



MAHASHAKTI FOUNDATION

TRANSFORMING COMMUNITIES

Annual Report 2024-25



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GOVERNING BODY

We have a vibrant Governing Board comprising seasoned professionals from the corporate, academic and development sectors who bring extensive experience, strategic vision, and leadership to the organization. The Board members possess strong backgrounds in rural management, finance, social work, policy advocacy, and sustainable development. Their diverse expertise strengthens Mahashakti Foundation's governance, ensuring transparency, accountability, and innovation in all its initiatives. Through their strategic guidance, Mahashakti continues to expand its impact across Odisha, fostering inclusive growth, empowering marginalized communities, and promoting sustainable livelihoods. The Board's collective commitment and deep understanding of grassroots realities serve as a driving force behind Mahashakti's mission to create equitable and resilient communities.



Dr. Debasish Mohapatra

PRESIDENT

Dr. Debasish Mohapatra holds a PhD in Rural Management from KIIT Deemed to be University in Bhubaneswar. He also has a PGDRM from XIM Bhubaneswar and a B.Sc. in Agriculture from OUAT, Bhubaneswar. With over 30 years of work experience, he has collaborated with international agencies like The World Bank, UNDP, TechnoServe, Traidcraft, IPE Global, Oxfam GB, CARE, and MART. He is currently an Associate Professor at KIIT School of Rural Management, with interests in sustainable development, agribusiness management, and entrepreneurship.



Ms. Itishree Kanungo

VICE PRESIDENT

Ms. Itishree Kanungo, has done her MBA-RM from XIMB; possesses over 20 years of experience in policy advocacy, action research, livelihood planning, microcredit management, and leading social campaigns. She began her career as a Research Consultant for Taru Leading Edge Private Limited and has since been associated with organizations such as UNDP, NISER, Voluntary Health Association of India, Climate Parliament. Currently, she is professionally engaged with Grant Thornton, where she contributes as a member of Climate Parliament, working closely with State Assembly and Parliament members to strengthen renewable energy policy and financing.



Ms. Rojaleen Bhuyan

SECRETARY

Ms. Rojaleen Bhuyan is a highly experienced Development Practitioner with over two decades of expertise in livelihood promotion and gender relations. She has demonstrated her proficiency in strengthening grassroots institutions such as Producer Groups, SHG Federations, and FPOs, and is an active member of the National Alliance of Women in Odisha (NAWO). With her extensive contributions to gender equality, inclusion, and mainstreaming in various projects, Ms. Bhuyan has collaborated with renowned NGOs, leveraging her skills to empower marginalized communities.



Mr. Jyoti Ranjan Mohapatra

JOINT SECRETARY

Mr. Mohapatra, an industry veteran and development sector enthusiast, has been at the forefront of shaping the re-organisation and institutional strengthening of Mahashakti as well as the entities that came into picture to address the industry demands and regulatory developments. Mr. Mohapatra has very closely witnessed the crests and troughs of microfinance & development sector, hence beside handling the portfolio analysis and finance mobilisation parts, he constantly motivates the team to stay rejuvenated and give the best in order to take the organisation to greater heights. Mr. Mohapatra holds an M.Com degree and pursued ICWAI.



Mr. Bimal Kanta Panda

TREASURER

Mr. Panda holds a Master's degree in Social Work Sambalpur University. Throughout his more than 2 decades long work history he has designed numerous theme-based training modules for different non-profit organisations. Most part of his working tenure has been spent in the backward regions of the state and devoted his time towards the capacity building of NGO functionaries. While mixing his prior engagements and years long training expertise, he is leading the training department of Mahashakti and designs training modules as per the operational methodology and related regulatory requirements of the development sector.



Dr. Pradip Kumar Mohapatra

MEMBER

Dr. Mohapatra brings an extensive 33 years of experience in the development sector, holding various positions in managing programs across India. He has demonstrated his exceptional skills in effectively coordinating Civil Society Organizations, Government Agencies, corporate entities through CSR initiatives and International Institutions for the successful execution of development projects. Dr. Mohapatra's areas of specialization encompass Institutional Development, Income Generation, Enterprise Development, Livelihood Promotion, Program Management, Action Research, & Participatory Monitoring and Evaluation.



Mr. Prakash Chandra Sahu

MEMBER

Mr. Sahu, one of the Co-founders, has tremendously contributed towards building a core team for the organisation in the last 2 decade or so. He has more than 3 decades of strong working history in the field of community mobilisation, livelihood promotion and microcredit operations. His long association with the development sector began way back in 1990 where he worked in the National Literacy Program in Kalahandi district. Currently he is devoting his time in consulting in the leadership development of community based institutions.

ABOUT MAHASHAKTI

Mahashakti Foundation (MSF) is a state-level development organization and a registered Public Charitable Trust, established in 2004. It began its journey in the Madanpur Rampur block of Odisha's Kalahandi district through the "CASHE" project, a collaborative initiative between CARE India and DFID (the UK Government), which was one of India's largest livelihood promotion efforts at the time. One of the key mandates of this project was to establish a community-level institution that could sustain and expand livelihood-based interventions.

Mahashakti Foundation was born from this vision, primarily to continue and deepen those efforts with long-term, bottom-up impact. With a core objective to promote sustainable livelihoods for marginalized populations, MSF strives to deliver equitable, people-driven development services that improve the quality of life for the most vulnerable. These services span across sectors such as social and livelihood, health, education, renewable energy, and institutional capacity building.

Mahashakti Foundation operates with a primary focus on incubating innovative approaches to foster long-term livelihood solutions for economically disadvantaged individuals. **The organization's work is grounded in four key thematic pillars:**



Environment



Empowerment



Education



Health & Nutrition

Operating in some of the most underserved districts of Odisha, Mahashakti Foundation presently works across 15 districts with small and marginal farmers, tribal populations, minority and excluded groups, women, and migrant workers. With a particular emphasis on strengthening livelihoods, its approach centres on building resilient rural economies through locally rooted, scalable solutions that are both inclusive and sustainable.

Through its various interventions, MSF promotes and capacitates institutions like FPOs, OFPOs, & SHG Federations by equipping them with the knowledge, tools, and support systems necessary to amplify their collective agency. By facilitating robust backward and forward market linkages and connecting these institutions with ecosystem actors, including financial bodies, service providers, and public mechanisms,

Mahashakti Foundation ensures that communities are not just beneficiaries but key stakeholders in their own development journey. This approach is embedded across Mahashakti's ongoing livelihood, enterprise, and development initiatives.

This mission is made possible through enduring partnerships with government agencies, including the Government of India, NABARD, State Government departments such as the Shri Anna Abhiyaan, SUDA, OSDMA, OLM, ORMAS, SIRD, NRLM; and other CSR Houses like LTIMindtree, HDFC Bank Parivartan, Trickle UP, ACC Cement, Vedanta Ltd, CCX, TPCODL, TPWODL, TPNODL, Core CarbonX, and YES Foundation. These collaborations provide vital support and co-ownership, enabling Mahashakti Foundation to adapt, innovate, and scale its impact across the state.

PRESIDENT'S MESSAGE

As we close another remarkable year at Mahashakti Foundation, my heart is brimming with gratitude for the trust and partnership that have carried us through the past year of our endeavors. We have witnessed the extraordinary power of community-driven change across Odisha's villages. Every success we celebrate belongs to the farmers, women, youth, donors, government collaborators, and staff who have come together in the spirit of shared purpose. This stands as an opportunity to reflect on the journey we have undertaken together, responding to the changing needs of our stakeholders with empathy, innovation, and unwavering resolve.

From the targetful implementation of indigenous seed conservation drives to strengthening local water management systems or the comprehensive trainings that empowered artisan clusters, each initiative has exemplified the transformative impact of collective commitment to progress. This year, we strengthened community resilience through a range of integrated & sustainable strategies. We facilitated the preservation of local biodiversity while building fair, transparent market linkages; wove together healthcare outreach with training programs to expand both well-being and accessibility. At the same time, we promoted climate-adapted, nutrient-rich cropping systems that nourish families and support diversified incomes.

None of our achievements stand alone; they echo the work of many. The countless hands and hearts who have walked this path with us: the farmers nurturing their land with care, the youth stepping into leadership roles, the women building enterprises from the ground up, and the partners and well-wishers who have believed in our mission.

At the heart of all our efforts is the conviction that dignity, equity, and opportunity are not privileges - they are rights. This belief shaped our focus on building capacity across sectors. As we look ahead, our compass remains set on building ever-stronger, more adaptable village ecosystems where agriculture, health, education, and livelihoods are intertwined in lasting harmony.

I, on behalf of Mahashakti Foundation, wholeheartedly thank our stakeholders and partners for the vital role that they have played in maximising the impact of our mission to empower the people through dignified access to sustainable livelihoods for a future built on human value. With your continued support, I am confident that the coming year will bring fresh opportunities to sow hope, cultivate talent, and harvest lasting change.

With warm regards,

Dr. Debashis Mohapatra

President

Mahashakti Foundation



FROM THE MD'S DESK

Dear Stakeholders,

When we work together for a common cause, the chances of turning our vision into reality grow much stronger. As we reflect on another year of collective striving, I am humbled by the resilience and aspiration that define our journey. Since its inception in 2004, Mahashakti Foundation has evolved from humble beginnings into a catalyst for change, driven by a singular purpose: to break the cycle of poverty and kindle the spark of self-reliance in Odisha's most underserved regions. We place community voices, needs, and aspirations at the very heart of everything we do.

I owe my deepest thanks to our dedicated field staff, program managers, technical experts, and support personnel, whose passion and professionalism turn this blueprint for change into reality. Your tireless efforts, whether facilitating training sessions at dawn, managing partnerships, or ensuring everybody's voice is heard, have been the driving force behind our successes. To our board members, your guidance, encouragement, and unwavering belief in our mission have kept us grounded and inspired. Together, you embody the spirit of synergy and commitment that makes lasting transformation possible.

None of this progress would be possible without our dynamic partnerships, which are built on mutual trust and a shared commitment to impact by collaborating closely with organizations that bring complementary strengths, whether in financial support, technical expertise, local insight, or resource mobilization.

This year, Mahashakti Foundation expanded its impact footprint through several transformative projects. We launched the Integrated Village Development Programme (IVDP) in three districts, supported by LTIMindtree, to drive holistic rural development.

Project Adhikaar and Project Samriddhi (Dhokra Metal Craft Cluster), supported by TPCODL, focus on social entitlements and artisan empowerment. With support from HDFC Bank - Parivartan, we initiated Project Chirantan, aimed at encouraging climate-resilient agriculture practices. Project Sanskruti, in collaboration with the YES Foundation, uplifts traditional artisans through design, capacity building, and market linkages. Our partnership with Human Ventures and OmniActive gave birth to a Sustainable Marigold Cluster, enhancing income security for farmers. Additionally, with TPWODL, we embarked on two ambitious initiatives: Project Jaibik, promoting organic farming practices, and a Sustainable & Integrated Watershed Management Project to build water harvesting structures in vulnerable regions.

In the years ahead, Mahashakti Foundation aims to deepen its results-oriented approach through greater professionalism. Here's to continuing our journey of collaboration and driving profound and meaningful change.

With warm regards,

Jugal Kishore Pattnayak

Managing Director
Mahashakti Foundation





THEMATIC AREA 1

ENVIRONMENT

Integrated Village Development Program

The environmental component of the Integrated Village Development Program (IVDP), supported by LTIMindtree, is designed to restore and strengthen the natural resource base of some of Odisha's most ecologically vulnerable districts - Kalahandi, Balangir, and Bargarh. The program adopts a climate-resilient, community-led approach to natural resource management, focusing on integrated watershed development and sustainable land use planning. Through the construction of water harvesting structures such as check dams, farm ponds, and diversion weirs, the initiative aims to enhance the irrigation potential and groundwater recharge capacity of rain-fed agricultural zones.

The project promotes diversified farming systems through the establishment of model nurseries, promotion of crop diversification, and training farmers in climate-smart practices. Clean energy solutions, such as solar-powered streetlights and solar irrigation units, are integrated to reduce the environmental footprint and provide reliable infrastructure. This multifaceted intervention not only supports food and water security but also strengthens the ecological fabric of rural landscapes, directly impacting the livelihoods of smallholder farmers and tribal populations who depend on these resources.

Need for the Program

The KBK region of Odisha is historically known for its socio-economic vulnerabilities and severe environmental degradation. Agriculture, which serves as the primary livelihood for most rural households in this region, is largely rain-fed and highly susceptible to climatic shocks such as droughts, delayed monsoons, and erratic rainfall. These climatic stressors are further compounded by a lack of irrigation infrastructure, low soil fertility, deforestation, and overdependence on water-intensive mono-cropping, particularly paddy.

More than 70% of the farmers in these areas are small and marginal landholders with limited access to modern agricultural practices or irrigation facilities. As a result, cropping intensity is low, farm incomes are unstable, and the risk of food insecurity is high. Groundwater levels are depleting in several pockets, and surface water bodies often remain dry post-monsoon due to poor conservation practices.

To address these intertwined challenges, there is an urgent need for region-specific environmental interventions that promote water conservation, soil health management, crop diversification, and renewable energy adoption.



Associate Director - LTIMindtree visited Model Nursery at M Rampur block of Kalahandi

Objectives

- To optimize water allocation, storage, and utilization to effectively meet a range of needs, including irrigation and ecosystem requirements.
- To protect and restore natural habitats, preserve biodiversity, and maintain ecological balance within the project area.
- To reduce vulnerability and improve the living standards of underprivileged families by focusing on key livelihoods such as watershed management, agriculture, horticulture, and livestock.
- To increase and diversify household income in a sustainable manner.

Implementation Strategy

Community-Led Implementation

Multi-Stakeholder Convergence

Participatory Planning using PRA tools

Behavior Change Communication



Key Activities

- Excavation of New Farm Pond
- Renovation of Farm Pond
- Check dam and diversion weir
- Fruit-bearing orchard promotion
- Farmer Field School (FFS)
- Model Nursery
- Solar Cold Storage Units
- Solar Street Lights

Impact

Over 560 farmers benefited from increased irrigation

Reduced water stress and improved cropping intensity

Year-round access to solar cold storage for perishables

Improved public safety and community movement at night through solar lighting

Excavated Farm Ponds:

- Total ponds excavated: 3
- Total water holding capacity: 12,660,000 litres
- Total area irrigated: 121 acres
- Total farmers benefitted: 66

Renovated Farm Ponds:

- Total ponds renovated: 4
- Total water holding capacity: 12,330,000 litres
- Total area irrigated: 166 acres
- Total farmers benefitted: 72

Check Dams

- Total check dams constructed: 3
- Total water holding capacity: 3,360,000 litres
- Total area irrigated: 71 acres
- Total farmers benefitted: 58

Diversion Weirs

- Total diversion weirs constructed: 8
- Total water holding capacity: 708,000 litres
- Total area irrigated: 203 acres
- Total farmers benefitted: 164

Model Nursery (each block)

- Average Income generated: Up to Rs. 30000 per batch per block
- No's of Batches per Year: 4 to 5 batches per block
- Capacity of saplings: 15000 to 20000 no's per block

Fruit Bearing Orchards:

- No of acres: 60 acres
- 15 Gram Pachayats
- 3900 saplings distributed

Solar Cold Storage Units

- 2 units of 5 metric ton each installed in two block

Solar Street Lights

- 139 solar lights installed in all three blocks



CASE STUDY

Planting Prosperity through Orchard Development

Lukapada village, nestled in the tribal heartland of Madhekela Gram Panchayat in Gudvella Block, is home to nearly 300 predominantly tribal households. For years, their economic reliance on subsistence farming and Non-Timber Forest Products was hampered by challenging topography, including upland terrain and sandy soil, leading to low productivity and income. The scarcity of irrigation, poor soil fertility, and fragile economic conditions left much land underutilized, leaving families vulnerable. In 2024, the Integrated Village Development Programme (IVDP), implemented by Mahashakti Foundation, introduced a transformative livelihood initiative.

Recognizing the potential of orchard-based farming in upland areas, the program supported six economically disadvantaged farmers: Santaraj Majhi, Haldhar Majhi, Nilu Majhi, Ananta Majhi, Surendra Majhi, and Bhesaja Majhi, to establish fruit orchards on their previously barren one-acre plots, totaling six acres. Each acre was planted with 25 Mango, 10 Lemon, and 30 Sapota, Litchi, and Guava saplings, making a total of 65 saplings per acre. The intervention included essential support such as land development, high-quality saplings, protective fencing, and crucially, a 3 HP solar-powered borewell for consistent irrigation, enabling multi-cropping. This initiative not only created long-term prospects through fruit farming but also encouraged immediate financial returns through seasonal vegetable cultivation.



Santaraj Majhi, for instance, earned ₹15,000 from brinjal, ₹25,000 from cabbage, and ₹20,000 from watermelon cultivation on his orchard land, totaling ₹60,000. The other five farmers replicated this success, optimizing land and water resources while awaiting the fruit trees' maturity.

Santaraj Majhi shared, "Earlier, I could only sit and watch my land remain unused. I didn't have the money to cultivate it. Mahashakti Foundation encouraged and supported me to plant fruit trees. Now, on the same land, I've grown brinjal, cabbage, and watermelon and earned ₹60,000. This has brought a big change in my life. I am hopeful that next year, the fruit trees will also start bearing fruits."

“ପୂର୍ବରୁ, ମୁଁ କେବଳ ବସି ରହି ମୋର ଜମି ଅବ୍ୟବହୃତ ପଡ଼ି ରହିଥିବା ଦେଖିବାକୁ ବାଧ୍ୟ ହଉଥିଲି । ମୋ ପାଖରେ ଚାଷ କରିବା ପାଇଁ ଟଙ୍କା ନଥିଲା । ମହାଶକ୍ତି ଫାଉଣ୍ଡେସନ୍ ମୋତେ ଫଳ ଗଛ ଲଗାଇବାକୁ ଉତ୍ସାହିତ ଏବଂ ସମର୍ଥନ କରିଥିଲା । ଏବେ, ସେହି ଜମିରେ, ମୁଁ ବିଲାତି, ବନ୍ଧାକୋବି ଏବଂ ତରତୁଳ ଚାଷ କରିଛି ଏବଂ ₹60,000 ରୋଜଗାର କରିଛି । ଏହା ମୋ ଜୀବନରେ ଏକ ବଡ଼ ପରିବର୍ତ୍ତନ ଆଣିଛି । ମୁଁ ଆଶା କରୁଛି ଯେ ଆସନ୍ତା ବର୍ଷ, ଫଳ ଗଛଗୁଡ଼ିକ ମଧ୍ୟ ଫଳ ଦେବା ଆରମ୍ଭ କରିବେ ।”

This initiative stands as a shining example of how integrated, climate-resilient, and resource-efficient models can unlock new livelihood avenues for small and marginal tribal farmers, laying the foundation for sustained income and long-term resilience.



Project Chirantan



Implemented on 1st October 2024, Project Chirantan is a strategic initiative by Mahashakti Foundation, supported by HDFC Bank Parivartan, to tackle climate-related vulnerabilities and agricultural instability in the Kankadahada and Bhuban blocks of Dhenkanal district, Odisha. These regions face erratic rainfall, water scarcity, soil degradation, and poor irrigation, which have severely affected small and marginal farmers. With 60 villages under its ambit, the project aims to empower local communities through sustainable agricultural practices and climate-resilient technologies.



Geographical Scope & Target Group

Location:

Kankadahada &
Bhuban Blocks,
Dhenkanal, Odisha



Total Villages Covered:

60
Villages

Direct Beneficiaries

5,000
Farmers

Engaged in Year 1

500
Farmers

Gender-wise split

130
Females

370
Males



Target Groups

Small and marginal farmers
(<2 hectares of land)

Women-headed households
(focus on nutrition)

Youth (skills in agri-tech and sustainability)

Objectives

- Increase agricultural productivity with climate-resilient crop varieties
- Improve irrigation efficiency through drip and sprinkler systems
- Combat malnutrition via nutrition gardens
- Promote agroforestry and mixed cropping
- Enhance soil and water conservation practices
- Build farmer knowledge through training and Farmer Field Schools (FFS)

Implementation Strategy

Project Chirantan adopts a community-led approach to build climate-resilient agriculture in Kankadahada and Bhuban blocks, Dhenkanal. Starting with a feasibility study to assess soil health, irrigation, cropping, and nutrition challenges, the project mobilizes farmers via SHGs and producer groups, emphasizing women and youth participation. Key interventions include Integrated Nutrient and Pest Management, small farm equipment provision, and climate-smart practices like Automatic Weather Stations and drought-resistant crop clusters.

