VIVEKANANDA KENDRA KANYAKUMARI
The Odisha Narrative

"Man Making
Nation Building"
Shri Eknathji Ranade and Kendra’s vision

Kendra network in Odisha

Odisha Seva Prakalpa

ANANDALAYA - A unique Education program

Vivekananda Kendra - AICYAM

Career Guidance and Counseling

Vivekananda Kendra Odisha - Key Milestones

Message from Bal Krishnan Ji
President, Vivekananda Kendra

I am glad to see that Vivekananda Kendra Odisha is publishing 'The Odisha Narrative' and providing a glimpse of Kendra's activities and services in the last 44 years in the state since its inception in 1978. The state has made significant progress in various fronts and established key programs such as Vivekananda Kendra Odisha Seva Prakalpa and V K AICYAM (Academy for Indian Culture, Yoga and Management).

I am sure the readers will find the Narrative useful and will become an integral part of this narrative for years to come through their contributions in terms of funding, sharing of knowledge, engaging in service activities or providing regular guidance on our regular activities and service projects.

My prayers for all the Kendra workers, contributors and well-wishers in this very important work of Mass Making, Nation Building.

(A BALAKRISHNAN)
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Vivekananda Kendra, Odisha: A Narrative

In the year 1963, on the occasion of the birth centenary of Swami Vivekananda, a memorial was conceived in the memory of one of the greatest sons of Mother India – a Prophet of universal brotherhood and world harmony. The sturdy, impressive, and magnificent monument was made of granite and consecrated on 2nd September 1970 at the Land’s End of the Indian sub-continent wherein the three seas meet to wash the feet of the Bharat Mata.

The Vivekananda Rock Memorial is like a light house guiding in the dark and sending out a message of eternal purity and understanding of global unity through co-existence and cooperation. The prime architect of this national Memorial was Shri Eknathji Ranade – a Karmayogi wedded to selfless seva greatly influenced by the teachings of Swami Vivekananda who campaigned to get 3 million people across the country to contribute towards this noble cause. The state of Odisha enthusiastically participated in the campaign with contribution from many households and it was ably led by Shri Chandrakant Harkare. Eknathji used to say "To put up a Cement and Concrete structure is not the work for which I am born, I am to erect a living and dynamic monument which will be worthy of Swami Vivekananda and which will be capable of bringing into fruition his grand vision of future India".

Vivekananda Kendra – a spiritually oriented Service Mission was established in the year 1972, under the exclusive guidance of Shri Eknathji. Vivekananda Kendra is centered around the virtuous thought “Service to Man is Worship of God” - and is guided by the righteous ideals “Renunciation and Service” to deliver the clarion call given by Swami Vivekananda for “Man Making – Nation Building”.

The purpose of Vivekananda Kendra is to spread Swamiji’s message of selfless service, love to motherland and pride in our rich cultural heritage among the different strata of the society. It also creates the awareness on the need of ‘collective organized work’ for the regeneration of the nation, which is reflected in its ever-increasing activities.
The Vivekananda Kendra is presently working through more than 1200 Branches and Activity Centres spread across the length and breadth of India to work with all strata of the society in rebuilding the nation by undertaking various service activities in the areas of Education, Rural Development, Protection and Development of Natural Resources, Healthcare, Child Development, and Empowerment of Youth and Women. Some of the specific service activities are Yoga, Swadhyaya Varga, Samskara Varga, Research on Indian Culture, and Publications based on the life and message of Swami Vivekananda, Vedic Studies, Traditional Knowledge and Indian Culture. These services are rendered across the nation with a focus in geo-politically remote and sensitive regions.

The Vivekananda Kendra organisational activities started in Odisha in 1978 by opening a centre in Baleswar and formation of ad-hoc body on 16th Oct 1978. Vivekananda Kendra’s own office in Baleswar called ‘Vivek Nilaya’ was set up in 1994 and it was inaugurated by Dr M. Lakshmi Kumari, the then president of the Vivekananda Rock Memorial and Vivekananda Kendra. Currently, the Vivekananda Kendra in Odisha is operating with 10 Branch Offices located at Baleswar (1978), Baripada (1992), Kendujhar (1994), Bhubaneswar (1994), Bramhapur (1995), Kusupur (2001), Sambalpur (2009), Banapur (2012), Gunupur (2014), and Cuttack (2018). These branch offices plan, undertake, and execute some of the service activities. Besides, under the guidance and governance of Branch Offices, the service activities are also performed in many other locations such as Paralakhemundi, Bhawanipatna, Koraput, Bargarh, and Rourkela.

