

June, 2026

IN FOCUS



MSF AWARDED FOR IVDP PROJECT



Mahashakti Foundation has been presented with the Best Integrated CSR Initiative of the Year - 2026 (NGO) at the **Global CSR Sustainability & ESG Awards 2026**, sponsored by Sampark Foundation and managed by Brand Honchos at Hyatt Regency Delhi. The award recognizes the impact of the Integrated Village Development Program implemented with the support of LTM, highlighting its approach towards environment, education, empowerment as well as health & nutrition.

MINISTER INAUGURATES ADVANCED MEDICAL EQUIPMENT SUPPLY



With the support of **HDFC Bank Parivartan**, 40 hospital beds, 3 ultrasound machines, 3 ECG machines, 2 X-ray machines, and 40 solar street lights were provided to the Community Health Centres of Rasgovindpur, Kostha, and Kisantandi in the Mayurbhanj district. It was formally inaugurated at the premises of Rasgovindpur Community Health Center by Dr. Krushna Chandra Mahapatra, Hon'ble Minister for Housing & Urban Development and Public Enterprises. The event was attended by Dr. Basanti Sardar, In-Charge Medical Officer, Rasgovindpur CHC; Dr. Dhanujaya Mohanta, CDMO Mayurbhanj; Dr. Bijaya Kumar Dash, ADPHO; Dr. Subash Chandra Nayak, DPHO; Shri Ananta Kumar Hansda, BDO; Shri Upendra Dash, Tahasildar; Mr. Subhendu and Ms. Sonu Pattanayak from HDFC Bank, Bhubaneswar.

PROJECT UDYAMEE LAUNCHES SAURA ART TRAINING PROGRAM



A Saura Art & Craft Training Program was inaugurated at Singaram village under Project Udyamee, supported by **Aditya Alumina Refinery**, Kansariguda (Hindalco Industries Limited | Aditya Birla Group), marking a significant step towards livelihood generation and cultural preservation of the indigenous Saura art form in the locality. The inauguration was attended by key dignitaries, Mr. Tanmaya Mohanty, CSR Head; Mr. DEEPAK MOHANTY, Head HR; and Skill & Livelihood Officer, Mr. Basant Panigrahi. The dignitaries shared their perspectives on the significance of promoting Saura art for livelihood and cultural continuity.

GHASIENDEVI FPCL OPENS NEW OUTLET IN BALANGIR



Promoted under **NABARD's** central scheme, Ghasiendevi FPCL inaugurated its second vegetable sales outlet in Balangir town. The facility strengthens market access for its 760 shareholder members by supplying fresh produce directly to institutional buyers, hotels, and bulk consumers. Ghasiendevi FPCL has steadily scaled its business ecosystem by integrating a 10 MT Solar Cold Room, post-harvest infrastructure, and fully solarized processing systems, emerging as a leading model for sustainable farmer collectivization and rural enterprise development in Odisha.

VEDANTA LAUNCHES HEAT RELIEF IN LAKHANPUR



A comprehensive heat-relief initiative is being implemented across Lakhanpur Block, Jharsuguda District, supported by **Vedanta Aluminium Metal Limited** (Kuraloi-North Mines). The intervention ensures safe drinking water access across the Kuraloi, Piplimal, and Belpahar regions. Key measures include deploying regular water tankers in water-scarce zones, setting up public water kiosks, and distributing chilled drinking water supplemented with ORS. Designed to prevent dehydration and heat-related illnesses, this program provides critical, timely relief to daily commuters, laborers, pedestrians, and underserved local populations.

TPWODL EXPAND SOLAR SCHEMES ACROSS WESTERN ODISHA



Supported by **TP Western Odisha Distribution Limited**, a rooftop solar scheme has commenced with the installation of 1 kW solar systems across Balangir's Loisingha and Gudvella blocks. The program plans to scale into Bargarh and Kalahandi districts in its next phase. Delivering significant savings on monthly electricity bills, this initiative reduces carbon dependence at the grassroots level. The intervention directly advances SDG 7 (Affordable and Clean Energy) and SDG 13 (Climate Action), fostering widespread community acceptance of sustainable energy solutions.

