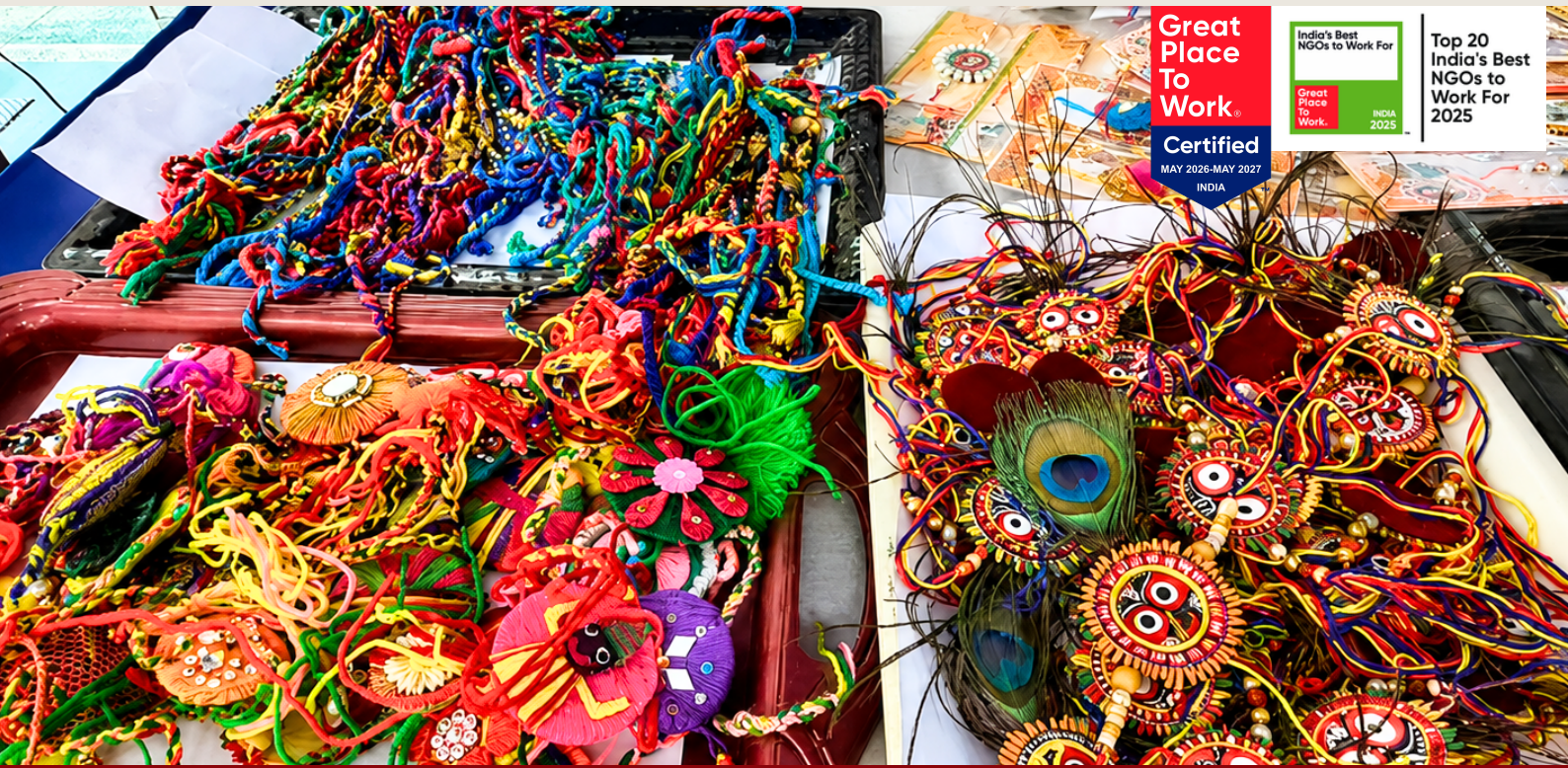


September, 2026

IN FOCUS



Showcasing of Handcrafted Rakhis in Bhubaneswar

Picture Credit: Neha Nayak, Marketing Manager - TPCODL

HINDALCO'S PROJECT SHAKTI HONoured



Project Shakti, supported by **Hindalco Industries Limited**, was honoured with the prestigious Legend Award at the **21st Exceed CSR Awards**, presented by the Hon'ble Governor of Gujarat, Shri Acharya Devvrat. The initiative drives women-led non-farm enterprises by formalizing informal livelihoods into sustainable income sources through essential capacity building, market linkages, compliance support, and enterprise infrastructure.