The regular activities include yoga varga, swadhyaya varga, samskara varga, and yearly celebration of Vivekananda Jayanti (National Youth Day) on Jan 12th, Guru Purnima (Maharshi Vedavyasadev’s birthday) on Ashadha Purnima, Universal Brotherhood Day/Chicago Lecture Day on Sept 11th, Gita Jayanti on Margashirsha Shukla Ekadashi, and Sadhana Diwas (Eknath ji’s birthday) on Nov 19th.

The Branch Offices also regularly conduct National Integration Camp, Yoga Prasikhyan Sibir, Adhyatmika Sibir, Health Camp, Plantation Drive, Environmental Cleaning, Blood Donation Camp, distribution of clothes to needy people, and cultural programme in villages and schools.
During natural calamities such as Latur earthquake in 1993, 1999 cyclone in Odisha, and Bhuj earthquake in 2001, and cyclones of recent past such as Phailin and Fani, Vivekananda Kendra Odisha significantly contributed in the relief activities by sending money, doctors, and other household utilities.

These activities and celebrations have been systematically executed by Karyakartas through more than 2000 programmes that impacted the public life in Odisha such as imbibing Kendra’s core values, families becoming more disciplined, and steady increase in the adoption of yoga asanas. By the end of the year 2005, the Vivekananda Kendra Odisha built a vibrant community of 400 volunteers (Karyakartas) to run activities and programmes that provided the impetus for the Vivekananda Kendra Odisha to formally plan and launch ‘Vivekananda Kendra Odisha Seva Prakalpa’.

Vivekananda Kendra Odisha Seva Prakalpa:

In 2006, there was a meeting in Kanyakumari to deliberate in bringing further focus to the developmental works in the rural areas of Odisha. That led to creation of Odisha Seva Prakalpa with a focus to work for Odisha janjati, rural, and under-privileged sections. The project was launched on 11th Sept of 2006 and over the last 16 years, the following service activities were planned for execution: Anandalaya; Samskara varga; Personality development camps; Cultural examinations; Training for Anandalaya Acharyas, Karyakartas, and Organizational leadership; Village interaction activities such as meetings, Vivekananda Jayanti celebration, and Health Camps; Support for under-privileged youths for pursuing higher educations; and Mobile Library-cum-Audio Visual van. The objectives were to achieve the following:

- Prevention of large-scale dropouts among the poor children in rural and tribal areas.
- Increase in enrolment of children in primary and middle schools.
- Development of reading habit to raise the level of education of the rural and tribal children with the aid of audio-visual educational kits, such as motion pictures, tapes, computers, etc.
- Increase in the female literacy rate of the disadvantaged communities.
- Bridge the gap between literacy rates of SC/STs and that of the general population and also between the rural and urban population.
• Increase in the female literacy level in the village areas and eradication of illiteracy among the adult population.
• Education on values of national integration, conservation of environment, social equality to the rural and tribal people through functional education.
• Exposing the budding and young minds to the lives of our national saints, patriots and heroes which will help forming good character as they grow.
• Exposing the general masses to the great cultural heritage of our country.
• Raising the levels of living of the rural and tribal people by raising the social indicators like education and health.
• Empowerment of women, children and socially disadvantaged people.
• Training manpower in different skills and create useful human resources.
• Educating and building health awareness.

The concept ‘Anandalaya’ was developed to start imparting learning on Shiksha, Samskara, Swasthya, and Swabhiman to children with a twin objective – onboarding every child for primary education and to ensure no dropouts before the standard V class. The Karyakartas were trained in the last quarter of 2006 to promote and manage Anandalaya. The decision on the choice of the location for piloting the project was based on the criteria ‘village with a maximum drop-out rate’ and it led to starting of the project on Jan 12th, 2007 in the village Adakata, Ghatagaon Block, Kendujhar District. The following is a summary of achievements over last 15 years.