GUDVELLA VILLAGES REVIVE TRADITIONAL SEED PRESERVATION



Under the Climate-Smart Livelihoods project, supported by the **SBI Foundation**, a grassroots initiative is reviving indigenous seed diversity in Balangir, Odisha. During a field visit to Tarsuguda and Kulkusam villages in Gudvella, the team documented eight indigenous pulse varieties alongside traditional millet crops. Local farmers safeguard these seeds using an Indigenous Technical Knowledge (ITK) preservation practice, mixing seeds with neem leaves and bhuja (puffed rice), before wrapping them securely in Siali leaves and bark. This initiative successfully merges community wisdom with institutional support to build climate-resilient agricultural systems.

PROJECT SHAKTI PARTICIPATES IN ONDC CAPACITY WORKSHOP



Supported by **Hindalco Industries Limited**, fifteen entrepreneurs from Project Shakti participated in a capacity-building workshop on the Open Network for Digital Commerce (ONDC) under the RAMP Scheme. Organized by the Institute of Entrepreneurship Development, Odisha, the session was attended by senior MSME and DIC officials. The training empowered participants from sectors like millet processing, jute products, and tribal art with digital commerce awareness, online market access strategies, and new business tools to scale their micro-enterprises on national digital platforms.

ISRRRC PROJECT LAUNCHES GUDVELLA TURMERIC CLUSTER



Under the ISRRRC Project supported by **Reliance Foundation**, the development of a Turmeric Cluster has been initiated in Gudvella Block, covering 200 beneficiary farmers for the Kharif season. Following a strategic preparatory meeting on technical support and market linkages, stakeholders participated in an exposure visit to Kandhamal District to study advanced cultivation practices and inspect crop quality. Backed by the Green Gudvella FPO, the first batch of high-quality turmeric planting material was successfully procured today, equipping the selected farmers to boost local production and build a resilient agricultural enterprise.

WOMEN FPCL FACILITATES COLLECTIVE MANGO SALES



Deulajhari Women Farmers Producer Company Ltd. successfully facilitated the collective marketing of mangoes from Nilakathapada village under Kudgaon GP of Athamallik Block, strengthening market access opportunities for local women farmers. A total of 10 quintals of mangoes were collectively marketed at a selling price of Rs. 17.25 per kg, generating a total business value of Rs. 17,250. The initiative was facilitated by the APC Project, Athamallik, supported by the **Government of Odisha**, to promote collective enterprise models and improved market linkages for rural PGs.

PROJECT SAKHYAM POWERS LOCAL PRODUCER GROUPS



During the CSR Monthly Review Meeting of **Jindal Stainless Ltd.**, various microenterprises supported under Project Sakhya showcased their high-quality products through an interactive display and sales platform. The exhibition featured paper plates and cups, agarbatti, and nutritious millet ladoos and millet lassi. The millet-based items successfully highlighted their immense nutritional value while actively promoting healthier dietary choices among the corporate participants. All showcased items were prepared by dedicated SHGs and Producer Groups from Danagadi Block in Jajpur, who are being promoted as part of this sustainable project.

PROJECT SHREE ANNA ABHIYAN ORGANIZES MILLET PROGRAM



A Millet-based Refreshment Distribution Programme was organized at Purunagad village in Rairakhol. Held in collaboration with Chirasabuja Producer Company Limited under Project Shree Anna Abhiyan, supported by the **Govt of Odisha**, the initiative aimed to popularize climate-resilient crops. Shri Shibaram Sahoo (Chairman, NAC Rairakhol) graced the event as Chief Guest and inaugurated the stall. Nutritious refreshments were served, alongside awareness drives highlighting the immense health benefits of millets and the economic potential of millet cultivation for local smallholders.