Demonstration plots and nutrition gardens address food security, while drip and solar irrigation improve water efficiency. Farmer Field Schools offer training, exposure visits, and skill workshops, supported by educational materials on agriculture, financial literacy, and government schemes. One-acre demo plots showcase sustainable mixed vegetable cultivation using eco-friendly methods. This integrated strategy fosters sustainability, resilience, and community ownership under Project Chirantan.



Impact of the Program

Activity	Impact of the Program
Integrated Pest Management (IPM) Support	200 farmers were supported in adopting eco-friendly Integrated Pest Management (IPM) practices
Integrated Nutrient Management (INM)	200 farmers were provided with Integrated Nutrient Management (INM) materials
Small Farm Equipment's Support	200 manually operated sprayers with 8-liter capacity and 200 rose cans were provided to 200 farmers
Automatic Weather Station (AWS) Installation	An AWS was installed to monitor 12 weather indicators within a 3 km radius. Daily updates and 48-hour forecasts, including alerts for upcoming weather events, were provided two hours in advance.
Drought-Resistant Crop Varieties (Pulses)	1,600kg of Jhain Moong seeds were collected and distributed to 200 farmers for production and conservation across 200 acres. A seed exchange plan was implemented for propagation and multiplication.
Demonstration of vegetable (0.5 acre) in Rabi	10 farmers were provided with a climate-resilient package of practices (PoPs) for Rabi season mixed vegetable farming
Drip Irrigation Installation	The project team, in collaboration with lead farmers installed drip irrigation systems on 18 acres of land, supporting market-demanded mixed vegetable cultivation.
Farmer Field School	<ul style="list-style-type: none"> • 5 Farmer Field Schools (FFS) were established across 5 villages. • Five principal farmers and 100 learner farmers were selected for hands-on learning. • Each learner group, comprising 20 farmers, applied climate-resilient farming practices on their own land.
Exposure visit for Farmers to Potential Agri Product Clusters	A group of 50 farmers visited the Kalampur and Golamunda Farmer Producer Companies (FPCs) in Kalahandi to learn innovative practices and new technologies in cluster-based agriculture.



CASE STUDY

Rooted in Resilience: How a Young Engineer Turned to Organic Vegetable Farming

Debasis Jethi, a 26-year-old mechanical engineering graduate, once enjoyed the comforts of a well-paying job in an air-conditioned office in Bangalore. However, despite the financial stability, the urban lifestyle left him unfulfilled. Seeking a more meaningful path and a stronger connection to his roots, Debasis made the bold decision to leave his corporate career behind and return to his native village. There, he chose to embrace agriculture, not merely in the traditional sense, but with a focus on climate-resilient and sustainable practices. His approach was inspired by Project Chirantan, an initiative supported by HDFC Bank Parivartan and implemented by Mahashakti Foundation in the Bhuban and Kankadahada blocks.

In January 2025, during a village meeting at Kansargada, the Mahashakti Foundation team met Debasis during the sharing of climate resilient farming concepts and mapping of resilient farming practices. Debasis shared his dream and committed to adaptation of climate resilient farming practices in his land.



Mahashakti Foundation with the support of HDFC Bank Parivartan supported him with Jhain moong seeds and a drip irrigation system for one acre of land, tailored for mixed vegetable cultivation. For Debasis, this support felt like water to a thirsty soul, timely and essential.

He began cultivating brinjal along with six other vegetable crops using drip irrigation. Within two months, he harvested 4 quintals of brinjal, earning approximately rupees 12,000. While the immediate financial return was encouraging, his greater focus was on adopting fully organic farming practices.

To support his goal, Mahashakti Foundation trained Debasis in preparing and using organic inputs like Handi Khata (pot manure), Jeevamrut (a microbial-rich soil enhancer), and Agneyastra (a natural pest repellent). These techniques helped him reduce pest attacks while ensuring healthy, chemical-free produce. Debasis was particularly motivated by the harmful effects of chemical pesticide residues, which he learned are linked to rising health issues such as gastric problems, diabetes, and cancer in rural communities.

Debasis now advocates for organic farming and praises drip irrigation for its efficiency. According to him, it uses just 10-15% of the water required by traditional methods, minimizes weed growth, saves labor, and delivers precise water to plant roots, all contributing to a more sustainable and resilient farming future.



Project Jaibik



Nurturing Dual Success: Creating Market-Ready Chemical-Free Vegetable Cluster

Project Jaibik, implemented by Mahashakti Foundation with the support of Tata Power Western Odisha Distribution Limited (TPWODL), is being carried out in Maneswar block of Sambalpur district, covering 18 villages across 5 Gram Panchayats. The project aims to promote sustainable livelihood practices and ecological conservation through organic farming and integrated land-water management. It focuses on creating a resilient farming ecosystem that benefits both people and the planet. A total of 51 smallholder male farmers are the direct beneficiaries of this initiative. The project has been instrumental in introducing organic methods, enhancing soil health, and encouraging low-input, high-output farming models tailored to the local agro-ecological conditions. This report outlines the project activities, key achievements, challenges encountered during the intervention, and provides recommendations for ensuring long-term sustainability and impact.

Objectives

- To Promote Sustainable Agriculture
- Conserve Biodiversity
- Enhance Soil and Water Conservation
- Strengthen Livelihood Opportunities
- Build Community Resilience



Key Outcomes: Maneswar Block, Sambalpur

1] Adoption of Organic Farming Practices



Around **750 farmers**, including those from **10 Farmer Field Schools**, have adopted organic farming techniques such as composting, vermiculture, bio-pesticide use, and azolla cultivation. **300 farmers** transitioned to organic farming



The establishment of **10 demonstration plots** in 5 Gram Panchayats served as effective learning models, leading to visible improvements in crop health and soil fertility.

2] Input and Resource Support

Drip irrigation systems have been installed in **10 plots**

Essential inputs were provided to **51 farmers**

Organic agri-input kits distributed: **51 units**

Azolla distributed **10 units**

Vermi pits with worms developed **10 units**

FPOs linked for input supply: **One**

3] Improved Soil and Water Management



Mulching and drip irrigation techniques introduced under the project have contributed to better moisture retention and reduced soil erosion

4] Strengthened Local Capacities and Community Ownership

Over 20 training sessions enhanced the knowledge of farmers on sustainable agriculture, natural resource management, and alternative livelihoods. The project fostered participatory decision-making by involving SHGs and farmer collectives, while engagement with PRI members and local institutions facilitated the integration of scientific practices into community-level farming systems.

20

FFS training sessions completed

100

SHG/Youth/PRI members involved

750

Total farmers trained



5] Livelihood Enhancement and Market Linkages

The establishment of an organic retail outlet at Sahaspur GP provided farmers with a structured platform for hygienic and direct sale of produce, enhancing their incomes. Additionally, the development of market channels for organic produce and linkages with FPOs, cooperatives, and agro-industries have contributed to long-term sustainability and improved profitability for smallholder farmers.

01

Organic retail outlet established

300+

Farmers accessing the market through the outlet (direct & indirect)

03

Institutional partnerships developed (Agri, Horticulture, PRI)

02

Organic product fairs supported

20

Farmers reporting income increase of 20–30%



6] Community Engagement

100+ SHG & youth participation in training and retail activities:

10 PRI & Government functionaries engaged

01 Exposure visit conducted (Attabira, Bargarh)

05 Stakeholder meetings held

CASE STUDY

Organic Farming Fuels Resilience and Prosperity for Bijay Ketan Mendily

This case study highlights the remarkable transformation of Mr. Bijay Ketan Mendily, a 55-year-old farmer from Baduapali village in Maneswar block, Sambalpur, Odisha. Despite his academic background and initial passion for chemical-free farming, Mr. Mendily previously faced significant financial setbacks, resulting in a meager annual income of ₹1.5 lakh from his 4 acres of agricultural land.

The critical turning point for Mr. Mendily was the strategic intervention of the Mahashakti Foundation, through its "Jaibik" project, implemented in partnership with TPWODL. MSF established Farmer Field Schools, providing comprehensive support that included essential organic inputs, expert technical guidance, and specialized training in sustainable agricultural practices, notably drip irrigation, azola cultivation, and vermicompost application. Through MSF's targeted outreach and community engagement, Mr. Mendily was re-motivated to embrace organic farming. His participation in key training programs in 2024, focusing on crop diversification and climate-resilient organic farming, equipped him with vital knowledge in bio-fertilizer production, natural pest management, and advanced water conservation techniques such as mulching, rainwater harvesting, and micro-irrigation.

With consistent support and the provision of quality organic inputs, he successfully diversified his cropping pattern. This strategic shift is projected to significantly increase his income from the previous ₹1,11,000 generated through traditional vegetable cultivation.

He now anticipates an impressive income ranging from ₹2 to 3 lakhs from his 1.3 acres dedicated to vegetable farming, with specific projections including ₹42,500 from Pumpkin, ₹1,10,000 from Watermelon, ₹51,000 from Bittergourd, and an additional ₹10,000 from intercropping, totaling a projected income of ₹2,13,500. The adoption of intercropping has demonstrably reduced the risks associated with crop failure, while the implementation of drip irrigation has led to a remarkable improvement in water use efficiency and overall crop yields. Mr. Mendily's improved economic stability will enable him to purchase a refrigerator and support his daughter's medical education, significantly enhancing his family's quality of life.

"Earlier I used to believe that only chemical fertilizers could give a good result and huge production, but after switching to organic farming, I realized that natural methods make the soil richer and more productive in the long run. My only intention is to motivate people and spread awareness as much as possible about switching to organic farming!"

Mr. Bijay Ketan Mendily



Integrated Watershed Management

The project focuses on the rainfed areas of Madanpur Rampur Block, Kalahandi District, specifically the villages of Bada Surada, Sana Surada, and Metaguda within Goachadengen Gram Panchayat. These regions, comprising approximately 82% of the net cultivated area, are characterized by complex cropping systems, fragile ecological conditions, and high poverty levels, which increase the vulnerability of agricultural livelihoods. Natural resource degradation, including severe soil erosion, degradation of irrigated lands and pastures, and overexploitation of forest stocks, further contributes to the low resilience of local farming systems. Given the absence of perennial rivers and the inconsistent monsoon rainfall, water scarcity is a critical challenge. The intervention addresses this by focusing on replenishing groundwater aquifers through the construction of rainwater harvesting and runoff management structures such as check dams, percolation ponds, farm ponds, drop structures, Water Absorption Trenches (WATs), and recharge shafts. The project area holds strategic importance within the Rahul River Basin, a solo tributary under the Mahanadi, serving as a vital catchment for flood control and sediment storage. A primary issue identified is extensive soil erosion, leading to high sedimentation rates in the Rahul River, often due to land use practices misaligned with land capability.

Objectives

- To control damaging runoff and degradation, thereby conserving soil and water.
- To manage and utilise the runoff water for useful purposes.
- To protect and enhance the water resource originating in the watershed.
- To increase the infiltration of rainwater.
- To enhance the groundwater recharge, wherever applicable.



Key Activities

2 Construction of Check Dam

4 Construction of Drop structure

4 Training to farmers on watershed management

4 Training to farmers on crop water budgeting

4 Organization of FGD with farmers



Impact

Increase in water storage
~10,00,000 litres
through check dams

148 Number of farmers benefited

Area under irrigation increased by **10-30%**

4 Training to farmers on crop water budgeting

4 300 man-days were generated through the activities



Climate Resilient Agriculture

In the Bargarh district of Western Odisha, where paddy cultivation accounts for over 60% of the cultivable land, agriculture remains a major contributor to greenhouse gas emissions, particularly methane from flooded rice fields. To address the twin challenges of water stress and emissions, a project was initiated in 10 Gram Panchayats across the Bheden and Sohela blocks, covering 1,022 acres, to introduce and scale the Alternate Wetting and Drying (AWD) irrigation method. This technique offers a sustainable alternative to traditional continuous flooding by conserving water and reducing methane emissions. The project adopts a comprehensive strategy involving water tube installations, infrastructure development, intensive farmer engagement, capacity building, and data-driven planning to promote efficient water use and climate-smart agriculture in the region.

Objectives

Enhancing sustainable agriculture through innovative water management solutions.



Implementation strategy

Infrastructure Development

PVC Pipe Installation
Solar Borewell Installation

Farmer Engagement and Outreach

Data Collection
Farmer Awareness Programs
Farmer Outreach
Wall Painting Campaign

Capacity Building and Support

Training Sessions
Input Support Distribution

Data-Driven Planning and Monitoring

Methane Gas Sampling



Key Activities

Data Collection:

A survey was conducted with 2,000 farmers to establish a baseline of existing irrigation practices, crop patterns, soil health, and climate impacts.

Water Tube/PVC Pipe Installation:

A total of 1,002 PVC pipes were installed across the Sohela and Bheden blocks, covering 1,022 acres (512 acres in Sohela and 510 acres in Bheden)

Farmer Awareness Programs

Twenty sessions were conducted to raise awareness among farmers about the AWD technique, the use of organic inputs, water efficiency, and climate-resilient agriculture.

Wall Painting Campaign:

Ten wall paintings were completed at GP-level locations across both blocks.

Input Support Distribution

Fifty farmers received organic inputs such as Nimastra, Vermicompost, Jeevamrut, and Brahmashtara

Capacity Building & Training:

Ten training sessions were organized on the AWD method, irrigation scheduling, and organic input usage.

Farmer Outreach:

A total of 1,002 PVC pipes were installed across the Sohela and Bheden blocks, covering 1,022 acres (512 acres in Sohela and 510 acres in Bheden)

Water Tube/PVC Pipe Installation:

The project reached 1,025 farmers through direct contact, awareness sessions, and field visits.

Methane Gas Sampling:

Thirty-two samples of methane gas were collected from paddy fields in Sohela and Bheden blocks.

Solar-Based Borewell Installation:

Two 1 HP solar borewells were installed, one in each block (Sohela and Bheden).



Impact of the Program

- The shift from continuous flooding to the Alternate Wetting and Drying (AWD) method on our project's

400 Hectares of Paddy Land

is estimated to reduce methane emissions by approximately 448 tons of CO₂ equivalent per cropping season. [Based on a test conducted - Technical Report: Estimation and Mitigation of Methane Emissions from Paddy Fields of Bargarh District]

- The implementation of AWD through infrastructure development, capacity building, and farmer engagement has shown promising results in Bargarh district.

CH₄ Emissions

- AWD substantially reduced methane emissions, mitigating GHG effects from rice fields.
- **GHG Trade-off:** Increase in N₂O emissions under AWD was limited (15% of CH₄ reduction), confirming the net climate benefit.
- **Water Use Efficiency:** Significant improvement in water-saving without compromising yields.
- **Farmer Adoption:** A noticeable behavioural shift towards sustainable and resource-efficient practices.



THEMATIC AREA 2

EMPOWERMENT

Integrated Village Development Program

The Empowerment vertical of the Integrated Village Development Program (IVDP), supported by LTIMindtree is designed to foster inclusive and sustainable economic growth in marginalized rural communities across the M Rampur block of Kalahandi, Gudvella block of Balangir, & Paikmal block of Bargarh district. This component adopts a comprehensive approach to livelihood enhancement by targeting women, youth, and smallholder farmers, groups that are often excluded from mainstream economic activities. Central to the empowerment strategy is the promotion of diversified income sources through enterprise development, vocational skill training, livestock-based livelihoods, and crop diversification. The establishment of Farmer Producer Groups, and Custom Hiring Centers creates a strong institutional framework that not only supports individual entrepreneurship but also facilitates collective strength, bargaining power, and sustainability. The empowerment vertical is further enriched by targeted skilling programs in goatery, poultry farming, tailoring, mushroom cultivation, agri-entrepreneurship, and other trades suited to the local context.

Need for the Program

In rural and tribal belts of Odisha, particularly in the KBK region, the potential of women remains vastly underutilized. Despite their active roles in agriculture, household management, and informal economic activities, they face structural and social barriers to economic participation. A majority of women are engaged in unpaid labour and lack decision-making power or control over finances. Smallholder farmers, who form the backbone of rural economies, continue to face several interrelated challenges: fragmented landholdings, poor access to modern farming equipment, limited irrigation facilities, and volatile market conditions. These conditions contribute to low productivity, high input costs, and inadequate returns, trapping families in cycles of poverty and debt. Further compounding the problem is the lack of access to organized value chains, financial literacy, and affordable credit, especially for women-led households and tribal populations. Although SHGs and Farmer Producer Organizations exist in some areas, they often lack the training, infrastructure, or market linkages to function as effective economic institutions. There was a clear and urgent need for a comprehensive, inclusive, and integrated approach to address these gaps



Objectives

- To enhance livelihoods through the promotion of various enterprises, value addition, and processing activities.
- To strengthen rural livelihoods by building knowledge through Expert Connectivity, reducing costs and time, and providing timely information and support.
- To bridge the gap in access to services and act as a critical conduit to improve the quality of life for rural populations.
- To improve farmers' income and food security by extending the shelf life of crops and reducing distress sales.



Implementation Strategy

Community-Led Planning and Mobilization

Focused group discussions were organized with SHG members and women collectives across project villages to assess barriers to financial independence, access to markets, and the type of support needed for skill development

Promotion of Indigenous Poultry and Goat Breeds:

Women farmers were trained in rearing native poultry breeds suitable for backyard farming. These breeds require less maintenance and offer better disease resistance.

Crop Diversification and Enterprise Readiness

Farmers were supported to adopt alternative crops with market demand through synchronized production planning, input support, and market linkage facilitation

Livelihood Skill Building and Training

Capacity-building programs were conducted on goatery, poultry, tailoring, and agro-processing, along with exposure visits to successful enterprise models. Vocational training included:

- Livestock Shed Construction
- Disease Prevention in Livestock
- Feed Planning & Management
- Feed Conversion Ratios

Infrastructure Support through CHCs and Livestock Assets

The establishment of Custom Hiring Centres (CHCs) allows farmers to rent farm equipment affordably, improving productivity and reducing input costs. Livestock assets (goats, poultry units) were provided to trained households, enabling them to apply their skills directly.

Key Activities

Vocational skill-building training program

Custom Hiring Centre

Training on Financial Literacy

Goat Rearing

Crop Diversification Model

Model Backyard Poultry Rearing

Skill Development Training Centre

Impact

Custom Hiring Centre:

Approximately 300

Farmers from each block [~ 900+ farmers in total] participate in renting the equipment for a minimum of three times a month

Model Backyard Poultry Rearing

450 women beneficiaries

₹ 11250-12000

(Estimated) Income generated

Skill Development training centre:

2 Total batches conducted

322 Total number of girls trained

₹3,000

Approximate monthly income increase per girl

Goat Rearing

360 beneficiaries

Received 2 Goats each - for a cycle of 150 days - estimated income of

₹ 10,000

3 beneficiaries

Received a Goat shala - for a cycle of 150 days - estimated income of

₹ 50,000

Crop Diversification

Diversification into:

Pulses (Like Moong), Oil seeds (Ground Nuts, Sunflowers, etc) and Vegetables

170 farmers who adopted

₹20,000-25,000

(Estimated) Increase in income

Other interventions:

Vocational skill-building & training program:

Livestock Shed Construction

- Techniques for building durable, weather-appropriate animal shelters
- Focus on ventilation, hygiene, and space optimization

Disease Prevention in Livestock

- Identifying common illnesses
- Practical steps for early detection and control
- Vaccination and biosecurity measures

Feed Planning & Management

- Nutritional requirements for different livestock
- Feed scheduling and budgeting
- Storage and hygiene practices for fodder

Understanding Feed Conversion Ratios (FCR)

- Calculating efficiency of feed-to-output (milk, meat, egg)
- Tips to improve feed utilization and reduce wastage

Promotion of Indigenous Poultry Breeds

- Training on rearing native poultry for backyard farming
- Benefits of local breeds: disease resistance, low maintenance
- Best practices for poultry shelter, feed, and care



CASE STUDY

Threads of Transformation: How Tailoring Changed Namita's Life

Namita Pandey, a 19-year-old from Cherangajhanj village in Paikmal block, was forced to discontinue her education after Class 10 due to her family's unfavourable financial situation. Despite her aspirations for further study and a better future, limited resources and household responsibilities confined her to home, leaving her with no clear path to personal or economic independence. However, a new opportunity arose in October 2024 when a tailoring training center, part of the Integrated Village Development Program (IVDP), was established in her Gram Panchayat. Recognizing this chance for change, Namita eagerly enrolled.

Through the training, she mastered the fundamentals of tailoring, from cutting and stitching to designing and customizing garments, gaining confidence under the guidance of experienced trainers. Upon completion, Namita invested in a sewing machine and set up a modest home-based tailoring unit. Today, she successfully runs her own business, offering blouse stitching and custom tailoring services to women in her village and surrounding areas, earning approximately ₹6,000 per month.

