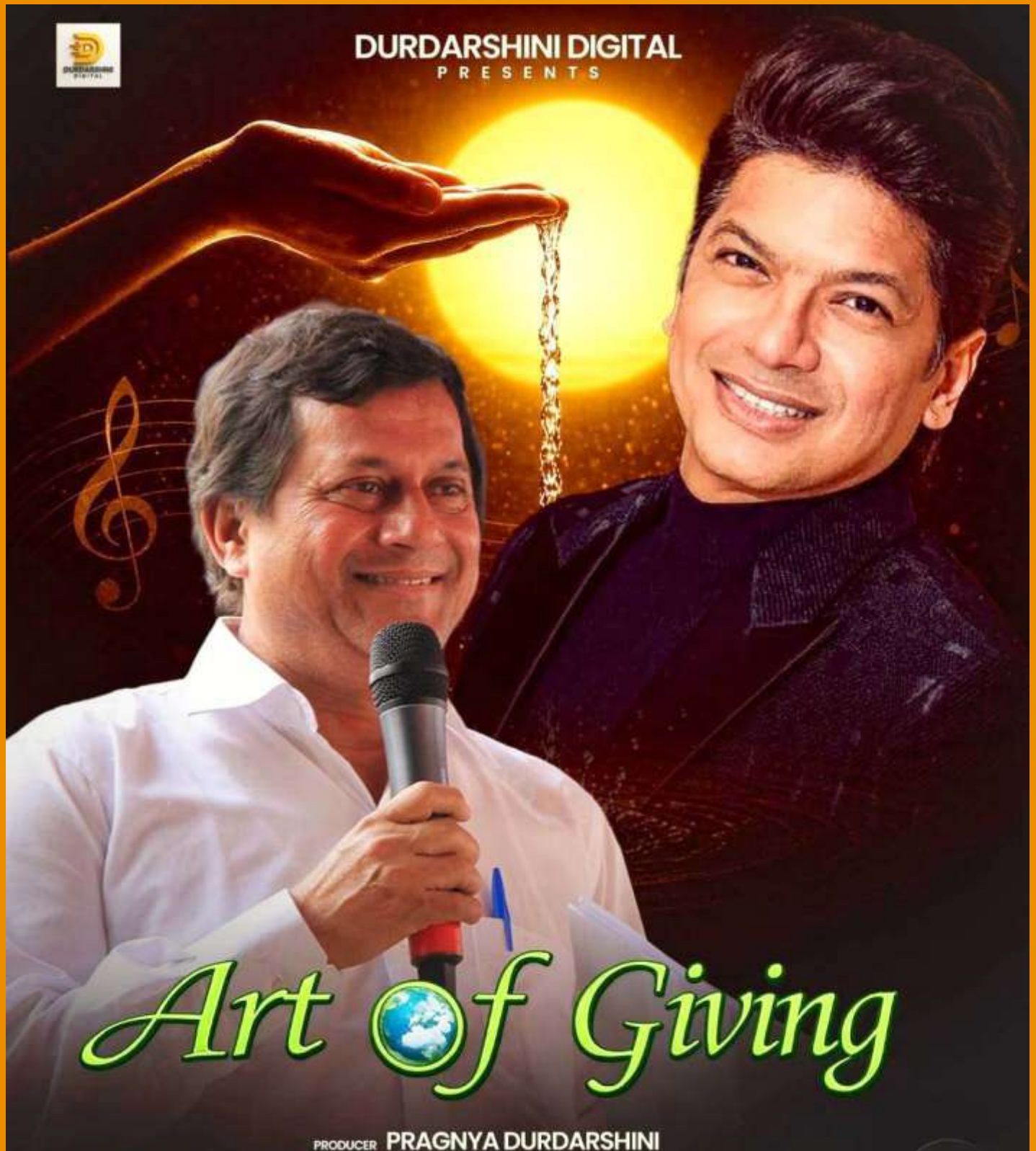
grandmother who feeds pigeons at dawn. In the autorickshaw driver who does not charge the elderly passenger. In the student who stays behind to explain a sum to a struggling classmate. It is present everywhere. It simply needs permission to express itself.



Share to Shine.

