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IN FOCUS



TPWODL PROJECT'S CSR VICTORY



As a dedicated implementing partner, Mahashakti Foundation takes immense pride in collaborating with **TP Western Odisha Distribution Limited (TPWODL)** for being recognized as the Platinum 1st Runner-up at the prestigious CII National Excellence Practice Competition on Sustainability 2026 for the "Climate-Resilient Agriculture through AWD Method of Paddy Cultivation" Project. We have implemented this project in Bheden and Sohela blocks of Bragarh District.

TPNODL WITH MSF LAUNCHES PROJECT ADHIKAAR



Mahashakti Foundation, with support from **TP Northern Odisha Distribution Limited (TPNODL)**, has launched Project Adhikaar across five districts of northern Odisha: Balasore, Jajpur, Mayurbhanj, Bhadrak, and Keonjhar. Dedicated to enhancing access to government welfare schemes and social security entitlements, the CSR initiative deploys Adhikaar Mitras to bridge the gap between citizens and state services. The project aims to directly impact 5,000 households and indirectly benefit 10,000 people, focusing specifically on PVTG communities, marginal farmers, women-headed households, and youth. Through close collaboration with local administration, PRI members, and community stakeholders, the initiative ensures no eligible household is left behind.

PROJECT SHIKSHA HONOURS 2,500 DIGITAL LITERACY STUDENTS



A felicitation program was organized under Project Shiksha, supported by **Vedanta VGCB** to recognize the participation and achievements of nearly 2,500 students enrolled in the project's digital literacy initiative during the 2025-26 academic year. Implemented across four government schools in the urban area, Project Shiksha has established modern computer laboratories with dedicated computer instructors, enabling students from Classes 6 to 9 to develop essential digital skills and computer knowledge. It aims to strengthen digital literacy and equip students with competencies required in an increasingly technology-driven world.

RAGI TRANSPLANTATION STARTED IN BARGARH



The inaugural ragi transplantation for the Kharif 2026-27 season in Bargarh district was successfully conducted at Talpadar village, Bijepur Block, on the farm of Shri Digambara Padhan. Supported by the **Government of Odisha** under Shree Anna Abhiyaan, the event marked the formal start of the district's seasonal millet cultivation. Attended by Shri Sourav Kumar Sethy (AAO, Bijepur), local coordinators, and progressive farmers, the program actively encouraged the adoption of improved ragi transplantation techniques for higher crop productivity and sustainable farming.

MISSION SHAKTI CEO VISITS TPCODL'S NADHANA COIR CLUSTER



Dr. Monica Priyadarshini, IAS, State Mission Director-cum-CEO, Mission Shakti, Odisha, visited the Nadhana Coir Cluster alongside officials from Mission Shakti, OLM, and ORMAS. Skill development and capacity building for local artisans are facilitated here under Project Samridhi, supported by **TP Central Odisha Distribution Limited (TPCODL)**. During interactions with cluster representatives, the delegation reviewed progress and prioritized key future developments, with a major focus on establishing a Common Facility Centre (CFC) to enhance production capacity, streamline operational efficiency, and accelerate economic growth.

JHARSUGUDA COLLECTOR VISITS VEDSUTA CENTRE



The Subhalaxmi Udyogini Project, supported by **Vedanta Aluminium Metal Limited**, Jharsuguda, hosted the Hon'ble Collector of Jharsuguda, IAS Mr. Kunal Motilal Chauhan, at the Subhalaxmi Jute and Handloom Centre. Interacting with SHG members and reviewing their products, he praised the craft quality and acknowledged the project's impact in empowering over 5,000 women across diverse livelihood sectors. He advised strengthening market linkages by leveraging government platforms, assuring full administrative support for future training, capacity building, and market expansion.

JSL CSR LEADERSHIP VISITS PROJECT OFFICE IN DANAGADI



A senior delegation from **Jindal Stainless Limited (JSL)**, including Mr. Sushil Baveja (CHRO), Mr. Sukanta Kumar Rath (Head CSR), along with Mr. Rameswar Tripathy and Ms Elivia D'Souza visited the Danagadi Block Project Office. Discussions focused on analyzing the Rapid Baseline Assessment and formulating SOPs to streamline local micro-enterprises. The team also conducted field visits to IGA-supported Paper Plate, Millet, Mushroom, and Agarbatti units. Interacting directly with community members, leaders reviewed sales, profitability, and operational progress, offering valuable strategic guidance to ensure long-term business sustainability.

