



LEARN LEAD SERVE

Annual Report

SDG 1 No Poverty

1 NO
POVERTY

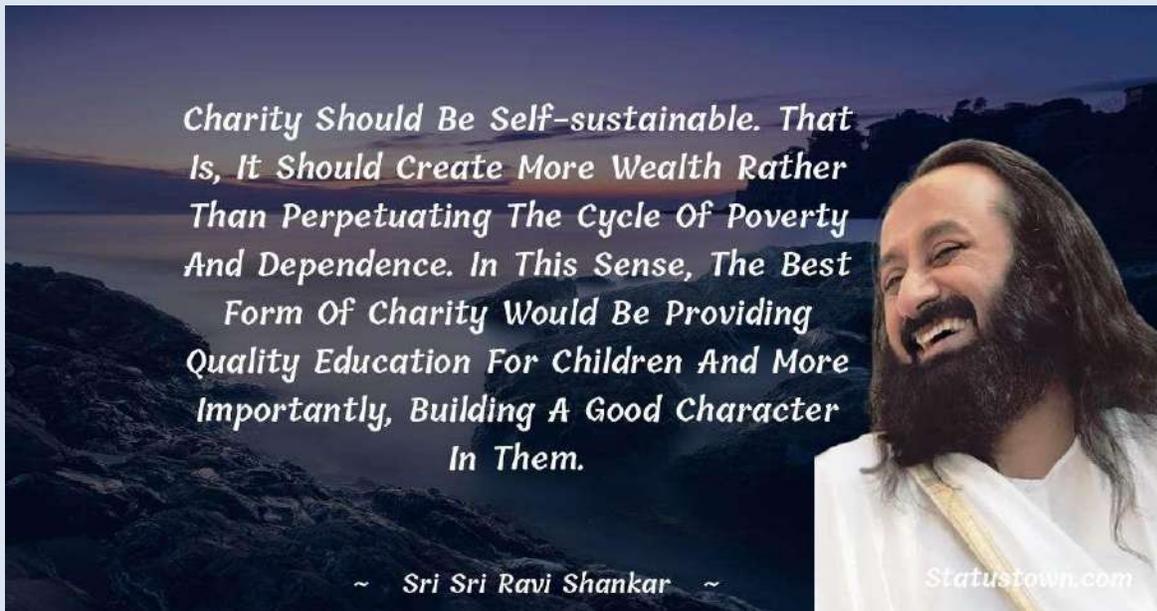


End poverty
in all its forms
everywhere



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About Us

Sri Sri University was established as a State Private University in Odisha, India which started its first academic year in 2012 and has been envisioned by Global Humanitarian, Gurudev Sri Sri Ravi Shankar ji. The University offers a range of pivotal, unique, and cutting-edge undergraduate, and postgraduate degree programs under eight Faculties, short-term, diploma, and certificate courses, and Doctoral studies (Ph. D.), that offer the best of the East and offer the best of the West.

The impressive list of undergraduate programs offered at Sri Sri University includes B. Sc. (Data Science), B. Sc. (Osteopathy), B. Sc. (Psychology & Contemplative Studies), B. Sc. (Food, Nutrition, and Dietetics), B. Sc. (Agri-business), Bachelor in Interior Design, etc., and that of postgraduate programs offered includes M.Sc. Osteopathy (first time in Asia), MBA (Entrepreneurship), MBA (General Management), MBA (Agri-Business Management), M.Com., M.A./M.Sc. in Psychology and Contemplative Behavior, M.Sc. Environment Science, B. Tech. & M. Tech. (Artificial Intelligence & Machine Learning), etc.

Located in a sprawling 188- acre green lush campus, Sri Sri University offers a curriculum that enriches domain expertise and life skills. It provides a unique social culture that nurtures a rich learning environment and aids excellence in students through its virtually smoke-free, alcohol-free, drug-free, and completely vegetarian campus. The University defines Excellence as an academic process of motivating students to learn in ways that make a sustained, substantial, and positive influence on how they think, act and feel which defines our core value of **Learn-Lead-Serve**.

Being from the parentage of the Art of Living, one of the largest volunteer-based organizations in the world, and given the stature of the work of our founder Poojya Gurudev Sri Sri Ravi Shankar ji in the last four decades, we aspire to contribute to finding solutions to the problems faced by the world at large by way of conflict resolution, agriculture, Arts & Crafts, etc. A few of our initiatives in this regard include the creation of the Sri Sri University Resource Centre for Climate Change & Sustainability Education & Practices, Sri Sri Advanced Global Centre for Conflict Resolution and Peace Studies, and Sri Sri Centre for Advanced Research in Water Resources and Environment Management, to name a few.