MSF MANAGING DIRECTOR FELICITATED AT KIIT KONCLAVE



Mr. Jugal Kishore Pattnayak, Managing Director, Mahashakti Foundation, was honoured and felicitated at the 7th National Rural Management Konclave 2026, organized by **KIIT School of Rural Management (KSRM)**, KIIT Deemed to be University, Bhubaneswar. The honour was presented in recognition of Mahashakti Foundation's significant contribution to rural development and its continued efforts towards the socio-economic upliftment of rural and underserved communities across Odisha and Andhra Pradesh. The conclave brought together development practitioners, academicians, government representatives, corporate institutions, and other stakeholders for meaningful dialogue on contemporary rural development challenges.

IRRI DIRECTOR VISITS PUINTALA PRAGATI FPCL



Dr. Madhura Swaminathan, Director at the International Rice Research Institute (**IRRI**), visited Puintala Pragati FPCL of **NABARD**-supported Central Sector Scheme of the **Government of India** for promotion of 10,000 FPOs. She toured the enterprise's processing centre, cafeteria, and local villages, interacting with the BoDs and farmer shareholders. Discussions centred on promoting nutritious rice varieties, quality seed production, and indigenous pulses like green gram and horse gram. Dr. Swaminathan shared strategic insights on value addition, sustainable agricultural practices, and strengthening market linkages to scale farmer-led business enterprises.

PROJECT SAKHYAM PILOTS PADDY BUND CULTIVATION



A Kharif-season pilot under Project Sakhyam, supported by **Jindal Stainless Ltd (JSL)**, is utilizing paddy bunds for cultivating blackgram and country beans. Covering 75 farmers across Damdorpur, Kumbhiragadiya, and Tikar villages, the initiative distributed quality seeds treated with Rhizobium and Trichoderma. Requiring no extra land or irrigation, the crops show healthy early emergence. This resource-efficient, climate-resilient approach optimizes unused farm spaces, effectively enabling crop diversification and generating additional farm-based income for participating smallholder families.

FARMERS PARTICIPATE IN FOCUSED SEED ASSESSMENT WORKSHOP



Under the **SBI Foundation**-supported Climate Smart Livelihoods Project, 25 farmers in Araskupa village, Kalahandi, participated in a focused seed assessment and capacity-building workshop. They documented and evaluated 13 regional varieties of paddy, pulses, and oilseeds, systematically categorizing them into desi, high-yielding, and hybrid strains. The interactive session focused heavily on sustainable preservation methods, regional demand mapping, and traditional community-based seed-exchange networks. This grassroots initiative laid a strong foundation for climate-resilient farming across the broader rural community.

TPNODL ORGANIZES HEALTH CAMP IN BHADRAK



Under Project Adhikaar, supported by **TPNODL**, a Mobile Health Unit program was successfully organized at Daipur in Bhadrak, drawing over 150 local community members. The initiative featured an essential awareness session on menstrual hygiene and good practices, comprehensive free medical check-ups, and key orientation on available government welfare schemes and entitlements. Five eligible beneficiaries were also identified and shortlisted for formal scheme linkage, ensuring continuous socio-economic support and healthcare access for vulnerable rural families.

PROJECT UDYAMEE TECHNICAL FIELD REVIEW IN KANSARIGUDA



Under Project Udyamee, supported by **Aditya Alumina Refinery**, Kansariguda (Hindalco | Aditya Birla Group), a two-day field visit was conducted to review micro-enterprises and provide technical handholding. The team delivered comprehensive guidance on poultry brooding, chick management, feed, vaccination, hygiene, and record-keeping. Mushroom farmers received training on substrate preparation, contamination control, and post-harvest handling. Additionally, interactions with Desi Poultry beneficiaries evaluated production challenges, disease control, input costs, and market linkages to enhance overall enterprise profitability and sustainability.