THE HINDALCO CSR LEADERSHIP INAUGURATES CSC AT NAKTIGUDA



A Common Service Centre was inaugurated at Naktiguda village under Project Udyamee, supported by **Aditya Alumina Refinery**, Kansariguda (Hindalco | Aditya Birla Group). The facility aims to bridge service delivery gaps by providing essential digital and government services while creating a sustainable livelihood for a local entrepreneur. The centre was inaugurated by senior leaders, including Mr. Avijit Raju (Group Head, CSR), Mr. Siba Mahapatra (Cluster Head, CSR), Mr. Deepak Mohanty (HR Head), Mr. Tanmaya Mohanty (Unit CSR Head), and Mr. Basant Panigrahi (Assistant Manager, CSR).

SBI FOUNDATION SUPPORTS INDIGENOUS PADDY CONSERVATION



Traditional paddy seed varieties, including Mugdhi, Jhuli, Kusumkali, and Sunaharini, were distributed to local farmers in Araskupa and Dalabahali villages, M. Rampur, under the SBI Foundation-supported Climate Smart Livelihoods Project. Directly aiming to conserve indigenous agricultural biodiversity, the initiative required all participating farmers to sign consent forms committing to organic cultivation practices. Furthermore, beneficiaries agreed to return a portion of their harvested seeds to the community seed bank, effectively ensuring neighbouring farmers gain access to these resilient, traditional varieties in upcoming agricultural seasons.

SAMBALPUR COLLECTOR REVIEWS KHEYTI NET HOUSE MODEL



The District Collector of Sambalpur visited the Kheyti Demonstration Net House at Kayakud Village in Jujomura Block under the APC Project, supported by the **Government of Odisha**. Accompanied by the BDO, Tahasildar, AHO, and BAO, the Collector reviewed the successful model and interacted directly with farmers to evaluate its potential for climate-smart agriculture. Strongly emphasizing a cluster-based expansion to extend the benefits of protected cultivation, he highlighted that the Net House will function as a vital learning and exposure hub for local farmers seeking to adopt modern practices.

GOVINDA BHOGA PADDY BOOSTS CLIMATE-RESILIENT FARMING



Climate-resilient agriculture is gaining momentum in the Mahara Check Dam command area of Bhuban Block, where 10 progressive farmers have established a 5-acre demonstration plot of the indigenous aromatic paddy variety Govinda Bhoga, under the FRDP Project supported by **HDFC Bank Parivartan**. Chosen for its premium quality and market demand, the variety promises better income opportunities. Seeds were treated with Jeevamruta before nursery raising, followed by line transplanting to improve crop management and productivity. The initiative reflects a blend of traditional seed conservation and natural farming, advancing climate resilience and rural livelihoods.

HORTICULTURE OFFICIALS VISIT PATNAGARH FPCL



The Director of Horticulture, Shri Kalunge Gorakh Waman, IFS, along with Dr. Prafulla Kumar Bhanja (Joint Director), Shri Pramod Sethy (Assistant Director), and Dr. Vivek Kumar Nayak (DDM, NABARD), visited Patnagarh Pragati FPCL. Promoted under the Central Sector Scheme and supported by **NABARD**, the FPC showcased its outlet and future business plans. The dignitaries interacted with the Board of Directors and inspected member farmers' mango orchards, praising the collective's impactful efforts in advancing horticulture-based livelihoods and enhancing market linkages for local growers.

52 ACRES OF MAT NURSERIES ESTABLISHED ACROSS BALANGIR



To address labor shortages and lower cultivation costs, mechanized paddy transplantation via mat nursery preparation is being promoted across Gudvella, Deogaon, and Saintala blocks under **Reliance Foundation's** CSR initiative. The systematic process involves growing germinated seeds in nursery frames over perforated polythene sheets, producing 100–120 mat cakes per acre. Using mechanical transplanters ensures uniform spacing while reducing transplantation costs from INR 6,000 to INR 3,000 per acre. With 52 acres of mat nurseries prepared and 5 acres transplanted so far, the project aims to cover 200 acres this fiscal year.

