



# People's Cultural Centre (PECUC)

(A Centre for People's Empowerment and Sustainable Development)

## Annual Report (2024-25)



### Address

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## From Chairman's Desk:



Greetings from PECUC!

No less hilarious the long 35 years of journey of PECUC since 1990. You looked at us, we extended our hands, walked together hand in hand exploring new horizons of human lives from birth to death and its environment around PECUC never missed any aspect of human life and its development as far as practicable. We are quite updated about the changes around, thus acting on it before the world cries for it. In every sun and rain, we extend handhold support and care. People are our inspirations, our team is our strength I am extremely grateful to our enlightened management, both Government and Non-government organization for their support.

WORK IS OUR JOURNEY, NOT OUR DESTINATION

LONG LIVE PECUC

*Minakhi Panda*

Dr. Minakhi Panda  
Chairperson,  
People's Cultural Centre (PECUC)

## From Secretary's Desk:



Dear Friends,

PECUC has successfully completed another remarkable year of its journey, during which it has touched countless lives, brought smiles to faces, and brought meaningful changes to people's lives. Committed to the Sustainable Development Goals (SDGs), PECUC's endeavors have quietly left an indelible impact over time. From protecting children's rights to empowering youth and women, and strengthening People's institutions, PECUC continues to make steady progress in achieving its mission and realizing its strategic vision.

With a clear goal in mind, the PECUC team works tirelessly to fulfill their responsibilities as dedicated employees of the organization and as compassionate supporters of the community, always ready to lend a helping hand whenever needed. Adding another feather to its cap, PECUC has inaugurated a new AADI Therapy Centre in Baleswar for children with cerebral palsy (CP) and mental retardation (MR), showcasing its unwavering commitment to inclusive development and ensuring that no one is left behind.

As a team, we firmly believe in the immense potential within every individual to achieve greatness in their lives. It is the guiding principle of the PECUC team to forge ahead with unwavering determination and courage, overcoming every challenge that comes their way. In doing so, they build resilience and create boundless opportunities for a brighter future. I extend my heartfelt gratitude to the PECUC team and hold great hope that the coming year will bring immense success and even greater opportunities for all of us.

Here's to a more glorious year ahead!

Ranjan Kumar Mohanty  
Secretary People's Cultural Centre (PECUC)

**People's Cultural Centre (PECUC)** is a child rights focused organization founded in 1990. People's Cultural Centre (PECUC) a leading socio-cultural organization has been dedicated to creating positive change across Odisha for the past 35 years. Founded in 1990 by a group of passionate individuals from diverse walks of life including social workers, educationists, artists, development professionals, and NSS volunteers PECUC emerged with a shared vision of building a just, equitable, and inclusive society.

It all began with a grand children's festival on 14th November 1990, where over 5,000 children came together to celebrate the spirit of change and hope. Since then, PECUC has touched countless lives across 30 districts of Odisha, 4 districts in Delhi, and other parts of India, implementing numerous projects and programs in collaboration with communities, civil society, government agencies, corporates, and international organizations.

PECUC's human-centric approach remains rooted in sustainable development, with a steadfast commitment to positive social, cultural, and economic transformation. The organization focuses on the rights and well-being of children, women, youth, the elderly, persons with disabilities, and other vulnerable groups. Over the years, its initiatives have spanned across child rights, women's empowerment, education, livelihood, health, hygiene, climate change, governance, and emergency management always working toward a violence-free and exploitation-free society.

**Our Vision:** A world in which peace, justice and equality prevails, where people participate and have a say in their social and economic well-being by exercising their rights to a life of dignity, respecting cultural and natural diversity.

**Our Mission:** Our mission is to empower and enable children, young people, women, the elderly, other vulnerable and marginalized communities to participate powerfully in their overall development and to create and strengthen peoples' institutions that ensure, sustain and promote their wellbeing, security, inclusive development and a life of dignity.

## Khordha

### 1] Surakshya: Empowering adolescents, young women, young people for improving access to Education and Sexual Reproductive Health & Rights

Project implemented by PECUC in collaboration with the Adoptionscentrum

**Operational Area:** 8 villages of Baliana Block, 4 Villages of Bolgarh Block, 3 slums including Kela Sahi, Bhaktamadhunagar and Mahakaleswar slum of Ward-62 of Bhubaneswar Municipal Corporation, Khordha District



**Activities:** Staff capacity building, Training of adolescent boys and girls on life skills, online safety, Training on sexual and reproductive health services, HIV/AIDS, Substance abuse, Training to adolescents on gender, Training on Gender to young couples - Understanding of Gender and Development, Understanding the cycle of violence, Healthy Relationship, Training to young women on SRHR & HIV/AIDS, Domestic violence, Training to ECOSAVERS Youth Network Members on group building, protection of ecology, waste management, State level consultation of ECOSAVERS youth Network Members on environment & Ecology, Observation of environment related special days, Stakeholder's workshop on Child Protection issues i.e. child marriage, child sexual abuse, child labour etc, Training to GKS members, ASHA, Anganwadi workers

& front line health workers on SRHR - one training in each GKS i.e.12 nos in 12 villages in each year, Training to teachers on basic counselling skills, SRHR, online safety, Strengthening GPCPC & Slum level CPC & training to GPCPC/CPC leaders - 1 training for 20 participants from 20 CPC/GPCPC in each year, Awareness generation & IEC materials.

### **Achievements:**

- ⇒ Formed 15 adolescent groups with 226 members; 422 adolescents and youth gained knowledge on gender equity, online safety, SRHR, and life skills.
- ⇒ Supported and facilitated 83 adolescents in passing the 10th Board exam and pursuing higher studies; 662 children and adolescents continued education, and 23 dropouts were mainstreamed into school.
- ⇒ Facilitated 708 adolescent girls in taking Iron Folic tablets, 348 accessed the Khushi Scheme with improved menstrual care.
- ⇒ 300 adolescents contributed to wall magazines; 2 issues of wall magazines.
- ⇒ Facilitated 144 adolescents interface at Gramsabha, Facilitated 208 young women, and 145 youth participated in Gram Sabha meetings.
- ⇒ 33 young women participated in sessions on SRHR, HIV/AIDS, and domestic violence; 42 attended couple training on gender; 283 young women reached through educational activities on SRHR, gender equality, and leadership.
- ⇒ Young women's groups intervened in 40 domestic violence cases, and resolved 31 cases.
- ⇒ Facilitated 194 pregnant women to the Mamata Scheme; 186 young women adopted contraceptive methods; 23 high-risk women referred to hospitals, 33 family planning operations, 76 institutional deliveries, and 212 maternal immunizations, 382 families to practice kitchen gardening;
- ⇒ 15 EcoSavers youth networks formed with 213 members, 51 trained in ecology and waste management.
- ⇒ 32 youth participated in a 4-day EcoVenture Camp at Kapundi, Saharapada, Patna (Keonjhar), engaging in biodiversity workshops, sustainable practices, adventure walks, climate action exposure, tree planting, bird nest making, yoga, and Shramadan at Bhimkund.
- ⇒ 130 youth joined a public awareness rally on "Tobacco-Free Youth Campaign 2.0" on Nov 19 organised by Tobacco Control Cell, Govt of Odisha and PECUC, World Day for the Prevention of Child Abuse. 15 youth participated in a state-level workshop on environmental protection.
- ⇒ Facilitated 128 youth opted for higher studies through career counselling.
- ⇒ 1,250 trees planted; 22 vermicompost units created. Conducted 106 cleanliness drives and cleaned 105 tube wells.
- ⇒ Training of 65 duty bearers, 121 GKS members, and 23 teachers on SRHR, counselling, and online safety.
- ⇒ Facilitated for 106 linkages with government schemes: Matric Scholarship, Mission Vatsalya, Old Age Pension, etc.
- ⇒ 17 Child Marriage Taskforce Committees are active and stopped 4 child marriages.
- ⇒ Project staff participated in the 2nd International Conference on Paid Period Leave on Dec 16, 2024, at Swosti Premium, Bhubaneswar, with 105 participants from 18 countries.

## **2] Baseline Survey on Identification of Street Children**

**Supported by: OSEPA**

### **Achievements:**

- Survey was carried on in Bhubaneswar Municipality, Jaleswar (NAC), Baleswar, Keonjhar Municipality, Rayagada, Nabrangpur and collected information of about 757 children.

### 3] Learning Centre for Street Children – Unit-2 school (Aug 2024 to Feb 2025)

**Collaboration with:** School & Mass Education Department Govt of Odisha

**Achievements:**

- 25 children attended the centre & education was impacted in a fun and learn way
- All the student mainstreamed to school

### 4] Learning Centre for Street Children – Tarini Slum [March 2025cont..]

**Achievements:**

- 15 to 20 children attending the centre regularly
- Education is provided in a fun and learn way

### 5] Mechanised DSR under the sub-Scheme "Promotion of Improved Package of Practices 2023-25"

PECUC implemented the project 'Mechanised Direct Seeded Rice (DSR)' in collaboration with Block Agriculture Office, Bolgarh&Beguniawith support from Chief District Agriculture Office, Khordha

**Target Area:**10 GPs of Bolagarh Block Khordha District& 3 GPs of Begunia Block

**Target Beneficiaries:**105 Hectorland cultivated through mechanized DSR system covering 165 farmers,

Activities:Farmer meeting, document collection, beneficiary demand bill, self declaration form fill up, physical verification by block and district

**Achievements:**

- 10% increase in yield of paddy cultivation
- All beneficiary get Rs 7000/- in two installments



### 6] Building a Child friendly Environment at school by developing School infrastructure and creating a green environment

PECUC implemented this project with support from Charities Aid Foundation America (CAF)

Project Location:Govt. Up School, Jagannathpur, At/Po- Jagannathpur, GP-Jagannathpur, Block- Balianta, Dist- Khordha

**Beneficiaries:** Student - 101 (Boys-47, Girls-54), Class – I to VII, No. of Teacher – 6

**Achievements:**

- Science equipment Support to school including Telescope with stand, Binocular, Globe, Skeleton (2.5 ft), Solar System Model & Day and Night Model



### 7] ASHA-Alternative Source of Help and Action

ASHA, a concept introduced by PECUC, fosters the self-help capacity of the elderly to achieve socio-economic security. It focuses on empowering older people to lead a happy and dignified life. 12 Elderly Self-Help Groups (ESGPs),the annual savings of these 12 groups is INR 2, 35,000.

