

Economic Impact Analysis of KIIT and KISS***Dr.B.C.M.Patnaik, Associate Professor******Prof.R.N.Swain, Professor******Dr.Srikant Das, Associate Professor******School of Management, KIIT University******Bhubaneswar, Odisha*****Abstract**

The present paper is an attempt to understand the contribution of KIIT (Kalinga Institute of Industrial Technology) and KISS (Kalinga Institute of Social Sciences) towards economic development of Odisha State and more specifically the capital region of Odisha. For the purpose of the study initially 17 variables were identified after discussion with various stake holders and academia however after conducting the pilot study the variables were restricted to 13 only. In the study simple percentage method being used to reach larger audience. The scope of the study is in and around northern region of Bhubaneswar. For collecting data 123 questionnaires were distributed to the local business man, temporary vendors, auto drivers etc. however finally 86 responses received. The findings of the study is very encouraging. Most of the respondents believe that the two sister organisations KIIT and KISS, the brain child of the social entrepreneur Dr.AchyutaSamanta , has truly transformed the life style of these people residing in the city of Bhubaneswar and has catered to the employment needs of the local community and the state thus are instrumental in improving the standard of living of the people in general of this region. The present study resulted with a conclusion that a great human revolution even in just a single individual can bring a change in the destiny of a community, a nation and in the destiny of human kind.

Key words- KIIT, KISS, Economic Development & Standard of living

An overview

The well-known fact that in the contemporary world economic development of a community or a nation may not be possible without involvement of the government with private participation. Growth and sustainability of a state can only be achieved through inclusive growth and development. We have seen economic development in the industrial sector through government sponsored schemes. But, it is rare to find social and economic development of the community and of a state through dream projects viz., KIIT & KISS founded by the social entrepreneur Dr. Achyuta Samanta. Through his tireless efforts and endurance it could be proved that an inner change in a person can bring a change in the destiny of a state and its people. These two institutions are today the pride of India; KISS in particular being the wonder in Asia. Institutional development eventually is done by an entrepreneur. But societal development or economic development is better done mostly by the deprived who have suffered in life. The two sister concerns of KISS and KIIT are developed by the young child who had lost his father at the age of 4 and was deprived of all the privileges which normally every child deserves to have it. The sufferings in the childhood had inspired this human to learn the art of giving to the society in the form of KISS and KIIT. Through these institutions education is imparted to the privileged and underprivileged section of the society both which is the unique combination which resulted in minimising the disparity and gap between them. KIIT provides an opportunity to the privileged section of the society and KISS represents for the underprivileged tribes of the society. Many research papers have tried to focus the contribution of KISS towards the tribal society at large; however in the present paper we are trying to see unrepresented area of research i.e. economic impact of these world class institutes in the capital region of Odisha in general.

Objective of the study

- ✓ To understand the contribution of KIIT and KISS towards the economic development in the area of study.
- ✓ To understand the perception of the stakeholders of the area under study
- ✓ To understand the effect on standard of living in the area.

Scope of the study

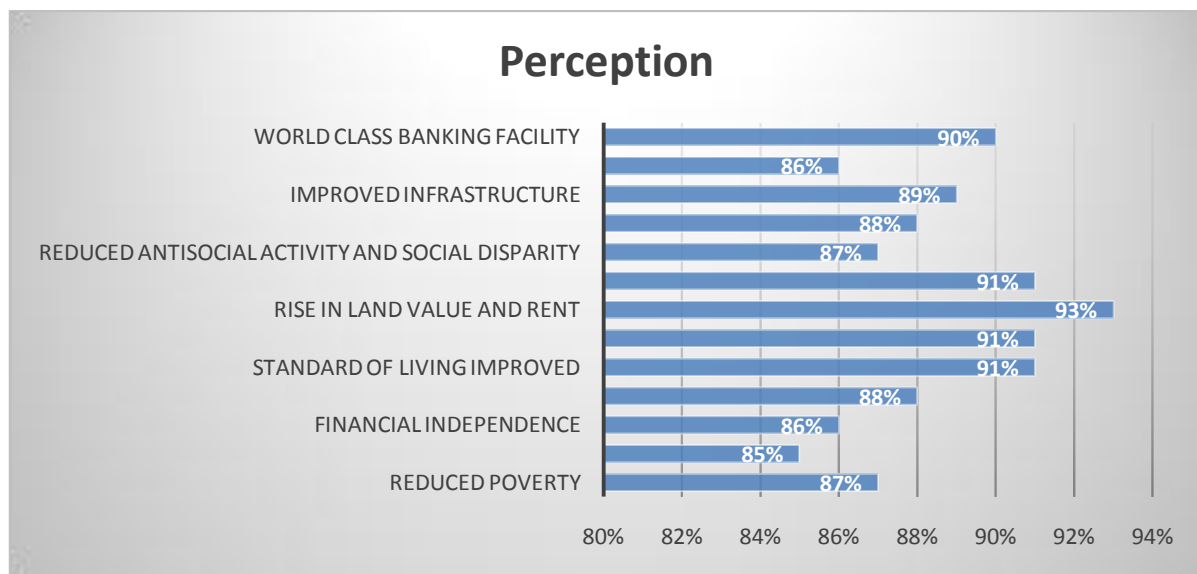
The study is restricted to the unorganised sector viz., shop keepers, temporary vendors and auto drivers in and around the area.

