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MANGO EXPORT TO GERMANY AND ITALY



In a major milestone under NABARD's Central Sector Scheme, Hon'ble Deputy Chief Minister and Agriculture Minister Shri Kanak Vardhan Singh Deo flagged off a 2-tonne fresh mango consignment for export to Germany and Italy. Produced by Patnagarh Pragati FPCL, this launch significantly enhances international market access for local farmer-producers. During the event, the Deputy Chief Minister also officially inaugurated the FPC's website to boost digital visibility.

BMC MAYOR MRS. SULOCHANA DAS HANDS OVER PUSHCARTS



A significant step towards improving the lives of local street vendors was marked with the highly successful handover of 100 customized pushcarts under the impactful initiative "Enhancing the Livelihood Security of Street Vendors in Bhubaneswar through Pushcart Support," generously supported by HDFC Bank Parivartan. The landmark distribution program was officially inaugurated by the Hon'ble Mayor of Bhubaneswar Municipal Corporation, Mrs. Sulochana Das, at the BMC Office in Bhubaneswar. These modern pushcarts will directly help vendors carry out their daily businesses in a much more organized, hygienic, and secure manner while significantly enhancing market visibility, reducing roadside encroachment, and strengthening long-term household income security.

VEDANTA LANJIGARH IGNITES SABAI GRASS CRAFT TRAINING



A new chapter in artisan-led livelihood development began with the inauguration of the Sabai Grass Craft Training Program at Humajhola Village in Lanjigarh. Launched under Project Adikala, supported by **Vedanta Aluminium Metal Limited**, the initiative brings together 30 women and girls eager to build handicraft skills. This month-long training program equips participants with practical knowledge in Sabai grass production, design innovation, and market-oriented craftsmanship, investing in the preservation of indigenous craft knowledge with a vision of linking regional cultural heritage with sustainable economic opportunities.

TPCODL RAISES AWARENESS IN DASPALLA AND KANKADAHADA



The World Day Against Child Labour was observed across the Daspalla and Kankadahada project fields of Project Adhikaar, supported by **TPCODL**, on 12 June 2026. The observance raised critical awareness regarding child rights, bringing together community members, students, elected representatives, Anganwadi and ASHA workers. Through rallies, meetings, and slogan campaigns, participants highlighted the harmful effects of child labour and key legal protections. The programs reinforced the responsibility of communities to send children to school, concluding with a mass pledge to eliminate child exploitation.

FISHERIES-BASED COLLECTIVE MARKETING UNDERTAKEN



The members of Anjalika SHG, associated with the Matrushakti Producer Group in Rugdipali village under the Jujomura APC project, supported by the **Govt. of Odisha**, conducted two rounds of collective fish marketing. Supported by the **Fisheries Department** convergence and financial subsidy incentives, the group scaled its enterprise activities. Across two events, the members sold 233 kg of fish, generating a cumulative business value of Rs. 32,800. By marketing directly to local villagers and vendors, the initiative demonstrated the growing capacity of rural women to manage collective commercial models, and eliminate intermediaries.

SBI FOUNDATION ESTABLISHES AGRI-RESOURCE HUBS



Under the Climate Smart Livelihoods Project, in collaboration with **SBI Foundation**, Farmer Field Schools, Bio-Input Resource Centres, and Custom Hiring Centres were operationalized across three villages: Sindurmunda in Gudvella, Araskupa in M. Rampur and Khairmal in Narla. The programs featured hands-on demonstrations for preparing organic bio-inputs like Handi Khata, Neemastra, and Jeevamruta. Participation from farmers, SHG members, BIRC representatives, and Paribesh Mitras marked a major milestone toward building climate-resilient, sustainable agricultural ecosystems.

A PAPER PLATE ENTERPRISE INAUGURATED IN HIRAKUD



A new Paper Plate Enterprise was inaugurated at Christianpada, Hirakud, under Project Shakti, supported by **Hindalco Industries Limited**. The unit creates sustainable livelihood opportunities for 10 women entrepreneurs from two local SHGs. The facility was inaugurated by Hindalco's senior HR and CSR leadership, including Mr. T.M. Minna Prakash and Dr. Krishna Kumar Padhi. The enterprise received end-to-end support—including business planning, capacity building, and value chain development—through robust convergence with DIC Sambalpur and an SBI loan linkage. Focusing on buffet paper plate production, the co-invested unit has already secured a bulk buyer.