- On the occassion of International day for older person

- 23 older persons including 15 older women and 8 old men received cloth support.
- 50 older person of Nabati and Purohitpur village of Balianta block received umbrella support from Rotary Club of Bhubaneswar Unique.
- In Kanchilo School with the help of Innerwheel Club, Bhubaneswar, 7 older women of Tiranpada and Kanchilo village of Balianta Block received blanket support in presence of PECUC and Inner wheel club team.
- On 21st Dec 1993 Physics Batch of Ravenshaw College distributed blanket to 50 older persons of Balikanthia village of Balianta block in presence PECUC team, Dibya Ranjan Dash, Chairman, Herbal Herbage & Former President, Rotary Club & Mr Manas Ranjan Biswal of Alumuni Association.

### 8] VDMP- Village Disaster Management Plan

Implemented with support from District Disaster Management Authority, Khordha

Target Area –35 nos village of 7 GPs (Balianta, Bentapur, Bhingarpur, Jayadev, Jagannathpur, Purohitpur & Jhinisasan) in the Balianta Block

#### Achievements:

- 1 GP level meeting conducted
- Village Disaster Management plan for 35 villages complete and in place

### 9] International Women's Day

International Women's day organized at Balianta High School, Balianta in collaboration with Rotary Club of Bhubaneswar Unique on 8th March. Dr. Minakshi Panda, Chairperson, PECUC, Ms. Anuradha Mohanty, Executive Director, PECUC addressed the gathering. Among others Rotarian Divya Ranjan Dash, Rotarian Arya Panigrahi, Rotarian Ranjita Senapati of Rotary Unique, Ms Bhavani Kumari Mahapatra, Principal, Balianta High School, Dr. Tanmay Tripathi, MOIC, Community Health Centre, Balakati, Krishna Keshab Apata, Sarpanch, Balianta Panchayat, Santosh Kumar Sethi, PHEO, Community Health Centre, Balianta spoke on this occasion. Eminent women personalities of Balianta block were felicitated for their outstanding contributions in various fields.

They are Dr. Arpita Sethi (BDS), CHC, Balakati; Smt. Kaberi Majhi, Assistant Teacher, Shri Shri Patitapaban Government High School, Kakarudrapur; Smt. Shakuntala Parija, Anganwadi Worker, Jaganathpur; Smt. Kalpana Jena, ASHA Worker, Budhipada Village, Puranpradhan Panchayat; and Smt. Shraddheya Patra, Sarpanch, Prataprudrapur Panchayat. Around 100 women from Balianta block, including ASHA, Anganwadi workers, Women SHG Members and students, actively participated in the program. Besides the Women's day was celebrated at Bhubaneswar slum, Bolgarh block by organising community meeting, local game, Poem reading, messaging etc.



**10] Plantation:** Plantation program was organised at the campus of Bainchua High school campus and village cremation ground, with the support of Rotary Club Bhubaneswar Unique and 50 numbers of fruit bearing plant were planted. 50 nos of fruit bearing plant were planted at Balikanthia village with support of Innerwheel club of Bhubaneswar. 1150 nos of fruit bearing and other plants were planted at Barhampura, Panchukot & Bolgarh village of Bolgarh block, Purohitpur, Puranajhinti (Jhintisasan), Balianta GP (Kusudadia/Hospital), Tiranpada, Kanchilo, Dhamilo, Pratapsasan Boys School, Panchabati & SIRD, Bhubaneswar. A total of 1250 tree planted at Khordha district



### 11] Symposium on Teen Vitality

Rotary Club of Bhubaneswar Unique in collaboration with PECUC organised "Symposium on Teen Vitality" at Hotel Swosti Grand Bhubaneswar on 19th Jan 2025. 40 adolescents from Bolgarh and Balianta participated in the symposium

## Keonjhar

### 1] CCIENE-Child centered initiative for Improving Education, Nutrition and Environment in Keonjhar District, Odisha

It is implemented by PECUC in collaboration with AEIN

**Operational Area:** 19 villages of Patna block and 6 villages of Ghatagaon block of Keonjhar District

**Target Beneficiaries:** 3000 (Children, Women, Youth, AWW, ASHA, Teachers, SMC members, CPC members and family members), Indirect- 10500

#### Objectives:

- Children and youth rights in the targeted villages are strengthened through increased institutional capacity.
- Improved access to education, health, nutrition for the children with focus on girl children.
- Empowering youth and women of target villages with green livelihood opportunities as a key strategy to promote and prioritise environmental protection.

**Activities:** Community awareness campaigns, Information, Education & Communication materials, Training to Village Level Child Protection Committee ( VLCPC)/ Gram Panchayat level Child protection Committee (GPCPC), Capacity building training of Local Self Government functionaries on child rights and role of panchaytiraj institutions, Children collective in schools, Training of children on child rights, leadership, Life skill, Gender, Capacity Building of parents teachers association and School Management committee ( SMC) members, Teacher's training workshop on child centred learning, inclusive education practices and positive discipline, Children fair – Annual event, School Learning Corner - for learning materials & activities, play & blossom-100 girls one day each year – Football game with gender training batch by batch at corners of the football ground, National level online consultation on quality & safe Education, Workshop of Anganwadi & ASHA workers, Nutritional screening and assessment for 3-5 years children, Training on backyard organic nutritional gardening to mothers/ women with Seeds support, Food festival ( Local, Traditional food festival having nutritional value & documentation of recipes, Training on organic farming, line showing method to youth and women farmers, Input support to women (seeds, organic fertiliser), Promotion and strengthening of Ecosavers youth network in 25 villages, State level ECOSAVERS youth network workshop, Support to youth for Green entrepreneurship, Plantation [nutritional plants ] 500 trees every year, Interface workshops with key stakeholders on schemes & programmes relating to poverty alleviation programmes at [Block level]



#### Achievements:

- 25 Sishu Sabhas formed in schools with 579 children; 300 meetings conducted.
- 25 awareness meetings held with 603 stakeholders and community members.
- 5 Ecosavers Youth Network members from Silda and Sanjamuposi affiliated with National Youth Corps, received ₹3,000 used for plantation.
- 25 Youth Groups formed with 320 members.

- 2-day staff capacity building program held at PECUC Conference Hall; all project staff attended.
- International Women's Day ,World Water Day,world water day ,world day against child labour ,Worlds play day ,Yogaday observed in the field.
- 50 VLCWPC/GPCPC and 36 PRI members trained.
- 25 VLCWPCs reconstituted with 325 members; conducted 100 meetings and enrolled 79 children in school.
- VLCWPCs helped mainstream 25 long absentees, 4 dropouts, and 7 irregular students, 4 child marriages stopped;7 irregular children regularized at AWCs.
- Facilitated Sishu Sabha members interface at Gram Sabhas
- 55 children trained in leadership, life skills, and gender equality; child protection
- Facilitated 25 SMCs with 475 members functional; 300 SMC and 100 PTA meetings conducted.
- 43 SMC/PTA members trained; took initiatives for MDM monitoring, nutri-gardens, school repair, drinking water, new classrooms, and appointment of 17 teachers.
- 33 teachers trained on inclusive education and positive discipline.
- 5 school learning corners set up, benefiting 412 children.
- 135 participants, including 99 girl players from 6 schools, joined the Play for Football program promoting gender inclusiveness.
- 174 CSOs/academicians, Youth participated in a National Consultation on Safe & Quality Education, recommending safe environments, trained teachers, cyber hygiene, RTE enforcement, and school counsellors.
- 184 participants (youth, women, ASHAs, AWWs, CSOs, students) joined the State Consultation on Eradication of Child Labour on June 12, 2024.
- 50 ASHA and AWWs trained
- 141 MAM and 40 SAM children identified; 62.57% restored to normal through kitchen gardens, parental counselling, ICDS support, breastfeeding promotion, and regular monitoring.
- 200 women trained and supported for kitchen gardening; 45 women adopted the practice.
- 60 local dishes prepared by 50 women during a food festival with 150 participants; one recipe book developed.
- 88 women and youth trained on organic farming; 122 practiced organic compost/pesticides.
- 99 youth/women supported with 792 kg millets, producing 4,150 kg in 8 villages.
- 55 Ecosavers trained on environment and leadership; 404 youth engaged; 100 meetings held.
- 640 trees planted in patana and ghatagoan villages.
- Ecosavers cleaned 22 tube wells, removed plastic in 7 villages, cleaned 5 school campuses, placed water for animals in 25 villages, built 223 bird nests, cleaned drains/roads in 7 villages.
- 55 youth participated in a learning-sharing workshop on good practices and planning.
- 5 youth supported for green entrepreneurship: poultry (2 youth), goats (2), vermicompost (1).
- 1,155 fruit bearing plants planted in schools/communities, including jackfruit, guava, amla, , mango, drumstick, etc.
- 83 stakeholders joined an interface workshop; 568 linked to poverty alleviation programs.
- 18 staff attended a training to enhance knowledge.
- One baseline survey conducted.
- One IEC material developed on Role of GPCPC and 1,000 copies printed and distributed.
- Facilitated Convergence/Linkages:27 to PMAY, 26 widows, 2 PwDs, 2 to Mission Vatsalya, 1 to Veterinary Dept, 21 elderly pensions,185 women to Mamata Yojana, 188 to Janani Surakshya, 5,957 to Subhadra Yojana, 260 children immunized.