DIGNITARIES VISIT PROJECT SHAKTI STALLS AT MSME KARYAKRAM



Shri Rehan Khatri (SMC Commissioner, Sambalpur), Shri Jayanarayan Mishra (MLA), and Shri Prasanna Kumar Patra (PD-DRDA) visited Project Shakti's stalls at the Udyami Odisha MSME Karyakram 2026. Supported by **Hindalco Industries Limited** (Hirakud FRP), the team was warmly welcomed by Mr. Jitesh Rath (Senior Team Lead, Hindalco). After being thoroughly briefed on CSR initiatives driving women's empowerment and sustainable livelihoods, the dignitaries highly commended the grassroots impact and received beautiful handcrafted Saura paintings from local artisans as a token of appreciation.

THE LEADERSHIP LENS...

Monthly thought leadership and field wisdom from sector veterans.

ART & CRAFT : PRESERVING HERITAGE, EMPOWERING COMMUNITIES

Art and craft are not merely expressions of creativity; they are the living heritage of Odisha, carrying forward traditions, skills, and community identity across generations. At Mahashakti Foundation (MSF), the Art & Craft Programme has emerged as a flagship initiative, promoting sustainable livelihoods while preserving the state's rich cultural legacy.

With the support of valued partners such as Tata Power, Vedanta, Aditya Birla Group, Reliance Foundation and NABARD, MSF has created livelihood opportunities for artisans across Khurda, Puri, Dhenkanal, Kalahandi, Sambalpur, Jharsuguda, Balangir and Rayagada districts. Our vision goes beyond preserving traditional crafts; it is about building a sustainable future where artisans can support their families, educate their children, and empower women through dignified livelihoods.

Over the past decade, MSF has worked with artisans engaged in Dhokra Metal Craft, Palm Leaf Carving, Pattachitra, Terracotta, Textiles, Straw Craft, Appliqué, Sabai Craft, and Coir Craft. Recognizing that each craft has unique challenges, MSF provides need-based support across the value chain through skill development, design innovation, expert guidance, and market linkages. Sales outlets in Bhubaneswar and other partner locations, along with the marketing efforts of Kalapunarathan Producer Company, have strengthened market access for artisan products.

For many families, traditional crafts are both a source of livelihood and a symbol of cultural pride. Many women enter the sector during periods of financial hardship, transforming a survival strategy into a path toward self-reliance and recognition. Others continue family traditions, especially in crafts like Dhokra, where knowledge is passed down through generations. However, becoming a skilled artisan capable of producing complete, market-ready products requires years of training, mentoring, and perseverance.

Despite their exceptional craftsmanship, artisans face significant challenges. Consumers often unaware the



time and skill involved in handmade products, making fair compensation difficult. Competition from low-cost machine-made products and seasonal fluctuations in demand further affect their livelihoods.

Through sustained partnerships and community-based interventions, Mahashakti Foundation continues to strengthen artisan livelihoods while safeguarding Odisha's artistic heritage. However, creating a vibrant and sustainable handicraft ecosystem requires greater collaboration among government departments, CSR partners, civil society organizations, market institutions, and consumers. When we support artisans, we do more than preserve traditional crafts, we nurture livelihoods, empower women, strengthen rural economies, and ensure that Odisha's timeless artistic legacy continues to inspire future generations.

Mr Mohan K Baliyarsingh
Director Operations
Mahashakti Foundation



PLANTATION DRIVE - VAN MAHOTSAV 2026



As part of ongoing environmental conservation and climate-resilient development initiatives, large-scale tree plantation drives were successfully conducted across multiple projects in Odisha during Van Mahotsav 2026. These coordinated efforts brought together corporate social responsibility partners, government departments, local community institutions, and smallholder farmers to enhance green cover and foster ecological balance.

Under Project Adhikaar, supported by **TP Central Odisha Distribution Limited**, a plantation program was organized at Pallivikash High School in Koi. A total of 259 saplings were planted on the school premises through active participation from students, teachers, School Management Committee members, and project staff to raise environmental awareness among youth. Simultaneously, under Project Samridhi, which is also supported by TP Central Odisha Distribution Limited, environmental awareness and plantation activities were conducted across three prominent craft clusters: the Gopinath Coir Craft Cluster in Nadhana, Nimapada, Puri; the Dhokra Metal Craft Cluster in Nuagaon, Saptasajya, Dhenkanal; and the Straw Craft Cluster in Kanka, Gondia, Dhenkanal. Participating artisans were sensitized on biodiversity conservation, resource protection, and ecological resilience while planting saplings around their cluster facilities and neighboring community spaces.