GOAL 1: No Poverty

Sri Sri University has identified “education as the most effective tool to eradicate poverty”. Ever since its inception in 2012, SSU has been working on this line, not only by offering excellent educational programs to its incumbents at undergraduate and postgraduate & Ph.D. levels (as one of the Premier educational institutes in India) but also through its extension activities, spanning throughout the Pan India. Significantly, “the poverty eradication drive” has been made through concerted efforts, involving an enormous number of students, put into several groups. During the past two years, SSU has been committed to sensitizing the students to social issues and putting its best efforts into the holistic development of society. SSU has been directing the students’ energy toward addressing the real-life issues of the common man, and society at large.

The university follows a strict admission procedure to admit students who fall into the bottom 20% of the household income group (or a more tightly defined target) in the country. State and central university reservation criteria are followed. Sri Sri University has a reservation policy based on the guidelines of the government.



iStandwithHumanity - An initiative to support the daily-wage earners affected by the Coronavirus lockdown 75 million meals distributed

When the pandemic hit the country in 2020, Gurudev Sri Sri Ravi Shankar, Lifetime president of Sri Sri University & founder of The Art of Living Foundation pledged that the Art of Living would do everything it could to save each life. This galvanized the Art of Living and the International Association for Human Values to focus on mental health and relief distribution in the first wave of the pandemic. Anticipating the hardships of the daily wage earners and low-income groups, Sri Sri initiated a campaign to support the daily-wage earners and low-income groups. These groups found themselves out of work thereby losing their daily income. He urged all those who can to help these people with food and financial support.

The #IStandWithHumanity initiative was launched in April

STAND WITH DAILY WAGE EARNERS

In this crucial time of the Corona Pandemic let us stand with our Daily Wage Earners who are the worst affected.

Support a family with 10 days of essential food supplies.
Sponsor a bag of ration @ ₹ 1000/-

An initiative of
The Art of Living and
The Indian Film and Television Industry.
#IStandWithHumanity

Donate online to:
Name of Account: IAHV disaster relief fund
Bank: HDFC Bank Ltd.
Account No.: 0104145000025 IFSC code: HDFC0001753

For more details: www.iahv.org | +91 98202 96322 OR +91 99865 56133

supported by: IIT, Avasar, LIC, BJS, #ChangeWithin

2020 to provide meals and relief materials to migrant laborers. The second wave has wreaked devastation, and the #IAHVCovidCare was implemented to provide critical care and emergency medical services.

“Our efforts continue stronger than ever. Let’s beat the pandemic wave. Together. Stronger.”

<https://www.srisriravishankar.org/work/spirituality-human-values/support-daily-wage-earners-migrant-worker-coronavirus-lockdown>



IMPACT:

The Art of Living and IAHV were the first to respond to this challenge and have been providing free ration and fresh, cooked meals to those in need. As of May 13th,2020 over **75 million** (7.5 crore) meals have been distributed, feeding over 2.5 million (25 lakh) families in India alone.

<https://www.srisriravishankar.org/work/leadership-ethics/welcoming-the-free-ration-scheme>

Assistance in the local community supporting the start-up

Sri Sri University has set up an incubation centre “SSUInnovation Foundation” in its campus which identifies and directly supports start-ups of financially and socially sustainable businesses through mentoring, training, grants, and incubation facilities. In the last 5 years, 89 startups in the domain of agriculture, food processing, social entrepreneurship, health tech, edutech, eco-tourism, renewable energy, etc. got incubated at our campus

supporting more than 18000 farmers, creating around 3000 jobs, serving 5 million customers with a cumulative turnover of Rs. 50 crores. Sri Sri University is approved in principle as Host Institute (HI) for Establishment of Business Incubator (BI) by the Office of the Development Commissioner, MSME, Govt. of India. SSU is committed to create startups for employment generation.

Our student driven Entrepreneurship Club organized 50+ workshops, training, and other programmes to make our entrepreneurship support systems accessible and attractive.