#### **Play & Blossom -Friendly Football Match among Girl Students at Murusuan High School Field**

A girls' friendly football match titled "Play and Blossom" was organized on 9th December 2024 at Murusuan Government High School field, Patna Block, Keonjhar with participation from six school teams: Panchayat Govt. High School (Kendeiposhi), Murusuan Govt. High School, Radhakrishna High School (Jadichatar),

Palangathi High School, Sunamukhi High School, Banamhuldiha (Patna Block), and Gram Panchayat High School (Badjamuposhi, Ghatgaon Block). The program was inaugurated by Sj. Pritikant Panda, State Program Manager, Odisha State Child Protection Society, and presided over by Mr. Ranjan Kumar Mohanty, Secretary, PECUC, who motivated the players. Anuradha Mohanty, Executive Director, PECUC, shared the purpose and vision of empowering girls through sports. In the valedictory session, Sj. Manas Ranjan Dandapath (BDO, Patna) presented certificates and mementos. A training session on gender equality and leadership was also conducted for the participants by Upama Mohanty and Mancisi Dash. Over 90 girls actively took part in the event. Referees Lambodhar Mahanta and Santosh Kumar Mahakuda officiated the matches, with live commentary by Arun Kumar Mahanta.



## 2] AADI-Action for Ability Development and Inclusion

Therapeutic & Rehabilitative Services for Children with Intellectual Disabilities Supported by SSEPD, Dept. of Govt. of Odisha.

**Operational area:** Patna block of Keonjhar district; No. of children:

### Major achievements:

- 30 children with intellectual disabilities are enrolled at the centre. They receive physical, behavioral, and yoga therapies. A team of special educators, a caretaker, and a Project In-Charge provide these services.
- Focuses on self-care activities like bathing, grooming, dressing, and puzzles.
- Enhances communication skills, language development, and speech articulation.
- Improves mobility and sensory integration. Community therapy camps are organized for outreach.
- Aims to improve both physical and mental well-being.
- The therapy team regularly visits children's homes to provide therapy and counsel parents and family members.
- The community, parents, and families are sensitized to the special needs of these children, promoting improvement through proper care and patience.
- The introduction of indoor games has led to higher attendance at the centre.
- KaushikKumar Mahanta, age-5 of Dumuria village was a CP child & his leg was weak, paralysed not walking but after 6 month therapy he is now able to walk.
- Riya Swain, age- 3 of Joda Keonjhar was 90% CP. Her hands and legs were weak & she used to remain sleeping all the time. After one year therapy she is now able to sit on her own and also can walk with support.



## 3] Village Disaster Management Plan (VDMP)

Implemented with support from District Disaster management Authority of Keonjhar

**Target Village:** 58 villages - 12 GP and 54 villages of Ghatagaon block and One GP and 4 villages of Saharapada Block

### Achievements:

- Plan for villages complete and 11 nos of books are ready for submission and others are in process of preparation

**4] ASHA- Alternative Source of Help and Action:** This programme of PECUC was implemented in 12 villages of three Panchayats of Patna block covering 1126 elderly people. 75nos of ESHGs and 8 village level federations were created and at present only 4 groups are functional.

## Cuttack

### 1] Radio Sampark- Community Radio Station At: Murudabad, PO:Pithapada,Nischintakoiliin Cuttack district

Community Radio station -Radio Sampark 89.6, an initiative of the People's Cultural Centre [PECUC], has been a cornerstone of community engagement and empowerment since its inception in 2021. PECUC aims to educate and inform communities about issues impacting their daily lives, disseminate government schemes and programmes, and to promote local culture, values, and talent. With a reach extending to over 2.5 lakh people, Radio Sampark 89.6 caters to diverse segments of society, including children, women, farmers, youth, and older persons. Its programming, spanning nine segments such as children, women, farmers, youth, older persons, devotion, literature, and development, addresses a wide array of themes, including women empowerment, healthcare, sustainable farming, and youth empowerment. Through educational, interesting, and entertaining programmes, Radio Sampark 89.6 strengthens community ties and raises awareness of common values, challenges, and solutions.



#### Awards:

- Radio Sampark was honoured with Women Empowerment Champion Awards 2024 by Heal Foundation in a Function at India Habitat Centre, New Delhi in Sept 2024
- This year Radio Sampark selected for the prestigious Waves Award for CRS organized by Ministry of Information and Broadcasting

### Third anniversary of Community Radio Station – Radio Sampark

The third anniversary of Community Radio Station – Radio Sampark was celebrated in the premises of Radio Sampark on 26th Dec 2024 in Nischintakoili block. On this occasion a meeting was held. The meeting was presided over by Retired teacher Fakir Charan Naik. Ranjan Kumar Mohanty, Head, Radio Sampark gave the welcome speech and shared the main objective of Radio Sampark. Mr. Hemanta Kumar Nayak, Deputy Director, Dept. of I & PR, Govt. of Odisha, joined as chief guest. Among other guests were Bhabanishankar Bhunyan, Public Relation Officer, Dept. of I & PR, Cuttack, Dr. Minakshi Panda, Chairperson, PECUC, Ratna Dash, Treasurer, PECUC, Ramanath Sahu, Retired Professor, Subhadra Mahatab College, Engineer Pintu Mishra also spoke on this occasion. Anuradha Mohanty, Executive Director, gave the vote of thanks. On this occasion, the Internet Radio of Radio Sampark was announced by Ms. Shushree Shailani Suman, Director, Radio Sampark.



#### Production:

- Radio Sampark has created over 360 programs catering to diverse segments, including children, farmers, health, youth, literature, seniors citizens, and spirituality.
- Noof episode produced by Radio Sampark – Ananya-21, Hello Doctor-11, Ama Chasa-6, Nipuna Odisha-4, Yeita Jibana- 31, Bole Hun ti-25, Yuva Shakti- 2, Mo Kalama-2, Folk Song-2, Adi Shakti- 27, Special Programme-33, Cyclone Dana-7, Bhakat ho -16, Ajira Suchana-68, Anchalika Parikrama-50, Bibhidabarna-55

**Station Visit:**

- RadioUtkal, District Agricultural Department, SMART, New Delhi team and Radio Snehi from Bihar visited Radio Sampark

**Gender Based Violence “Hinsa Ku No” - (Aug 2023 – Aug 2026)**

**Supported by:** SMART

**Area of operation:** 4 villages of the Nischintakoili block

**Achievements:**

- 4 women's groups with 81 members are active.
- 192 meetings were conducted with 2,880 participants.
- 26 narrowcast sessions conducted on Gender equality involved:
- 2890 community members were sensitized through door-to-door
- 11 episodes on gender-based violence were broadcasted on co
- 59 social media posts were made.
- 15 cases of gender-based violence cases were reported



**Atal Vayo Abhyuday Yojana**

**Sponsored by:** Ministry of Social Justice and Empowerment, Government of Odisha, Odisha State Civil Society Association (CRA)

**Target Area:** Nischintakoili Block

**Target Population:** 100 older people

**Achievements:**

- Baseline with 100 older persons
- 24 episode broadcasted
- 10 nos of Narrowcast -220 people reached & 47 postings in



**Nipuna Odisha 2025**

**Supported by:** UNICEF & Young India

**Target area:** Nischintakoili Block

**Target Population:** Children

- 5 episodes of Nipuna Odisha broadcasted
- 2 narrowcasts at Pithapada Primary School & Jagannath Govt. UP School covering 111 children, teachers and parents
- Interview of children, teacher & CRCC taken

**2] “Disha” - Recovery Centre for Drug Addicts**

**Supported by:** Department of Social Security & Empowerment of Persons with Disabilities, Govt. of Odisha

**Target Population :** Drug addicts

**Achievements:**

- 99 nos of patients admitted during this reporting period
- 70 nos of patients discharged during this period
- 8 nos of patients referred during this period
- 187 nos patient received outdoor treatment
- Counseling Services:784 nos of patients
- Skill Training:99 nos of person received skill training on computer
- Community Awareness Meeting: 42 nos meeting conducted in community and colleges
- Personality Development Training:160 nos of patients received behavioral communication and



interpersonal skills training

- Support Services & Donation received: Samsung LED Television & Washing Machine (Dr. Minakshi Panda), 18 nos bed sheet (Inner wheel Club), Utensil (Innerwheel Club, CDA), 30 Blankets (Herbal Herbage & Rotary Club of Bhubaneswar Unique), 20 ltr capacity water jar (Mr. Mitan Mohanty, Dahaliabag), Livepure-Water Purifier (Mr. Mahendra Dash, Secretary, Mahanadi Rotary Club, Cuttack), Aqua Water Filter (Rotary Club Mahanandi, Cuttack), Patho Lab test of inmate through Rudra Hospital (Rotary Club Mahanandi, Cuttack), Gas Cylinder & Rice Cooking Pot (Rotary Club of Bhubaneswar Unique)
- Social Media Campaign: 8 posts developed about the centre shared in facebook, X and whatsapp groups
- Promo on Disha Centre broadcasted in Radio Sampark: Community Radio Station at Murudabad, Nischintakoili of PECUC

### 3] Mobile Health Check up Camp (July 2024-Mar-2025)

Supported by: Aster DM Foundation

Achievements:

- During this reporting period 118 mobile health camp organised at Cuttack and Jajpur district covering 5204 patients



## Kendrapada

**Farmer group initiatives:** With the facilitation of PECUC, farming communities in the flood affected areas of Kendrapada block have been functioning since 2009. 47 farmer groups are functional under a federation of farmers as a self-motivated people's initiative. The federation leaders give direction to groups in getting organised and availing themselves of the benefits of programmes of agriculture and horticulture departments, local banks, and insurance, as well as disaster risk reduction initiatives.