This financial independence has not only brought stability to her household but also earned her admiration and inspired other young girls in the community to pursue skill development. Namita expressed her gratitude, stating, "I am grateful to Mahashakti Foundation and LTI Mindtree Foundation for providing me with the opportunity to receive tailoring training. With the skills I gained, I purchased my own sewing machine and set up a small tailoring business at home. Now, I earn between ₹6,000 to ₹7,000 every month, and I am incredibly happy and fulfilled with the financial independence this has brought me."

Namita Pandey's journey from a school dropout to a self-made entrepreneur powerfully demonstrates the transformative impact of skill-based training and community support, proving that timely intervention and access to livelihood opportunities can empower young women in rural areas to build lives of dignity and self-reliance.



Central Sector Scheme for Promotion of 10,000 FPOs

Formation and Promotion of 10,000 FPOs under CSS

The "Formation and Promotion of 10,000 Farmer Producer Organizations (FPOs)" is a flagship scheme launched by the Government of India in February 2020. It aims to form and promote 10,000 FPOs across the country by 2027-28, to strengthen the economic viability of small and marginal farmers through collectivization

Location of the Project

📍 District

- Balangir (11 FPCs)
- Bargarh (7 FPCs)
- Kalahandi (11 FPCs)
- Kandhamal (7 FPCs)
- Jagatsinghpur (2 FPCs)

📍 Villages - 1,183

Key Features

- NABARD serves as the implementing agency, with Mahashakti Foundation acting as a Cluster-Based Business Organization (CBBO) providing seven years of dedicated handholding support to FPOs.
- Each FPO is eligible for financial assistance, including a Management Cost of ₹18 lakh for three years, a matching equity grant of up to ₹15 lakh, and a Credit Guarantee facility for bank loans, alongside essential training and capacity building for board members and CEOs.
- This initiative aims to empower farmers, particularly women and marginalized groups, by reducing their input costs, increasing their collective bargaining power, and establishing crucial market linkages, ultimately leading to improved livelihoods.



Beneficiary Details



Need for the Program

India's agriculture sector is dominated by small and marginal farmers, who constitute nearly 86% of the total farming community. These farmers often face low productivity, poor market access, limited bargaining power, and inadequate infrastructure. Recognizing these persistent issues, the Government of India launched the 10,000 FPO Scheme to address structural gaps and empower farmers through collectivization and business orientation

Summary of the socio-economic/environmental challenges addressed

Fragmented Landholdings

Small land size makes individual farming unviable and limits mechanization.

Credit Constraints

Difficulty in accessing formal credit due to lack of collateral or awareness.

Poor Post-Harvest Management

Absence of aggregation, storage, grading, and processing facilities.

Climate Vulnerability

Small farmers are highly vulnerable to erratic weather, droughts, and floods.

Lack of Market Linkages

Farmers sell produce at farm gates or to middlemen at non-remunerative prices.

Input Cost and Quality

High cost and inconsistent quality of seeds, fertilizers, and other inputs

Overuse of Chemical Inputs

Leads to soil degradation and water pollution.

Monocropping

Lack of diversification increases risk and depletes natural resources.

Implementation Strategy

Cluster Development Approach

FPOs are promoted around specific geographic clusters with a focus on one or more major crops or commodities to ensure economies of scale in production, input procurement, and marketing

Business Plan Development:

Each FPO prepares a comprehensive Business Plan covering value chain analysis, market strategy, financial projections, and sustainability model, with the support of the CBBO staff

Skill Development & Capacity Building

Training and orientation programs are being conducted for the Board of Directors, CEOs, staff members, and shareholder farmers on governance, business planning, stakeholder management, bookkeeping, compliance, and marketing

Financial Support:

- Enabling these FPOs to access the Management cost from NABARD
 - Equity Grant (up to ₹15 lakh)
 - Credit Guarantee Cover (for institutional loans)
 - Infrastructure and input support are also provided through convergence with other schemes from departments such as Horticulture, Krishi Vigyaan Kendra, and Agriculture.
- Distance marketing support is also provided by Palladium India





Puintala Pragati FPCL, promoted by Mahashakti Foundation was honoured as the Best FPO by the Hon'ble Deputy Chief Minister Sri Kanak Vardhan Singh Deo in the presence of Hon'ble Chief Minister Sri Mohan Charan Majhi at the 63rd Foundation Day of OUAT



Key Activities

Cluster Identification and Feasibility Assssment

- Conducted 38 separate baseline surveys to identify suitable clusters.
- Assessment of agro-climatic conditions, cropping patterns, market potential, and existing farmer groups, and prepared BDP for all the 38 FPCs
- Potential crops and commodities for value chain development have been identified in consultation with the District Monitoring Committee, led by the District Collector.

Mobilization of Shareholders and Share Capital

Conducted awareness campaigns, village meetings, and farmer interactions, and mobilized 18,632 shareholders

Legal compliances

- Updation of RoC, ITR, GSTR, and other statutory assignments are being done as a continuous process.
- Periodically working on the renewal of DSC, DIN, etc.

Business Planning and Financial Linkage (Both government and non-government) are being done

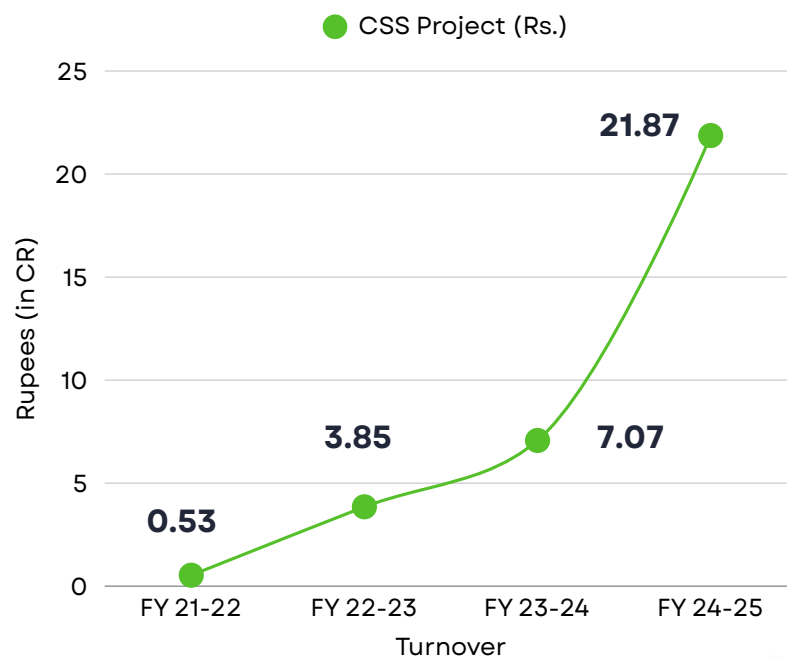


Sri Kanak Vardhan Singh Deo, Hon'ble Deputy Chief Minister and Minister of Agriculture and Farmers' Empowerment, Energy, Government of Odisha, officially handed over two agricultural drones in Balangir district.



IMPACT

SI	Particular	Achievement
1	Formation of FPO	38 no.s
2	Shareholder Mobilize	18,632 no.s
3	Average SH of FPO	466 no.s
4	Business Turnover of 38 FPCs till March 2025	Rs. 33,32,21,072
5	Equity mobilized by the shareholders	Rs. 2,36,60,900
6	Matching Equity Grant availed	Rs. 1,19,10,400
7	Awards & Recognitions	6 no.s
8	Credit Linkage (Amount)	Rs. 1,82,00,000



CASE STUDY

Agrahichasi FPO: A Model for Sustainable Agricultural Development

The Agrahichasi Farmer Producer Organization was established in the Golamunda Block of Kalahandi District, Odisha, as a direct response to the hardships faced by the local farming community. For decades, farmers in the region relied on rain-fed paddy cultivation during the Kharif season due to the lack of irrigation facilities. This limited their agricultural output, forcing many to migrate to other states in search of better livelihood opportunities. Recognizing the dire need for change, NABARD initiated the formation of the Agrahichasi FPO in December 2022 under the Central Sector Scheme for the Formation and Promotion of 10,000 FPOs.

Partnering with the Mahashakti Foundation as a Cluster-Based Business Organization, the initiative adopted a cluster-focused strategy to support the cultivation of high-demand crops such as tomatoes, bitter melon, and chilies. The farmers were provided with extensive training on modern agricultural practices, post-harvest management, and market engagement strategies. Additionally, licenses for the distribution of essential agricultural inputs such as seeds, fertilizers, and pesticides were obtained, ensuring that farmers had access to quality resources at their doorstep.

The establishment of the Agrahichasi FPO has profoundly transformed the agricultural landscape of Golamunda. The turnover of the FPO saw a meteoric rise, growing from ₹11.03 lakh in 2023-24 to ₹73 lakh by the end of 2024. Farmers reported a 50% increase in income, significantly reducing migration rates as agriculture became a more viable livelihood option. The expanded scale of vegetable cultivation also generated employment opportunities, with farmers hiring local laborers to meet the demands of increased productivity. Women's participation in the FPO strengthened their socio-economic standing, promoting inclusivity within the community. Training programs and exposure visits supported by government schemes and Krishi Vigyan Kendras further equipped farmers with cutting-edge agricultural techniques, fostering a culture of continuous learning and improvement.

The Agrahichasi FPO gained national recognition when Honorable Prime Minister Narendra Modi highlighted its success in his "Mann Ki Baat" program. He praised the farmers' resilience and how the FPO transformed Kalahandi from a migration-prone region to a thriving vegetable hub. The PM lauded their achievements in modern farming and their role in making the region a supplier of vegetables across multiple states.



CONTINUED...

The journey of Agrahichasi Producer Company Limited is a testament to the power of collective action and innovation in rural development. With robust institutional support and an unwavering commitment to growth, Agrahichasi FPO is poised to continue making a lasting impact on the lives of farmers in Kalahandi and beyond.



"Agrahichasi FFPO has transformed Kalahandi into a thriving vegetable hub, overcoming challenges of limited water and resources. Once marked by migration, the region now boasts over 200 farmers, including 45 women, cultivating 200 acres of tomatoes and 150 acres of bitter gourd. With an annual turnover exceeding ₹1.5 crore, their produce reaches markets across Odisha and neighboring states. This success, driven by modern farming techniques and teamwork, highlights how determination and collective effort can bring transformative change. As they expand into potato and onion farming, these farmers continue to innovate and inspire."

Shri Narendra Modi
Prime Minister, India

Project ADIKALA



Lanjigarh, located in the Kalahandi district of Odisha, is home to vibrant indigenous tribal communities known for their rich cultural traditions and ancestral art forms. Among these, Dhokra metal casting and Saura art hold a special place, reflecting deep historical and spiritual roots. Recognizing the importance of preserving these endangered crafts, Vedanta Lanjigarh, in partnership with Mahashakti Foundation, launched Project Adikala in 2018, a focused initiative aimed at revitalizing and promoting Kalahandi's indigenous art forms. The project emphasizes upskilling local artisans, particularly women and youth, by blending traditional craftsmanship with contemporary design and market trends to improve the artisans' earning potential.

Under this initiative, targeted training programs have been rolled out in communities and local institutions such as SSD High School, Lanjigarh, to engage school students in learning Saura painting techniques and instilling pride in their heritage. In Kankeri village, skilled Dhokra artisans have been supported through access to raw materials, exposure to modern design sensibilities, and the establishment of direct market linkages. This comprehensive support has not only helped in the creation of high-value artisanal products but also enhanced livelihoods, reduced migration, and empowered local communities to take pride in their cultural legacy.

Need for the Program

Tribal communities in Odisha's remote districts such as Kalahandi and Rayagada face chronic poverty and limited employment opportunities, despite being the custodians of ancient and culturally rich art forms like Dhokra metal casting and Saura ritual painting. These traditional crafts, known for their intricate symbolism and centuries-old techniques, hold immense commercial potential in areas like home decor, fashion, cultural tourism, and digital marketplaces. However, due to lack of training, market access, and declining public patronage, these arts are at risk of extinction. The growing gap between generations, along with the pressures of modernization and youth migration to unstable urban jobs, has further weakened the continuity of these cultural legacies. Immediate and inclusive interventions are therefore essential to preserve, promote, and economically empower these indigenous art communities.



Objectives

- To preserve cultural heritage
- To develop design innovation programs combining traditional styles with contemporary trends to appeal to modern markets.
- Create sustainable livelihood opportunities by linking artisans to State and National markets.
- Facilitate Producer Groups (Kritikala & Adikala) to enable collective production, quality control, and fair pricing.
- To support artisans in participating in exhibitions, trade fairs, and online marketplaces

Implementation Strategy

The initiative began with introductory meetings and focus group discussions in key artisan villages to engage directly with the community. Following the assessment, the project focused on documenting traditional practices. The initiative works on strengthening existing producer groups and identifying master trainers for skill enhancement and design development workshops. To improve infrastructure, permanent facilities such as a casting center for Dhokra artisans and an art center for Saura painters were established, equipped with modern tools, and proper lighting to enhance working conditions. A community-owned “Artisan Studio” has also been set up to facilitate joint production, training, and exhibitions, making the craft more visible and market-ready.

For sustainability and economic empowerment, artisans are supported to participate in national fairs and exhibitions, enabling wider market linkages. Finally, the project includes an educational component of creating art curriculum modules and training school students to pass on these age-old crafts to younger generations, ensuring their legacy endures.



During the inauguration of the Saura artisan stalls at the Utkal Chamber of Commerce and Industry Ltd (UCCIL) Global Trade Show, a Saura artisan created a captivating Saura art tattoo on the Chief Minister's hand

Key Activities

- The project conducts skill development programs, including training in jute bag stitching, Dhokra craft, Saura art, and financial literacy, targeting artisans, women, youth, and school students to enhance their employability and craftsmanship.
- Exposure visits are organized to prominent craft clusters, cultural hubs, and museums, enabling artisans
- Artisans are facilitated to participate in various exhibitions, fairs, and trade shows at local, state, national, and international levels.
- The project undertakes infrastructure development through the establishment of dedicated facilities such as Casting Houses, art galleries, and new clusters.
- Product innovation is actively promoted by introducing fusion craft forms, combining traditional Saura paintings with Dhokra metalwork.
- The project fosters collective entrepreneurship by facilitating the formation and strengthening of Self-Help Groups (SHGs) and Producer Groups (PGs), including specialized groups like the Sabai Grass Producer Group, Saura art of Kritikala Producer group, Dhokra Producer Group for Dhokra art promoting sustainable income generation.
- Strategic market linkages are established through collaborations with government bodies, corporate partners, institutional buyers, FPOs and marketing platforms.

Impact



Engaged **115 Dhokra artisans** (35 in Kanker, 49 in Jhigdi, & 31 in Gatiguda, focused on jewelry production).



57 Saura artists and **13 artisans** engaged in the Jute Bag Cluster.



Trained **217 school students** in Lanjigarh on traditional crafts and cultural heritage.



Dhokra artisans' monthly income increased from **₹1,500 to ₹7,000** on average.



Saura artisan, generated a monthly income of **₹8,000**.



Participated in **20+ events** and exhibitions at district, state, national, and international levels.



Products showcased in **11 states** and **7+ national-level exhibitions**.



Achieved a **60% increase** in sales turnover in 2024-25 compared to 2023-24.



100% financial inclusion: all artisans linked with bank accounts and SHGs.



CASE STUDY

The Journey of a Young Saura Artisan Returning to Education

In the vibrant Saura community of Odisha, where tradition and art are deeply rooted, the story of 17-year-old Dipika Dandasena from Niyamgiri Vedanta Nagar stands out. A young Saura artist, Dipika, specializes in traditional mural paintings that reflect tribal life, mythology, and nature. Due to economic hardship, Dipika had to drop out of school at the age of 14. Her family struggled financially, and she had no source of income before joining the Adikala Project, a CSR initiative by Vedanta in Lanjigarh aimed at empowering local artisans through training, resources, and market access.

Dipika joined the project in 2023 and received training to refine her skills in Saura art. She was provided with materials and opportunities to exhibit her work in local and urban platforms. This support helped her start earning a steady income, significantly improving her family's financial situation.

Encouraged by this progress, Dipika decided to resume her education and has submitted her enrollment for the next academic year at a local secondary school. She has participated in various exhibitions in Bhubaneswar and Kalahandi and recently showcased her talent at the Investors Meet in Jharsuguda. There, she demonstrated Saura tattoo art on the hands of representatives from top financial institutions, earning wide appreciation.

Dipika's journey has inspired others in her village. She has become a role model for young girls, showing that it is possible to pursue one's passion while continuing education. She aims to complete her studies and promote Saura art on broader platforms, preserving her culture and heritage. It is a powerful example of resilience, cultural pride, and the transformative role of education.



Agri Production Cluster



Mahashakti Foundation, with the support of the Department of Horticulture, Government of Odisha, is implementing the APC Project in Jujomura block of Sambalpur district since 2024 to promote sustainable agricultural practices among small and marginal women farmers. The primary objective is to enhance the livelihoods of these farmers by doubling their income through collective farming and enterprise development. At the core of the initiative is the collectivization of women SHG farmers into Producer Groups (PGs) and Farmer Producer Companies (FPCs). So far, 13 Producer Groups have been formed, comprising 1,377 active women members across 30 villages in six Gram Panchayats of Jujomura block.

In addition to crop cultivation, the initiative addresses the needs of vulnerable families by promoting allied activities such as goat and backyard poultry rearing. To strengthen these efforts, the project also supports the development of critical livelihood infrastructures, including irrigation systems, plantations, post-harvest management facilities, and livestock shelters.

This collaborative effort is made possible through strong convergence with key government departments such as the Department of Agriculture & Farmers' Empowerment and institutional partners like Bharat Rural Livelihoods Foundation and PRADAN.



Need for the Program

In Sambalpur, most farmers own only very small plots of land, which limits how much they can cultivate and earn. As a result, many farming families struggle with low incomes and continue to live in poverty. The lack of access to quality seeds, modern farming equipment, and fertilizers further hampers crop productivity. Even after the crops are harvested, farmers face significant challenges in accessing the markets due to poor road conditions, inadequate storage facilities, and the absence of nearby trading places. Consequently, many young people are migrating to cities in search of better opportunities. Environmental challenges are also adding to the difficulties faced by farmers. The changing patterns of the rainy season have made rainfall increasingly unreliable, leading to frequent droughts and water scarcity that are in turn making agriculture more uncertain and risky.

Objectives

- The primary goal is to sustainably increase the income of small and marginal women farmers.
- Support farmers to grow vegetables together in clusters for better planning and profits.
- Form Producer Groups and link them to larger Farmer Producer Companies for collective buying and selling.
- Work with government departments to get support like seeds, irrigation, training, and livestock care.
- Teach farmers to use eco-friendly and climate-smart farming methods, like organic inputs and drip irrigation.
- Give training and skill development to women farmers so they can improve their farming and income.
- Help farmers get better prices by selling their produce together in the market.
- Promote animal husbandry and other farm activities to earn extra income.
- Make sure farmers can easily access services, technology, inputs, and loans.
- Empower women by giving them leadership roles in farming groups and encouraging their participation.



Implementation Strategy:

The implementation of the APC Project in Jujomura follows a structured and community-driven approach aimed at empowering women farmers through sustainable practices. The first step involves the formation of women-led PGs, enabling collective decision-making and action. Planning meetings are conducted to develop seasonal crop plans and assess the specific needs of farmers. To enhance agricultural productivity and sustainability, farmers are trained on the Package of Practices and Non-Pesticide Management techniques.

Livestock vaccination and deworming camps are organized to improve animal health, thereby supporting integrated livelihood strategies. The project emphasizes cluster-based vegetable cultivation to ensure synchronized production and improve market competitiveness. Collective procurement of agricultural inputs is facilitated to reduce costs, while collective marketing efforts are undertaken to ensure better price realization for the produce. Convergence with government schemes, such as hybrid seed distribution and micro-irrigation support, is actively pursued to leverage additional resources. Capacity-building initiatives and exposure visits are also conducted to broaden the knowledge and skills of the farmers, ensuring long-term impact and sustainability.

Impact

1,377 women farmers mobilized into 13 Producer Groups.

Increase in average income of women farmers by **1.5 to 2 times** (based on market linkage and cluster production).

Improved vegetable yield and cropping intensity across seasons.

Kharif Season: **681 women farmers** cultivated vegetables over **321 acres**.

Rabi Season: **685 women farmers** cultivated vegetables over **221 acres**.

Summer Season: **340 women farmers** cultivated vegetables over **140 acres**.

58.75 acres of hybrid vegetable cultivation linked through subsidy support under the Horticulture Department convergence.

558 livestock farmers participated in animal health and vaccination camps conducted in convergence with the Veterinary Department.

52.4 acres of land brought under micro-irrigation systems (drip and sprinkler) through departmental convergence.