• Anandalayas are established in 27 locations with target to reach 50 by the end of 2022 covering 4 districts.
• There are 10,000 students benefited through Anandalayas and many of the students who were studying in the Anandalayas during early years have now successfully established themselves in the society with employment or self-employment.
• Anandalaya practices community-based cultural development and deeply collaborates with the village community on the choice of location, children counselling, parents counselling, and other enabling activities for the benefit of the village.
• Anandalaya actively supports in organising and delivering Vivekananda Kendra activities and celebrations.
The Seva Prakalpa launched **Mobile Audio-Visual Library** in 2008 to enable the following:

- To share study books with needy students for a limited time period
- To share books and visual content with students and youths on Indian culture, nation building, and biography / autobiography of social leaders
- To build confidence with students for taking examination without fear through “**Pariksha De Haste**” programme

The training-cum-multipurpose activity centres were established at Amlipani (Jujumara Block, Sambalpur) in 2015 and Deobandh (Kendujhar) in 2017. The training programmes are conducted for youth, karyakarta, and acharya in regular batches under the initiative “**Vivekananda Seva Sadan**”. One of the flagship multipurpose activities is computer literacy. Over last five years, more than 1000 students had gone through this literacy programme. At Amlipani, there is a mobile medical unit having doctors, pharmacists, lab technicians, and coordinators covering 35 villages in four clusters with weekly visit of specialists covering consultancy, test and distribution of medicines at no cost to beneficiaries. This activity has benefited more than 15,000 people by now. At Deobandh, a gent’s hostel was established in 2018 to provide residential facility for undertaking the free education to 25 students deprived of school education due to poor economic or social conditions. In addition, the Seva Prakalpa is periodically engaged with healthcare, environment cleaning, and cultural programmes in villages. The Branch Offices run Swadhaya Pariksha (reading a book on their own and taking the assessment) in colleges and select youths going through these programmes to become karyakartas and facilitate further training to these youths in Odisha or in Kanyakumari.

The purposeful and effective programmes towards the realization of service activities under the **Odisha Seva Prakalpa** has given rich dividends in terms of increased productivity, improvement in healthcare, family stabilization and general betterment of social and political life of the SC/ST and other socially disadvantaged groups. The special programmes and training for the village youths of all communities has created quality manpower in every village that can organize, monitor and implement all kinds of village developmental programmes. The following is an attempt to summarize the impact of **Odisha Seva Prakalpa**:
• Large-scale dropouts among the poor children in rural areas are prevented and at the same time enrolment of children in primary and middle school level have increased in villages where Anandalayas are running.

• The development of reading habit, the use of audio-visual teaching aids, and the access to mobile audio-visual library are helping to improve the learning interest of the children and youths of the disadvantaged groups and thereby reduced problems relating to low-levels of learning achievement and low participation of girls in education.

• Health awareness and sensitising programmes through audio-visual shows, presentation by experts, community meetings in the villages have helped in bringing a radical change in the minds of the people towards the health and sanitation issues.

• Attitudinal changes among the disadvantaged and neglected community towards education, health, agriculture, development, culture and approach for a peaceful community life.

Vivekananda Kendra Academy for Indian Culture, Yoga and Management (VK-AICYAM), Bhubaneswar:

Planned in the year 2014, the birth centenary year of Mananeeya Eknathji Ranade, VK-AICYAM has come into existence in the year 2020, as a project of Vivekananda Kendra Kanyakumari to undertake multifarious activities in the fields of Indian Culture, Yoga and Management in the Eastern region of India, with special focus on related research activities. This project has been undertaken post the success of “Vivekananda Kendra Institute of Culture (VKIC)” in Guwahati (started in 1993) with the objective to study the richness of our traditional knowledge, practices and systems and discover the key elements that bind the communities in North-East and Eastern India. The major objectives of VK-AICYAM are:

• To undertake various research activities to enrich, promote and strengthen the cultural traditions and art forms of different Janajati communities of North-East and Eastern India as well as to bring forth the key elements and nurture the commonalities

• To expand the awareness and benefits of YOGA and its application for holistic living and bringing harmony in the changing social dynamics

• To undertake studies on the management principles highlighted in various Indian literature and their relevance to the contemporary management.
To undertake various other activities that is aligned to the stated objectives and the twin objectives of Vivekananda Kendra – “MAN MAKING – NATION BUILDING”

VK-AICYAM has setup the infrastructural facility at Gandamunda (Pokhariput - Jagamara Road), Bhubaneswar to fulfil the above objectives.