**Community-Based Disaster Preparedness & Risk Reduction:** A team of volunteers from PECUC who are trained in first aid and search and rescue are still working, demonstrating in the community, and imparting training to youths and children. A review of the school safety plan was held in 12 schools.

**Ecosavers Youth Network Initiatives:** With the facilitation of PECUC youth group are actively functioning and are taking various initiatives like village cleaning, waste management, organic kitchen garden, plantation etc to protect and preserve environment.

## Baleswar

### 1] Village Disaster Management Plan

Implemented with support from District Disaster Management Authority of Baleswar

**Target Village-** 30 villages (Jaleswar Block) in Baleswar

**Achievements:**

- VDMP for 30 villages complete, 23 book submitted to district & rest in Process
- GPDMP 5 nos complete, 2 Book submitted & rest in process

## 2] AADI-Action for Ability Development and Inclusion

Therapeutic & Rehabilitative Services for Children with Intellectual Disabilities, Supported by SSEPD Dept., Govt. of Odisha.

**Operational area:** Bhograi block of Baleswar district;

No. of children: 30 (M-17, F-13) MR-6 CP-9, CP & MR-5 others - 10

### Major achievements:

- 30 children with intellectual disabilities are enrolled at the centre, receiving occupational, speech, physical, behavioral, and yoga therapies. A team of special educators, a physiotherapist, a counsellor, a caretaker, and a Project In-Charge provide these services.
- Focuses on self-care activities like bathing, grooming, dressing, and feeding, using games like flashcards and puzzles.
- Enhances communication skills, language development, and speech articulation.
- Improves mobility and sensory integration. Community therapy camps are organized for outreach.
- Aims to improve both physical and mental well-being.
- The therapy team regularly visits children's homes to provide therapy and counsel parents and family members.
- The community, parents, and families are sensitized to the special needs of these children, promoting improvement through proper care and patience.
- The introduction of indoor games has led to higher attendance at the centre.



## 3] Flood Response: 2024 at Bhograi Block at Balasore District, Odisha

Supported by: AEIN

### Objective:

- To provide temporary shelter for 100 most venerable house hold in Bhograi block of Balasore district
- To prevent and check health hazards in 20 villages of 6 GP of Bhograi block of Balasore district

### Achievements:

- Temporary shelter kits were distributed to 103 households across three Gram Panchayats in Bhograi Block.
- 20 no. of health camps were organized within 22 villages in 6 gram panchayat of Bhograi Block of Balasore District and a total of 2004 no of patients availed free medical treatment including 387 children and 1617 adults
- Awareness campaign on health and sanitation in 22 villages of Bhograi block of Balasore district with participation of Youth, children, SHG members, Elected representatives, Teachers, ASHA, Anganwadi worker. During this campaign volunteers distributed 550 Kg bleaching power and 1500 Kg Lime in 20 villages for purification of well and tube well and water drainage line of the house hold in regular basis. .



#### 4] Model School- Building a Sustainable Future- support for school infrastructure and environment protection

**Supported by:** Analog Device Pvt .Ltd

**Target School -** D.N Nodal U.P School, Nahara, Bhograi, Baleswar

**Target Beneficiaries:** 153 (Boys-89, Girls-64)

**Objective:** To create a child-friendly learning atmosphere by providing teaching and learning materials and child-friendly infrastructure at schools

##### **Achievements:**

- Outdoor play equipment installed to increase school attendance rate of children and to create a child friendly environment at school
- 6 nos of dustbins supported to facilitate the management of waste and waste segregation
- Child friendly painting in school building.



## Rayagada & Nabrangpur

#### Suraksha- Preventing child trafficking for labour by st (September/2023 to August/2024)

Implemented in collaboration with CRS

**Target Area:** Tadama GP of Rayagada block of Rayagada block of Nabrangpur district

**Target Population:** 1597 nos of Household of Dengaguda

##### **Achievements:**

- 48 village awareness meetings were conducted across ASHAs, village heads, and SHG members. Key attendees: 26 ASHAs, and 26 AWWs in two Panchayats
- PECUC's Secretary and Executive Director gave their feedback on the training manual developed by SIRD for creating child-friendly Panchayats.
- 1500 IEC materials on PLCPV, VLCWPC, and CLPRA Act in Odia were developed, printed, and distributed.
- 2 PLCPCs were reconstituted (one in Tadama GP, Rayagada, and one in Dengaguda GP, Nabrangpur), with 2 PLCPC meetings organized.
- A study conducted on vulnerability mapping, analysis and report was prepared and shared in state level workshop
- 14 VLCWPCs in Tadama GP and 5 VLCWPCs in Dengaguda GP were reconstituted, with meetings held in Chintaliguda (Tadama GP) and Khutuguda (Dengaguda GP).
- 2 PLCPC trainings were held in Tadama GP and Dengaguda GP with 48 and 38 participants, respectively.
- 2 district-level workshops were organized in Rayagada (60 participants) and Nabrangpur (52 participants)
- Plan for the utilisation of 5% untied fund of Panchayat for child protection was placed in GPDP
- Risk Register activated in all 19 villages and are in place
- A State Consultation on Trafficking of Children was held on 20th Sept & 70 nos of participants including Govt. line department officials, members of Child Protection Committee, voluntary organizations, representatives from DLSA, officials from District Child Protection Unit, academicians, teachers etc.



- 5 staff members were trained in child rights, protection laws (CLPRA, JJ Act), child trafficking, child marriage, GPCPC/VLCWPC, GPDP, and Mission Bastalya through two training phases
- 36 children participated in the "Workshop of children on child trafficking for Labour and prevention" on dated 23.5.2024.
- 72 nos of parents participated in the "Workshop of parents on child trafficking issues and prevention" was held on Dengaguda and Tadama on 28th and 31st May respectively.
- 148 Para Legal Volunteer (PLV) of Nabrangpur & Rayagada trained
- Village vulnerability mapping in 14 villages of Tadama GP and 10 villages of Dengaguda GP has been prepared by the Panchayat facilitator with the support from PE.
- 147 nos of children from both the district admitted to school through school enrolment drive organised by project team along with stakeholders.
- Total 69 nos of linkages were held in both Nabrangpur and Rayagada district
- 44 days campaign against child labour and International Yoga day organised

## State Level Programme

**1] "Masoom - Support a Child Programme"** The Masoom-Support a Child programme is a unique programme of PECUC to support poor and needy children. This year under masoom-Support a child programme following activities were undertaken:

- 40 adolescents from Kela Sahi received various study materials including notebooks, pencils, pens, erasers, sharpeners, and color packets.
- 40 children from Kelasahi slum received food packet and pen from Kiss organisation
- Subham Kumar Swain (a school dropout who returned to school) of Baleswar received 20000 from Bijaya Kumar Memorial Foundation

### 2] Women's Empowerment: Promotion of Self-Help Groups

PECUC has significantly advanced women's empowerment by forming and strengthening Self-Help Groups (SHGs), which are key for fostering economic independence and reshaping gender dynamics. These initiatives aim to reduce poverty, boost women's financial stability, and enhance their role in decision-making processes. PECUC has successfully established 467 SHGs across the districts of Khordha, Keonjhar, and Balasore, engaging 5,571 women with collective savings amounting to Rs. 21302444. Furthermore, 51 young women's groups, comprising 728 members, were created to protect reproductive rights, while 11 Nari Shakti Mahila Groups with 257 members in the Nischintakoili block focused on raising awareness of gender-based violence. Key efforts include reviving traditional foods, encouraging local food production and organic gardening, organizing sports events, and providing training and capacity-building programs for women.

### 3] 44 Days Campaign to End Child Labour

The 44 Days campaign to end child labour was launched by PECUC from April 30th, to June 12th, World Day against Child Labour. This campaign provides a platform to create massive awareness among the masses against child labour.

#### Outreach:

- More than 2500 people from 300 villages in Kendujhar, Khordha, Cuttack, and Baleswar districts were made aware of the child labour issue.
- Children, youth, women, community members, and local stakeholders like CPC members, AWW, SHG members, PRI members, PECUC staff, and volunteers actively participated in the 44-day campaign.