SUBJEE COOLERS DISTRIBUTED IN ATHMALLIK UNDER APC PROJECT



Under the **Government of Odisha**-supported APC Project in Athmallik, Angul, two women Producer Group members received Subjee Coolers as targeted livelihood support. Distributed by the District Collector, Angul, through Bandhan Bank's CSR initiative, the units address crucial post-harvest challenges. By helping small and marginal women farmers preserve the freshness of perishable produce, this intervention significantly minimizes spoilage, curbs economic distress, strengthens direct market linkages, and ensures better price realization and sustainable household income for local farming families.

TPCODL'S PROJECT ADHIKAAR MARKS WOMEN'S EQUALITY DAY



To mark Women's Equality Day 2026, an awareness program was organized in Dhenkanal under Project Adhikaar, supported by TP Central Odisha Distribution Limited (**TPCODL**).

The initiative focused on advancing women's rights, dignity, and socio-economic empowerment. Engaging local community members, discussions emphasized equal opportunities, safety, and protection for women and girls. The event underscored the critical need for collective grassroots action to eliminate barriers, fostering an inclusive environment where women actively participate in equitable community development.

HDFC'S PROJECT FRDP ADVANCES ORGANIC INPUT PRODUCTION



Under Project FRDP, supported by **HDFC Bank Parivartan**, the entrepreneurs of Maa Kali Bio-Resources Centre in Kansaragoda continued their eco-friendly production, preparing 75 litres of Neemastra and 37 litres of Jeevamruta. Actively scaling their enterprise, the centre also achieved local market sales of 15 litres of Handikhata and 7 litres of Neemastra. This successful production and commercialization milestone reinforces grassroots organic farming, strengthens community-led micro-enterprises, and provides local farmers with affordable, sustainable natural inputs.

VEDANTA'S MEGA BREASTFEEDING AWARENESS CAMP ORGANIZED



As part of World Breastfeeding Awareness Week, VGCB Port (**Vedanta Group**) organized a mega awareness camp in the One Town area, partnering with Apollo Hospitals and the ICDS Department. The event engaged 168 participants, including pregnant women, lactating mothers, and community members. Medical experts from Apollo Hospitals led critical awareness sessions emphasizing exclusive breastfeeding, balanced maternal nutrition, and essential infant care for optimal child growth. In addition to health sensitization, uniforms, school bags, and water bottles were distributed to Anganwadi children to actively support early childhood education.

PROJECT ADIKALA SHOWCASES TRIBAL CRAFTS



Project Adikala, supported by **Vedanta Aluminium Limited (Lanjigarh)**, showcased Jagannath-themed Saura Art and Dhokra craft products at an exhibition stall in the Vedanta Township. The initiative provided local artisans a direct platform to engage with consumers, understand evolving market preferences, and gather actionable customer feedback. By generating sales of over Rs 30,000, the exhibition successfully celebrated Odisha's rich tribal artistic heritage while opening vital market linkages and creating meaningful, sustainable economic opportunities for rural artisans.

NHM DIRECTOR VISITS VEDANTA'S SUBHALAXMI JUTE CENTRE



The Subhalaxmi Udyogini Project, supported by **Vedanta Aluminium Limited**, Jharsuguda, hosted State NHM Director Dr. Brundha D. (IAS), DPM-OLM Dr. Pushpasree Naik, Additional Executive Officer Mr. Sudhanshu Rout, and ABDO Rajesh Roshan at the Subhalaxmi Jute and Handloom Centre. The delegation reviewed women-led sustainable livelihoods driven by skill training and market access. Dr. Brundha emphasized adopting natural dyes, waste reduction, and circular economy practices while diversifying products. She also advocated for robust digital marketing and strategic branding to scale the reach of local handcrafted products.

MAHASHAKTI FOUNDATION CELEBRATES INDEPENDENCE DAY



Independence Day was celebrated with great patriotic fervour across all project locations of Mahashakti Foundation in Odisha and Andhra Pradesh. Field teams, and community members gathered to mark the occasion through ceremonial flag hoisting, cultural performances, and enthusiastic local participation. At the Head Office in Bhubaneswar, Director Operations - Mr. Mohan K. Baliyarsingh unfurled the national tricolour. The widespread celebrations reflected a shared commitment to community empowerment, national unity, and grassroots development across every operating geography.