PROJECT ADHIKAAR EMPOWERS JUANGA PVTG FAMILIES



A specialized livelihood support program was organized at Baghua village under Project Adhikaar, supported by **TPCODL**. The initiative successfully benefited 104 Juanga PVTG households through the distribution of high-yielding Sonali chicks. Designed to strengthen household income and improve grassroots nutritional security, the program promotes sustainable livelihood opportunities through backyard poultry farming. Sonali chicks were specifically selected for the Juanga PVTG families due to their excellent adaptability to local climatic conditions, faster growth rates, and valuable dual benefits for both egg and meat production.

WADI PROJECT DRIVES DIVERSE AGRO-ENTERPRISE DEVELOPMENT



Sustainable livelihood development is being promoted through an integrated farming approach under the TDF-WADI Project, supported by **NABARD**. The comprehensive intervention combines mixed fruit horticulture, border forestry, soil conservation, and organic farming. Currently, participating farmers are cultivating profitable intercrops like watermelon, muskmelon, tomato, and seasonal vegetables. These diverse practices are successfully generating crucial supplementary income for rural households, with many earning approximately Rs. 30,000 per season through local produce sales.

PROJECT CHIRANTAN ORGANIZES EXPOSURE VISIT



A three-day exposure visit was conducted by the Project Chirantan team, supported by **HDFC Bank Parivartan**, for Self-Help Group members to Balangir. The initiative aimed to strengthen their skills in commercial Badi and Papad preparation. During the visit, participants interacted with Ms. Nalini Sahoo, an inspiring woman entrepreneur. They gained practical insights into crafting diverse Badi varieties, maintaining strict food hygiene and quality control, and leveraging traditional handmade techniques. This hands-on experience fostered cross-learning and highly motivated the women to scale their local micro-enterprises.

NABARD WORKSHOP ENHANCES MANGO CLUSTER MARKETING



A specialized workshop on mango marketing strategy was organized at M. Rampur, Kalahandi, under **NABARD's** CSS for promoting FPOs. The event was graced by Chief Guest Shri Pushpendra Singhdeo (President, Zilla Parishad, Kalahandi) and facilitated by key experts from the Horticulture Department, Palladium, and Mr. Jugal Kishore Pattnayak (MD, Mahashakti Foundation). Bringing together 54 progressive mango farmers, the session featured focused deliberations on building robust market linkages, strategic planning, and expanding the role of FPCs in value chain development.

INTERNATIONAL INTERNS JOIN MSF FOR LEARNING ENGAGEMENT



Mahashakti Foundation welcomed three international students from the KIIT School of Rural Management (KSRM) for a comprehensive two-month learning engagement at its Head Office in Bhubaneswar. During an introductory meeting with the Managing Director and the senior management team, the students discussed their specific areas of interest, gained insights into the organization's diverse development programs, and received their initial project assignments. This collaborative engagement is strategically designed to provide hands-on, practical exposure to grassroots development work & professional knowledge exchange.

VEDANTA JHARSUGUDA LAUNCHES VEDSHILP CSR OUTLET



Supported by **Vedanta Aluminium Metal Limited**, Jharsuguda, Project Subhalaxmi Udyogini inaugurated the CSR product outlet "VedShilp" at the Vedanta Township. The facility was officially inaugurated by Mr. C Chandru (CEO, Vedanta Aluminium Jharsuguda). The retail outlet showcases a diverse array of unique products, including Vedsuta, Vedmurtika, jute craft items, Vedswad, and candles developed by local women-led enterprises. This platform serves as a common marketing hub, creating enhanced market access and critical commercial visibility for rural entrepreneurs.

ANNUAL CHANGEMAKERS CONCLAVE 2026



The Annual Changemakers' Conclave 2026 was held from 17-19 May 2026 at Wild Berry Hotels & Resorts in Puri, Odisha. Bringing together Project Managers, Senior Managers, and team members of the Mahashakti Foundation, the three-day event operated under the theme "Leading the Team with Clarity, Dignity & Values." Designed as a premier platform for leadership development, organizational reflection, and capacity building, the conclave blended experiential learning with interactive discussions to foster professional competencies and personal growth.