On 12th June on the occasion of "World Day against Child Labour" State Level Convention on Eradication of Child Labour" was organised at the Institutions of Engineers (India), Bhubaneswar, Mr. Ranjan Kumar Mohanty,



Secretary of PECUC, delivered the welcome address and set the context for the convention. The convention was chaired by Dr. Minakshi Panda, Chairman of PECUC. The event began with the lighting of the lamp. Mr. Aswini Kumar Das, IAS (Retd.) and former Labour Commissioner, highlighted the necessity of awareness at all levels to eradicate child labour. This event was attended by Ms. Sandhyabati Pradhan, former Chairperson of OSCPCR, Mr. Pritikanta Panda, Programme Manager of Odisha State Child Protection Society; Mr. Pravakar Biswal, DLO of Khordha; Mr. Sugata Ray of UNICEF; Mr. Pradeep Kumar Biswal, IAS (Retd.) and Member of RERA; Niranjana Sahoo, IAS (Retd.) and former Labour Commissioner; Ms. Banishree Pattnaik, DCPO of Khordha; Around 200 participants, including youth, children, women's group members, ASHA workers, AWW, CSOs, and students from various institutions, attended the convention. A poster on child labour eradication and a book titled "Education for Change: Untold Stories," which compiles the work and experiences of PECUC in rescuing and rehabilitating child labourers, were released by the guests. Rescued children, including Chandra Majhi, Mamta Bhoi, Ajit Bhoi, and Sonalika Bhoi, shared their stories of being mainstreamed into school through PECUC's initiatives. The vote of thanks was delivered by Anuradha Mohanty, Executive Director of PECUC.

## Study & Research

### 4] V- Siksha (Sundargarh Survey)

**Supported by:** Catalytic Corps

**Target Area:-** Sundargarh

**Target Population:** Student, Teacher, parents

#### Objective

- To conduct baseline assessment (Pre-test) and end-line assessment (Post-test) to capture the baseline findings on knowledge, awareness, and attitudes of students, parents/caregivers, and teachers, and evaluate the effectiveness of the proposed intervention through an end-line assessment, respectively.

#### Achievements:

- Baseline study with 933 no student survey, 272 No of parents survey, 112 no of teachers survey in 16 school of Sundargarh.

### 5] Veattar Jagrukta Forum (Voat Ki Awaaz)

- voter awareness conducted with Veattar Jagrukata Forum at Bhubaneswar.

### 6] Improving Public Health by Reducing Tobacco Use

**Operational Area:** Odisha

**Target Population:** Direct-3200 Indirect – More than 1 lakh

#### Achievements:

- 13 members of Coalition for Tobacco Free Odisha (CTFO) joined online core committee meeting
- On 23rd September tobacco Prevention awareness campaign was launched at the Balakati Health Center meeting hall under Baliana Block. In this campaign, the in charge of Balakati health center, Dr. Tanmay Tripathi, Block Education Officer along with line dept officials and PECUC representatives.
- In Balasore Dist the Dist NCD committee formed PECUC and Coalition Partner May I Help You were taken as CSO Members.
- 467 youth ambassadors actively engaged for educating community
- 5 nos of youth session organies involving 67 youth at keonjhar and Baliana on tobacco health harm
- 12 Youth ambassadors participated online "Social media Mastery for Changemakers" series workshops
- 42 participants, including youths, coalition members, staff, a CTFK team member, and other stakeholders joined youth ambassador meeting was organised on 3rd September 2024
- Youth observed world health day, World Environment day, celebrated International Women's Day, no Smoking Day, World oral health day, world no tobacco day in various fields.
- PECUC observed No Smoking Day collaboration with Govt. ITI College, Bhubaneswar. 100 Students & 15 staffs of the college participated in it.
- 2 nos of webinar conducted to sensitize youth and community people i.e. "Protecting Children from Tobacco Harm", "Tobacco causing mental health issues". A total 145 participants joined the webinar.
- 121 no of posting posted in social media platforms: Facebook, Instagram & Twitter.

### World No Tobacco Day

On 31st May on the occasion of "World No Tobacco Day" a webinar titled "Protecting Children from Tobacco Health Harms," was organized. Mr. Ranjan Kumar Mohanty, Secretary PECUC gave the welcome address and said the purpose of this webinar. Dr. Ranjit Kar, a Radiation Oncologist at Panda Clinic in Cuttack spoke emphasizing health risks associated with tobacco use. This webinar was also attended by Ms. Mandakini Kar, Chairperson of OSCPCR. State president of Ecosavers youth network Stuti Ranjan Pradhan called for joint efforts to prevent its health hazards. Anuradha Mohanty, Executive Director, PECUC and Dr. Minakshi Panda, Chairperson of PECUC, also spoke at the event. Cancer survivor Sachikanta Das shared his story in this webinar. Around 100 participants from different districts of Odisha participated in this webinar. Pooja Panda of PECUC gave the vote of thanks.



### The Tobacco Free Youth Campaign 2.0 (TFYC 2.0):

PECUC in cooperation with State NCD/Tobacco Control Cell, Directorate of Public Health, Government of Odisha organized a Public Awareness Meeting & awareness rally on "Tobacco Free Youth Campaign 2.0" from Ekamrahaat Gate to Master Canteen Square on the occasion of World Day for the Prevention of Child Abuse. A meeting was organized at Ekamrahaat Amphitheatre. Ranjan Kumar Mohanty, Secretary,



PECUC addressed the gathering and

shared the purpose of this programme. The rally was flag off by Dr. Nilakantha Mishra, Director Public Health and Anuradha Biswal, Olympian. Other personalities who joined the rally were Dr. Ketra Mohan Kanda, Additional Director, Dr. Basanta Pradhan, Joint Director, Dr. Girija Sankar Mishra, State Tobacco Control Cell, Lalit Mohan Sahu, State NCD Cell, Anuradha Mohanty, Executive Director, PECUC, Dr. Satybrat Satpathy, Assistant Manager, NCD, Dr. Subhajit Pati, Programme Assistant Tobacco Control Cell & Dr. Sunita Jena, State Epidermatologist. Around 250 numbers of

youth from Baneswar College, Bentapur, Baliana, Madanpur College, Khordha, Deba Ray College, IMS, youth volunteers from BMC slum, villages of Baliana participated in the programme.

### 7] 35th Foundation Day-17th July 2024

**Training on SRHR:** The 35th Foundation day of PECUC was organised at Gita Govinda Sadan, Bhubaneswar on 17th July 2024. On this occasion various activities were organized such as:

- Training programme on Sexual and Reproductive Health and Rights (SRHR) in collaboration with Adoptionscentrum. PECUC, Ms. Pujafula Pattnaik, State Consultant IEC, NHM imparted the training. Dr. Seba Mohapatra, Gynecologist & Former Director Health Services: Dr. Mohapatra chaired the session & Dr. Minakshi Panda, Retd. Prof. Political Science and Chairman also spoke on this occasion.
- A Motivational Session was organised. Ms. Puja Panda, Youth Coordinator, PECUC, gave the introduction of this session. Ms. Bandita Das, Eminent Singer and Joint Secretary PECUC shared the purpose of this session



Brahma Kumari Gita Bhauni gave the motivational. Mr. Jyoti Shankar Mohanty, Programme Manager, PECUC gave the vote of thanks.

- Learning sharing session was organized in collaboration with AEIN. Ms. Ratna Das, Treasurer PECUC, gave the introductory note. Mrs. Anuradha Mohanty, Executive Director of PECUC, gave the welcome address. 7 children and youth and 16 team members shared their journey of experience and learnings. The youth and children were Liza Behera, Kirti Behera, Purnima Das, Biswajit Sabat, Sonam Digal, Aushi Gupta (Kargil Slum) Debnisha Pattnaik (Bhaktamadhunagar). Dr. Minakshi Panda, Chairperson PECUC & Ranjan Kumar Mohanty, Secretary PECUC addressed the session. Vote of thanks was given by Dr. Sumtra Mohanty of PECUC
- A youth session "Youth Session: Rise Inspiration to Action" was carried on in the evening. Mr. Ranjan Kumar Mohanty interacted with the youth. 15 nos of youth namely Sushree Shailani Suman, Parag, Srujan Pati, Sumit Dash, Shibangi Dash, Sushree Sagarika, Sushree Sanjana, Sovan Saurav Mohanty, Trupti Ranjan, Anshika Raoutray, Riya Behura, Stuti Ranjan Pradha, Devnisha Pattnaik, Sibub Pradhan & Abhinav Mohanty participated in the discussion.

The foundation day celebration started with the opening address of Mr. Ranjan Kumar Mohanty, Secretary PECUC. It was attended by Mr. Ajaya Kumar Pattnaik, Former DLO, Khordha, Ms. Anuradha Biswal, Olympian and Director PECUC, Ms. Usharani Behera, BGVS, Bandita Das, Eminent Singer and Joint Secretary PECUC, Ms. Sumitra Tripathy, Entrepreneur, Banchhanidhi Pattnaik, Renowned Artist, Itishree Dixit, Singer, Mr. Gauri, DAV Regional School, Mr. Manoranjan Mishra, Eminent Journalist, Ms. Sharmila Sahoo, Editor Sindhuja and PECUC Board Member, Mr. Pradosh Pattnaik, Eminent Journalist, Ganeswar Singh, Former Employee, Ms. Milonee Mishra, Youth Leader, Dr. Lelin Mohanty, BJD Spokesperson, Ms. Khyanaprava Samantaray, Director PECUC, & Dr. Minakshi Panda, Chairman PECUC. Cake cutting ceremony marking 35th Foundation Day was followed by cultural activity. Singers like Itishree Dixit, Smaranika Nayak, Dibyendu Mohapatra, Yash Mohanty, Saswati Narayani Acharya, Tanushree Jena and Bandita Das sang on this occasion. Vote of thanks was given by Anuradha Mohanty, ED, PECUC.