Sri Sri University and students lay a hand in Relief Operations at the time of Lockdown crisis

True to its motto of Learn, Lead, and Serve, Sri Sri University has taken up the initiative of its own to help the society in this unforeseen situation like COVID'19. Inspired and guided by the founder Poojya Gurudev Sri Sri Ravi Shankar, the most innovative University of the nation, in collaboration with the International Association for Human Values (IAHV) has started distributing food materials to the needy in the villages around to the institution. Each packet comprises of 4Kg rice, 2 Kg Dal, 2 Soaps, and 4 Biscuit packs. 5000 packets have been distributed benefiting 5000 families. 2000 packets have been given to Cuttack District Administration, the local governing body in the State of Odisha, whereas 500 packets have been dispatched to the city of temples, Bhubaneswar.



Community anti-poverty programmes

Sri Sri University has set up an incubation centre “The SSU Innovation Foundation” in its campus which identifies and directly supports start-ups of financially and socially sustainable businesses through mentoring, training, grants, and incubation facilities. In the last 5 years, 89 startups in the domain of agriculture, food processing, social entrepreneurship, health tech, edutech, eco-tourism, renewable energy, etc. got incubated at our campus supporting more than 18000 farmers, creating around 3000 jobs, serving 5 million customers with a cumulative turnover of Rs. 50 crores. Sri Sri University is approved in principle as the Host Institute (HI) for the Establishment of a Business Incubator (BI) by the Office of the Development Commissioner, MSME, Govt. of India. SSU is committed to creating startups for employment generation.

Our student-driven Entrepreneurship Club organized 50+



workshops, training, and other programs to make our entrepreneurship support systems accessible and attractive.

Our entrepreneurship cell Srinovation is a recognized incubator of Startup Odisha, MSME Govt. of Odisha. We have connected the budding entrepreneurs of the local community to Startup Odisha to avail the grant from the Government of Odisha. Till now 5 startups have raised Rs. 75 lakhs from the government of Odisha as well as the government of India. In order to financially support the start-ups from the local community, Sri Sri University provides free of charge access to the University facilities like equipment available for Start-Ups for Prototypes, Product Development and Food Testing. This entails a huge amount of financial support to the people from the local community taking guidance and mentorship from Sri Sri University's Incubation Centre.

Sri Sri University got awarded with 'Best Boot Camp Startup Award' by the CM of Odisha, Sri Naveen Patnaik as a part of Start-up India Yatra, Odisha chapter.

Local start-up assistance of Sri Sri University:38

Equipment available for start-ups:18

Training/seminar done for start-up:72



[Support for students from low income families](#)

With the vision and mission of keeping alive the indigenous knowledge of ancient Indian Vedic system, Sri Sri Gurukul has been established in the premises of Sri Sri University wherein, 39 students from Odisha, Bihar, Chhattisgarh, and North East are learning Samveda, Atharveda, and Yajurveda. The students are mainly from economically lower families. Alongside the Vedas, they have also imparted education from the general curriculum. The University aids in providing accommodation, meals, education, stationery, clothes, and



other basic requirements for the students of Gurukul.

Contribution of education towards the growth of the community

Contribution of education towards growth of community, region, national, and the world at large, Institutional Social Responsibility (ISR) in Sri Sri University is of topmost priority. The University believes that key changes occur through community participation and societal transformation. This is why we have been on our toes to provide a platform to the students and its faculty members to participate in various social outreach projects. The University has tied-up with various renowned institutions and organizations of the public and private sector and has organized a large number of projects towards inclusive development of underprivileged sections of the society. The 5H program of Art of Living, aims at ensuring that every rural area/village has **Homes** for the homeless, **Health care, Hygiene, Human Values** and **Harmony in diversity**. Set up in 1997, 5H catalyzes social transformation that aims to eradicate poverty, misery, disease and ensure peace and harmony in rural and tribal areas worldwide

Sri Sri University Clubs for Social Cause

SSU has over **40 clubs and chapters**, which are potential student bodies indulging in various co-curricular, extra-curricular, and outreach activities. Of these, the following 13 clubs provide avenues, for direct interaction of the students with economically challenged and underprivileged groups in

society:

1. Ek Bharat Shrestha Bharat Club
2. Placement / Corporate Relations Club
3. Rotaract Club of Sri Sri University
4. ECO Club
5. SELF Club
6. Farmer's Club
7. Finance Club
8. Science Club
9. Sports Club
10. Srinovation Club
11. Mental Health and Wellness Club
12. Fitness 'N' Nutrition Club
13. Career Progression Mentoring Club

The vigorous efforts of various clubs and chapters of Sri Sri University, Cuttack have led to the planting of thousands of trees and improving the green cover all over Campus. **The Kathjodi River cleaning project**, initiated by SSU has yielded desirable results and was recognized by the Government.