A collective approach to cultivation and marketing has been strengthened among rural women farmers.

Through producer-group meetings, farmers are now aware of and able to access various government schemes and benefits.

Engagement with government stakeholders has been enhanced at all administrative levels.

A floriculture cluster is supported by the District Collector for **100 acres** of flower cultivation.

Numerous farmers have enrolled in the **Rabi potato scheme** and successfully secured government subsidies.



CASE STUDY

Seeds of Change in Jujomura's Watermelon Fields

Puspa Munda, a smallholder farmer in Jujomura Block of Sambalpur district, experienced a profound shift in her agricultural productivity after receiving targeted support in December 2024 from the APC team. Until then, she and her husband, Balia Munda, had relied on traditional methods that yielded inconsistent food supplies and meager income.

The intervention package included hands-on training in chemical-free organic vegetable cultivation, provision of watermelon seedlings and sprinkler irrigation systems, promotion of vermicompost for soil health, and facilitation of market linkages for her produce. These resources enabled Puspa to diversify her cropping patterns and adopt organic watermelon farming across her one-acre plot.

In her first season, Puspa harvested 5,000kg of organic watermelon, selling it at premium market rates to earn an additional ₹30,000 annually. Beyond her own gains, Puspa's success story rapidly spread through her village, motivating neighbouring farmers to embrace similar practices under APC's guidance. Her journey demonstrates how a well-structured support system can transform rural livelihoods while safeguarding the environment. Her experience highlights the critical role of partnerships between farmers, NGOs, and government clusters in driving rural development, inspiring others to become agents of positive change in their communities.



Enhancing Potato Farming through Agricultural Interventions

Rita Pradhan, a 43-year-old farmer in Basiaada village, experienced a remarkable transformation in potato cultivation after support was provided on November 10, 2024, by Mahashakti Foundation in partnership with the Horticulture Department. Prior to the intervention, Rita single-handedly managed her 25-decimal plot, which yielded modest returns and offered little opportunity for soil improvement. The project team provided her with a comprehensive package: high-quality potato saplings, seed treatment with mancozeb, vermicompost for enhanced soil fertility, and detailed, hands-on training in modern cultivation techniques. Rita adopted Integrated Nutrient Management and other best practices, including planting, irrigation, and pest-control techniques, all equipped with improved inputs and implemented under the guidance of agronomy experts.

The results could be seen immediately. In a single crop cycle, she harvested 625kg of potatoes from her plot and sold them at ₹20 per kilogram, generating a revenue of Rs. 12,500. Alongside, under the Rabi Potato Scheme, she obtained a ₹1,500 subsidy from the Horticulture Department, which reduced her production costs and enhanced her overall profitability.

Her success in potato farming became an inspiration for neighboring farmers, many of whom approached APC to replicate her model. Rita Pradhan's story clearly illustrates how targeted support, expert guidance, and access to quality resources can transform agricultural outcomes. Her success underscores the critical role of such interventions in boosting farm productivity and strengthening rural livelihoods.

Project Adhikaar



At Mahashakti Foundation, we believe that true development begins when every individual, regardless of their background, can access the benefits and support they are rightfully entitled to. With this vision, Project Adhikaar was launched in 2024, an initiative aimed at promoting financial inclusion and ensuring last-mile access to government welfare schemes through the guiding principle of "Access to All." With the generous support of TPCODL (Tata Power Central Odisha Distribution Limited) under its CSR initiative, this pilot project is being implemented in five remote Gram Panchayats, Banigochha, Kulurkumpa, Sariganda, Takara, and Bhogobadi of the aspirational Daspalla block in Nayagarh district, where marginalized and tribal communities often remain excluded from vital social security schemes due to geographic isolation, lack of digital access, and limited awareness. The project reached 5,000 beneficiaries across 3,000 households, creating pathways for inclusive growth and empowerment.

Need for the Program

The need for Project Adhikaar stems directly from the profound and systemic challenges faced by marginalized communities residing in the identified Gram Panchayats. These areas are characterized by significant geographical isolation and limited infrastructure, presenting formidable barriers to essential service access. These villages, primarily inhabited by tribals are situated between 70-80 km from the district headquarters and 30-40 km from the block headquarters. This remote positioning is exacerbated by poor road connectivity and a severe lack of internet access, rendering traditional avenues for service delivery largely ineffective.

Furthermore, the target population exhibits low literacy rates and limited awareness of existing government social welfare schemes. This deficiency in knowledge and physical isolation creates a disconnect between eligible beneficiaries and their rightful entitlements. Project Adhikaar was thus conceived as a necessary intervention to bridge these gaps. By actively addressing the issues of physical accessibility, information asymmetry, and digital exclusion, the program seeks to ensure that these marginalized communities can effectively acquire their rightful entitlements, thereby improving financial inclusion and promoting equitable development. The program's existence is a direct response to the urgent need for a mechanism that overcomes these multifaceted barriers, ensuring "Access to All" in the truest sense.



Objectives

- Ensure equitable access to government schemes and entitlements
- Build a community-led support system through trained Adhikaar Mitras
- Facilitate documentation and application processes via convergence with CSCs
- Promote financial inclusion and social equity in remote tribal regions



Implementation Strategy

Comprehensive Area Assessment

Before program launch, a thorough assessment of the target area was conducted

Panchayat Prioritization and Engagement

Identification of the most relevant Panchayats for initial engagement

Community-Centric Human Resource (Adhikaar Mitras)

Recruitment of skilled local personnel, specifically Adhikaar Mitras from respective Gram Panchayats.

Leveraging Existing Infrastructure (Jana Seva Kendras)

Utilizing existing infrastructure, such as Jana Seva Kendras.

Comprehensive Training for Adhikaar Mitras

Orientation and ongoing training programs are conducted for Adhikaar Mitras covering essential knowledge of government schemes, eligibility criteria, and the operational processes of Common Service Centres (CSCs) and Jana Seva Kendras.

Awareness Generation and Community Mobilization

Awareness and orientation sessions in villages are conducted to educate citizens about their entitlement rights and available government schemes. Dissemination of detailed informational leaflets and comprehensive scheme compendiums are done.

Establishment of Block Adhikaar Info. Centre

This hub serves as the primary point for all program-related activities, information dissemination, and coordination within the block

Collaboration with Government and Common Service Centres (CSCs)

Strong partnerships with local government bodies and existing Common Service Centres (CSCs) were established.



Key Activities

- Deploy Adhikaar Mitras in the selected Gram Panchayats.
- Mobilization of communities through SHGs, PGs, and other community-based groups.
- Awareness Campaigns on government schemes are being organized.
- Facilitate the correction of documents of beneficiaries with the support of CSC and designated government officials.
- Coordination with PRI Members to increase access to various government schemes as per their eligibility.
- Follow-up with various departments to increase the linkage.
- Handholding support to beneficiaries as and when required



Impact Area	Achievement
Households Connected to Schemes	3,000+ households linked to state and central entitlements
Beneficiary Applications Facilitated	5,000+ applications submitted for pensions, insurance, and subsidies
Document Rectification	1,500+ critical IDs (Aadhaar, passbooks) rectified or updated
Faster Turnaround Time	Significant reduction in application processing time
Community Mobilization	80% household-level awareness and engagement achieved
Local Employment & Empowerment	10 Adhikaar Mitras trained and deployed from within the community

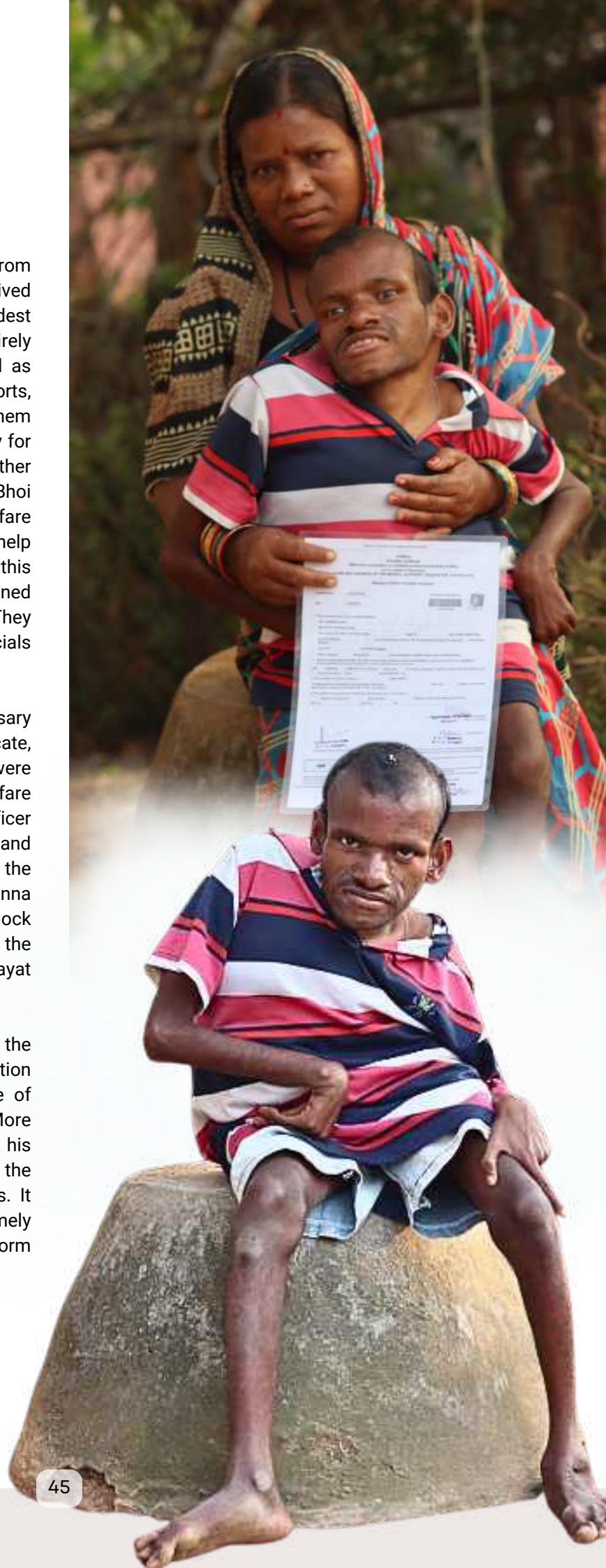
CASE STUDY

A Story of Inclusion and Hope

Prashant Nayak, a 25-year-old youth from Sariganda village in Nayagarh district, has lived with a physical disability since birth. As the eldest son in a poor Dalit family, Prashant was entirely dependent on his aging parents, who worked as daily wage laborers. Despite their best efforts, financial constraints made it impossible for them to provide him with a tricycle, a basic necessity for his mobility. Due to a lack of awareness, neither Prashant nor his family knew that the Bhima Bhoi Bhinna Kshyama Yojana, a government welfare scheme for persons with disabilities, could help him access a tricycle free of cost. Recognizing this critical need, the Project Adhikaar Team intervened with a sense of urgency and compassion. They reached out to the concerned government officials to facilitate support for Prashant.

With the guidance of the team, all necessary documents, including his disability certificate, Aadhaar card, and other essential paperwork, were collected and submitted to the Social Welfare Officer. Upon reviewing his case, the officer personally verified Prashant's condition and recommended the provision of a tricycle under the scheme. During a Block-level Bhima Bhoi Bhinna Kshyama Mela held at the Dashapalla Block premises, Prashant received his tricycle in the presence of government officials, Panchayat representatives, and project staff.

This simple yet life-changing intervention, with the support of Tata Power Central Odisha Distribution Limited (TPCODL), has brought a new sense of dignity and independence to Prashant's life. More importantly, this act of support has restored his faith and that of the entire village in the effectiveness of government welfare schemes. It stands as a powerful example of how timely awareness and collaborative efforts can transform lives.



TDF - WADI

The tribal population traditionally relies on forests, livestock, and agriculture. However, decreasing forest resources, falling groundwater levels, and limited availability of fuel and fodder have reduced agricultural and livestock productivity. Fragmented and un-irrigated land holdings yield mono-crop production, providing insufficient income and resources.

To address this, Mahashakti Foundation, supported by NABARD, has implemented the WADI project since 2023 in 20 villages of Gudvella Block, Balangir District. The core intervention is the creation of "Wadis" or small backyard orchards (0.50 to 1.00 acre) primarily planted with mango and guava trees, along with border forestry species

Need for the Program

Challenges Addressed:

- Barren and uncultivated lands
- Erratic rainfall patterns
- Low income from traditional agriculture
- Limited irrigation infrastructure
- Lack of technical knowledge

Identified Gaps:

- Persistent water scarcity affecting irrigation
- Limited post-plantation care
- Need for improved technical training



Objectives


- Provide stable and sustainable income to tribal farmers through orchard-based farming.
- Convert barren lands into productive agro-horticultural plots.
- Promote ecological restoration through agroforestry and soil-water conservation.
- Ensure food and nutrition security through intercropping.
- Promote gender equity through women-led SHGs and income-generation activities.
- Strengthen community institutions and participatory planning.

Implementation Strategy

Community Mobilization Door-to-door campaigns, street meetings, and participatory planning	Formation of UVS Community-based organizations for planning and monitoring
Orchard Establishment 0.60-acre plots per family with 33 mango and 10 guava trees, plus forestry plants.	Natural Resource Management Field bunds, wells, borewells, and lift irrigation
Capacity Building Training programs and exposure visits.	Institutional Support Formation and capacity building of FPO.



Achievements

Inter cropping was introduced over 300 acres in Kharif and 180 acres in Rabi	300 acres of barren land converted into productive agro-horticulture plots
220 farmers earned ~₹10K during lean periods through wage-based activities	
400 supported with irrigation infrastructure: diesel, electric, solar pump sets, and borewells	

Key Activities

The project implemented a comprehensive set of on-ground activities to ensure sustainable and climate-resilient agriculture practices. It began with land selection and proper treatment to enhance soil suitability, followed by the plantation of fruit-bearing trees such as mango and guava. To support healthy crop growth, the application of fertilizers and pesticides was carried out based on recommended dosages. Border plantations using forestry species were introduced to enhance biodiversity and act as windbreaks, while live and barbed wire fencing was installed to protect the cultivated areas from grazing and external damage. Field bunding was undertaken as a soil conservation measure to control erosion and retain moisture. Intercropping with vegetables and pulses was promoted to maximize land use and enhance farmers' income. Additionally, community institutions such as SHGs, Udyog Vikas Samitis, and FPOs were formed to strengthen collective action. Capacity-building initiatives, including training sessions and exposure visits, were organized to enhance farmers' knowledge and skills. Kitchen gardens were also promoted at the household level to support nutrition and food security.



Impact



300 acres of barren land converted into productive agro-horticulture plots



500 patches developed across villages under the TDF-WADI project in the Gudvella block.



350 patches equipped with irrigation facilities using lift irrigation, borewells, and ring wells



Intercropping was introduced over **300 acres** in Kharif and **180 acres** in Rabi



Income increased by **Rs. 20,000-25,000** annually through fruit-bearing plantations (mango, guava) and intercropping of vegetables.



220 farmers earned around **₹10,000** during lean periods through wage-based activities



400 farmers supported with irrigation infrastructure: diesel, electric, solar pump sets, and borewells



43 fruit plants per farmer (500 families)



23 UVSs were formed (10 in FY 2023-24 and 13 in FY 2024-25) to strengthen community-based management and ensure the sustainability of WADI assets.



Increase from **1 to 2 crops** annually



Additional SHG income from **mushroom cultivation** and broom binding



Enhanced nutrition from household food crops

CASE STUDY

Transforming Livelihoods through Hard Work and Support from TDF-WADI Project

Nabaghan Bhoi, a 58-year-old resident of Karlakhman village under Biramunda Gram Panchayat in Gudvella block of Balangir district, belongs to a very poor family. Illiterate and burdened with the responsibility of providing for a family of five, Nabaghan relied heavily on daily wage labour for survival. With limited employment opportunities in his village, he often had to migrate to distant areas in search of work. Despite his hard efforts, the meager earnings were barely sufficient to meet the family's basic needs, resulting in a life filled with uncertainty and hardship.

Determined to change his circumstances, Nabaghan returned from migration with some savings and used the money to mortgage a piece of land for farming. He obtained a Job Card from the Gram Panchayat and began working under the MGNREGA scheme, which provided him with a small but steady income locally. His turning point came with the intervention of the TDF-WADI project, supported by NABARD and implemented by Mahashakti Foundation. Out of his total one acre of land, he allocated 60 decimals to develop a fruit orchard under the project. Alongside planting fruit trees, Nabaghan adopted intercropping practices by cultivating seasonal vegetables between the trees. This not only improved the land's productivity but also boosted his household income.



With the support of local experts, Nabaghan acquired technical knowledge and started implementing scientific agricultural practices. As a result, his yields and earnings improved significantly. The increased income enabled him to send his two daughters and one son to school - an opportunity he never had himself. His journey from poverty to stability has turned him into an inspiration for others in his village. He is now seen as a role model who transformed his life through hard work and proper utilization of resources.

Nabaghan's story reinforces the idea that hard work and determination can overcome even the toughest circumstances. With timely support from development programs like WADI, a poor person can not only uplift their own life but also secure a better future for the next generation. He is now committed to nurturing his orchard as a lasting legacy for his children, a symbol of his perseverance and transformation.



Samriddhi - Art & Craft Cluster



Project Samriddhi, supported by Tata Power Central Odisha Distribution Ltd. (TPCODL), is dedicated to the revival and promotion of Odisha's age-old artistic traditions, with a special emphasis on Palm Leaf Craft and Pattachitra. Based in the artisan-rich villages of Kakarudrapur and Prataprudrapur in Baliana Block, Khurda, the project integrates cultural heritage with evolving market trends to nurture vibrant and independent artisan-led enterprises. Through strategic partnerships, skill enhancement programs, and digital enablement, it aims to create sustainable livelihoods, broaden market reach, and uplift the economic well-being of rural craftspeople.

Need for the Program

Odisha's indigenous art forms, despite their global appeal, have suffered from inadequate market access, lack of structured enterprise models, and generational attrition. Many artisans face limited income opportunities, the absence of formal training, and minimal exposure to new designs and buyer networks. With traditional skills at risk of extinction, there was an urgent need to revitalize these crafts while improving the socio-economic conditions of artisan communities, particularly women and differently-abled individuals, through structured, market-driven interventions.

Objectives

- Preserve and revive Odisha's traditional art forms - Pattachitra and Palm Leaf Carving.
- Economically empower artisans by enhancing their income through strategic marketing and enterprise development.
- Build sustainable, self-reliant artisan enterprises for long-term viability.
- Enhance entrepreneurship and employability, especially for women.



Implementation Strategy

In the first year (2023-24), a baseline survey was conducted to understand artisan demographics, skill gaps, and market needs. Based on the findings, a community-based enterprise model was introduced, directly benefiting 240 artisans. A centrally located artisan centre was established with training, production, and exhibition facilities, serving as a hub for both learning and showcasing crafts

A group of master artisans, led by a State Awardee Craftsman, was engaged to provide hands-on training and fulfill market orders. The project also created a strong market linkage strategy by promoting products at exhibitions, through platforms like Utkalika, TRIFED, YES Securities, and exclusive retail collaborations with our OFPO Kalapunaruthan Producer Company Ltd.

60 Patachitra Painting



180 Palmleaf Carving



Key Activities

- Skill and design development workshops for artisans, including differently-abled individuals.
- Establishment of an artisan center for production, training, and exhibitions.
- Creation of product catalogues and promotional albums for corporate outreach.
- Regular participation in exhibitions and fairs, and use of e-commerce for broader outreach.
- Integration of local coordinators for daily operations and artisan mobilization.
- Mentorship by master artisans to enhance quality and preserve traditional designs.

Impact

- Artisan incomes increased by an average of **50%**, with some segments seeing a **250% rise**.
 - 34% of artisans earning **₹1,000/month** now earn 250% more.
 - 48% earning **₹2,000-₹5,000/month** saw a 50% income rise.
 - 18% earning above **₹5,000/month** also recorded higher earnings.
- Significant improvement in product quality and craftsmanship.
- Strengthened community pride, cultural identity, and economic resilience.
- Empowered women and differently-abled individuals through inclusive artisan-led enterprises.
- Enhanced access to diverse local and national markets.



CASE STUDY

Rural Artisan Resumes Work Through Structured Livelihood Support

Sumitra Behera, a 28-year-old artisan from Kakarudrapur, had always nurtured a passion for traditional crafts. Although she had engaged informally in her art earlier, she took a break during her pregnancy and while raising her young children. However, as financial responsibilities grew and her interest in the craft remained strong, she was eager to find a way to resume work without compromising her household duties. The turning point came when Sumitra learned about the Project Samriddhi, implemented by Mahashakti Foundation with support from TPCODL-CSR. Through a community survey and encouragement from her trainer, she found the perfect platform to formalize her skills and secure a sustainable livelihood.