### 8] Goodwill Ambassador for the Promotion of Child Rights and Wellbeing- Title & Public Announcement Function:

The Goodwill Ambassador Title and Public Announcement function was organized on 17th July. PECUC announced child artists Suhana Kar, 13, and Tapas Kumar Sarangi, 12, as its newest Goodwill Ambassadors for promotion of child rights and wellbeing. The ceremony started with opening remarks by Mr. Ranjan Kumar Mohanty, Secretary of PECUC. Dr. Minakshi Panda, Chairman of PECUC, made the public announcement, and Ms. Anuradha Mohanty, Executive Director of PECUC, introduced the new ambassadors. Eminent cine actress Bhoomika Dash and sportsperson Anshika Routray, former Goodwill Ambassadors of PECUC, presented SASHES to the new ambassadors. Other notable attendees included Olympian Anuradha Biswal, Director of PECUC and Banchhanidhi Pattnaik, Renowned Artist. Mr. Subhajit Panda, anchored the programme & Ms. Ratna Dash, Treasurer of PECUC, delivered the vote of thanks.



### 9] 35th CHILDREN FESTIVAL - SISUMELA-2024 - 14th Nov to 20th Nov 2024

PECUC organised 35th PECUC Sisumela on November 14th, Children's Day, and it concluded on November 20th, Universal Children's Day.

#### Programmes

1. **Inaugural Function** – 14th November
2. **Competitions**– Creative competitions among children in categories such as Sisu, Sub Junior, Junior, Senior, and Super Senior. Children are encouraged to participate in any competitions Elocution and Fancy Dress, Fine art, Song, Odissi dance, Rhyme, Modern dance, Quiz, Baby of the year.
3. **Pilanka Akshay** – Music festival featuring songs of the late Akshay Mohanty, a renowned singer, lyricist, and music director, performed by children on the occasion of his death anniversary on 17th November.
4. **Cultural Programme** – Cultural Programme, Children Dance Festival on Patriotic Songs, Folk Dance Festival- Daily from 14th to 20th November at 7 PM.
5. **Children Theatre**
6. **Valedictory Function & Awards and Prizes Distribution** – 20th November – Universal Child Rights Day

#### Inaugural Function:

The 35th Sisumela was inaugurated at Ekamra Haat Amphitheatre, Near Exhibition Ground, Unit-3, Bhubaneswar on 14th Nov 2024. The esteemed guests of the inaugural evening were Mr. Madam Mohan Paik, Additional Labour Commissioner, Ms. Sulochana Das, Mayor of Bhubaneswar, Aswini Kumar Das, IAS (Retd.), former Labour Commissioner, renowned cine artist Ms. Anu Chaudhury, Cine Artist Bhoomika Das, sports figure Anshika



Routray, Olympian Anuradha Biswal, Dr. Bhakta Bandhu Acharya, Senior Technical Consultant, Labour and ESI Dept., Govt. of Odisha Debidatta Das,

Secretary, Rotary Club of Bhubaneswar Unique, Pratima Nalini Pati, Child Artist and PECUC Goodwill Ambassador Suhana Kar, & Tapas Kumar Sarangi. The inaugural function was presided over by Mr. Pradosh Kumar Pattnaik, President of the PECUC Sisumela Committee. Mr. Ranjan Kumar Mohanty, Secretary of PECUC, Ms. Minakhi Panda, Chairperson of PECUC were present on this occasion,

Ms. Anuradha Mohanty, Executive Director of PECUC gave the welcome & Ms. Ratna Dash, extended a heartfelt vote of thanks.

**Valedictory Ceremony:** Valedictory Ceremony was held on 20th Nov and the eminent guests of the evening were Padma Vibhushan Shri. Sudarshan Sahoo, Eminent Artist, Mr. Soumya Ranjan Pattnaik, Founder – Editor, Sambad, Radio Chocolate and Kanak news & Chairman, Eastern Media Pvt. Ltd., Dr. Sahadev Sahoo, IAS (Retd.), Former Chief Secretary, Govt. of Odisha, Ms. Chitrlekha Mohanty, Former Principal, Ekalabya School, Educationalist, President, PECUC Sisumela Committee and Renowned Journalist Mr. Pradosh Kumar Pattnaik and Mr. Ranjan Kumar Mohanty, Secretary, PECUC, Dr. Minakshi Panda, Chairman PECUC, Bandita Das, Joint Secretary, PECUC, Anuradha Mohanty, Executive Director, PECUC were present.

**Annual Awards for Adults:** Senior Journalist Lala Sunil Kumar Rath was honoured with "Swarup Jena Memorial Award 2024" for outstanding contribution in the field of journalism, where as "Abani Baral Memorial Award 2024" to Sj. Purna Chandra Mohapatra for his contribution in the field of teaching, "Sisusathi Award 2024" to Dr. Laxmikanta Khuntia for outstanding contribution for children, "Prafulla Chandra Dash Memorial Sisu Adhikar Surakshya Award 2024" to Sj. Ghasiram Panda for his social work, Sarpanch Smt. Rasmita Bhoi was given "Aradhana Nanda Smaraki Samman 2024" for his outstanding work as a people's representative.

**Annual Awards for Children:** "Dr. Sarat Chandra Pujari Memorial Award 2024" to Child Artist Suhana Kar for



acting, "Prafulla Chandra Das Memorial Sisu Prativa Award 2024" to Sadyant Satapathy for all round achievement, "Baji Rout Memorial Award 2024" to Rajlaxmi Pradhan for bravery and courageous activity, "PrananathPattnaik Memorial Award 2024" to Chandan Paschimakabatafor social work, "Adaramani Baral Memorial Award 2024" to Sai Awisurjya Mohanty for girl leadership, "Sushama Mohapatra Memorial Award 2024" to Geetashree Dey for outstanding achievement in the field of sports, Priyanshu Prathamesh Panda was chosen for "Baby of the Year award 2024".The programme was anchored by Arushi Adwika and Harshali Dora.

**Pilanka Akshya:**Tribute by children to the legendary Odia music icon, Akshaya Mohanty on his 22nd death anniversary. Ms.Sidhishna Bindhaniawardedwith prestigiousPilanka Akshaya Samman 2024. Eminent guests of this evening were Sri Debasish Mohapatra, eminent singer, SriLaxmikant Palit, Singer &Ms. Bandita Das, Singer, Ashok Kumar Pradhan, Senior Journalist,Times of India, Rotarian Dibyaranjan Dash,President and CEO, Herbage Herbals and Rotary Unique Bhubaneswar, Jatindra Dash, Senior Journalist& Rupak Mohaptra, DPM, NRHM

**Dance Festival:**Children Dance Festival on Patriotic Song- child artists of Vicky Dance Group, Kokila Dance Academy,Lakshya Dance Group, Gandamunda High School, Unit-2 Learning Centre, Capital High School, Sarthak adolescent group, Purunajhinti& Prativa Adolescent Group, Barijanga village of Balianta block participated in this programmeChildren Folk Dance Festival -Chadheibara UP School, Barijanga Prativa Adolescent Group, Dhamilo Village Adolescent Group, KTT Dance Group, Nrutyanshi, Dibyajyoti Dance Group, BBC Dance Academy, Gandamunda High School &Guidance School participated in this programme.Guests of this programme-Mr. Pradeep Kumar Biswal, IAS, (Retd.), Member of Odisha RERA, Mr. Jatindra Dash, Senior Journalist, Minakshi Behera, Eminent OdishiDancer,Ipsita Das, Social Worker& Pradosh Pattnaik, President, Sisumela Committee, Shri Manas Ranjan Samal, OAS (SAG), Joint Director of Estates, Dept of General Administration and Public Grievances, Govt. of Odisha; Sri. Saphalya Mandit Pradhan, OAS (S), ADM, (Revenue), Khordha ;Dr. Subrat Kumar Mishra, Deputy Director, SIRD; Mr.Pritikanta Panda, State Programme Manager, OSCPS, Mr. Santosh Kumar Das, Chief Manager, Canara Bank, Mr. Raghunath Mandal, NSS Programme Officer, Faculty IMS, M. Nirmla Chandra Behera, Former Manager Canara Bank, Dr. Minakshi Behera, Eminent Odishi Dancer&Mr. MadhabanandaBehura, Senior Journalist.