RAKSHA BANDHAN STALLS - 2026

Mahashakti Foundation organised a series of dedicated Rakhi product stalls this August, giving rural women artisans direct access to high-potential corporate and institutional buyers across Bhubaneswar and Jharsuguda. The stalls formed an integral part of ongoing sustainable livelihood initiatives that actively connect grassroots producer groups with urban mainstream markets ahead of the auspicious festive season.

In Bhubaneswar, an extensive four-day Rakhi stall initiative was successfully implemented across prominent corporate offices and educational institutions with **TPCODL**'s dedicated support. The vibrant stalls featured authentic Rakhis and exquisite handicrafts made from Dhokra, coir, Sabai grass, paddy straw, Pattachitra, and palm leaf, meticulously sourced from women artisans engaged in traditional indigenous craft production. The first stall was held on 20th August at IDCO Tower, inaugurated by Mr. Pankaj Singh, Chief T&D, TPCODL.

The second stall was set up on 21st August at the TPCODL Corporate Office, Technology Centre, near Power House Square, and was officially inaugurated by Mr. Cosmos Damiyan Lakra, Lead HR. This stall also drew significant bulk orders from the Tata Power Mumbai Corporate Office, which enthusiastically reviewed the diverse products and placed orders for select items.

The third promotional stall was organized on 24th August at the **LTM** Office, Bhubaneswar, while the fourth was set up on 25th August at **AIPH University**, Bhubaneswar, where enthusiastic students and faculty members viewed, appreciated, and purchased the handmade products.

Simultaneously, a separate specialized stall featuring finely crafted Jute and Coir Rakhis was set up at the **Vedanta** Administrative Building in Jharsuguda under Project Subhalaxmi Udyogini, supported by Vedanta Aluminium Limited. The products on display were crafted by members of the Kaushalika Producer Group as part of their structured income-generation activities. Corporate staff at the office made purchases throughout the day, showing consistent appreciation for the eco-friendly range, while senior corporate officials reviewed the artisanal products on display.

Both market-linkage initiatives successfully created a viable direct marketing channel for rural women-led producer groups, effectively bridging the gap between handmade creations and discerning urban corporate buyers. The exhibition also provided these producer groups, working with natural raw materials such as Dhokra, coir, Sabai grass, jute, palm leaf, and Pattachitra, a transformative opportunity to present their heritage crafts well beyond their traditional village production centers, establishing a resilient customer base across two major commercial districts.



Rakhi Stall at TPCODL Office, IDCO Tower, Bhubaneswar



Rakhi Stall at Vedanta Administrative Building in Jharsuguda



Rakhi Stall at LTM Office, Bhubaneswar



Rakhi Stall at AIPH University, Bhubaneswar

SAMRIDDHI UTSAV - 2026



Samriddhi Utsav 2026, themed "Honouring the Artisans Who Build Our Heritage," was organized at Kala Bhoomi, Bhubaneswar, in collaboration with **TP Central Odisha Distribution Limited (TPCODL)**. The festival brought together over 100 artisans from Samriddhi handicraft clusters across Khordha, Puri, Ganjam, and Dhenkanal districts, celebrating the timeless skill, rich culture, and indigenous heritage that these rural communities proudly carry forward.

The event was inaugurated by **Mr. Pankaj Kumar Singh**, Head CSR (Transmission & Distribution), **Tata Power**. It was graced by several distinguished guests, including **Ms. Sumana Saha**, Regional Manager, **TRIFED**; **Mr. Roshan Kartik**, Deputy CEO Marketing, **ORMAS**; **Mr. Prashant Mahapatra**, Manager, **Utkalika**; **Ms. Anamika Panda**, AGM, **NABARD**; **Ms. Abha Mishra**, Head, **UNDP Odisha**; **Mr. Dillip Sahoo**, Head CSR, **TPSODL**; and **Ms. Itishree Kanungo**, Vice President, Mahashakti Foundation.

Through the course of the program, the guests spoke about what it will take to secure the future of these crafts: stronger livelihoods for artisans, continued skill development, better market linkages, and closer convergence with government schemes designed to support traditional handicrafts. Several speakers pointed out that preserving a craft means little if the artisans practising it cannot earn a decent living from it. Technique alone will not carry these traditions forward, but sustainable livelihoods definitely will.