In alignment with rural livelihood enhancement, the **NABARD**-supported Tribal Development Fund WADI Programme achieved significant progress by planting a total of 6,000 fruit-bearing plants across beneficiary WADI plots for gap filling. In addition, 1,000 forestry plants were planted in close collaboration with the Forest Department to promote biodiversity enhancement and ensure long-term ecological sustainability for tribal communities. Similarly, in Kalahandi district, the Central Sector Scheme Farmer Producer Companies, in collaboration with the Horticulture Department, planted and distributed over 5,000 fruit-bearing saplings during the current year. This initiative effectively strengthens climate-resilient agriculture while opening up sustainable, long-term income opportunities for farmer members through high-value horticulture.

Infrastructure-focused environmental efforts were also spearheaded under the Central Sector Scheme for Farmer Producer Companies by Muribahal Pragati FPCL in Balangir district, which executed targeted roadside plantation drives across key rural routes. The team planted 150 saplings across Chalki and Karla villages, followed by another 400 new and gap-filling saplings in Rengali within the Loisingha Block. Furthermore, under the **SBI Foundation** Project, dedicated staff members spearheaded the innovative "One Tree for One Family Member" campaign. They planted trees across strategic locations in the Gudvella, M. Rampur, and Narla blocks, successfully encouraging family-level environmental accountability and community ownership over local greening efforts.

SUCCESS STORY

TPCODL
TP CENTRAL ODISHA
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(A Joint Venture of Tata Power and Government of Odisha)



PHULA JANI GAINS LONG-TERM FOOD SECURITY

For a woman living alone in a small village in Nayagarh district, food is the first thing she thinks about in the morning and the last thing she worries about at night. For Phula Jani of Kandha Nuasahi, that worry had stretched across years, quietly accumulating into a kind of chronic insecurity that most government statistics never capture. Phula Jani belongs to a demographic that falls through the cracks more often than it is counted: a rural woman, likely from a low-income household, without the documentation, literacy, or institutional access to navigate the bureaucratic requirements that determine whether a family eats with some regularity or not. The National Food Security Act, enacted to guarantee subsidised grain to the country's most vulnerable households, had been in operation for years. But a guarantee on paper means nothing without a name on a ration card, and Phula Jani's name was not on one.

The gap between entitlement and access is rarely dramatic. It does not announce itself. It accumulates quietly in the form of irregular meals, skipped nutrition, money spent on open-market grain that should have been subsidised, and a slow erosion of household financial stability that compounds over time. Families without ration card access often spend two to three times more on the same quantity of rice and wheat that NFSA beneficiaries receive at heavily subsidised rates. In a household already operating on the margins, that difference is not a statistic. It is the difference between two meals and one.

The intervention that changed Phula Jani's situation was the sustained, ground-level work of Urmila Jani, an Adhikaar Mitra under the TPCODL CSR initiative. Adhikaar Mitras function as community-level navigators, trained individuals who understand the procedural requirements of government welfare schemes and work directly with beneficiaries to ensure their documentation is in order and their applications move forward. In Phula Jani's case, Urmila Jani identified the gap, gathered the necessary records, and pursued the process until Phula Jani's name was formally enrolled on the ration card. The result is concrete and lasting. Under the NFSA, Phula Jani is now entitled to subsidised foodgrain every month, for the rest of her life. She receives five kilograms of rice or wheat per month at Re. 1 to Rs. 3 per kilogram, compared to open-market prices that can exceed Rs. 30 to Rs. 40. On an annual basis, that translates to a saving of roughly Rs. 1,500 to Rs. 2,000, a significant sum for a household with limited or no regular income. More importantly, it eliminates the uncertainty. The question of whether there will be grain in the house this month has been answered, permanently.

What Phula Jani's case illustrates is a pattern seen across rural Odisha: eligible beneficiaries who remain outside the system because the process to get included requires time, documentation, and institutional knowledge that most marginalised households simply do not have. The presence of a trained, community-based facilitator like Urmila Jani directly addresses this gap. One enrollment may seem modest in isolation. But multiplied across hundreds of similar cases in a single block, it represents a measurable shift in how welfare actually reaches the people it was designed for.