**Cultural groups-** Kokila Dance Academy, Vicky Dance Academy, Kanchilo Village Adolescent Group, Tarini slum, Preatly International, Tiranapada village Adolescent group, Barijanga Adolescent Group, Gandamunda High School, DasaabataraNatya Sala, Lakshya Dance Group, Tapashya Dance Group &Kwity kid group  
**Our Donor partners:**Odia language Literature & Culture Dept., Govt. of Odisha, Rotary Club of Unique Bhubaneswar, Ineerwheel Club, IMFA, Canara bank, Abhisekh, Anita, Priyadarshine, Global Printer, Binapani Communication, New Aroma, and many other individual donors

## 10] Children Theatre

**Supported by:** Ministry of Culture, Govt. of India,

Two days of theatrefestival was organized on 18th and 19th Nov 2024. On the first day Drama "BiplabiBajia" - by Pinkwood Creation, PACE Foundation, Mirror,Brahmeswar, Rasulgarh; "Chakrabihu" - children of Sai Public School, Anantapur, Khordha& "Ame Padhibu Ame Badhibu" by Chadheibara UP School, Baliantawas staged. On the second day drama "Dipasikha" by the children of BJB Vidyamandir, Pahala and "Kie Kahara" by Children of Guidance Public School, Bhubaneswar was staged. The guests of the evening were Manoj Pattnaik, Eminent Actor- Director and Founder Manana Natya Sanstha, Bhubaneswar, Debananda Nayak, Faculty Utkal Sangeet Mahabidyalaya,BanchhanidhiPattnaik, Senior Artist, Ajaya Pattnaik, Former Joint Labour Commissioner, Pinki Pradhan, OldiaCine Artist &Ruby Rout, Development Professional, Niyati Pattnaik, OAS (SS), Director, SSEPD Dept, Govt. of Odisha, Shri Debananda Nayak (Sony), Faculty Sangita Mahabidyalay, Mr. Niranjan Sahoo, IAS (Retd.) Former Labour Commissioner, Ms. Chitralekha



Mohanty, Former Principal, Ekalabya School, Educationalist, Rotarian Arya Panigrahi, Rotary Club Bhubaneswar Unique & Manoranjan Das, Mr. Pradosh Pattnaik, Chairman, PECUC Sisumela Committee, Mr. Ranjan Kumar Mohanty, Secretary PECUC, Mrs. Anuradha Mohanty, Executive Director, PECUC Mrs. Ratna Dash, Treasurer were present on the occasion.

#### State Consultation on Trafficking of Children for Labour:

A State Consultation on Trafficking of Children for Labour was on 20th Sept 2024 at Panthanivas Bhubaneswar. It was attended by Sri Aswini Das, IAS (Retd.) Former Labour Commissioner, Govt of Odisha, and Sri Niranjan Sahoo, IAS (Retd), Former Labour Commissioner, Govt of Odisha, Dr. Subrat Mishra Deputy director, SIRD and Panchayatiraj Department Govt. of Odisha, Dr. Minakhi Panda, Chairperson, PECUC, Sri Ranjan Kumar Mohanty Secretary PECUC, Sri Manoranjan Dash, CRS, Anuradha Mohanty, Executive Director, PECUC & Ms Ratna Das Treasurer, PECUC. A Panel Discussion chaired by Dr. Amita Patra Deputy Director SIRD and PR Govt of Odisha was held. The panelists were Ms Sasmita Mali Deputy director Panchasakha Sikhya Setu, Govt of Odisha, Sri Pritikanta Panda, Programme manager (OSCPS), Ms Iman Kalyan Nayak, Deputy SP, Crime against Women and Children Wing Govt of Odisha, Ms. Banita Moharana I/C Human Trafficking unit, CAW and CW, Govt of Odisha, Sri Manna Biswas, Child Protection specialist UNICEF Odisha, & Shri Nityananda Barik from women's studies. An open house discussion was also held and among others Mr. Ajaya Singh Social policy specialist UNICEF Ms Kunimani Swain, PO DCPU Nabarangpur spoke on the concluding session.



#### Observation of International Yoga Day

International Yoga Day was observed in all field areas of PECUC with adolescent group members, youth i.e. Cuttack, Keonjhar, Baleswar, Khordha, Rayagada & Nabarangpur. Around 1000 children & adolescent participated in the yoga activities.



**Ecosavers Youth Network:** PECUC promoted 181 Ecosavers Youth Network with 2719 members in its different operational areas for protection of Environment. They are involved in various environmental related works like plantation, promotion of organic farming, promotion of organic kitchen gardening, cleaning activity, protection of natural resources, dustbin installation, preparation of bird nest to attract birds, water kiosks, awareness drive, road repairing, and many such activities.

**Ecoventure Camp:** A four-day "Eco-Venture Camp" at the Rural Livelihood Training Centre of CYSD, Kapundi, Saharapada, Keonjhar was organised in the month of November with 30 youth leaders from different districts of Odisha. Mr. Ranjan Kumar Mohanty, Secretary of PECUC, Anuradha Mohanty, Executive Director of PECUC, and Ratna Dash, Treasurer of PECUC was also present in the camp. The participants took part in Shramadan (cleaning drives) at tourist sites, forest walks to identify local flora and fauna. They visited to Rohiniduma Village, to observe local initiatives by ECOSAVERS-Youth network members of that village such as earth-bonding works for water conservation, bird nesting efforts, organic farming practices, and vermi-compost pits. They also interacted with women's self-help groups,



learning about their festivals, food, and way of life, and joined in traditional tribal dances. The participant also participated in a local food festival. The camp was facilitated by Satya Narayan Mahanta, Alpana Das, Pooja Panda, Draupadi Bej, Bamdev Jena, Jhasketan Mahanta, and Narayan Das from PECUC.

### **Mera Vote Mera Desh (My Vote My Country) Voter Awareness Campaign:**

**Supported by:** Association for Democratic Reform

On September 29, 2023, a state-level seminar titled "No Voters to Be Left Behind: Making Election Inclusive and Accessible" took place at Panthanivas. Mr. Ranjan Kumar Mohanty, the coordinator of Odisha Election Watch, welcomed the participants and esteemed guests. It was



attended by Mr. Sahadeva Sahoo, IAS, former Chief Secretary of Odisha, Dr. Bhagaban Prakash, Former senior adviser to the Election Commission of India, S/ Amiya



Bhusan Tripathy, IPS, the former Director General of Police, S/ Sanjib Chandra Hota, IAS, Former State Election Commissioner of Odisha, Dr. Seba Mohaptra, former Director of Health & Family Welfare for the Government of Odisha, S/ Jagadananda, Co-Founder of the Centre

for Youth and Social Development (CYSD), S/ Baikunthanath Panigrahi, former Director of Doordarshan Kendra in Bhubaneswar, Dr. Minakshi Panda, Chairman of PECUC, Ms. Sneha Mishra, Secretary of AAINA, Mr. Ghasiram Panda from the Action Aid Association. It was attended by 95 participants.

This campaign was also organised in 5 colleges of Khordha district involving 516 nos of youth.

**Library:** PECUC library contains 477 books.

### **Report on Status of the Rights of the Children in Eastern Region States: Supported by: TDH**

A study on the status of the rights of the children in the Eastern Region, which includes the states of Odisha, West Bengal, Chhattisgarh, Jharkhand, Bihar, Andaman, and Nicobar Islands, was undertaken by PECUC. A status report was prepared

## **Networking and Alliance Building**

### **NACG EVAC, India:**

NACG EVAC, India, is the Country Level Civil Society Forum of South Asia Initiative to End violence Against Children (SAIEVAC), an Inter-Governmental apex body of SAARC. It brings together NGOs, Networks, Coalitions, Media, Children Forums, Academia and other civil society bodies to promote interaction, networking, advocacy, sharing of good practices and experience. NACG EVAC India is a country forum for collecting learning and sharing, advocacy and actions. It links the country's action with wider efforts of UN and International bodies. It has its operational areas at local, state & country level focusing on 5 critical thematic issues i.e. Child Sexual Abuse & Exploitation, Child Trafficking, Child Labour, Child Marriage and Corporal Punishment and 2 cross cutting issues, i.e. Child participation and Children with Disability. Its strength and effectiveness lie in nationwide membership and active community engagement

**PECUC participated in the social media campaign on child labour organized by NACG EVAC India. Secretary PECUC attended the EC meeting of NACG at Telengana.**

Secretary PECUC attended the State level Consultation on Migration with special focus on adolescent girls and young women in Odisha to textile Industry in Tamilnadu, organised by Centre for Social Education and

Development, Tamilnadu in cooperation with NACG - EVAC, Odisha Alliance for Child Rights(OACR), Campaign Against Child Labour (CACL- National) to end forced migration of adolescent girls and young women at Bhubaneswar on 18th Nov 2024.

Odisha FORCES: Secretary PECUC attended the inaugural session of a capacity building programme for Community Radio Broadcasters by Odisha FORCES on Early Childhood Development at Cuttack.

## Social Media Campaign

PECUC is very much active on its social media handles – twitter (367 followers), LinkedIn, Instagram, Youtube (459 subscriber), especially the facebook page of PECUC Odisha has reached more than 10k followers. This year PECUC undertook various campaigns i.e. Campaign against child labour, Campaign on Child Rights, Campaign on harmful impact of Tobacco use, Campaign on Child Marriage, Child trafficking, Campaign on SDG etc. Many awareness and informative videos were uploaded to the Youtube channel of PECUC Odisha.

## Our Donors and Partners in this Journey

Aide a l'Enfance de l'Inde (AEIN), Luxembourg, Adoptionscentrum, Terre Des Hommes [TDH (G)], CAF America Campaign for Tobacco Free Kids and Tobacco - Free Kids Action Fund, USA, CRS, Labour and ESI Department ,Govt of Odisha , Ministry of Social Justice and Empowerment, Government of India, Ministry of Culture, Govt. of India, Odia Language, literature & culture Dept., Govt. of Odisha, School & Mass Education Department, Govt. of Odisha, Social Security and Empowerment of Persons with Disability (SSEPD) Dept. of Govt. of Odisha, Orissa Scheduled Caste and Scheduled Tribe Development Finance Corporation Limited (OSFDC), Govt. of Odisha, Panchayati Raj and Drinking Water Dept., Govt. of Odisha , District Disaster Management Authority of Baleswar, Khordha, Keonjhar, Chief District Agriculture Office, Khordha, SMART, Rotary Club of Bhubaneswar Unique, Inerwheel Club, Business houses & individual donors.