This year, on the seventeenth of May, the thirteenth edition of Art of Giving was celebrated across six continents. One hundred and ninety countries. Twenty eight states and eight union territories of India. Fifty thousand places. Every one of Odisha's thirty districts, and twenty thousand villages and panchayats within them. Twenty five million people were touched, quietly, in ways that will never make the news. Our theme this year is Share to Shine. It does not mean give money. It has never meant that. It means share what you are. Share your peace. Share your time. Share your knowledge. Share your attention. Share your presence with someone who has been waiting for it without knowing how to ask.

The Upanishads contain a phrase that has stayed with me across the years. PurnamadahPurnamidam. That is whole. This is whole. From the whole, when the whole is taken, the whole still remains. It is the most concise description of sharing ever composed. When you give from wholeness, nothing is lost. Fullness remains. The candle does not diminish when it lights another. The room simply becomes brighter. This is not philosophy. This is physics. This is biology. This is the lived experience of every human being who has ever given without counting and discovered, to their quiet astonishment, that they had more than when they started.



Renowned singer Shri Shaan lent his voice to a special Art of Giving song, released on 17 May to mark the 13th anniversary of the International Day of Art of Giving. Produced in association with Durdarshini Digital, the song beautifully conveys the values of love, kindness, sharing and humanity. It inspires everyone to celebrate the occasion through a simple act of giving.



13th Anniversary of International

ART OF GIVING



Day celebration- some glimpses of event at Bhubaneswar



The 13th International Art of Giving Day, inspired by the vision of Dr. Achyuta Samanta, Founder, KIIT, KISS & KIMS, was celebrated across more than 190 countries spanning six continents with the theme “Share to Shine.”

This year, the Art of Giving movement reached nearly 50,000 locations across the world. In India, the day was observed in all prominent cities, all 28 states and 8 Union Territories, and across district headquarters, blocks and panchayats of Odisha. In Odisha alone, programmes were organised

More than 50 lakh people participated in the celebrations, while nearly 2.5 crore people were impacted through different activities of giving, sharing, service and kindness.

at nearly 20,000 locations. Internationally, celebrations were held at around 1,000 places and cities.

More than 50 lakh people participated in the celebrations, while nearly 2.5 crore people were impacted through different activities of giving, sharing, service and kindness. The observance also reached all 222 FIVB member nations, while support from FIDE and FIVB helped spread the message of Art of Giving to a wider global audience. For the past one week, Art of Giving programmes were



Presentation ceremony of the Art of Giving Hero Award.

organised at various places around the world and across different cities of India, witnessing participation from people from all sections of society. Every year, the International Art of Giving Day is celebrated with a unique theme. This year's theme, "Share to Shine," symbolised that sharing happiness with others also leads to one's own growth, progress and inner fulfilment.

As part of this year's celebrations, volleyball sets were distributed across India to promote sports, discipline, friendship and harmony among children and youth. The initiative set a Best of India Records for the Most Volleyball Sets Distributed over Three Days, with 9,006 volleyballs and 3,002 nets distributed at 3,002 locations across India.

Speaking on the occasion, Dr. Achyuta Samanta said the Art of Giving had emerged from his own life experiences and struggles. "What I am today is because of the concept of Art of Giving. I have received warmth, love and affection from people because of this movement," he said. He expressed happiness that a simple thought of giving had grown into a global movement of peace, happiness, friendship and harmony.

"What I am today is because of the concept of Art of Giving. I have received warmth, love and affection from people because of this movement."

**-- Dr. Achyuta Samanta,
Founder, KIIT, KIMS & KISS**

A mega programme marking the 13th Art of Giving Day was organised in Bhubaneswar with participation from people from various walks of life. On the occasion, the Art of Giving theme song, sung by renowned Hindi playback singer Shaan, was unveiled.

Among others, Shri Rabindra Narayan Behera, Hon'ble Member of Parliament, Lok Sabha; Indian tennis legend and Padma Bhushan awardee Leander Paes; Tibetan Buddhist master and Spiritual Director of Ripa International Center, Switzerland, His Holiness Getrul Jigme Rinpoche; and Femina Miss India Nikita Porwal attended the event.

As in previous years, the prestigious AOG Hero Awards were presented to noted medical expert Dr. Bidyut Das, Rotarian Ajay Agrawal and KIIT professor Kumar Debadatta for their remarkable contributions to social service. Each awardee received a cash prize of Rs. 1 lakh.

The event was also attended by Prof. Saranjit Singh, Vice Chancellor, KIIT-DU and KISS-DU, and other senior functionaries.