Centre for Career Guidance and Counselling (CCGC) at VK-AICYAM:

Swami Vivekananda had said, “Take up one idea. Make that one idea your life – think of it, dream of it, live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success.” Being inspired by the above message, the Centre for Career Guidance and Counselling (CCGC) at VK-AICYAM has been commissioned as an initiative to provide career guidance and counselling to the Secondary/Higher Secondary/Graduate students in a holistic manner, with special focus on under-privileged students, to enable the students in establishing themselves in the society as a human-being, as envisioned by Swami Vivekananda, by imbibing the principles of the rich Indian ethos and simultaneously, being aware and updated with the dynamically changing ecosystem.

Vivekananda Kendra Odisha – Key Milestones:

Over last 44 years, the Vivekananda Kendra Odisha is deeply rooted itself in multifarious social and educational activities with enabling infrastructure and capable resources. The journey can be broadly listed under three phases: 1978 – 2005, 2006 – 2015, and 2016 – 2022.

During the phase ‘1978 – 2005’, the focus was on building and spreading organisation’s (sangathan) presence and visibility by setting up multiple physical infrastructure and running the core activities of Vivekananda Kendra. The phase ‘2006 -2015’ saw the conceptualization and seamless execution of Odisha Seva Prakalpa. In the current phase ‘2016 – 2022’, the core activities are further strengthened, the Odisha Seva Prakalpa is scaled, and VK-AICYAM is conceptualized and established.

The following is an attempt to list the key milestones:

- 1978: The first branch started in Baleswar, Odisha
- 1997: All India Yoga Siksha Sibira at Puri
- 1997: All India Spiritual Retreat at Puri
- 2001: Mass Surya Namaskar (Mitra 2001) demonstration at Baripada with more than 2100 participants.
- 2010: Mass Surya Namaskar demonstration at Bhubaneswar on January 12th with 6500 participants.
• 2012: Vijay hi Vijay (All Odisha Youth Leadership) Programme in December 2012 with 1000 youths assembling for the programme coming from many districts of Odisha.

• 2012: The Vivekananda Kendra Odisha took the responsibility of managing IOCL hospital at Paradeep.

• 2014: Celebration of Swami Vivekananda's 150th Birth Anniversary in all districts of Odisha in collaboration with RSS and many other organisations.

• 2015 – 2016: Celebration of Mananeeya Eknathji Janma Shati parva (Birth Centenary celebrations of Man. Eknathji's Ranade). A special drive for making more patrons in the state of Odisha, leading to addition of 1000 new Patrons.

• 2015: One day workshop at Paralakhemundi in October 2015 on the subject ‘Janjati traditions – change and continuity’. There were 150 participants with most of them from Sabar community.

• 2016: A three-days conference in February 2016 on Indian Ethos on contemporary management with more than 100 participants drawn from corporate and academics.

• 2016: A two-days programme for Juang community in December 2017 at Deobandh on traditional practices of Juang community – change and continuity.

• IYD (International Yoga Day) programme at VK-AICYAM on June 21 for the year 2018, 2019, and 2022 and running the IYD programme through digital platform for the year 2020 and 2021.

• 2019-2020: Ek Bharat Vijayi Bharat Mahasampark Abhiyan to mark the 50 years of inauguration of Vivekananda Rock Memorial, where in mass contact with various elites, leaders, decision makers form different sections of society was done.

• 2020: VK-AICYAM inauguration with a six-days programme starting on January 12th that included workshops on Janjati (One day), Yoga (One day), and Management (One day).
• 2020: Akhila Bharatiya Adhikari Baithak – a three-days residential programme in February 2020 at Bhubaneswar with more than 300 participants.

• 2021: A two-days programme on January 11-12 focusing on Bathudi Janjati covering the theme astha and vishwas with participation from six Janjatis including Bathudi.

• 2021: A two-days programme on Dec 30-31 to document the worshiping practices (puja padhati) of six Janjati communities – Juang, Bathudi, Munda, Sounti, Gond, and Oram.

• 2021-2022: 12 webinars are delivered covering VK-AICYAM themes.