Outreach Activities:

BAL CHETNA SHIVIRS

Area: Ramdaspur Gram Panchayat

Program for the underprivileged children of society to help them rise to their full potential.

Impact: 408 children benefitted



CLOTH DONATION AND HEALTH CAMPS

Area- Godi Sahi, Cuttack

SSU has organized two cloth donation camps and more than ten free health camps in neighboring villages



Impact: 200 people including Men, Women, Old Aged people & Kids.

SOCIO-ECONOMIC EMPOWERMENT OF WOMEN THROUGH SKILL DEVELOPMENT IN SEWING:

Area- Villages adjacent to Sri Sri University area.

Helping women to become empowered emphasizes the significance of increasing their power and taking control over making decisions and issues that shape their everyday lives. Gender gaps in access to resources and services are a major obstacle to women's development. The process of empowerment includes mobilizing women to eliminate these gaps.

Impact: 700 Women's

NALCO FOUNDATION-SSU CRS PROJECT

Area- Damanjodi , Koraput

SSU has collaborated with NALCO Foundation, the CSR wing of National Aluminium Company (NALCO) to provide a number of trainings in Leadership, Women Empowerment, Agriculture, Entrepreneurship, Livelihoods, Hygiene, Environment Protection among others.

Impact: 2972 People

Tree Plantation

Area- Damanjodi, Koraput

Tree Planted more than 700 trees to minimize the carbon footprint

Impact: 700 People

1) VIDYA

VIDYA (Construction Skill Training Centre) imparts 90 days of free, residential, vocational, and skill development training in construction skills viz., **(i) Masonry** and **(ii) Bar Bending and Steel Fixing** trade



to underprivileged, Below Poverty Line (BPL) and orphaned youths aged between 18 and 35 years from various backward districts of the Odisha. Besides vocational training, they imparted the Art of Living Course of *Yoga*, meditation, *Pranayam*, and '**SudarshanKriya**' as a part of the Youth Leadership Training Programme. This helps students with character building; mental development and good health along will domain expertise on the construction trade.

The aim of this vocational trade is to qualify students in a technical trade, mold them as responsible citizens with good character, and bring them into the mainstream of society.

This initiative is meant to accelerate sustainable rural development and the growth of peace initiatives in society through education. This also aims to orient youth in original thinking for delving deep, pondering further, and looking beyond the obvious for broadening spheres of learning, responsibilities, and work towards national reconstruction and socio-economic betterment and development of our society. Vidya has trained and placed 200 students in 2019-20.

2) Sri Sri Koushal Vikas Kendra (SSKVK): Schneider Solar And Electrician Training Center

The Center has started on 21st Dec 2015. 70 unemployed youths have been trained in Solar electrification as their vocational skills for 90 days and suitably placed during 2019-21.



3) Vocational Skill Training to end unemployment

Sri Sri University imparts other vocational skills training to unemployed youths as well. These are as follows:

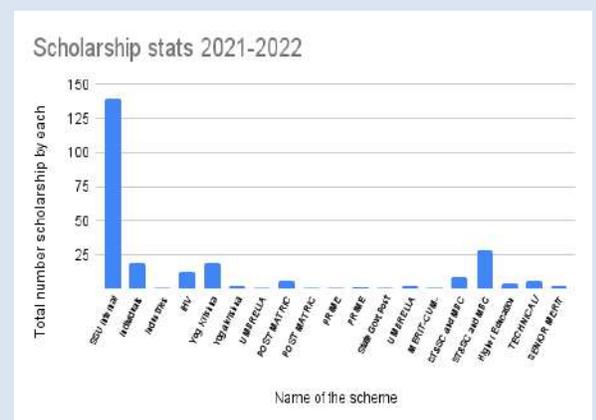
1. 90 youths have been trained in Security Guards for 30 days and placed.
2. 72 youths have been trained in Housekeeping for 30 days and placed.
3. 16 youths have been trained in hospitality for 30 days and placed.
4. During the training period of the above-mentioned training, the trainees were provided a stipend.
5. In total, **894** rural unemployed youths have been trained and placed through various skills initiatives.