Before joining the project, Sumitra faced significant challenges. Despite her experience in crafting talapatra (palm leaf) art, she lacked stable, structured work that could accommodate her domestic responsibilities. With her husband's income falling short of the family's growing expenses, particularly for their children's education, Sumitra found it difficult to contribute meaningfully to household finances. Through Project Samriddhi, Sumitra gained access to a structured yet flexible work environment and joined a supportive collective of artisans. She now creates one large or two smaller palm leaf artworks each day, with her efficiency gradually improving. The project provides her with a monthly stipend of ₹3,000, along with additional income from the sale of her art. These earnings have empowered her to cover personal expenses and contribute significantly to her children's tuition fees. Sumitra's involvement in the project has now improved her financial stability and has also boosted her self-confidence and sense of independence. The positive work atmosphere and peer interaction have further motivated her to continue developing her skills



Samriddhi- Dhokra Metal Craft Cluster



Project Samriddhi, supported by TPCODL under the Anokha Dhaaga initiative, is a dedicated effort to revitalize the traditional Dhokra metal craft practiced by the SC artisans in Nuagaon and Nabajeevanpur villages of Dhenkanal, Odisha. The project aims to restore the cultural heritage of this craft while enhancing the livelihoods and socio-economic conditions of the AA Community artisans through market-led interventions, skill development, and sustainable infrastructure support.



Need for the Program

Dhenkanal, one of Odisha's aspirational districts, is home to a displaced artisan population affected by past communal unrest. Resettled in forested areas without secure housing or livelihood, the artisans of Nuagaon and Nabajeevanpur are struggling to rebuild their lives. They face extreme poverty, lack of access to raw materials, poor market connectivity, and limited opportunities to improve their craft. Against this backdrop, Project Samriddhi was conceptualized as a means to facilitate their resettlement, strengthen their traditional livelihoods, and create a pathway for long-term economic empowerment.

Objectives

- Revive and sustain the traditional Dhokra metal craft of Dhenkanal.
- Foster economic development among tribal artisans of the AA Community.
- Safeguard Odisha's cultural heritage through design innovation and market access.
- Uplift socio-economic conditions by providing training, tools, raw materials, and market access.



Mr. Ambika Prasad Nanda (CSR Head - Tata Steel Foundation, Odisha), Mr. Duyanta Tyagi (Commercial Head - TPCODL), Mr. Gagan Mahapatra (Director - Utkalika), along with Mr. Pradeep Ghosal (CSR Head - TPCODL) at Samriddhi Utsav held at Kala Bhoomi, Bhubaneswar.

Implementation Strategy

A baseline survey was conducted to understand the artisans' challenges, skills, and aspirations. Based on this, customized skill upgradation and design development training were provided by master craftsmen, enabling artisans to enhance both product quality and market compatibility. To facilitate secure and collaborative working conditions, a common workshop was constructed, offering a space for production, training, and exchange of ideas.

The project also emphasized policy-level advocacy to support land allocation for the displaced artisans, in coordination with government departments and PRI members. Simultaneously, a raw material bank was created with an initial stock of 90 kg brass, along with the distribution of modern tools and safety equipment. Regular awareness workshops and a project initiation event connected artisans to stakeholders from TPCODL, ORMAS, OLM, and the Handicrafts Department, enabling convergence with schemes and market networks.

Artisans Trained:

60 Female



40 Male



Dhokra Metal Craft Cluster

- 40% of artisans are now proficient in operating modern tools, leading to improved craftsmanship.
- 90% of trained artisans report better production efficiency and quality output.
- Regular income generation began for 90% of artisans through increased market access.
- Artisan products are now linked with GiTAGGED and TRIFED, expanding their reach to fair trade platforms.
- The establishment of a raw materials bank ensured a consistent and affordable material supply.



CASE STUDY

Young Woman from Nuagaon Gains Livelihood through Dhokra Training

Kalyani Behera, a 21-year-old woman from Nuagaon village in the scenic Saptasajya region of Dhenkanal district, Odisha, represents a compelling story of empowerment through skill development. Coming from a family rooted in the traditional Dhokra metal craft, where her father is a master trainer, Kalyani had limited involvement in the art during her early years, occasionally assisting under her father's supervision. After completing her +2 in Arts from Dhenkanal Evening College in 2022, she decided to broaden her skills by enrolling in the Computer Operator Programming Assistant course at Government ITI, which she successfully completed in 2023.

Her formal introduction to the Dhokra craft came through a 40-day structured skill development training conducted by Mahahakti Foundation with support from TP Central Odisha Distribution Limited (TPCODL). Although she had grown up surrounded by the craft, this was her first comprehensive exposure to its techniques. Under the mentorship of Master Trainer Chaitanya Behera, Kalyani gained practical knowledge and hands-on experience in all aspects of Dhokra production. She mastered the preparation of clay and paddy husk for creating strong figurine structures, the intricate process of making wax and bitumen threads used for decorative details, and the art of sculpting traditional figures like the Sitting Nandi. She also learned techniques to enhance the aesthetic appeal of the products to increase their market value.

The training marked a turning point in her life. For the month of July, Kalyani received a stipend of ₹4,200, which she used to buy a new pair of shoes and decorative items for her home, symbolic of her journey toward financial independence. More significantly, this experience awakened her to the potential of Dhokra metal craft as a viable and fulfilling livelihood option. With renewed confidence and a deeper appreciation for her cultural heritage, Kalyani is now committed to honing her craft further and contributing to her family's artistic legacy while building a secure and self-reliant future for herself.



Sakhi - Women Empowerment through Microenterprise Development

The SAKHI Project is Mahashakti Foundation's longest-running and one of the most impactful initiatives, launched in 2015 with the support of Vedanta Limited. SAKHI aims to enhance the socio-economic status of women, especially those from underserved communities in villages of Lanjigarh and Muniguda. The project focuses on enabling women through skill development, entrepreneurship promotion, access to financial resources, and robust capacity-building. By promoting sustainable livelihood opportunities, SAKHI addresses deep-rooted issues of gender inequality and poverty, empowering women to become financially independent, socially confident, and active participants in community development.

Currently, SAKHI is being implemented across 79 villages under 8 Gram Panchayats in the Lanjigarh and Muniguda blocks of Kalahandi and Rayagada districts. The initiative has successfully mobilized and supported 471 SHGs, comprising 5,066 women members.

At the heart of this initiative is the creation and nurturing of a women-led institution - Shaktimayee Foundation. This resilient collective has emerged as a driver of local economic growth and gender equity, paving the way for long-term, community-driven development through a participatory and inclusive approach.

Need for the Program

The Women Empowerment and Livelihood Programme addresses a range of interlinked socio-economic and environmental challenges that impact women, particularly in rural and marginalized communities. Limited access to income-generating opportunities, financial services, and markets restricts women's ability to earn and sustain livelihoods. Deep-rooted social norms and gender-based discrimination further hinder their participation in decision-making, education, and formal employment. Additionally, many women lack access to formal education and vocational training, which limits their employability and entrepreneurial potential. They are often excluded from mainstream development processes and underrepresented in community institutions and governance structures. Furthermore, inadequate awareness and limited access to health, sanitation, and welfare schemes continue to undermine their overall well-being and resilience.



Objectives

- Empower women through social capital building, economic empowerment through micro-entreprises.
- Smooth saving and credit operations and enabling the Women SHG members to promote sustainable livelihood activities.
- Value addition and marketing of the SHG products.

Implementation strategy

- SHGs are formed and strengthened by building their capacity in financial management, governance, and leadership. Training is provided to ensure that SHGs function as sustainable, self-reliant units.
- Identifying and supporting income-generating activities based on local resources and market opportunities to help women create sustainable income sources.
- The programme also supports market linkages for women's products, ensuring they can access broader markets and receive fair prices for their goods.
- Fund leverage and credit facilities are facilitated to help women access funds for business expansion or livelihood support.
- The programme works with financial institutions, including banks and microfinance institutions, to provide women with the necessary financial tools, credit, and financial literacy training.
- The programme fosters collaborations with government schemes, NGOs, and private sector initiatives to ensure women access various social security benefits, health services, and other welfare schemes.
- Skill training is provided in skills aligned with market demands, such as agriculture, value addition, tailoring, and small-scale entrepreneurship.
- Entrepreneurship training equips women with business acumen, financial literacy, and leadership skills to help them establish and grow sustainable businesses





Key Activities

- Conducting capacity-building and skill-development training for women's SHGs in various livelihood activities like mushroom cultivation, fish farming, goat rearing, leaf-plate making and value addition of local products.
- Distributing agricultural inputs such as saplings and promoting sustainable farming practices.
- Facilitating market linkages by organizing participation in fairs, exhibitions, and broader marketing platforms.
- Establishing and supporting local entrepreneurship through infrastructure, such as processing units.
- Organizing community awareness sessions on health, education, environmental hygiene, and socio-economic issues.
- Distribution of 1,700 moringa saplings among 170+ WSHG members.
- Mobilizing financial resources through microfinance institutions and convergence with government schemes and social-security schemes, such as the Pradhan Mantri Bima Yojana (PMBY) and Atal Pension Yojana.
- Collaborating with horticulture and agriculture departments to provide technical assistance & inputs.
- Conducting regular animal welfare vaccination and awareness camps at the village level.
- Supporting social security by facilitating enrolment in government insurance and pension schemes.



Impact

- SHG members collectively sold approximately ₹70,000 worth of products through exhibitions.
- Solar lights significantly improved women's ability to manage household chores after dark and supported children's studies during power cuts.
- In Kankeri village, Dhokra artisans benefited from solar lighting, which enabled extended working hours and improved productivity.
- Community members became more aware of health services, education access, and economic participation, leading to more informed decision-making.
- Moringa consumption awareness increased, encouraging nutritional practices among women SHG members
- Improved knowledge in goat rearing and fish farming led to increased interest and potential for diversified income sources.
- One SHG successfully cultivated 500 beds of oyster mushrooms after training.
- Community members demonstrated increased responsibility toward environmental cleanliness
- The oil processing unit helped generate approximately ₹40,000 in income for the SHG, boosting economic resilience.

Activity/ Particular	Impact of the Program
IGAs established	243 (no.s)
Monthly average income of group IGAs	Rs 8000-10000
SHGs Strengthened/Formed	35 (no.s)
Quantum of Fund Leveraged	Rs. 2,93,04,000
Govt. Convergence	Rs. 27,56,000
Goat mortality reduced through Vaccination Camps	5282 (no.s)
Fish Farming Earnings	Rs. 16,45,396
Fish Farming Earnings	Rs. 34,96,140
Fish Farming Earnings	Rs. 20,000
Fish Farming Earnings	Rs. 50,000



CASE STUDY

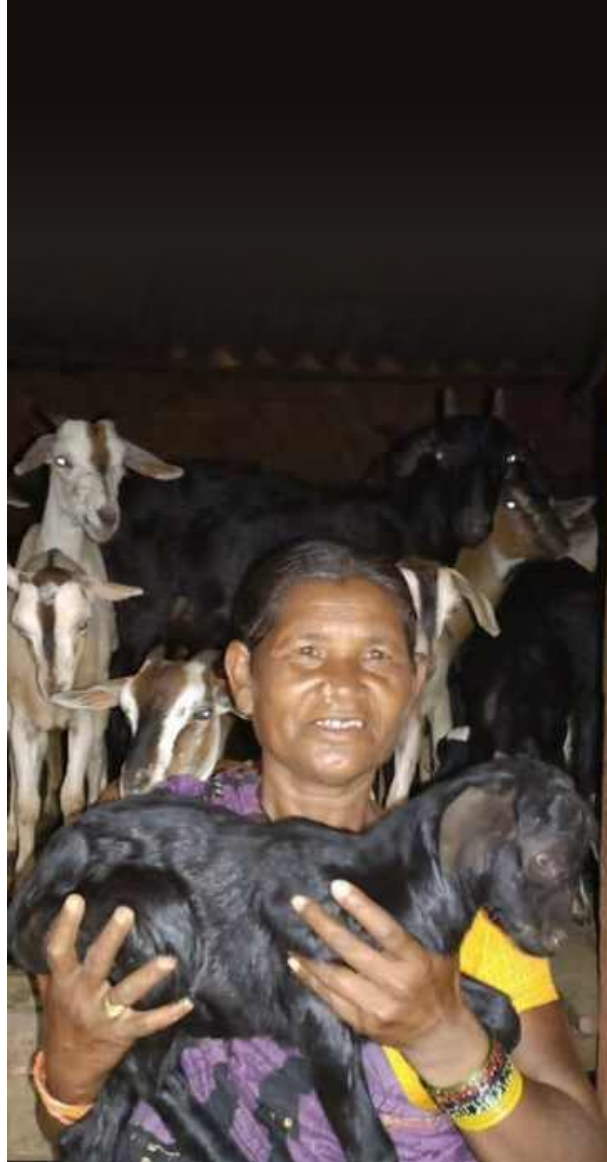
The Inspiring Journey of Jodabandh's Women Entrepreneurs

A group of women in rural Odisha has emerged as a model for other Self-Help Groups in their block. About 21 years ago, Maa Dharani SHG was formed by some women from Jodabandh village in the Lanjigarh block of Kalahandi. They began collective savings in their bank account starting from 19th October 2003.

It has 10 members from the ST community, and each contributes a small membership fee, gradually building into a collective fund. This allows the SHG to provide interest-free loans to members. However, the group continued to face challenges in bookkeeping, organizing regular monthly meetings, and ensuring consistent savings contributions from all members.

The SHG got linked with Project Sakhi in 2015. Since then, the group has been supported through regular handholding by the project team. This has helped them to maintain regular monthly savings, conduct meetings consistently, and motivate members to start new income-generating activities. During one of the meetings, a woman attended with a broken arm in a cast. She had borrowed money from the SHG to visit a doctor after she fell during the rainy season. *"We are self-dependent now. Nobody goes to the moneylenders anymore,"* says the group secretary. As a SHG Promoter of the Women Empowerment and Livelihood Project, Mrs. Subarna Nayak routinely conducts SHG Meetings and teaches the Dasa Sutras (10 Principles) as well as the advantages of government programs. She has facilitated the SHG in accessing subsidized credit: Rs. 1,10,000 from ITDA for mushroom cultivation and fish seed procurement, Rs. 60,000 from GPLF (OLM), and Rs. 1,20,000 from the Fisheries Department.

They were able to establish a goatery, enabling members to repay a large portion of their loan through livestock sales. Their mushroom unit was seeded by Rs. 50,000 ITDA grant in 2021, which generated Rs. 20,000 in its first cycle and recently generated Rs. 15,000 in additional revenue. Through promoter-facilitated convergence with the Veterinary Department, they secured Rs. 72,000 to expand poultry farming activities.



Maa Dharani SHG of Jodabandh has emerged as a model for other SHGs in the Lanjigarh block. After repaying their loan EMIs, they have managed to increase their average monthly income between Rs. 15,000-20,000/-. The members remain actively engaged in their respective income-generating activities and have been successful in generating consistent revenue from their businesses.

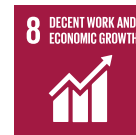


Art and Craft Cluster Development Project

Art and Craft Cluster Development Project, supported by YES Foundation, is a dedicated initiative aimed at fostering entrepreneurship development among rural handicraft artisans in Odisha, with a strong focus on women's empowerment through skill-building and economic upliftment. Implemented during the year 2024-2025, the project operates in the Balipatna block of Khordha district, covering five villages: Narisho, Sumudi, Rayata Patna, Banamalipur, and Pachiskhanda. It supports 210 women artisans engaged in three traditional crafts: Pattachitra, Palm Leaf Painting, and Applique. These artisans, ranging from skilled to beginners, receive training in design, market access facilitation, and digital literacy to enhance their livelihoods and build sustainable, community-led enterprises.

Need for the Program

- **Socio-economic challenges:** Lack of consistent income, traditional skill underutilization, and limited market exposure for rural artisans.
- **Contextual data:** Women artisans, despite being highly skilled, earn as low as ₹1,000-₹6,000/month and depend on middlemen.
- **Identified needs:** Skill enhancement, product innovation, direct market linkages, financial literacy, and access to resources/tools.



Objectives

- To transition this cohort of artisans in general, particularly women, to sustainable and resilient livelihoods, characterised by increased incomes and greater integration into social and economic system.
- To increase awareness of the artisans on a Talapatra, Applique, and Tassar Painting cluster in their locality
- To introduce cost-effective and value-added technology to produce quality products.
- To provide need-based training in general, particularly for design development, as per the demand of the market.
- To support the artisans' packaging, branding, and catalogue for the promotion of their products



Implementation Strategy

Skill training initiatives were conducted for various artisan groups to enhance their capabilities and market-led production. Specifically, 150 applique artisans received 15 days of skill training, which resulted in them learning new skills and designs, increasing market-led production, and securing orders through trainers and staff. The outcomes of this training are verified through case studies, photographs, verbally shared income generation data from the artisans, and attendance registers. Similarly, 30 Pattachitra artisans underwent 15 days of skill training, leading to improved skills and designs, increased market-led production, and the acquisition of new orders via trainers and staff. These results are also validated using case studies, photographs, verbal income data from artisans, and attendance registers. Furthermore, 30 palm leaf artisans participated in 20 days of skill training, enabling them to learn new skills and designs, boost their production, and receive orders through trainers and staff. The verification for these outcomes includes case studies, photographs, verbally provided income generation data from the artisans, and attendance registers.

Impact

- Approximate increase in the income of the artisans: 31%
- There was an approximate increase of Rs. 500 per month in the income of the artisans
- New entrant artisans, previously unemployed youth who developed skills to earn their livelihood: 53% of 210 artisans [111 artisans]
- Enhanced artisan confidence in product pricing and negotiation.
- Increased awareness of financial independence among artisans.
- Gaining social recognition through participation in various events and exhibitions.
- Empowering women to take lead roles in production and Self-Help Group (SHG) management.
- The enhanced income was used in providing education facilities to their children.



CASE STUDY

Overcoming Adversity through Applique Work

Jhili Lata Moharana, a 35-year-old woman from Bhakarsahi village in Odisha was born into a financially vulnerable family. She was married at 24, hoping for a secure and peaceful life. Unfortunately, her reality became a continuous cycle of physical and emotional abuse by her in-laws. Denied basic necessities like food, she endured years of mistreatment while striving to hold her family together. Her situation worsened when her husband died in a tragic accident. Instead of support, her in-laws abandoned her and her young son, leaving them homeless and vulnerable. Jhili returned to her paternal home, only to find her family already grappling with severe financial challenges.

Despite these overwhelming adversities, Jhili refused to succumb to despair. Leveraging her family's traditional craft of appliqué work, she discovered a path to rebuild her life. With prior experience in stitching and design, she resumed work with a renewed purpose. Her primary focus shifted to achieving economic independence and securing a better future for her son.



A pivotal moment arrived when she joined the Entrepreneurship Development for Rural Artisans project, supported by YES Foundation and implemented by Mahashakti Foundation. The project equipped her with structured training, essential design inputs, and market-oriented guidance to enhance her appliqué skills. Through this initiative, Jhili gained proficiency in modern design techniques, improved her finishing quality, and developed an understanding of customer preferences. Jhili is actively progressing toward becoming a highly skilled artisan. Her confidence has significantly grown, and she is steadily building a small but stable source of income. Her narrative now transcends mere survival; it is a testament to reclaiming identity, dignity, and aspirations through her craft.

With continued project support and improved market access, Jhili aspires not only to stabilize her income but also to serve as an inspiration for other women in her village facing similar challenges. Her long-term vision is to impart appliqué skills to other women, empowering them to find purpose and independence, just as she has.



Crop Diversification Program



Crop Diversification Program in Mega Lift Irrigation Project

The Crop Diversification Programme under the Mega Lift Irrigation Project (CDP-MLIP) is a flagship initiative launched by the Department of Agriculture & Farmers' Empowerment, Government of Odisha. Implemented with the aim of maximizing irrigation benefits, the project focuses on enhancing farm incomes through planned crop diversification and scientific agricultural interventions. Operating across 115 villages in Deogaon block of Balangir district (24 villages), Tarabha (32 villages), and Ullunda (59 villages) blocks of Sonepur district, the project has directly benefited 5,209 farmers, including 3,930 men and 1,279 women.

Under CDP-MLIP, farmers are encouraged to adopt non-paddy crops such as vegetables, maize, and pulses, which are better suited to the changing climate and offer improved economic returns. The initiative also contributes significantly to climate-smart agricultural practices. A key highlight of the program is the high level of farmer participation in training and capacity-building sessions, which has facilitated widespread knowledge dissemination and adoption of improved farming techniques. Through this integrated approach, the CDP-MLIP is fostering sustainable agriculture, improving livelihoods, and strengthening resilience in irrigated regions.