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Organisation in Special Consultative Status with
the United Nations Economic & Social Council (UN-ECOSOC)



#ShareToShine

13th Edition

International Day of

ART OF GIVING (AoG)

17th May 2026



Estd. 17th May 2013

Theme:

Share
to Shine
(Through Volunteerism)

Celebrated across



6 Continents



190+ Countries



28 States & **8** UTs
all cities & towns



50,000 Places



30 Districts &
20,000 Places in Odisha
in every block & panchayat



25 Million
people impacted

Art of Giving is a simple philosophy of life that spreads the message of
peace, happiness, friendship and harmony among all.

Prof. Achyuta Samanta

Founder, Art of Giving

Founder, KIIT, KISS, KIMS



World Record

Most Volleyball Sets Distributed

The world record for distributing the most volleyball sets across multiple locations in the shortest time was jointly achieved by **Art of Giving, Prof. (Dr) Achyuta Samanta, Kalinga Institute of Industrial Technology (KIIT) and Kalinga Institute of Social Sciences (KISS)**, Bhubaneswar, Odisha, India on the International Day of Art of Giving – May 17, 2026. As part of the initiative titled 'Share to Shine', they distributed over 7,500 volleyball sets at 2,500 locations across the country over three days, reaching out to over 1,00,000 people and empowering grassroots players to shine at the international level.

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Chief Editor



BEST OF INDIA RECORDS (BIR) IS A REPOSITORY OF AUTHENTIC RECORDS, DULY VERIFIED THROUGH A STANDARD PROCESS.
BIR LOGO AND NAME BELONG TO IN-CUBE MEDIA, DELHI

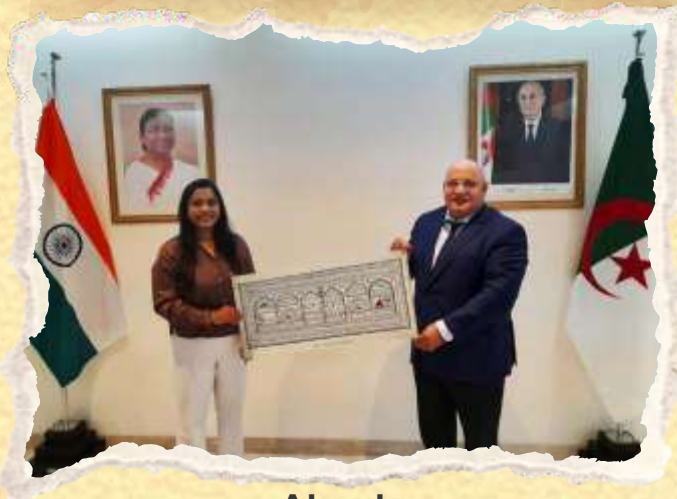


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ART OF GIVING

Celebrated across 75 + Embassies



Algeria



Armenia



Australia



Bhutan



Belarus



Bolivia



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Burkinafaso



Cambodia



Cameroon



Colombia



Cuba



Ecuador



Egypt



El Salvador



Eritrea



Ethiopia



Fiji



Finland



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Gambia



Georgia



Guatemala



Guyana



Indonesia



Hungary



Iraq



Israel



Korea



Lesotho



Lithuania



Malawi



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Malaysia



Maldives



Mangolia



Morocco



Namibia



Netherland



Panama



Papua New Guinea



Peru



Philippine



Poland



Republic of Guinea



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Romania



Russia



Rwanda



Senegal



Slovakia



South Africa



Srilanka



Suriname



Syria



Timor Leste



Togo



Tunisia



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Uruguay



Uzbekistan



Zimbabwe



Egypt

The Art of Giving was celebrated at the City University of New York (CUNY) during the 13th International Anniversary of the movement, highlighting values of peace, harmony, and the theme "Share to Shine". The event took place at the Achyuta Samanta Center / The Achyuta Samanta India Initiative at the CUNY CREST Institute





NATIONAL CELEBRATIONS

Celebrated across all 28 states and
8 Union Territories of India.