• 2022: A two-days programme on January 11-12 focusing on Sabar Janjati covering the theme ‘Janjati Sanskruti – samskara and prasar) with 64 participants coming from eight Janjatis including Sabar.

• 2022: The constitution of AICYAM Sanmana Award with a corpus of INR 15 Lakhs to recognise Janjati leaders every year who have worked consistently for the preservation and propagation of Janjati culture. Makardhyoja Nayak of Bathudi community is the recipient of the award for the year 2022.

• 2022: In association with Utkal University of Culture, one-day seminar on yoga practices was conducted in February 2022 and 28 seminar papers presented.

• 2022: In association with Utkal Chamber of Commerce and Industry, one-day workshop on March 16th, 2022 was conducted on production management with 50 participations from industry.

• 2022: Inauguration of Centre for Career Guidance and Counselling (CCGC) and the pilot launch of two batches of CCGC training programme to 45 students on June 19th (Batch 01 for students completing secondary school examination and Batch 02 for students completing higher secondary education).

During these 44 years, the Vivekananda Kendra Odisha is enriched with the wisdom of many eminent personalities during their visits and participation in different programmes.
In Odisha, since the humble beginning of the first Branch in the year 1978, the Vivekananda Kendra has earned significant societal goodwill through its selfless and exemplary activities for tribal and rural population, especially in some of the remote regions of the state. This has been possible with the tireless and relentless focus of a group of dedicated and devoted Kendra Karyakartas. For a state like ours, with a multitude of social and economic problems awaiting to be solved, many more activities are yet to be done. The Kendra’s founder Shri Eknathji expressed during the meeting of the Kendra Karyakartas in the decennial year of the Kendra in 1982 “We should have a branch of the Vivekananda Kendra in every district of India manned by young and dynamic karyakartas to carry on the task of national reconstruction for a better tomorrow”. The Vivekananda Kendra Odisha shall work towards the vision as shared by Shri Eknathji through meticulous planning, orchestration, and execution.

**Manifestations of True Religion:**

Religious awakening means experiencing the presence of God in one’s own self and in the world. That makes one conscious of the divine within and urges him to work for its unfoldment and enables him to grow spiritually. Simultaneously, it generates in him a sense of oneness with God’s creation and, consequently, an intense fellow-feeling for the members of his own species – the human race – and prompts him to work with zest for human welfare and progress... If, and as long as the religious awakening intensifies on these lines, it is dynamic and full of tremendous potentialities for the transformation of humanity into higher and higher planes of existence. But, if it remains limited to rituals, forms of worship and offerings to God, or prayers and praises addressed to Him, it becomes static and has hardly any role to play in human advancement.

**A Two-pronged Movement – The Need of the Hour:**

The remedy for the ills of our country, therefore, lies in launching a mighty movement of right thought sweeping the entire country. It has to be a two-pronged move.

1. Transforming our people’s inherent God-wardness into the right spiritual urge rising out of the teachings of the Upanishads, namely,
   - Each soul is potentially divine
   - Faith in God, in turn means faith in one’s self, i.e., in one’s potentiality to rise to divine heights

2. To convert the spiritual fervour thus released into works of national reconstruction

– Mananeeya Eknathji
Personality Development Camp

Street play

EBVB Samparka, Hon’ble Union Minister Sri Pratap Sadangi

Vimarsha Bhagini Nivedita’s 150th Birth anniversary

Samuhik Suryanamaskar

Samskar Varg
Souvenir released by Hon`ble Governor of Odisha

Odia book release

Homeopathy Dispensary

Rally Sw. Vivekananda jayanti

Sw. Vivekananda Jayanti

Yoga Varg
Our Celebrations

Vivekananda Jayanti
Gita Jayanti
Universal Brotherhood Day
Karyakarta Prashikshana Shivir
Guru Purnima
Sadhana Diwas

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Vivekananda Kendra Calling!

Do you want to Join in this Great Work?

Great works are done by great sacrifices.
Are you ready to sacrifice your life for the nation or at least few years of your life to serve the nation?
Then Vivekananda Kendra is the place for you.

Vivekananda Kendra is a cadre-based organization in which men and women dedicate themselves to work full time. It is not a salaried job but your basic needs like food, clothing and accommodation will be taken care of by the organisation. You can join for some specific period.

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