Need for the Program

1. Underutilization of Irrigation Infrastructure

- Mega Lift Irrigation Projects were implemented to bring irrigation to upland and water-scarce areas.
- Farmers often continued growing traditional, low-value crops (mainly paddy).

2. Promoting High-Value Agriculture

- Aims to shift from mono-cropping of paddy to profitable, diversified crops like pulses, oilseeds, vegetables, spices, and fruits.
- Focuses on market-oriented production suited to local agro-climatic conditions.

3. Increasing Farmers' Income

- Supports the Government's broader goal of doubling farmers' income.
- Encourages introduction of improved varieties, use of better agronomic practices, access to input support, advisory services, and market linkages.



Objectives

- Promote diversification from paddy to high-value crops like vegetables, pulses, oilseeds, fruits, and spices.
- Ensure optimal utilization of irrigation from MLIP.
- Improve farmers' income and livelihood security.
- Encourage climate-resilient agriculture.
- Strengthen collectivization through FPOs/FPCs.
- Facilitate market linkage and value chain development

Implementation Strategy

The Crop Diversification Programme under the MLIP follows a structured, cluster-based approach by forming crop-specific farmer clusters within the MLIP command areas to promote collective action and efficient resource use. Farmers are mobilized and are provided with continuous handholding support. A strong focus is placed on skill development through regular training sessions on improved Package of Practices, post-harvest handling, and market-oriented cultivation techniques. Additionally, SHGs are actively mobilized and linked with FPOs to streamline collective input procurement and enable efficient marketing, thereby ensuring increased bargaining power and better income opportunities for farmers



Key Activities

- Farmers were sensitized and encouraged to adopt non-paddy crops
- Extensive social events, including street plays, road shows, bike rallies, cooking competitions, miking, leaflet distribution, and hoarding, were conducted to raise awareness.
- Exposure visits were organized to facilitate learning and adoption of best practices among farmers.
- Comprehensive capacity building programs were conducted, covering Package of Practices (PoP), Integrated Pest Management (IPM), and Post-Harvest Management (PHM).
- Felicitation ceremonies were held to acknowledge and motivate successful farmers and community members.

Deogaon	Tarabha	Ullunda
Total Incentive Released		
₹1,12,33,000	₹79,84,134	₹1,16,65,600
Area under cultivation		
1,300 Ha	1,500 Ha	1,500 Ha
Total Beneficiaries		
2,571 farmers	1,383 farmers	1,255 farmers
Capacity Building Programs Organized		
24	24	2
Total Farmers Participated in Trainings		
1,200	1,200	100
Social Events Conducted		
Road Shows: 5 Cooking Competitions: 3 Felicitation Programs: 1	Road Shows: 5 Cooking Competitions: 3 Felicitation Programs: 1	Road Shows: 5 Cooking Competitions: 3 Felicitation Programs: 1
Exposure Visits Conducted		
2	2	1



Jaya Maa Durga SHG from Tarva, Subarnapur, received agricultural equipment, including a tractor, from Health Minister Dr. Mukesh Mahaling and Member of Parliament Smt. Sangita Singh Deo.



Marigold Cluster Development

The Sustainable Marigold Cluster Production in Odisha aims to establish a comprehensive cultivation and processing model for marigold flowers, focusing on producing high-quality xanthophyll-rich oleoresin, widely recognized for their benefits in eye health, blue light protection, and cognitive support.

The project incorporates vital components such as infrastructure development for post-harvest management, quality control, and value addition through partnerships with oleoresin extraction units and market linkages. The Marigold Cluster Project, initiated by Mahashakti Foundation in partnership with Human Ventures Pvt. Ltd. and OmniActive Health Technologies, seeks to improve the livelihoods of small and marginal farmers in Odisha. This project leverages crop diversification through the cultivation of marigold flowers, aiming to introduce sustainable income streams in the underserved regions of Lanjigarh block of Kalahandi along with Bissam-Cuttack and Muniguda blocks of Rayagada.



Objectives:

Primary Goal

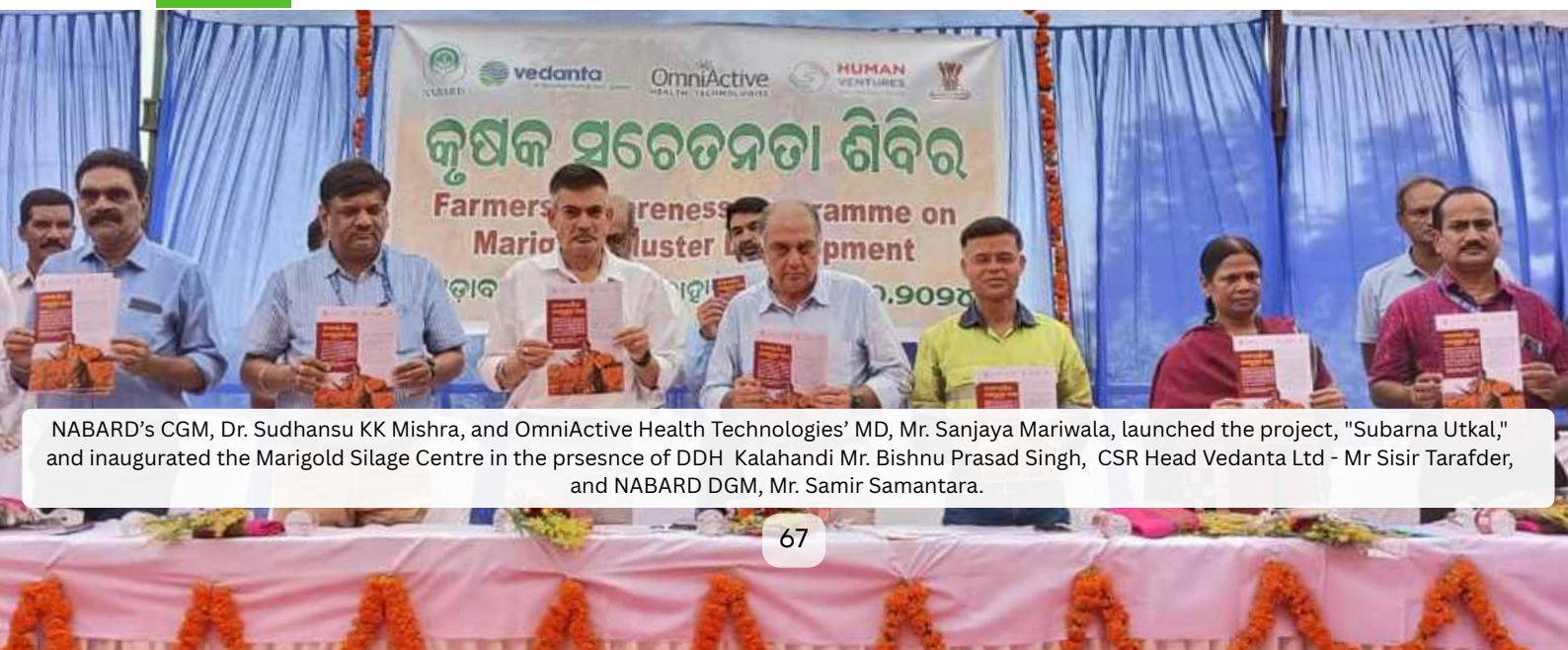
- To establish a sustainable marigold production cluster to supply high-quality flowers rich in xanthophylls, suitable for oleoresin extraction.

Secondary Goals

- To provide additional income sources for farmers in Odisha.
- To support environmental sustainability and biodiversity.
- To foster local entrepreneurship and market linkages for oleoresin production.

Implementation Strategy:

This approach focuses on mobilizing local farmers, especially small and marginal ones, through the strengthening of FPOs and strategic training initiatives. Emphasizing sustainable practices like organic cultivation, efficient water use, and integrated pest management, this approach aims to support environmental stewardship while enhancing the livelihoods of local farmers. The project is anchored on a FPO model, which enables community-led, scalable growth, linking farmers directly to commercial markets.



NABARD's CGM, Dr. Sudhansu KK Mishra, and OmniActive Health Technologies' MD, Mr. Sanjaya Mariwala, launched the project, "Subarna Utkal," and inaugurated the Marigold Silage Centre in the presence of DDH Kalahandi Mr. Bishnu Prasad Singh, CSR Head Vedanta Ltd - Mr Sisir Tarafder, and NABARD DGM, Mr. Samir Samantara.

Methodology:

The project team conducted a comprehensive stakeholder engagement meeting to introduce the project's objectives and explain its long-term benefits to relevant stakeholders. This was followed by a field visit to 2-3 potential cultivation plots in neighboring villages to assess land suitability for marigold cultivation. In the two target blocks, Lanjigarh and Muniguda, farmer sensitization meetings were organized to raise awareness among smallholder farmers. These sessions focused on educating them about the project's goals and encouraging active participation.

As part of the preparatory phase, detailed profiling of 80 farmers was completed. Field visits were carried out in eight operational villages. During these visits, farmers were guided on best agronomic practices and two demonstration plots were also established.

Nursery bed preparation was initiated with two farmers from Ladkachanchada village. Each received 50 grams of seed, using 25 grams to raise 0.25-acre seedlings. Two nursery beds of 10x4 feet were prepared per farmer, sown in lines spaced 5 cm apart, and mulched with paddy straw or date palm fronds for protection.

Basal fertilization was carried out. Notably, 80% of the marigold plots were established along the borders of cotton fields, functioning as trap crops.. Farmers were trained in essential intercultural operations, such as weeding, earthing up, and nipping. The marigold plants began flowering around 58-60 days after transplanting. The first round of harvested flowers was collected and transported for silaging at the designated point, marking a significant step in the cultivation cycle.





Project Coverage:

- **Districts Covered:** 2 (Rayagada and Kalahandi)
- **Blocks Covered:** 3
 - Rayagada District: Bissamcuttack and Muniguda
 - Kalahandi District: Lanjigarh
- **Number of Farmers Benefited:** 80
- **Area Under Cultivation per Farmer:** 0.25 acres
- **Total Cultivation Area:** 20 acres

Support Provided:

- **Input Support:** High-quality seeds, fertilizers, and pesticides were provided free of cost to all participating farmers.
- **Incentives:** Each farmer received a financial incentive of ₹10,000 to support crop management and reduce financial risk.



Shree Anna Abhiyaan



Shree Anna Abhiyan, a flagship initiative of the Department of Agriculture and Farmers Empowerment, Government of Odisha, was launched in 2017 as a “Special Programme for Promotion of Millets in Tribal Areas of Odisha.” The program aims to revive millet cultivation and consumption to enhance nutritional security, promote sustainable agriculture, and strengthen rural livelihoods. Since 2022, Mahashakti Foundation has been the implementing partner in three key locations: 72 villages of Rairakhol in Sambalpur district, 73 villages of Bijepur, and 83 villages of Sohela in Bargarh district. In the financial year 2024-25, the program continues to be implemented with the support of the Agriculture Department. The initiative is directly reaching 505 farmers in Rairakhol, 1,119 farmers in Bijepur, and 1,347 farmers in Sohela, creating a significant impact across the regions.

Need for the Program

Small and marginal farmers in Sohela, Bijepur, and Rairakhol blocks often struggle with low incomes due to poor market access and low returns from conventional crops. Additionally, these regions face high rates of malnutrition, particularly among tribal and rural communities. Farmers also lack reliable markets for millet produce, further limiting their economic opportunities. From an environmental perspective, traditional crops like rice and wheat are highly water-intensive and contribute to the depletion of natural resources. Moreover, unpredictable weather patterns and extreme climatic conditions continue to threaten agricultural productivity.

In this context, the Shree Anna Abhiyan was launched to revive millet cultivation, production and consumption in Odisha, driven by nutritional, economic, and ecological priorities. The mission aims to combat malnutrition, improve livelihoods, and promote climate-resilient agriculture.



Shri Pradeep Purohit, Honorable MP of Bargarh Lok Sabha, Shri Ashwini Sarangi, MLA of Bargarh, and Shri Nihar Mahananda, MLA of Attabira, visited our Shree Anna Abhiyan stall in Sohela Block on the occasion of Panipanchayat Week celebrations.

Objectives

- Increasing household consumption of millets by 25% from the baseline
- Revalorization of millet food cultures in urban and rural areas
- Conservation and promotion of millet landraces through the seed system of landraces
- Promotion of post-harvest and primary processing enterprises on millets
- Improving the productivity of millet-based crop systems
- Promotion of millet value addition enterprises in rural and urban areas of Odisha
- Inclusion of millets in PDS, ICDS, MDM, Welfare Hostels, and others
- Facilitating the millet markets and exports of millet-based products from Odisha

Implementation Strategy

The implementation strategy of Shree Anna Abhiyan focuses on strengthening community-based organizations to ensure grassroots ownership and sustainability. Efforts are made to improve millet productivity and restore household-level consumption through awareness and nutrition interventions. The program supports enterprise development by promoting the processing and value addition of millets. Appropriate farm mechanization is introduced via custom hiring centres to ease cultivation. A community-managed seed system is being established to ensure local availability of quality seeds. Improved agronomic practices are promoted for better yields, supported by trained block-level CRPs. Additionally, the initiative aims to increase the visibility and consumption of millets in urban and semi-urban areas through targeted promotion.



Key Activities

Sohela

- Conducting village-level awareness campaigns to promote household millet consumption.
- Providing financial support to entrepreneurs for procuring processing machinery.
- Establishing threshing units at the Gram Panchayat and village levels.
- Offering financial support to block-level millet processing units.
- Extending financial support to district-level bakery units through Farmer Producer Organizations (FPOs), Self-Help Groups (SHGs), and Federations.
- Promoting locally preferred millet seed varieties.
- Developing storage infrastructure, ensuring Fair Average Quality (FAQ) maintenance, and providing measuring equipment.
- Establishing seed centers at the block level.
- Providing working capital for seed procurement and millet marketing.
- Establishing Bio-Diversity Blocks.
- Establishing Bio-Input Clusters.
- Forming cluster-level Custom Hiring Centres (CHCs).
- Offering start-up capital support for millet-based product kiosks.
- Facilitating organic certification, with priority for non-Ragi minor millets.

Impact

- The project was implemented across 83 villages in 27 Gram Panchayats of the Sohela block. A total of 1,347 small and marginal farmers cultivated millets over 617.7 hectares of land.
- These farmers received Rs. 48,17,250 from the Government of Odisha to support millet cultivation.
- A total of 4,800 quintals of millets were sold by 1,347 farmers to TDCC, generating a revenue of Rs. 2,16,00,000.
- Two Bio-Input Resource Centres were established by Ramachandi SHG and Mahalaxmi SHG, which sold 935 litres of bio-inputs to farmers, generating a total revenue of Rs. 1,12,000 and a profit of Rs. 39,200.
- The Sohela Farmers Producers Company Ltd. produced and marketed 2,700 litres of Handi Khata, generating revenue of Rs. 1,35,000 and a profit of Rs. 37,450.
- Additionally, the FPC marketed 50 quintals of Kodo, earning Rs. 2,50,000 in revenue and Rs. 25,000 in profit.
- It also marketed 250 quintals of Ragi, generating Rs. 1,00,000 in revenue and earning a profit of Rs. 1,00,000.
- Furthermore, 20 quintals of paddy seed were marketed by the FPC, generating Rs. 1,12,000 in revenue and a profit of Rs. 11,075.
- Two Ragi Millet Centres (operated by Maa Laxmi SHG & Jayambe SHG in Sohela Block) reported an average monthly income of Rs. 7,000 through millet food marketing



Bijepur

- Providing residential training for entrepreneurs, farmers, and CRPs on millet processing, packing, and value addition.
- Conducting village-level awareness campaigns to promote household millet consumption.
- Organizing training sessions and workshops with District Officials and relevant Departments to facilitate the introduction of millets into the ITDA and State nutrition programs.
- Arranging out-of-state exposure visits for CRPs, NGO staff, entrepreneurs, traders, and Department Officers, focusing on millet processing, value-added products, and market access.
- Promoting locally popular millet varieties.
- Facilitating out-of-state exposure visits for progressive farmers, CRPs, NGO staff, and Department Officials to learn about seed production technology and safe seed storage.
- Conducting residential training for 20 farmer-trainers within the district on the System of Millet Intensification.
- Organizing food festivals

Impact

- 1,119 small and marginal farmers cultivated millets over 877 hectares of land across 73 villages
- These farmers received Rs. 64,10,000 as financial support from the Government of Odisha.
- A total of 4,100 quintals of millets were sold to TDCC, generating Rs. 1,84,50,000 in revenue.
- Two Bio-Input Resource Centres, established by Mandaramalini SHG and Samalei SHG, sold 2800 litres of bio-inputs, generating Rs. 2,22,000 in revenue and Rs. 98,000 in profit.
- Chirasabuja Farmers Producers Company Ltd. marketed:
- Kodo and little millet, earning a profit of Rs. 85,000
- Kodo Rice, generating Rs. 15,600
- Ragi Powder, generating Rs. 24,500
- Two Millet Tiffin Centres (Binapani SHG & Sai Krupa SHG) operated daily with an average monthly income of Rs. 15,000.





Rairakhol

- Village-level awareness campaigns to promote household millet consumption.
- Financial support to entrepreneurs (FPO, SHG/Federation) for establishing millet processing units.
- Establishment of threshing units at the GP/village level.
- Financial support for block-level millet processing units.
- Financial support to district-level bakery units through FPOs/SHGs/Federations.
- Promotion of locally preferred millet seed varieties.
- Development of storage infrastructure, FAQ maintenance, and measuring equipment.
- Establishment of seed centres at the block level.
- Provision of working capital for seed procurement and millet marketing.
- Establishment of Bio-Diversity Blocks.
- Establishment of Bio-Input Clusters.
- Formation of cluster-level Custom Hiring Centres (CHCs).
- Start-up capital support for millet-based product kiosks.
- Organic certification, with priority for non-Ragi minor millets (100-acre cluster)

Impact

- A total of 506 small and marginal farmers cultivated millets over 215.8 hectares of land across 72 villages.
- 506 farmers received Rs. 17,96,500 from the Government of Odisha.
- A total of 390 quintals of millets were sold by 506 farmers to TDCC, generating a revenue of Rs. 17,55,000.
- A Bio-Input Resource Centre, established by Maa Mahalaxmi SHG, sold 568 litres of bio-inputs, generating Rs. 25,600 in revenue and Rs. 7,700 in profit.



CASE STUDY

Tungibandhali village in Sohela block, Bargarh district, is largely dependent on agriculture. Sri Gunanidhi Muna, a 58-year-old progressive farmer, has been engaged in farming since childhood, primarily cultivating paddy, groundnut, and pulses. Despite his hard work, traditional farming was yielding low profits due to high input costs, pest risks, and exploitation by middlemen. For instance, cultivating paddy on 1 acre required an investment of around Rs. 19,000, with a meager profit of only Rs. 6,000-8,000 per acre after six months.

In 2024, with the intervention of the Shri Anna Abhiyaan, implemented by Mahashakti Foundation, Gunanidhi adopted ragi cultivation on his 2 acres of land. With support from the field staff and CRP, he learned about the advantages of millets, like low input cost, resilience to rain-fed conditions, short crop duration (90-120 days), and assured government procurement.

He invested Rs. 9,000 in total for inputs and harvested 14 quintals of ragi in just 120 days. He sold 13 quintals through the Dumerpali Ragi Mandi, earning Rs. 58,500 at a rate of Rs. 4,500 per quintal via Direct Benefit Transfer. Additionally, he received Rs. 8,000 as a government incentive, making his net profit Rs. 57,500, which is more than twice his earnings from previous crops and in half the time.

This experience inspired Gunanidhi to adopt millets as a key crop. He has now taken up ragi cultivation in the Rabi season as well, effectively utilizing his land for two crop cycles a year. His success has attracted visits and recognition from the Deputy Director of Agriculture, BAO Sohela, and other officials. Today, Gunanidhi Muna stands as a role model in sustainable millet farming in his district.



THEMATIC AREA 3

EDUCATION

Integrated Village Development Program

The education vertical of the Integrated Village Development Program (IVDP), supported by LTIMindtree focuses on reducing rural-urban disparities in educational access and quality, especially in tribal and impoverished communities across the M Rampur block of Kalahandi, Gudvella block of Balangir, & Paikmal block of Bargarh district of Odisha. It adopts a holistic approach by strengthening school and Anganwadi infrastructure, ensuring access to toilets and drinking water, and creating safe and inclusive classroom environments. Beyond infrastructure, the initiative fosters a culture of community involvement, mobilizing School Management Committees, local governance institutions, teachers, and parents to play an active role in improving learning outcomes. By investing in both physical and social aspects of the education system, the program aims to ensure that children not only attend school but also learn meaningfully and stay in school longer.