CHECK DAM CONSTRUCTION UNDERWAY IN DEOGAON BLOCK



The construction of a check dam at Magur Doro Nala in Jhinkermal village, Deogaon Block, is currently underway under the Improving the Self-Reliance and Resilience of Rural Communities Project, supported by **Reliance Foundation**, in Balangir District. Part of a wider water harvesting renovation initiative, the structure will provide critical irrigation support to 19 farmers across an 11.4-acre command area upon completion. The check dam is strategically designed to improve groundwater recharge, enhance soil moisture, and strengthen local agricultural resilience against water scarcity during dry spells.

PROJECT SAKHYAM DRIVES WOMEN-LED MICRO-ENTERPRISES



Under Project Sakhyam, supported by **Jindal Stainless Ltd**, SHG members across four Gram Panchayats in Jajpur have successfully established sustainable income-generating enterprises. Fueled by targeted machinery provisioning, capacity-building training, and robust market linkages, these women-led businesses span paper plate production, agarbatti manufacturing, millet-based foods, and mushroom cultivation. Over three months, the initiative has generated a cumulative business turnover of Rs. 2,69,584, creating sustainable livelihoods for 65 households. Beyond economic metrics, the project continues to foster deep confidence, capability, and community self-reliance.

PROJECT SUBHALAXMI UDYOGINI SETS UP RAJA PARBA STALL



Under Project Subhalaxmi Udyogini, supported by **Vedanta Aluminium Metal Limited**, Jharsuguda, the Vedswad SHG successfully set up an authentic food stall during the three-day Raja Parba celebration at the Vedanta Township. The SHG members prepared and sold iconic traditional delicacies, including Poda Pitha, Manda Pitha, Kakara Pitha, Arisa, Bhujia Pitha, and Jhal Mudhi. The festive stall was visited by Ms. Harmeet Sehra (Aluminium Sector CSR Head) along with members of the Ladies Club, who highly commended the women entrepreneurs for preserving and promoting Odisha's rich culinary heritage.

ARTISANS PRODUCE OVER ONE HUNDRED CANVAS PAINTINGS



The 30-day Basic Saura Art Training Program at Singaram Village has been successfully completed under Project Udyamee, supported by **Aditya Alumina Refinery, Kansariguda (Hindalco Industries Ltd)**. Throughout the intensive workshop, local artisans displayed remarkable dedication and creativity, culminating in the production of 105 authentic Saura paintings on canvas cloth. These completed paintings have been sent to Visakhapatnam for professional framing to facilitate their introduction to wider commercial markets. The next phase will focus on strengthening the artisans' entrepreneurial capacities through targeted exposure visits and promotion activities.

BISWA SELF-HELP GROUP WINS TOP HONORS AT RAIRAKHOL MELA



The Biswa Self-Help Group, promoted under the **Government of Odisha's** Shree Anna Abhiyaan, secured the first position at the Lakhpati Didi Mela held in Rairakhhol, Sambalpur. In recognition of their outstanding performance, the group was awarded a cash prize of Rs. 10,000. Their well-designed stall, effective branding, and innovative millet-based food products received widespread appreciation. Targeted project training in product presentation, branding, and value addition successfully enabled these rural women entrepreneurs to run their agribusiness enterprise effectively.

ELDP HOSTED AT KISS UNIVERSITY, BHUBANESWAR



The Emerging Leaders Development Program, organized by the **KIIT School of Leadership** at KISS University, concluded after 3 days of professional capacity building. The program was designed to strengthen capabilities in community mobilization, stakeholder engagement, team management, and entrepreneurship. Enriched by the expertise of senior academicians and professionals, including Dr. Debasish Mohapatra, Dr. Surendra Jena, and Dr. Bignya Patnaik, the training combined structured classroom sessions with hands-on group exercises. This dynamic approach fostered critical thinking, experience sharing, and collaborative learning among participants.