The program commenced with an inaugural address by the Managing Director, Mr. Jugal Kishore Pattnayak, who emphasized value-driven leadership, organizational discipline, and collective growth. National Trainer Mr. Raghunandan Pattnaik and Certified Life Coach Mr. Sangram Keshari Sahoo facilitated the sessions, guiding participants through activities focused on communication, emotional intelligence, teamwork, and core organizational values.

The first day centered on leadership foundations and value-based learning. Through interactive tools like the Card Priority Game and audio-visual reflection sessions, participants explored decision-making, strategic thinking, resilience, and stress management. Group exercises addressed conflict management, listening skills, mentoring, and feedback mechanisms. A key highlight was the introduction of the LEAD framework (Learn, Evaluate, Adapt, and Drive), which reinforced lifelong learning, self-evaluation, adaptability, and purposeful action. Extensive discussions on honesty, empathy, courage, transparency, excellence, and candour underscored their vital role in shaping organizational culture.

The second day shifted focus toward self-awareness, team synchronization, and performance management. Participants reflected on positive childhood qualities, such as curiosity, confidence, and resilience and mapped their relevance to modern leadership. Interactive simulations, including the Flying Bird Synchronization Exercise, Drivers and Roadblocks Analysis, and the Balloon and Toothpick Risk Management Exercise, highlighted the absolute necessity of rigorous planning, active listening, accountability, and effective decision-making. The day concluded with deep dives into collective leadership, emphasizing the principle of "Not I, Not You, But WE" to reinforce mutual trust and shared ownership.

The final day concentrated on refining organizational systems and achieving professional excellence. Dedicated sessions on HR policies strengthened the team's understanding workplace ethics. Parallel finance modules focused heavily on financial transparency, and audit preparedness. Furthermore, communication and branding sessions highlighted photography, documentation standards, & visual storytelling. A special address by Mr. Pradeep Ghosal, Head CSR - Odisha, TPCODL, provided strategic guidance on integrated reporting, GRI alignment, and institutional credibility.

Ultimately, the conclave concluded with a renewed corporate commitment toward value-driven leadership, transparent operational systems, and a highly collaborative organizational culture.



SUCCESS STORY



WOMEN SHG ENTERPRISE DEVELOPMENT

SHG women across rural Odisha have strong collective savings habits but limited access to skills, equipment, and markets needed to build enterprises. Project Sakhyam directly addressed this gap by equipping women with productive assets, capacity building, and market linkages to move from savings groups to active entrepreneurs.

₹ 2,69,584 Total turnover in 3 months	65 Households benefited in total	4 Gram Panchayats covered	4 Enterprise types promoted
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APPROACH

- Machinery & Equipment: Machines for paper plate, agarbatti, and millet processing; mushroom cultivation kits.
- Capacity Building: Production techniques, enterprise management, pricing, and customer interaction.
- Market Linkage & Mentoring: Ongoing support connecting enterprises to local buyers, institutions, and community markets.

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QUALITATIVE IMPACT

- Women managing enterprises, making pricing decisions, and handling customers independently
- Household income contributions strengthening women’s decision-making role at family level
- Community economic activation: local supply chains, local buyers, local market circulation
- Millet enterprise creates dual impact: livelihood income + local nutrition promotion
- Growing commercial confidence and readiness for further scale among enterprise members

Enterprise	Turnover	Share	Key Observation
Mushroom Cultivation	₹147,700	55%	Highest demand; short cycle; low capital
Paper Plate Production	₹87,524	33%	Consistent institutional & event demand
Agarbatti Manufacturing	₹23,010	9%	Year-round household & retail demand
Millet-Based Food Products	₹11,350	3%	Adds value to local millet; dual nutrition benefit
TOTAL (3 months 4 GPs 65 households)	₹269,584	100%	Cumulative business turnover April – June 2025