Need for the Program

The selected region faces deeply rooted educational challenges due to socio-economic backwardness, geographic remoteness, and persistent gender and caste-based disparities. Female literacy remains significantly lower than the state average, and early school dropouts are common, particularly among girls and children from Scheduled Tribes. Many schools and Anganwadi centers operate with insufficient classrooms, damaged infrastructure, lack of furniture, poor sanitation facilities, and the absence of safe drinking water, making them unwelcoming spaces for children. A shortage of trained teachers and poor pupil-teacher ratios further weaken the quality of education. In this context, a well-rounded intervention was necessary, not only to enhance infrastructure but also to create community accountability, increase enrolment and retention, and improve overall learning outcomes through targeted academic and social support.

Objectives

- To increase enrollment and retention rates in secondary and high schools.
- To improve the quality of education by ensuring a safe, inclusive, and supportive learning environment.
- To build the capacity of teachers to deliver gender-responsive education.
- To foster community engagement by involving parents, Panchayati Raj Institution members, and Community-Based Organizations in educational activities

Implementation Strategy

To address the educational disparities in under-resourced communities, IVDP has adopted a multi-pronged implementation strategy focused on improving access, infrastructure, and learning outcomes:

Establishment of Learning Centres

Community-based coaching centres have been set up to offer free academic support to underprivileged students, primarily targeting classes 7 to 10. These centres ensure continuity in education, reduce dropout rates, and build a strong foundation in core subjects through regular, structured guidance from trained educators.

Community and Institutional Engagement

Active involvement of School Management Committees (SMCs), local PRI members, and parents is encouraged to promote accountability and strengthen the public education system.

Monitoring and Follow-up

A continuous assessment and feedback mechanism is in place to track student attendance, learning progress, and infrastructural needs, ensuring timely intervention and sustained impact.

School Infrastructure Support

In partnership with local school authorities and community leaders, IVDP facilitates infrastructural improvements such as:

- Distribution of benches and desks to create a comfortable and organized learning environment.
- Repair and renovation of classrooms and Anganwadi centres to make them more child-friendly and inclusive.
- Installation of basic amenities like clean drinking water and separate toilets for girls and boys to ensure hygiene and safety.



Impact

Benches and Desks Distributed to Upper Primary Students:

71 sets of benches and desks were provided to four schools, enhancing classroom comfort and contributing to a more conducive learning atmosphere for the students.

Renovation in Anganwadi centres:

A comprehensive set of infrastructure development was undertaken in building Anganwadi centres for children. This includes building repairs with exterior painting, installation of submersible motors, provision of drinking water points with RO systems, and the establishment of handwash points. Additionally, specific centers have seen roof grading, construction of new toilets, and repairs to existing toilet and kitchen rooms, all aimed at enhancing the facilities and creating a better environment for the community.

Renovation of School infrastructure:

These included drinking water installations with RO systems, toilet and washroom repairs including shed, step work, construction of kitchen, veranda sheds and establishment of handwashing stations, and repairing of toilets, kitchen sheds and water installations with RO systems in 6 schools in all three blocks.

Safer, hygienic, and better learning environments
Improved school attendance and engagement
Greater community ownership and participation in school governance.

CASE STUDY

Bridging the Gap by Empowering Underprivileged Students

In the remote village of Mohangiri Gram Panchayat, where educational resources are scarce and financial hardship is common, the Swami Vivekananda Coaching Centre has emerged as a beacon of hope for young learners. This free coaching centre was established with the mission to support Class 9 and 10 students, especially those from underprivileged backgrounds who cannot afford private tuition.

Currently, 35 students are enrolled in the centre. Most come from families that struggle to make ends meet and have never had access to quality academic support. The centre offers focused coaching in core subjects like Mathematics, Science, and English, thanks to the dedication of volunteer educators. The goal is not just to help them pass, but to empower them to excel in their Class 10 Board Exams.

Beyond academics, the centre is nurturing confidence, discipline, and ambition among rural students. For many, it's the first time they've been able to dream of becoming teachers or government officers. Parents, too, are now more hopeful and actively engaged in their children's education.

The centre has created a learning space where every child is given an equal opportunity to grow and succeed, regardless of their economic background. Through education, it is building a brighter, more empowered future for the entire community.

Swami Vivekananda Coaching Centre is a true example of how education can ignite change and uplift rural youth from poverty to possibility.



"Before joining Swami Vivekananda Coaching Centre, I used to struggle with subjects like Mathematics and Science. My parents couldn't afford private tuition, and I felt like I was falling behind. But after attending the free classes here, my understanding and confidence have improved a lot. The teachers are very supportive and explain everything clearly. I've started scoring better in my exams, and now I believe I can do well in my Class 10 Board Exams. I want to become a teacher in the future so I can help students like me. I'm very thankful to the centre for giving me this opportunity and showing me the right path."

- Doleswari Sahu

Smart Learning

Smart Learning: Enhancing Education in 15 Schools of Ganjam

In many rural areas, schools lack the infrastructure needed to deliver quality education that aligns with the demands of a rapidly evolving world, resulting in significant learning gaps and limited prospects for higher education and employment. To address this, a smart classroom initiative supported by HDFC Bank-Parivartan has been implemented in 15 schools across Buguda and Polasara blocks of Ganjam district. By integrating technology into the classroom, the program enhances teaching and learning experiences, making education more interactive, engaging, and effective. It equips teachers with digital tools and introduces students to modern learning methods, helping to bridge the digital divide and foster holistic development. With a total of 540 student beneficiaries, the initiative also raises community awareness about the transformative role of technology in education, ensuring long-term sustainability and impact.

Objectives

- To enhance the quality of education in 15 schools of Buguda and Polasara Blocks of Ganjam District through implementing technology-integrated smart classrooms.



Key Activities

	Activity	Achievement	Qualitative Achievement
1	Selection of School	15 schools were selected based on factors such as their remoteness, the student population, presence of marginalized communities, and priorities set by local leaders.	<ul style="list-style-type: none"> • 15 schools identified • Concept note and proposal developed • Proposal shared with HDFC
2	Baseline Assessment	15 schools were selected based on factors such as their remoteness, the student population, presence of marginalized communities, and priorities set by local leaders.	<ul style="list-style-type: none"> • A baseline assessment report was prepared. • Report findings were shared with the DEO and BEO. • A school-wise smart class equipment list was prepared.
3	Discussion with the District Education Officer and District Collector to obtain permission	15 schools were selected based on factors such as their remoteness, the student population, presence of marginalized communities, and priorities set by local leaders.	<ul style="list-style-type: none"> • A strong rapport was established with the District Education Office, Ganjam. • Permission letter received from the DEO office. • The DEO informed all headmasters of the respective schools to ensure their cooperation.
4	Procurement and Installation	15 schools were selected based on factors such as their remoteness, the student population, presence of marginalized communities, and priorities set by local leaders.	<p>The following smart class digital equipment was installed in 15 schools:</p> <ul style="list-style-type: none"> • 15 Interactive Flat Panel Touch Screen Displays • 15 Line Interactive UPS • 15 Sliding Panel Enclosures with Green and White Boards • 180 Dual Desk Benches • 15 Wi-Fi Dongles
5	Teacher Training	15 schools were selected based on factors such as their remoteness, the student population, presence of marginalized communities, and priorities set by local leaders.	15 demonstrative operation and management procedure training sessions have been organized
6	Monitoring and Evaluation	15 schools were selected based on factors such as their remoteness, the student population, presence of marginalized communities, and priorities set by local leaders.	The School Management Committee and school teachers participated in the demonstrative operation and management sessions.





THEMATIC AREA 4

HEALTH & NUTRITION

Project PEHLI UDAAN

Menstrual Health and Hygiene (MHH)

The Pehli Udaan project, implemented through Shaktimayee Foundation aims to improve menstrual health and hygiene among adolescent girls and communities in 67 villages across Lanjigarh Block of Kalahandi District and Muniguda Block of Rayagada District, targeting 9,500 female beneficiaries aged 18-45 years. The core initiative focuses on raising comprehensive MHH awareness among adolescents, ensuring access to affordable, hygienic sanitary products, and establishing proper sanitation and safe disposal facilities in schools and public places. It also educates adolescents on reproductive health, sexual rights, and gender equality, while actively working to eliminate associated stigma.



Objectives

- Raise awareness about menstrual health and hygiene among adolescent girls, boys, and communities.
- Provide access to affordable and hygienic sanitary products
- Ensure schools, public places have proper sanitation and safe disposal facilities.
- Educate adolescents about their reproductive health, sexual rights, and gender equality.
- Work toward eliminating the stigma associated with adolescent sexuality and reproductive health.

Need for the Program

The situation of Menstrual Health and Hygiene (MHH) and Adolescent Reproductive and Sexual Health (ARSH) in 67 villages of Lanjigarh Block in Kalahandi District and Muniguda Block in Rayagada district, Odisha, is shaped by a complex combination of socio-cultural, economic, and infrastructural barriers. A survey revealed that over 97% of women in the region, especially among Particularly Vulnerable Tribal Groups (PVTGs), rely on cloth during menstruation due to limited access to affordable and safe sanitary products, increasing the risk of infections and reproductive tract disorders. Widespread lack of awareness about the biological causes of menstruation, involved organs, and the consequences of poor hygiene further exacerbates these health risks. Cultural taboos impose restrictions on menstruating women, preventing them from participating in religious, social, and even routine activities, leading to isolation and stigma. The lack of clean, private toilets, running water, and proper disposal systems in schools and communities adds to the challenge, while the topic remains taboo, limiting open dialogue and awareness among adolescents, especially boys.



Key Activities

The implementation strategy focuses on evidence-based, inclusive, and community-led actions. It starts with baseline and midline surveys to guide interventions. MHH education is delivered in schools, SHG forums, and communities, targeting adolescents, teachers, and parents. To reduce stigma, culturally sensitive IEC materials in Odia are used, along with peer-led sessions. Health camps and counselling address menstrual and gynaecological issues, anaemia, and offer referral support. The program promotes affordable or free reusable sanitary products and supports local production by SHGs and youth for sustainability. Community outreach activities, like workshops and nutrition fairs, engage key stakeholders, including women, girls, and influencers. Coordination with the Health, Education, and WCD departments ensures effective implementation.

Impact

- Conducting interactive sessions with health experts to promote awareness and education on health-related topics.
- Organizing workshops on Menstrual Health and Hygiene (MHH) and Adolescent Reproductive & Sexual Health (ARSH at both village and school levels.
- Utilizing street plays / Nukad Natak for creative and participatory awareness activities.
- Providing practical demonstrations and hygiene support related to menstrual products.
- Conducting reusable cloth pad stitching training workshops.
- Organizing anaemia screening camps at both village and school levels.
- Distributing Moringa saplings and providing nutri garden support to different schools and villages to reduce malnutrition and anaemia.

Quantitative Impact

- 75% of adolescent girls gathered correct knowledge about menstruation
- 60% of girls reported using hygienic menstrual products
- 70% of girls reported improved menstrual hygiene practices (changing pads regularly, hand washing, etc.)
- 3000 No. of reusable sanitary pad kits (pack of 3) distributed
- 80% adolescent girls have access to ARSH services
- 75% increase in adolescent girls seeking menstrual or reproductive counselling



CASE STUDY

Young Woman from Nuagaon Gains Livelihood through Dhokra Training

Ganga Majhi, a 33-year-old woman from Sapelkucha village in Lanjigarh, previously faced significant challenges with menstrual hygiene, relying on dirty, used clothes during her cycle. This unhygienic practice often led her to use the same cloth for extended periods, lasting 8-10 hours, causing considerable discomfort and posing potential health risks.

A crucial intervention through our Pehli Udaan program introduced Ganga to reusable cloth pads. These pads offered a safer, more hygienic alternative, designed to be absorbent, comfortable, and easy to wash and reuse, directly addressing her prior difficulties.

Since adopting the reusable cloth pads, Ganga reports significant improvements in her menstrual hygiene management. The pads are more comfortable, provide superior absorption, and have effectively reduced her risk of infections. Furthermore, she no longer experiences the discomfort associated with the prolonged use of old clothes. This intervention has not only enhanced her personal health but also instilled a profound sense of dignity and comfort during her menstrual cycle. Ganga Majhi's case exemplifies the positive impact of accessible, sustainable menstrual hygiene products in rural communities



Integrated Village Development Program

In the Integrated Village Development Program (IVDP), supported by LTIMindtree, the Health & Nutrition component is designed to strengthen rural health systems, reduce maternal and child malnutrition, and promote healthy behaviors. The initiative integrates community-based healthcare outreach, nutrition education, and access to services with sustainable practices like nutrition-sensitive farming. It emphasizes the importance of early screening, awareness generation, capacity building of frontline workers (ASHAs, ANMs, AWWs), and active community engagement to address the root causes of poor health outcomes. Through a blend of preventive and promotive strategies, such as regular health camps, the establishment of nutritional kitchen gardens, training and workshops on pregnant women and lactating mothers, and Nukkad Nataks on Child health and nutrition, the program seeks to ensure that health services and knowledge reach the last mile.

Need for the Program

In the KBK region and adjoining districts, healthcare challenges are deep-rooted and multifaceted. Communities often face severe nutritional deficits, with widespread anemia among adolescent girls and women, and high rates of stunting and underweight among children. The absence of nearby health infrastructure, irregular outreach by health professionals, cultural myths around food, and limited knowledge on Maternal, Infant, and Young Child Nutrition collectively exacerbate these challenges. Many tribal families remain unaware or hesitant to access government health schemes. Children's diets lack essential micronutrients, and women often prioritize family needs over their own well-being. The focus on nutrition-sensitive farming through household-level kitchen gardens also directly ties agricultural practices to better dietary outcomes, creating a local, affordable solution to food insecurity and malnutrition.

Objectives:



- To reduce the prevalence of malnutrition by 50% among children (0-6 years) and pregnant women.
- To raise awareness among key stakeholders and parents about the importance of the "First 1000 Days of Life," promoting changes in attitudes and skills, and creating a supportive, enabling environment for sustained behavioral changes.
- To ensure that 100% of households/eligible beneficiaries in the project area have access to government health services, schemes, benefits, and entitlements.



Implementation Strategy

Community-Centred Approach:

Focus on participatory learning methods that engage pregnant and lactating women, adolescent girls, and caregivers to promote behaviour change and build awareness on nutrition, healthcare, and sanitation.

Behavior Change Communication:

Use of interactive methods like Nukkad Nataks and storytelling to encourage reflection, discussion, and collective learning around health and nutrition issues.

Gender-Sensitive Focus:

Special emphasis on reaching out to women and marginalized groups to ensure inclusion, continuous handholding, and awareness about entitlements and government health schemes.

Integration with Existing Services:

Collaboration with frontline health workers and PRI members to enhance service delivery, awareness of the “first 1000 days” of a child’s life, and promotion of sanitation and hygiene practices.



Expert-Led Training:

All workshops and training sessions are conducted by a health expert (Retired CDPO), ensuring contextual and practical delivery of Maternal, Infant and Young Child Nutrition (MIYCN), exclusive breastfeeding, and child health messages.

Strengthening Community Structures:

Active involvement of ASHAs, Anganwadi Workers, SHG leaders, and local influencers to ensure effective mobilization, follow-up, and linkage to public health services.

Promotion of Nutrition-Sensitive Farming:

Establishment of household-level nutritional kitchen gardens to improve access to diverse and micronutrient-rich food, reinforcing dietary diversity.

Sustainability and Community Ownership:

Ensuring long-term impact through repeated engagement, reinforcement of messages, and embedding health practices within broader community development efforts.



Key Activities

- 3-day health screening camps (1,149 screened, referred to PHCs)
- Use of ATM Health Machines for 15+ diagnostic tests
- MNCH training for ASHAs, AWWs; 323 participants in breastfeeding training
- 250 nutritional kitchen gardens established
- Nukkad nataks, nutrition month celebrations, and BCC campaigns

Impact

- Improved access to diagnostic services and early intervention
- Health awareness improved, especially among pregnant women and mothers
- Community trust in modern health solutions increased
- Households started adopting kitchen gardening for better nutrition

CASE STUDY

From Anemia to Advocacy: A Rural Mother's Transformation

In the remote village of Paikmal Block in Bargarh district, many women, like Anjana Mallik, silently endure health issues, often unaware of their severity. Anjana, a young breastfeeding mother, frequently felt weak and exhausted, attributing it to normal postnatal conditions. However, during a routine health screening camp, she was diagnosed with severe anemia, with a hemoglobin level of just 6.5 g/dL, which was also impacting her infant's development.

Following her diagnosis, Anjana received immediate support through a structured healthcare and nutrition plan, including iron and folic acid supplements and personalized dietary counseling focused on iron-rich foods and the "Tiranga Thali" model for balanced nutrition. To ensure a sustainable food source, she established a backyard nutrition garden, cultivating green leafy vegetables. Her active participation in community awareness meetings further deepened her understanding of maternal and child health. Motivated by her own and her child's visible health improvements, Anjana began advocating for better nutrition and healthcare among other women in her village.

In just four months, Anjana's hemoglobin level rose significantly to 10.8 g/dL, and her baby's health also improved. Her remarkable transformation inspired other women to prioritize their health, leading many to adopt the Tiranga Thali approach, create kitchen gardens, and attend nutrition and health awareness sessions. Anjana's experience has thus catalyzed a community-wide shift towards better health practices, particularly among young mothers, laying a strong foundation for improved maternal and child health outcomes in the region.

Anjana expressed her gratitude, stating, "Thanks to the support from LTIMindtree Foundation and Mahashakti Foundation, my health has drastically improved. With proper nutrition, iron supplements, and a backyard garden, I regained my strength and energy. My baby's health also improved, and I became a source of inspiration for other women in my village. This journey has not only transformed my health but has also empowered our entire community to live healthier lives."

Anjana's story powerfully demonstrates how timely health interventions, nutrition education, and community engagement can bring about lasting change, serving as a testament to the power of integrated rural development and women's empowerment.



Karmayoga

Mahashakti Foundation on 12 November, 2024 organized a thought-provoking workshop on "Redefining Karmayoga in the 21st Century for the Modern Workforce" at the Community Centre in Khandagiri, Bhubaneswar. The session was facilitated by Mr. Mehul Panchal, a seasoned trainer and mentor from the OASIS Movement, known for his deep insights into personal development and value-based living.

The workshop focused on interpreting the ancient philosophy of Karmayoga in the context of modern professional challenges. Mr. Panchal eloquently connected timeless principles such as selfless action, inner responsibility, and purposeful engagement with the everyday experiences of today's workforce. Through interactive discussions, real-life examples, and reflective exercises, participants were encouraged to rethink their approach to work, not just as a means of livelihood, but as a path to personal fulfillment and social impact.

The session was attended by the Senior Management Team and Project Management Team of Mahashakti Foundation, who found it both enriching and relevant to their ongoing commitment to community development and ethical leadership. The workshop served as a powerful reminder of the deeper meaning behind work and reinforced the importance of aligning personal values with organizational goals.



LIFE CAMP

My Life, My Choice

A transformative workshop on "My Life, My Choice" was conducted by the Oasis Movement in Bhakarsahi, Balipatna, with the goal of empowering young applique artisans to take ownership of their personal and professional journeys. The session was facilitated by Ms. Riya Shah, an experienced and passionate trainer from the Oasis Movement, known for her impactful work in the space of youth empowerment and life education. The workshop was further enriched by the presence of dignitaries such as Mr. Jugal Kishore Pattnayak (Managing Director), Mr. Mohan K Baliyarsingh (Director Operations), and Ms. Gagana Moharana (Director of Utkalia), who along with the Mahashakti Foundation team, extended their support and encouragement to the artisans.



The session focused on helping participants explore self-awareness, decision-making, and the power of conscious choice. Through a blend of interactive activities, storytelling, and reflective exercises, the artisans were guided to introspect on their aspirations, recognize internal and external barriers, and build the confidence to make informed life decisions. Discussions on goal setting, resilience, emotional intelligence, and the impact of mindset encouraged them to see themselves not just as workers, but as leaders and changemakers in their communities.

Participants were deeply engaged and inspired throughout the workshop, with many expressing newfound clarity about their personal goals and the motivation to pursue their dreams more intentionally. The session emphasized that true empowerment begins with belief in one's own worth and the courage to shape one's own path. This initiative marks a significant step in Mahashakti Foundation's ongoing efforts to blend livelihood promotion with life-skills development, ensuring that artisans are equipped not only with vocational excellence but also with the emotional and mental strength to lead more meaningful and fulfilling lives.