Methodology of the study

For the purpose of collection of data 123 questionnaire were distributed however finally 86 responses received. For finalisation of variables initially 17 various variables were identified with the discussion of various stake holders and academia. However after conducting pilot study of 37 respondents the variables restricted to 13 only. Simple percentage method is used for analysis of the data with an objective of reaching more and more audience.

Findings of the study

- ✓ 87% of the respondents believe that KIIT and KISS helped in reducing the poverty through increased income. (Table-1 of Annexure)
- ✓ 85% of participants strongly agree and agree that KIIT and KISS created better employment opportunity in Odisha. (Table-2 of Annexure)
- ✓ 86% of people feel that KIIT and KISS contributed in reducing the financial dependence on relatives and friends. (Table-3 of Annexure)
- ✓ 88% of sample size agree that KIIT and KISS helped in enhancing social recognition in the society. (Table-4 of Annexure)
- ✓ 91% of participants feel that KIIT and KISS contributed in enhancing the standard of living. (Table-5 of Annexure)
- ✓ 91% of total respondents feel that KIIT and KISS existence helped in better health care facility to family members. (Table-6 of Annexure)
- ✓ 93% of respondents realise that KIIT and KISS contributed in rise in land value and house rent in the area. (Table-7 of Annexure)
- ✓ 91% of participants feel that KIIT and KISS enabled to spent more and provide better education facility to their children. (Table-8 of Annexure)
- ✓ 87% of people feel that KIIT and KISS contributed in reducing antisocial activity in the area and reducing social disparity in the society. (Table-9 of Annexure)
- ✓ 88% of total respondents supports that KIIT and KISS created better market for the products. (Table-10 of Annexure)
- ✓ 89% of respondents feel that KIIT and KISS contributed in developing infrastructure facilities and basic needs in the area. (Table-11 of Annexure)
- ✓ 86% of sample participants believe that KIIT and KISS helped in connecting through transport facility in the area. (Table-12 of Annexure)
- ✓ 90% of the people feel that KIIT and KISS contributed in bringing world class banking in the area. (Table-13 of Annexure)



Source- Table-14 – Perception table of Annexure

Concluding Observation

The findings of the study reconfirms that the dreams can be transformed into reality with the sincere effort, commitment, dedication in the art of giving. This has been proved by a man with his trusted and committed group of associates. Institutions like KIIT and KISS provides direct and indirect employment opportunity to more than 1,00,000 people of the state. The student strength of two these world class institutions are more than 45,000 which created a lot of scope for the economic impact in the area. It could establish a model town in the northern part of capital region of Odisha. KIIT and KISS could help in reducing poverty, resulted in financial inclusion and economic independence, increased social recognition, increased standard of living of people, improved health care facility, increased the property value and helped in the lifestyle of people of the society in general. All these could be possible only through inclusive initiative and continuous effort. These initiatives will never go waste as the intentions are for humanism. The service to the society with smile and art of giving is being reflected through the KIIT and KISS initiatives. This is all about KIIT and KISS connect contribution for the improvement and upliftment of the society. This is a place, people come with dream and transforms them with reality. Any one who might have visited this place in the early eighties if visit this place now can feel the vibrancies. The people of this area feel fortunate and proud to be the residents of this part of the world.

References:

Various issues of KIIT Review

Various issues of Local news papers

Various issues of National news papers

Annexures

Table-1- KIIT and KISS helped in reducing the poverty through increased income.

Category of respondents	F	SA	A	N	DA	SDA
Shop keepers	27	19	5	1	1	1
Temporary vendors	35	28	3	2	2	0
Auto service providers	24	18	2	3	1	0
Total	86	65	10	6	4	1

Source- Primary data, F-frequency, SA-Strongly agree, A-Agree, N-Neutral, DA- Disagree, SDA- Strongly disagree

Table- 2- KIIT and KISS created better employment opportunity in Odisha.

Category of respondents	F	SA	A	N	DA	SDA
Shop keepers	27	20	2	2	1	2
Temporary vendors	35	29	2	1	2	1
Auto service providers	24	19	1	1	2	1
Total	86	68	5	4	5	4

Source- Primary data, F-frequency, SA-Strongly agree, A-Agree, N-Neutral, DA- Disagree, SDA- Strongly disagree

Table-3- KIIT and KISS contributed in reducing the financial dependence on relatives and friends.

Category of respondents	F	SA	A	N	DA	SDA
Shop keepers	27	17	4	2	3	1
Temporary vendors	35	30	2	2	1	0
Auto service providers	24	18	3	1	1	1
Total	86	65	9	5	5	2

Source- Primary data, F-frequency, SA-Strongly agree, A-Agree, N-Neutral, DA- Disagree, SDA- Strongly disagree

Table-4- KIIT and KISS helped enhancing social recognition in the society.