APC PROJECT TEAM JOINS BIKASH RA DHARA ODISHA SARA CAMPAIGN



The APC Project Team participated in the "Bikash Ra Dhara Odisha Sara" program at Jujomura Block, joining key officials like BDO Mr. Rajesh Ekka and representatives from the Horticulture, Agriculture, Veterinary, Forestry, and Soil Conservation departments. Discussions focused on government schemes, natural farming, and reducing chemical dependency through organic alternatives. The team successfully showcased major project interventions, displaying mushroom cultivation, diverse mango varieties, Azolla, vermicompost, fruit plants, and quality seeds to accelerate sustainable agricultural practices in the region.

LTM-SUPPORTED PULSES & PADDY PROCESSING UNIT LAUNCHED



Under the Integrated Village Development Program (IVDP) supported by **LTM**, a new 1.5 TPH Climate-Resilient Pulses & Paddy Seed Processing Unit was officially inaugurated at Puintala Pragati FPCL by Shri Amarendra Swain, OAS, BDO, Puintala. Attended by over 500 farmer-shareholders, the automated unit leverages technical expertise from the SELCO Foundation and IRRI. Promoted by Mahashakti Foundation under a NABARD-supported Central Sector Scheme, this critical capital facility brings the "Grain to Gain" vision to life, improving seed quality, value addition, and long-term income opportunities through collective enterprise.

DDM BALANGIR GRACES LIVESTOCK DISTRIBUTION EVENT



Goat-rearing support was facilitated for 15 farmers under the **NABARD**-supported TDF-WADI Project, part of a phased livelihood initiative aiming to cover 500 tribal participants. The event was graced by Dr. Vivek Kumar Nayak (DDM, Balangir) and local dignitaries. The project team also conducted a monitoring visit to Karlakhman and Sandhisara villages to assess orchard development progress and interact with beneficiary households. Together, these interventions are significantly contributing to long-term livelihood diversification for tribal communities across the project area.

HDFC BANK CSR TEAM REVIEWS INTERVENTIONS IN DHENKANAL



A field visit was conducted across Dhenkanal district by Mr. Chandan Kumar Nayak, Manager-CSR (Odisha), **HDFC Bank Parivartan**, to assess the Focused Rural Development Project. Farmers from Palastangi shared how a newly constructed check dam resolved critical water scarcity, facilitating a Rs. 25 lakh line-department convergence for five 5 HP solar pump sets. The two-day visit also reviewed community-led natural resource models, including the Bhuban Maharra water structure, pearl cultivation, a hi-tech nursery, and thriving rural enterprises specializing in mushroom cultivation, paper plate manufacturing, and namkeen production.

VEDANTA VGCB INITIATIVE DELIVERS HEALTHCARE SERVICES



A medical camp was conducted at Thompson Street under Project Aarogya, an IUSDP initiative supported by **Vedanta VGCB**. The camp provided essential primary healthcare services to 109 community members. A General Physician and an Orthopaedic Specialist provided expert consultations, examined patients, and offered tailored medical advice. Based on the doctors' prescriptions, required medicines were distributed free of cost to the beneficiaries. The targeted initiative improved access to primary healthcare, ensuring timely medical consultation and treatment for those in need.

SPOTLIGHT INTERVIEW

with Mr. Pradeep Kumar Ghosal, Head CSR – Tata Power Odisha

1. Having spent considerable years shaping a career in Corporate Social Responsibility, what initially motivated you to pursue this path?

For me, CSR has never been just a profession; it has always been my passion and purpose. Although I began my career in a different domain, I was always inspired by the opportunity to contribute to social development. I soon realized that businesses can be powerful catalysts for positive social transformation while creating sustainable value for all stakeholders. My journey with Tata Power has further strengthened this belief. Collaborating with governments, communities, and esteemed development partners to create meaningful and lasting impact has been deeply fulfilling. At Tata Power, we see CSR as a strategic opportunity to empower communities and foster inclusive, sustainable growth.



delivers sustainable, measurable, evidence-based, and replicable transformation that is owned by the community. The real difference lies in understanding grassroots needs, fostering strategic partnerships, strengthening local capacities, and creating solutions that endure beyond the project lifecycle. While compliance may trigger CSR, purpose, innovation, collaboration, and stakeholder ownership make it truly transformational. At Tata Power, we believe CSR is about empowering communities to become self-reliant while addressing state and national development priorities and creating lasting shared value for society..

3. What gaps in rural livelihoods and community welfare did you identify that shaped the design of projects like Samridhi and Adhikaar?