Scholarship to Economically Weaker Section

The University has a Scholarship Division with dedicated staff to look after the financial aid to low-income students. It provides different scholarships to the students from financially weak students based on their merits in the entrance or preceding qualifying exam. Over the past year, 187 students have benefited from the facilities of the University's Scholarship Division.

Apart from this, need-based scholarships were provided in the past through the support of the University in addition to the scholarships that are provided by the Government of Odisha and the Government of India to eligible students under various schemes.



University considers the award of scholarships based on the provable merit of enrollment students. The policy considers the award of one scholarship and /or adjustment to toward tuition fee waiver to meritorious students and students from economically backward sections in each discipline per academic year. However, another financial support is also considered depending the availability of sponsored funds. The selection procedure involves an application by meritorious enrolled students and consideration of partial tuition waiver to deserving students with special skill sets (For example – Sports, Artist, Defense, Differently Abled category, any other special skills etc.). The scholarship committee instituted by the university shall be the authority to scrutinize the application and recommend eligible candidate names for the awards of scholarship and / or tuition waiver as applicable. The Vice-Chancellor shall be the final authority to approve the awards of the scholarship.

Rs. 39,92,108 has been paid by way of scholarships to students so far and the University intends to add more scholarships in future to support students from economically weaker sections of society

Aims to admit students from the country's poorest 20% of household income.

The university follows a strict admission procedure to admit students who fall into the country's bottom 20% of the household income group. State and central university reservation criteria are followed. Sri Sri University has a reservation policy based on the guidelines of the government.

Does your university offer graduation/completion goals for students in the country's bottom 20% of family income?

University sets graduation/completion targets for all of its



students, including those who fall in the bottom 20% of the household income group. University provides support systems to ensure that all students have an equitable opportunity to successfully graduate within a stipulated time period. These systems include: Coaching & Counselling, Academic Advising, Special lectures for laggards, mentorship, tutoring, etc. at no additional cost to students.

The university provides different scholarships to the students from financially weak students based on their merits in the entrance or preceding qualifying exam.

Does your university have programs or efforts in place to help students in the poorest 20% of the country's household income group complete their studies?

The University has a Scholarship Division with dedicated staff to look after the financial aid to low-income students. Over the past one year, 187 students have been benefited by the facilities of the University's Scholarship Division.

University also provides advocacy and thought leadership in running 982+ schools in rural and remote areas providing free value-based, holistic education to over 80000+ underprivileged children in rural, tribal and social-economically backward places across 22 states in India.

Working with Government

| | | |
|---|--|--|
| <p>Prof. (Mrs.) Rajita Kulkarni (President, Sri Sri University) President – World Forum for Ethics in Business Board Member – AOL Health & Education Trust, USA Global Board Member, TLEX Institute</p> | <ul style="list-style-type: none"> • Member of the Court At Indian Institute of Science (IISc) • National Higher Education Council Member, FICCI • Regional Vice Chair, National Education Council (ASSOCHAM) • National Council Member of Centre for Education Growth and Research • Mentor of Change – Atal Innovation Mission, Niti Ayog, Govt. of India • CII Co-Convener Eastern Region Education Council |  |
| <p>Prof. (Dr.) B R Sharma (Vice- Chancellor, Sri Sri University)</p> | <ul style="list-style-type: none"> • Scientific Advisory Committee (SAC) at Morarji Desai National Institute of Yoga (MDNIY) • Peer Reviewer the myoga application development by WHO • expert for the validation of Yoga Practices, Traditional Knowledge Digital Library (TKDL) • Appointed as “Yoga Expert” by Yoga Certification Board, AYUSH Ministry, Govt. of India |  |

Policy and Lawmakers outreach and education:

Our life time President, Sri Sri Ravi Shankar ji has used the internet to help millions improve their mental health and immunity through the pandemic. The Art of Living conducted 200+ live meditations with an average reach of 2 million. Over 1,000 suicide-related calls were also answered during 2020-21.



In the spirit of the conversations had with FARC and the Colombian Government, Sri Sri Ravi Shankar has once again appealed to FARC commander Iván Márquez and President of Colombia Iván Duque to give peace another chance.



Sharing his ideas on peace and conflict resolution with President Maduro and Vice President Delcy Rodriguez, Sri Sri expressed his willingness to meet with the opposition leaders to diffuse the tension and bringing peace in the country.

Sri Sri University

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