LIFE CAMP

A three-day Life Camp training program was organized by Mahashakti Foundation in collaboration with the Oasis Movement, with support from the LTIMindtree Foundation, at Tentulikhunti Nodal High School, Dahimal from 02 January 2025 to 04 January 2025. The camp aimed to create a transformative learning environment for adolescents, helping them discover their inner potential, build life skills, and reflect on values that shape their personal and academic journeys.

The event was inaugurated in the presence of Shri Gurudananda Mahananda, Sarpanch of Tentulikhunti Gram Panchayat, who attended as the chief guest and shared encouraging words with the students, highlighting the importance of character building and making conscious life choices.

The sessions were facilitated by Ms. Riya Saha, from the Oasis Movement, who guided the students through an engaging and reflective experience. On the first day, she introduced the objectives and framework of the camp, setting the tone for an open, interactive, and enriching environment. Using storytelling, role plays, and group discussions, Ms. Saha explored themes such as "My Life is My Choice", where students reflected on taking ownership of their actions and decisions, and "Hard Work vs. Luck", prompting them to understand the value of perseverance, effort, and mindset in shaping their future.

Forty students from Classes 8 to 10 participated with great enthusiasm, expressing themselves freely and participating in all activities. The camp not only helped them develop critical thinking and emotional awareness but also instilled a sense of purpose and self-belief, leaving a lasting impact that goes beyond textbooks.



Annual Day Conclave 2024

Mahashakti Foundation (MSF) celebrated its 20th Annual Day on 19th October 2024 at Hotel The Hindustan International, Bhubaneswar, marking two decades of dedicated service in transforming and uplifting marginalized communities across Odisha. The milestone event brought together a distinguished gathering of government officials, academicians, CSR representatives, civil society partners, well-wishers, board members, and the committed MSF team.

Panel 1: "Empowering Farmers through Climate-Resilient Agriculture Practices"

The session featured a panel discussion focusing on innovative farming techniques, adaptive strategies, and community-driven solutions to strengthen rural livelihoods and enhance resilience against climate challenges.

Panelists:

Dr S.K. Talukdar, General Manager - NABARD underlined the critical role of NGOs in supporting farmers and promoting climate-resilient agriculture. He emphasized that strengthening farmer knowledge on sustainable practices, and leveraging financial and technical support are essential for building resilient rural communities.

Prof. H.K. Patro - Dean, College of Agriculture, OUAT, emphasized the lasting value of selfless community service and the importance of supporting marginal farmers. Highlighting climate change challenges, he cited a local farmer's success in adopting climate-resilient practices to boost both productivity and income.

Padmashree Sabarmatee - Co-Founder, Sambhav, reflected on the urgent realities of climate change, urging lifestyle changes and adoption of resilient farming practices. She stressed the need for dialogue, indigenous knowledge, and biodiversity conservation to address root causes rather than temporary relief.

Mr. Chandan Kumar Nayak, Manager - HDFC Bank CSR stressed that empowering farmers with financial access and sustainable practices is vital for resilience against climate change, aligning with HDFC's vision of inclusive and sustainable growth.

Mr. B. Karthikeyan, Executive Director - OmniActive highlighted the need for integrating scientific approaches with grassroots engagement.





Panel 2: Strengthening Micro Enterprises through Sustainable Marketing

The second session included a panel discussion on Strengthening Micro Enterprises emphasizing effective marketing strategies, and approaches to improve the growth, and market presence of community enterprises.

Sri Pradeep Kumar Ghosal, Head of CSR - TPCODL emphasized the role of market linkages and strategic guidance in empowering micro-enterprises. He highlighted how strengthening marketing practices, product diversification, and access to support networks can help entrepreneurs enhance their income.



Mr. Jitender Ghangas, Associate Director - ESG and Sustainability, LTI Mindtree, shared his first-hand experience visiting Mahashakti Foundation's project villages in Kalahandi. He emphasized that a micro-enterprise creates value by fulfilling the needs of others and noted that strategic marketing requires careful planning, critical thinking, and innovative approaches to overcome challenges.

Mr. Raj Gopal Dash, Deputy CEO (Marketing) - ORMAS made prominent the importance of equipping micro-entrepreneurs with strategies, access to markets, and skill development to enhance their competitiveness and income, while noting that structured support in marketing strengthens individual enterprises.



Mr. Jitesh Ratha, Senior Team Member - Hindalco, CSR underlined the significance of providing sustained support to micro-enterprises. He emphasized the need for continuous mentoring, & skill enhancement to help entrepreneurs scale their businesses, improve income, and strengthen their enterprises.

Mr. Sukanta Kumar Ratha, Head of CSR - Jindal Stainless Ltd., Odisha spoke about the critical role of strategic interventions in strengthening micro-enterprises. He highlighted how access to markets, financial literacy, and capacity-building support enables entrepreneurs to enhance productivity.



Looking Ahead

The 20th Annual Day Conclave was a celebration of two decades of achievements & a platform to reflect, plan, and innovate for the future. The event reinforced MSF's commitment to empowering communities, promoting sustainable agricultural practices, and strengthening micro-enterprises, while inspiring all participants to collectively work towards building resilient and thriving communities across Odisha and beyond.

Our Partners

We extend our heartfelt gratitude to all our partners whose unwavering collaboration has been instrumental in shaping Mahashakti's journey. Their trust and commitment continue to inspire us to create a deeper, more sustainable impact on the ground.



Audit Report

MAHASHAKTI FOUNDATION
MADANPUR RAMPUR - KALAHANDI - 768102 (ODISHA)
RECEIPTS AND PAYMENTS ACCOUNT FOR THE PERIOD 01.04.2024 TO 31.03.2025

RECEIPTS	AMOUNT (RS.)	PAYMENTS	AMOUNT (RS.)
Opening Balance:			
Cash in Hand	71,240.00		
Cash at Bank	1,35,23,745.61		
Grant-In-Aid:		Project Expenses:	
Govt. of Odisha - Odisha Millet Mission - Bijepur	16,79,000.00	Govt. of Odisha - Odisha Millet Mission - Bijepur	17,88,213.00
Govt. of Odisha - Odisha Millet Mission - Sohela	16,79,000.00	Govt. of Odisha - Odisha Millet Mission - Sohela	17,09,233.00
Govt. of Odisha - Odisha Millet Mission - Rechaakhol	16,10,900.00	Govt. of Odisha - Odisha Millet Mission - Rechaakhol	16,12,616.00
Govt. of Odisha - Odisha APC Program - Jujumora	18,48,250.00	Govt. of Odisha - Odisha APC Program - Jujumora	16,54,080.00
Govt. of Odisha - Crop Diversification Program - Bargarh	19,89,250.00	Govt. of Odisha - Crop Diversification Program - Bargarh	23,83,168.00
Govt. of Odisha - Crop Diversification Program - Tarbha	9,53,639.00	Govt. of Odisha - Crop Diversification Program - Tarbha	16,72,372.00
Govt. of Odisha - Crop Diversification Program - Gudveta & Deogaon	6,00,000.00	Govt. of Odisha - Crop Diversification Program - Gudveta & Deogaon	15,96,774.00
Govt. of Odisha - Crop Diversification Program - Ulunda	4,12,000.00	Govt. of Odisha - Crop Diversification Program - Ulunda	5,87,888.00
NABARD - Central Sector Scheme-10,000 FPOs, Phase-1	36,05,000.00	NABARD - Central Sector Scheme-10,000 FPOs Phase-1	15,96,628.00
NABARD - Central Sector Scheme-10,000 FPOs, Phase-2	13,42,000.00	NABARD - Central Sector Scheme-10,000 FPOs Phase-2	26,52,325.00
NABARD - Central Sector Scheme-10,000 FPOs, Phase-3	41,82,100.00	NABARD - Central Sector Scheme-10,000 FPOs Phase-3	56,89,894.00
NABARD LEDP (Mushroom Promotion)	1,79,250.00	NABARD LEDP (Mushroom Promotion)	1,70,250.00
NABARD (Rural Haat, Lanjigarh)	7,72,500.00	NABARD (Rural Haat, Lanjigarh)	7,72,500.00
NABARD (WADI Project)	67,84,657.00	NABARD (WADI Project)	67,91,693.00
NABARD (MEDP, Kalahandi)	1,39,690.00	NABARD (MEDP, Kalahandi)	1,30,800.00
NABARD-ESHAKTI (BARGARH)	3,23,600.00	NABARD-ESHAKTI (BARGARH)	-
LTIMIND TREE - Integrated Village Dev Program	6,50,00,000.00	LTIMIND TREE - Integrated Village Dev Program	6,32,60,136.00
HDFC BANK (Development of Chili and Millet Cluster)	1,98,05,827.00	HDFC BANK (Development of Chili and Millet Cluster)	1,98,05,827.00
HDFC BANK (INS Chika-Installation of RO Water Plant)	12,00,000.00	HDFC BANK (INS Chika-Installation of RO Water Plant)	12,00,000.00
HDFC BANK (Smart Class)	42,00,000.00	HDFC BANK (Smart Class Room - Ganjam)	42,00,000.00
HDFC BANK (Climate Smart Agriculture-Chenkanal)	73,89,350.00	HDFC BANK (Climate Smart Agriculture-Chenkanal)	73,89,967.00
Vedanta Ltd. (Women Empowerment - SAKHI Project)	45,12,667.00	Vedanta Ltd. (Women Empowerment - SAKHI Project)	36,96,048.00
Vedanta Ltd. (Adika-Tribal Art & Craft Project)	33,89,532.00	Vedanta Ltd. (Adika-Tribal Art & Craft Project)	43,54,542.00
Vedanta Ltd. (Rural Haat, Lanjigarh)	13,74,650.00	Vedanta Ltd. (Rural Haat, Lanjigarh)	8,82,062.00
Vedanta Ltd. (Energy Conservation - Cook Store)	6,18,603.00	Vedanta Ltd. (Energy Conservation - Cook Store)	-
Vedanta Ltd. (Energy Conservation - Solar Light)	7,74,695.00	Vedanta Ltd. (Energy Conservation - Solar Light)	-
TATA Power (TPCODL) Art and Craft Cluster - Balanta	27,82,700.00	TATA Power (TPCODL) Art and Craft Cluster - Balanta	27,82,700.00
TATA Power (TPCODL) - Adhikar - Nayagarh	21,92,400.00	TATA Power (TPCODL) - Adhikar - Nayagarh	21,92,400.00
TATA Power (TPCODL) - Art & Craft Cluster-Chenkanal	24,86,238.00	TATA Power (TPCODL) - Art & Craft Cluster-Chenkanal	24,86,238.00
TATA Power (TPCODL) - Annual CSR Documentation	3,13,600.00	TATA Power (TPCODL) - Annual CSR Documentation	3,13,000.00
TATA Power (TPNODL) - Digital Literacy Program	7,58,138.00	TATA Power (TPNODL) - Digital Literacy Program	11,42,071.00
TATA Power (TPWCDL) - Climate Resilient Agriculture	19,89,575.00	TATA Power (TPWCDL) - Climate Resilient Agriculture	-
TATA Power (TPWCDL) - Climate Resilient Agriculture	20,89,300.00	TATA Power (TPWCDL) - Climate Resilient Agriculture	20,89,300.00
TATA Power (TPWCDL) - Organic Vegetable Cluster Development	26,40,400.00	TATA Power (TPWCDL) - Organic Vegetable Cluster Development	26,40,400.00
TATA Power (TPWCDL) - Sustainable Integrated Watershed Development Project	30,84,200.00	TATA Power (TPWCDL) - Sustainable Integrated Watershed Development Project	30,84,200.00
YES Foundation (Entrepreneurship Development of Rural Handicraft Artisans)	17,02,624.00	YES Foundation (Entrepreneurship Development of Rural Handicraft Artisans)	14,37,832.00
YES Foundation (Skill Building of Handicraft and Handloom Cluster)	8,49,411.00	YES Foundation (Skill Building of Handicraft and Handloom Cluster)	-
Core Carbon X Solutions Pvt Ltd. (Sustainable Rice Production)	2,82,077.00	Core Carbon X Solutions Pvt Ltd. (Sustainable Rice Production)	2,82,077.00
ICRISAT, Hyderabad (Rice Fellow Management)	6,82,782.00	ICRISAT, Hyderabad (Rice Fellow Management)	6,82,782.00
PWC - FM Kusum Program	1,09,300.00	PWC - FM Kusum Program	1,06,300.00
Human Venture - Masgoid Cluster Development	1,32,880.00	Human Venture - Masgoid Cluster Development	1,32,880.00
Donations:		Donations:	
Donations	84,88,593.00	Donations	3,500.00
		Support to SHG (Lanjigarh Masroem Cluster)	5,80,000.00
FCRA Funds		FCRA Funds	
Trickle UP Programme Inc (UPMA)	19,39,438.00	Trickle UP Programme Inc (UPMA)	31,91,026.54
Bank Interest (FC)	15,247.00		
Long Term Loan		Long Term Loan	
Personal Creditors	46,09,600.00	Personal Creditors	4,74,573.00
		Interest to Creditors	2,94,470.00



RECEIPTS	AMOUNT (RS.)	PAYMENTS	AMOUNT (RS.)
Refund from SHGs Against BC Program	87,019.00	Payment to BC Agency (Reliance)	97,019.00
Farmers Producer Group working Capital Loan (Capital)	38,01,068.00	Sannuwall FIS Pvt Ltd (Working Capital-FPO Mngt)	1,00,48,595.78
Farmers Producer Group working Capital Loan (Interest)	1,21,12,334.49	Interest to Sannuwall Intermediary Pvt Ltd	29,40,410.22
Samparna Business Correspondence- Pvt Ltd, (FPO Working Capital)	1,85,19,069.00	Samparna Business Correspondence- Pvt Ltd, (FPO Working Capital)	1,40,83,682.00
Advances:		Advances:	
Staff Advances	5,37,000.00	Staff Advances	3,01,740.00
Security for Rented Office	22,000.00	Security for Rented Office	1,09,000.00
Insurance Premium & Others:		Fixed Assets	
Kotak Mahindra Life Insurance Premium (Commission)	17,790.97	Scanner	33,000.00
Staff Donation (Contribution)	6,73,173.00	Laptop (2)	70,600.00
Bank Interest (Non FC)	5,42,505.00	Printer	35,200.00
Interest on Fixed Deposit	59,063.00	Geysar	3,500.00
		Mattress	8,100.00
		TV Stand	11,584.00
		Television	81,500.00
		Investor	10,000.00
		Goodrej Chair-Blue	76,700.00
		Digital Attendance	9,200.00
		Camera (DSLR)	58,181.00
		Intangible Assets	
		Tally Prime Package	1,22,130.00
		Synergy connect software	4,40,580.00
		Fixed Deposit	25,71,089.00
		Employee Cost:	
		Salary & Benefit to Staff	26,61,888.00
		Health Insurance of staff	3,21,975.00
		EPF dues to PFPO Employer Share	3,61,270.00
		Employees' State Insurance Corporation (ESIC)	7,170.00
		Advertisement	80,000.00
		Annual Day Celebration	4,26,958.00
		Audit Fees	1,18,590.00
		Bank Charges	9,809.12
		Project Office Rent	2,65,000.00
		Computer Maintenance	17,700.00
		Consultancy Fees	25,41,880.00
		Electricity	65,371.00
		Governing Board Meeting	1,97,770.00
		Office & Campus Maintenance	1,31,457.00
		Postage & Communication	2,40,478.00
		Printing & Stationaries	92,040.00
		Running Cost of Vehicle	1,40,700.00
		Travel Expense for Field Visit	4,62,056.00
		Website Maintenance	1,71,100.00
		Interest on GST & TDS	5,052.00
		Documentation Charges	63,466.00
		Repair and Maintenance	67,871.00
		Staff Capacity Building/Training	5,57,441.00
		Membership Registration fee	5,800.00
		Reward & Incentive to Staff	4,000.00
		Tax Payments:	
Professional Tax	1,84,840.00	Professional Tax	84,695.00
TDS	21,93,902.00	TDS	20,04,520.00
GST	19,38,107.00	GST	8,50,432.00
Income Tax Refunded	14,38,470.00	TDS Receivable	7,48,180.00
		Closing Balance:	
		Cash in Hand	-
		Cash at Bank	2,02,53,770.40
Total	22,43,89,386.06	Total	22,43,89,386.06

For PATNAIK & CO.
Chartered Accountants
FRN: 0310028C
CA. DEBI P. PATNAIK, FCA
Partner
Membership No- 058843
Place: Bhubaneswar
Date: 28.09.2025
UDIN: 25056848BMNJC1194



Jugala Kishora Pattnayak
Managing Director

Rajaleen Bhuyan
Secretary



Bimal Kanta Panda
Treasurer

Registered Office:

Sanchaya Shakti Bhawan, Burat
Madanpur Rampur, Kalahandi -
766102, Odisha, 81180 62107

Head Office:

1st Floor, Lane II, Mahalaxmi
Nagar, Balangir - 767001, Odisha

State Coordination Office:

HIG- 05, Ground & 2ndFloor,
Dharma Vihar, Bhubaneswar-
751030. Odisha

Contact

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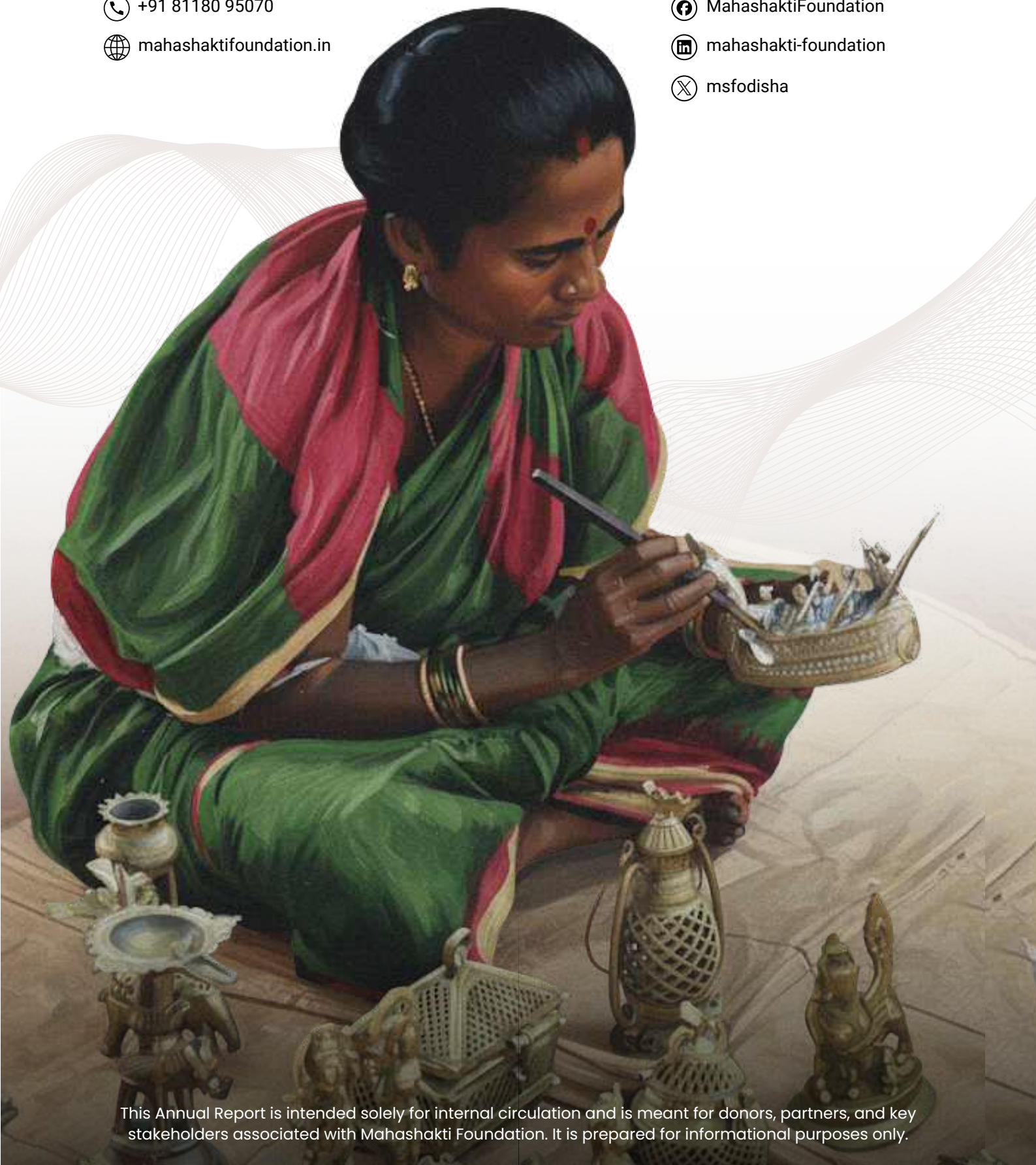
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