Our community assessments revealed two critical gaps; limited market access for Odisha's skilled artisans despite their exceptional heritage, and low awareness of government schemes, preventing vulnerable families from accessing their rightful entitlements. These insights shaped Samridhi and Adhikaar. Samridhi strengthens artisan livelihoods through market-led interventions while preserving Odisha's rich art and craft traditions. Adhikaar bridges the last-mile gap by enabling communities to access government schemes and benefits, fostering self-reliance, inclusion, and sustainable rural development.



4. As someone who has led award-recognized CSR work, what advice would you give other corporates considering similar social investments in Odisha?

My advice is to view CSR as a long-term investment in people and communities rather than a

compliance obligation. Our State Odisha offers immense opportunities through its rich cultural heritage, skilled communities, and development potential. Meaningful CSR begins with understanding local needs & challenges, building strong partnerships with government and credible institutions with sectoral expertise and trusted Social Capital and fostering innovation. The greatest impact is achieved through integration, collaboration, convergence, and a shared delivery platform where every stakeholder's contribution is valued, creating sustainable, scalable, and inclusive development for the community.



5. As one of our key partners, how would you describe Mahashakti Foundation's on-ground execution?

Mahashakti Foundation has consistently demonstrated excellence in on-ground execution through its committed team, deep community engagement, and results-oriented approach. One of its key strengths is its investment in building a competent cadre of project professionals who understand local realities and lead with ownership and accountability. Its emphasis on capacity building, innovation, transparency, and collaborative stakeholder engagement has delivered sustainable, community-centric outcomes. This credible and transparent approach has earned the trust and confidence of communities, stakeholders, funding agencies, and development partners. Going forward, we look forward to strengthening this collaboration through more innovative, need-based, and sustainable initiatives that create meaningful impact and spread smiles across communities with genuine commitment and compassion.

2. In your view, what separates a CSR initiative that creates lasting change from one that merely ticks a compliance box?

A meaningful CSR initiative goes far beyond regulatory compliance, it

WORLD ENVIRONMENT DAY CELEBRATION



On World Environment Day 2026, a series of impactful, community-led ecological initiatives were organized across various districts of Odisha. Supported by corporate and institutional partners, these programs united local communities, Self-Help Groups (SHGs), and youth to advance climate resilience, environmental stewardship, and sustainable resource management.

Under Project Udyamee, supported by **Aditya Alumina Refinery**, Kansariguda (Hindalco | Aditya Birla Group), a major plantation drive was executed at Kindiripadar Village. Local beneficiaries actively participated to restore green cover and build long-term climate resilience.

Simultaneously, Project Chirantan, an **HDFC Bank Parivartan** initiative in Dhenkanal, mobilized SHG and Water User Group (WUG) members for targeted catchment restoration. Participants prepared and dispersed 200 seed balls across a one-acre degraded upland patch, while establishing 40 indigenous saplings along strategic check dam boundaries, farm bunds, and newly excavated farm ponds.

In coastal and central regions, Project Samriddhi, backed by **Tata Power Central Odisha Distribution Limited** (TPCODL), unified artisans, leaders, and villagers across four key clusters in Puri, Khordha, and Dhenkanal. Their localized plantation drives emphasized biodiversity conservation and sustainable, ecological living.

Innovation took center stage in the Puintala Block of Balangir district under the **Reliance Foundation** supported ISRRRC Project. The community organized an innovative 5-over cricket tournament involving four local teams, linking sports achievements directly to ecological duties. This collective effort culminated in a pledge to plant 1,250 saplings during the upcoming Van Mahotsav Week.

Demonstrating the power of inclusive governance and Child-Friendly Panchayats, local children led a waste collection drive and submitted a formal advocacy letter to their Gram Panchayat demanding structured waste management training. Furthermore, Mission Shakti women contributed 490 seed balls, while young girls showcased circular economy principles by crafting reusable products entirely from waste materials.

Finally, **SBI Foundation's** Climate Smart Livelihood Project observed the day across Arashkupa (M. Rampur), Kanakpur (Narla), and Lukapada (Gudvella) villages. Multi-stakeholder awareness dialogues engaged farmers, students, and SHGs. The day concluded with the extensive planting of vital economic and ecological saplings—including Mango, Amla, Jackfruit, Neem, and Karanj—laying a solid foundation for upcoming state-wide greening drives.