Andhra Pradesh



Assam



Bihar



Haryana



Uttar Pradesh



Jammu & Kashmir



●●● #AOG2026



Jharkhand



Karnataka



Tamil Nadu



Kerala



Ladakh



Maharashtra



Andaman & Nicobar



Arunachal Pradesh



Chhattisgarh



Delhi



Gujarat



Madhya Pradesh



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Rajasthan



Telengana



Uttarakhand



West Bengal



Bengaluru



New Delhi



ODISHA CELEBRATIONS

Celebrated across all 30 districts and 20,000 places in Odisha, including in every block and gram panchayat.



Angul



Balasore



Bargarh



Bhadrak



Bhubaneswar



Bolangir



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Cuttack



Dhenkanal



Ganjam



Gajapati



Jagatsinghpur



Jajpur



Boudh



Debagada



Jharsuguda



Kalahandi



Kandhamala



Kendujhar



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Kendrapada



Khordha



Koraput



Malkangiri



Mayurbhanj



Nabarangpur



Nayagada



Nuapada



Puri



Rayagada



Sambalpur



Sonpur



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INTERNATIONAL CELEBRATIONS

Celebrated across 190+ countries



Algeria



Angola



Bahrain



Bangladesh



Belarus



Belgium



Bhutan



Botswana



Burkina Faso



Burundi



Canada



Chad



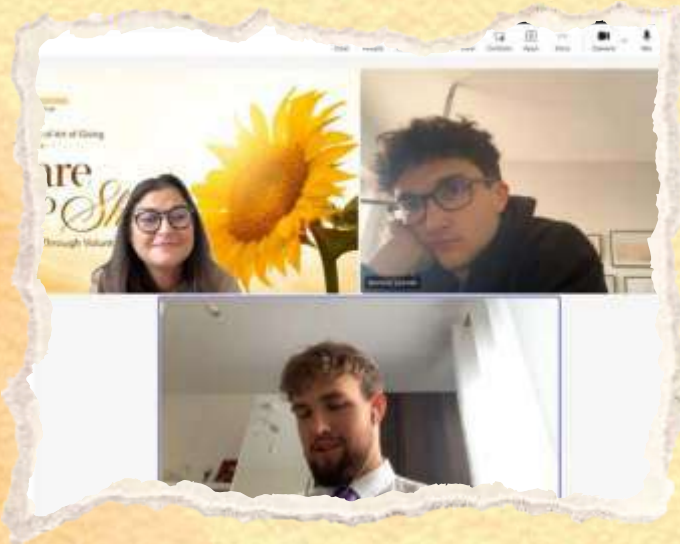
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China



Northern Cyprus



France



Germany



Italy



Japan



Benin



Ghana



Kenya



Kuwait



Liberia



Madagascar



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Malawi



Malaysia



Mali



Myanmar



Netherlands



New Zealand



Nigeria



Oman



Poland



Qatar



Saudi Arabia



Singapore



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Slovakia



Somalia



South Africa



South Korea



Spain



Sudan



Swaziland



Sweden



Taiwan



Tanzania



Thailand



Turkey



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Uganda



United Kingdom



USA



Vietnam



Zambia

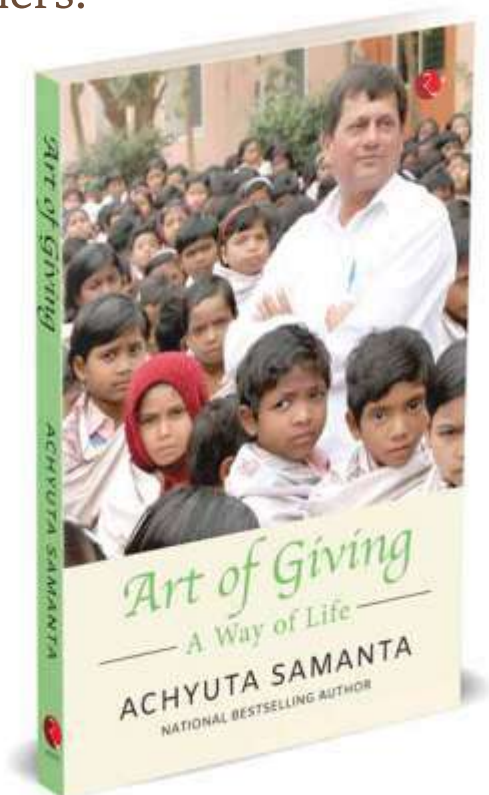


Zimbabwe

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.



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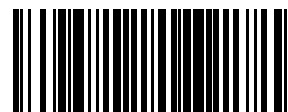
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