Ranjan Kumar Mohanty, Secretary, PECUC was awarded Times of India Icon Award 2024 for outstanding contribution in the field of eradication of child labour and child protection. Received award from Honorable Ms Pravatī Parida, Deputy Chief Minister of Odisha



ED, PECUC attended Beijing 30- 2days National Consultation of CSOs organized by National Commission of Women at New Delhi



Exposure visit of PCEMD organisation team, Bihar to PECUC's Coordination office

## PEOPLE'S CULTURAL CENTRE

Regd. Office: Plot No-64 Ground floor, Phase-2, Indraprastha, Pokhariput, Bhubaneswar, 751020

BALANCE SHEET AS AT 31<sup>ST</sup> MARCH 2025

	SCHEDULE	FY 2024-25	FY 2023-24
<b>SOURCES OF FUND</b>			
<b>I FUND BALANCES:</b>			
General Fund	[01]	34,57,284.42	6,83,622.23
Asset Fund	[02]	6,14,624.50	7,77,520.00
<b>II Loans</b>			
Unsecured Loans		-	1,70,464.00
<b>TOTAL Rs.</b>	<b>[I+II]</b>	<b>40,71,909.00</b>	<b>16,31,606.23</b>
<b>APPLICATION OF FUND</b>			
<b>I FIXED ASSETS</b>			
Gross Block	[03]	40,05,832.23	38,41,776.23
Add: Addition		-	9,45,450.00
Less: Write off-FC		-	51,421.77
Less: Accumulated Depreciation		6,69,925.69	7,29,972.23
<b>Net Block</b>		<b>33,35,906.54</b>	<b>40,05,832.23</b>
<b>II CURRENT ASSETS, LOANS &amp; ADVANCES:</b>			
a. Loans & Advances	[04]	8,29,012.92	9,28,728.04
b. Cash & Bank Balance	[05]	16,16,861.61	35,39,863.77
c. Grant Receivable	[06]	22,26,772.00	13,77,153.00
	<b>A</b>	<b>46,72,646.53</b>	<b>58,45,744.81</b>
<b>Less: CURRENT LIABILITIES &amp; PROVISIONS:</b>			
Current Payables	[07]	39,36,644.71	82,19,971.00
	<b>B</b>	<b>39,36,644.71</b>	<b>82,19,971.00</b>
<b>NET CURRENT ASSETS</b>	<b>[A - B]</b>	<b>7,36,001.82</b>	<b>(23,74,226.19)</b>
<b>TOTAL Rs.</b>	<b>[I+II]</b>	<b>40,71,909.00</b>	<b>16,31,606.23</b>

As per our report of even date Form 10B Attached

Significant Accounting Policies and Notes to Accounts

The schedules referred to above form an integral part of the Balance Sheet.

[15]

For &amp; on behalf:

S. Sahoo &amp; Co.

Chartered Accountants

FRN: 322952E



CA Menka Sahoo, FCA, FAFD, DISA, LLB

Partner

MM No. 552513

Place: New Delhi

Date: 09.11.2025

UDIN: 25552513BMOWD11654

For &amp; on behalf:

People's Culture Centre (PECUC)

Ranjan Kumar Mohanty, Secretary  
People's Cultural Centre (PECUC)

Treasurer

Treasurer  
People's Cultural Centre  
(PECUC)

Accounts officer

Accountant  
People's Cultural Centre  
(PECUC)

## PEOPLE'S CULTURAL CENTRE

Regd. Office: Plot No-64 Ground floor, Phase-2, Indraprastha, Pokhariput, Bhubaneswar, 751020

INCOME &amp; EXPENDITURE ACCOUNT FOR THE PERIOD FROM 1ST APRIL 2024 TO 31ST MARCH 2025

	SCHEDULE	FY 2024-25	FY 2023-24
<b>I. INCOME</b>			
Grant Income	[08]	2,20,12,479.76	1,72,88,535.17
Donation Received u/s 80G	[09]	6,63,492.00	1,62,845.00
Interest Income	[10]	85,111.00	97,224.00
Membership Fee	[11]	-	5,000.00
Others Income	[12]	23,22,318.50	1,05,260.81
Grant in Aid Receivable		-	(43,75,791.85)
<b>TOTAL</b>		<b>2,50,83,401.26</b>	<b>1,32,83,073.13</b>
<b>II. EXPENDITURE</b>			
<b>Relief of the Poor</b>			
Programme Expenses	[13]	1,94,27,057.02	1,41,13,379.00
Administrative Expenses	[14]	23,75,651.86	33,03,440.11
Non-Recurring Expenses		-	9,45,450.00
Depreciation	[03]	6,69,925.69	7,29,972.23
Less: Transferred to Asset Fund		1,62,895.50	1,67,930.00
<b>TOTAL</b>		<b>2,23,09,739.07</b>	<b>1,89,24,311.34</b>
<b>III. EXCESS OF EXPENDITURE OVER INCOME</b>	<b>[II - I]</b>	<b>27,73,662.19</b>	<b>(56,41,238.21)</b>

Significant Accounting Policies and Notes to Accounts

The schedules referred to above form an integral part of the Income &amp; Expenditure A/c.

As per our report of even date Form 10B Attached

[15]


For & on behalf:  
S. Sahoo & Co.  
Chartered Accountants  
FRN: 322952E



CA Menka Sahoo, FCA, FAFD, DISA, LLB  
Partner  
MM No. 552513

Place: New Delhi  
Date: 09.11.2025  
UDIN: 25552513BMOWD1654

For & on behalf:  
People's Culture Centre (PECUC)



Ranjan Kumar Mohanty  
Secretary

Secretary  
People's Cultural Centre  
(PECUC)



Treasurer

Treasurer  
People's Cultural Centre  
(PECUC)



Accounts officer

Accountant  
People's Cultural Centre  
(PECUC)



## PEOPLE'S CULTURAL CENTRE

Regd. Office: Plot No-64 Ground floor, Phase-2, Indraprastha, Pokhariput, Bhubaneswar, 751020

RECEIPTS &amp; PAYMENT ACCOUNT FOR THE PERIOD FROM 1ST APRIL 2024 TO 31ST MARCH 2025

	SCHEDULE	FY 2024-25	FY 2023-24
<b>RECEIPTS</b>			
<b>Opening Balance :</b>			
Cash in Hand		-	-
Cash at Bank		35,39,863.77	37,40,605.59
Grant Received		1,80,35,132.76	1,72,88,535.17
Donation Received u/s 80G	[09]	6,63,492.00	1,62,845.00
Interest Income	[10]	85,111.00	97,224.00
Membership Fees	[11]	-	5,000.00
Other Income		2,79,481.50	
Increase in Liability / Decrease in Assets		9,55,060.12	7,48,751.73
<b>TOTAL Rs.</b>		<b>2,35,58,141.15</b>	<b>2,20,42,961.49</b>
<b>PAYMENT</b>			
Programme Expenses	[13]	1,94,27,057.36	1,41,13,379.00
Administrative Expenses	[14]	23,75,651.86	32,52,018.34
Non Recurring Expense	[03]	-	9,45,450.00
Loan & Advance paid		-	39,000.00
Decrease in Liability / Increase in Assets		1,38,570.32	1,53,250.38
<b>Closing Balance</b>			
Cash in Hand	[05]	-	-
Cash at Bank		16,16,861.61	35,39,863.77
<b>TOTAL Rs.</b>		<b>2,35,58,141.15</b>	<b>2,20,42,961.49</b>

Significant Accounting Policies and Notes to Accounts

The schedules referred to above form an integral part of the Receipts &amp; Payment A/c.

As per our report of even date Form 10B Attached

For &amp; on behalf:

S. Sahoo &amp; Co.

Chartered Accountants

FRN: 322952E

CA Menka Sahoo, FCA, FAFD, DISA, LLB

Partner

MM No. 552513

Place: New Delhi

Date: 09.11.2025

UDIN: 25552513BMOWDI1654

For &amp; on behalf:

People's Culture Centre (PECUC)

*Ranjan Kumar Mohanty*  
Ranjan Kumar Mohanty  
Secretary

*Ranjan Kumar Mohanty*  
Ranjan Kumar Mohanty  
Treasurer

*Topon*  
Topon  
Accounts officer

*Ranjan Kumar Mohanty*  
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People's Cultural Centre  
(PECUC)

*Topon*  
Accounts officer  
People's Cultural Centre  
(PECUC)



**Vision:** A world in which peace, justice and equality prevails, where people participate and have a say in their social and economic well-being by exercising their rights to a life of dignity, respecting cultural and natural diversity.

**Mission:** Our mission is to empower and enable children, young people, women, the elderly, other vulnerable and marginalized communities to participate powerfully in their overall development and to create and strengthen people's institutions that ensure, sustain and promote their wellbeing, security, inclusive development and a life of dignity.

### **Vision 2030**

PECUC would continue to focus primarily on child rights during 2021-2030. While working at the community level PECUC has learnt that the realisation of child rights and the well-being of children cannot be thought of in isolation and that their parents, grandparents, families and communities need to be protected and strengthened. Hence, PECUC has prioritized to focus on Child Rights, women empowerment, health, hygiene & Sanitation, Emergency Management & Climate Change Mitigation & Adaptation, Livelihood, Governance & Democracy, youth empowerment, Person with Disability & Rights of the Older Persons these years.



People's Cultural Centre (PECUC)  
(A Centre for People's Empowerment and Sustainable Development)

PECUC at Social Media

Facebook: @PecucOdisha, Twitter: @pecuc1, LinkedIn: People's Cultural Centre  
Instagram: @pecucodisha, Youtube: PECUC Odisha