Category of respondents	F	SA	A	N	DA	SDA
Shop keepers	27	20	3	1	2	1
Temporary vendors	35	31	2	1	1	0
Auto service providers	24	16	4	2	1	1
Total	86	67	9	4	4	2

Source- Primary data, F-frequency, SA-Strongly agree, A-Agree, N-Neutral, DA- Disagree, SDA-Strongly disagree

Table-5- KIIT and KISS contributed in enhancing the standard of living.

Category of respondents	F	SA	A	N	DA	SDA
Shop keepers	27	22	2	2	1	0
Temporary vendors	35	30	3	1	1	0
Auto service providers	24	19	2	1	1	1
Total	86	71	7	4	3	1

Source- Primary data, F-frequency, SA-Strongly agree, A-Agree, N-Neutral, DA- Disagree, SDA-Strongly disagree

Table-6- KIIT and KISS existence helped in better health care facility to the family.

Category of respondents	F	SA	A	N	DA	SDA
Shop keepers	27	23	2	1	1	0
Temporary vendors	35	28	4	1	1	1
Auto service providers	24	19	2	1	2	0
Total	86	70	8	3	4	1

Source- Primary data, F-frequency, SA-Strongly agree, A-Agree, N-Neutral, DA- Disagree, SDA-Strongly disagree

Table-7- KIIT and KISS contributed in rise in land value and house rent in the area.

Category of respondents	F	SA	A	N	DA	SDA
Shop keepers	27	20	4	3	0	0
Temporary vendors	35	31	2	2	0	0
Auto service providers	24	22	1	1	0	0
Total	86	73	7	6	0	0

Source- Primary data, F-frequency, SA-Strongly agree, A-Agree, N-Neutral, DA- Disagree, SDA-Strongly disagree

Table-8- KIIT and KISS enabled to spend more and provide better education to the children.

Category of respondents	F	SA	A	N	DA	SDA
Shop keepers	27	21	2	2	1	1
Temporary vendors	35	27	4	2	1	1
Auto service providers	24	18	3	2	1	0
Total	86	66	9	6	3	2

Source- Primary data, F-frequency, SA-Strongly agree, A-Agree, N-Neutral, DA- Disagree, SDA-Strongly disagree

Table-9- KIIT and KISS contributed in reducing antisocial activity in the area and reducing social disparity in the society.

Category of respondents	F	SA	A	N	DA	SDA
Shop keepers	27	19	3	2	2	1
Temporary vendors	35	30	4	1	0	0
Auto service providers	24	21	1	1	1	0
Total	86	70	8	4	3	1

Source- Primary data, F-frequency, SA-Strongly agree, A-Agree, N-Neutral, DA- Disagree, SDA-Strongly disagree

Table-10-KIIT and KISS created better market for the products.

Category of respondents	F	SA	A	N	DA	SDA
Shop keepers	27	19	5	2	1	0
Temporary vendors	35	24	6	3	2	0
Auto service providers	24	18	4	2	0	0
Total	86	61	15	7	3	0

Source- Primary data, F-frequency, SA-Strongly agree, A-Agree, N-Neutral, DA- Disagree, SDA-Strongly disagree

Table-11- KIIT and KISS contributed in developing infrastructure and basic needs in the area

Category of respondents	F	SA	A	N	DA	SDA
Shop keepers	27	17	4	3	2	1
Temporary vendors	35	26	7	1	1	0
Auto service providers	24	22	1	1	0	0
Total	86	65	12	5	3	1

Source- Primary data, F-frequency, SA-Strongly agree, A-Agree, N-Neutral, DA- Disagree, SDA-Strongly disagree

Table-12- KIIT and KISS helped in connecting through transport facility in the area.

Category of respondents	F	SA	A	N	DA	SDA
Shop keepers	27	18	4	2	1	2
Temporary vendors	35	28	2	3	1	1
Auto service providers	24	20	2	2	0	0
Total	86	66	8	7	2	3

Source- Primary data, F-frequency, SA-Strongly agree, A-Agree, N-Neutral, DA- Disagree, SDA-Strongly disagree

Table-13- KIIT and KISS contributed in bringing all the world class banking facilities in the area.

Category of respondents	F	SA	A	N	DA	SDA
Shop keepers	27	24	2	1	0	0
Temporary vendors	35	29	2	1	1	2
Auto service providers	24	18	2	1	2	1
Total	86	71	6	3	3	3

Source- Primary data, F-frequency, SA-Strongly agree, A-Agree, N-Neutral, DA- Disagree, SDA-Strongly disagree

Table-14- Perception table

Impact	Perception
Reduced poverty	87%
Employment opportunity	85%
Financial independence	86%
Social recognition	88%
Standard of living improved	91%
Better health care	91%
Rise in land value and rent	93%
Better education facility	91%
Reduced antisocial activity and social disparity	87%
Better market	88%
Improved infrastructure	89%
Improved transport facility	86%
World class banking facility	90%

Source- Table-1-13