One of the major highlights of the day was the vibrant display of handcrafted products brought by participating artisans. Visitors moved between stalls filled with Dhokra metalwork, palm leaf engravings, coir products, and other traditional crafts, many getting a first-hand look at live demonstrations of the intricate techniques involved. Watching artisans work their raw materials in real time gave the event a dynamic energy that a simple exhibition could not have matched, drawing steady crowds throughout the entire day.

The program also included a special felicitation ceremony where five artisans, recognised for their exemplary excellence in handicrafts, were honoured by the guests for their invaluable contribution to keeping these cultural traditions alive.

Samriddhi Utsav has become an important platform for Odisha's artisan communities each year, giving them vital visibility beyond their local markets and connecting them with institutions, market leaders, and government officials who can help shape better economic opportunities for their craft. This year's edition, held under the Samriddhi initiative supported by TPCODL, reaffirmed that collective commitment, bringing policymakers, market experts, and rural artisans together to build a prosperous future for Odisha's handicraft heritage.

SUCCESS STORY



AZOLLA GAON - HOW A TINY FERN TRANSFORMED AN ENTIRE VILLAGE

Nestled in the Bhuvan Block of Dhenkanal district, Mathanuagaon, an Adivasi-majority village, has emerged as a remarkable example of sustainable rural transformation. Supported by the **HDFC Parivartan** Chirantan Project and implemented by Mahashakti Foundation, the village has embraced Azolla cultivation, turning a simple aquatic fern into a powerful tool for improving livelihoods, reducing farming costs, and strengthening household incomes.

When Azolla cultivation was first introduced, the response from the community was far from encouraging. Many villagers questioned its purpose, wondering how a floating fern could possibly benefit their livestock or improve their livelihoods. To them, Azolla appeared to be nothing more than an ordinary aquatic weed. Recognizing these concerns, the project team conducted regular demonstrations, awareness sessions, and practical training programmes. Farmers gradually learned that Azolla is a highly nutritious, protein-rich feed suitable for poultry, cattle, goats, ducks, and fish. Its rapid growth, low cultivation cost, and minimal maintenance requirements made it an ideal solution for smallholder farmers.

Mathanuagaon comprises 125 households, of which 90 households were covered under the project, including 75 SC/ST families. Since livestock rearing is an integral part of the local economy, Azolla cultivation naturally complemented existing livelihood practices.

Today, 55 farmers actively cultivate Azolla in simple backyard water beds and farm ponds. The fern is harvested four times every month, with each cycle producing 10-13 kg, resulting in a monthly yield of approximately 40-52 kg. While a significant portion is used as nutritious livestock feed, reducing dependence on commercial feed and lowering rearing costs, the surplus is sold at ₹50 per kilogram, enabling farmers to earn an average additional income of ₹2,500 per month. Beyond the financial benefits, farmers have reported healthier livestock, improved poultry growth, better milk production, and enhanced productivity, making Azolla an integral part of their farming system.

What began as a small pilot intervention has now evolved into a community-wide movement. Farmers who initially hesitated have become champions of the practice, motivating neighbours, sharing cultivation techniques, and encouraging wider adoption. Recognizing this remarkable transformation, the village has proudly earned the title "Azolla Gaon" - The Village of Green Gold. The name reflects not only the widespread adoption of Azolla but also the confidence and optimism it has brought to the community.

Today, Mathanuagaon stands as a living example of how a simple, low-cost innovation, backed by community participation and sustained handholding, can transform rural livelihoods. Through the continued support of the HDFC Parivartan Chirantan Project, the village is inspiring neighbouring communities to adopt sustainable agricultural practices and build resilient, self-reliant futures.

ବିଶ୍ୱ ମାନବିକତା ଦିବସ କର୍ମଶାଳା

ସେମାନେ ବିଶ୍ୱ ମାନବିକତା ଦେବ କର୍ମଶାଳା ଅନୁଷ୍ଠାନ ହୋଇଯାଇଛି । ଅଧିକାର ମିତ୍ର
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ହେଉଛି ଉପାଦାନର ମୂଲ୍ୟର ଉପରେ ନିର୍ଭର କରେ । ମାଧ୍ୟମିକତା, ସହାୟତା

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में सम्मानित हुए शिल्पकार