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State-Level Consultation Workshop on Social Stock Exchange at KIIT University

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MSF'S PROJECT FELICITATED



At the **Vedanta Aluminium** METALVerse event at Mayfair Hotel in Jharsuguda, Project Subhalaxmi Udyogini achieved major accolades: VedSuta won the Cultural Heritage Champion Award, VedSwad earned Best Performing SHG Cluster, and the Jute Unit secured Innovation Excellence. Additionally, Project Manager Ms. Satabdi Chhotaray received the Grassroot Champion Award, honouring exceptional leadership and impact in rural women's entrepreneurship.

CAPACITY BUILDING & STRATEGIC MOU SIGNING IN GANJAM



A three-day intensive Capacity Building Programme was conducted at Ganjam, Odisha, for **Dakshin Foundation** staff and executive members of Maa Polama Fish Producer Group. Mr. Jugal Kishore Pattnayak, MD, Mahashakti Foundation, joined as the lead resource person to train them in producer group management, institutional governance, collective leadership, financial record keeping, enterprise development, and market linkages. Marking this vital collaboration, Mahashakti Foundation and Dakshin Foundation officially signed a landmark MoU to strengthen grassroots producer institutions, incubate sustainable community enterprises, and enhance resilient livelihood opportunities for coastal fishing families across Odisha.

SOLAR LIGHT TRAPS DRIVE ECO-FRIENDLY PEST CONTROL



Under Project Chirantan, supported by **HDFC Bank Parivartan**, a solar light trap demonstration was conducted at a Farmer Field School in Hariamaru village, Bhuban, engaging 20 farmers. The session showcased the clean-energy device as a low-cost, eco-friendly method to capture night-flying insect pests, curb crop damage, and reduce reliance on chemical insecticides. By harnessing solar power instead of conventional electricity, the technology provides a sustainable pest management alternative that cuts recurring cultivation costs, protects farm biodiversity, and enhances long-term agricultural resilience for smallholder farmers.

PROJECT UDYAMEE HOSTS TOWNSHIP TERRACOTTA STALLS



Under Project Udyamee, supported by Aditya Alumina Refinery, Kansariguda (**Hindalco Industries Limited | Aditya Birla Group**), a terracotta stall at Oshapada and Nuapada townships achieved over Rs 10,128 in sales across two days. Customers appreciated a range of home decor, including – decorative diyas, hanging lamps, vases, and Ganesh idols. Visiting the stall, Dr. Mazhar Beig, CEO, Aditya Alumina Refinery, praised the craftsmanship and encouraged expanding market linkages for Dussehra and Diwali. The exhibition provided rural artisans with vital consumer engagement and direct festive market access.

PROJECT IUSDP OBSERVES WORLD RABIES DAY



Under Project IUSDP, supported by **Vedanta VGCB**, a World Rabies Day awareness program was conducted at Amboosarang Street and Queen Mary High School. The initiative educated community members and students on responsible pet care, bite prevention, and timely post-exposure vaccination. Addressing the students, Ms. Sree Lekshmi J S, Head - CSR & PR, Vedanta VGCB, highlighted critical precautionary measures and the lifesaving role of immediate medical treatment. A themed drawing competition creatively engaged students on rabies prevention, concluding with prize distribution for outstanding young participants.

NUAKHAI CELEBRATION AT HEAD OFFICE IN BHUBANESWAR



Mahashakti Foundation observed **Nuakhai** at its Head Office in Bhubaneswar, with staff members coming together to mark the harvest festival of Odisha. During the celebration, the Managing Director, Mr. Jugal Kishore Pattnayak spoke about the cultural significance of Nuakhai and the traditions, rituals and practices associated with the festival. The staff members also participated in games and activities related to Nuakhai. The celebration provided an opportunity for staff members to learn about the festival's cultural traditions and observe the occasion together.

SBI SUPPORTS INTEGRATED MASS PLANTATION INITIATIVE



Mahashakti Foundation, with the support of **State Bank of India**, is implementing the Integrated Fruit-Bearing and Avenue Plantation Program across 17 districts of Odisha. Aiming to plant 50,000 saplings, the initiative has already planted 30,000 across schools, colleges, universities, and government campuses. The greening drive pairs nutritious fruit trees, including Mango, Guava, Jackfruit, Jamun, and Cashew, with avenue species such as Neem, Debdaru, and Karanj. Engaging youth, educational institutions, local communities, and SBI officials, the program ensures active community participation alongside structured maintenance to secure long-term ecological sustainability.

PROJECT ADHIKAAR MARKS INTERNATIONAL LITERACY DAY



Under Project Adhikaar, supported by **TPCODL**, International Literacy Day was observed at Tandimunda village in Kankadahada block. The initiative highlighted foundational and digital literacy as essential pathways to accessing welfare entitlements and government schemes, with a special focus on women, children, and PVTG communities. Participants gained practical awareness on documentation, public services, and leveraging digital tools, including smartphones, CSC centres, digital payments, and government portals, fostering informed decision-making across rural and tribal households.

SUBHALAXMI UDYOGINI PARTICIPATES IN IBAAS SYMPOSIUM



Under Project Subhalaxmi Udyogini, supported by **Vedanta Aluminium Limited**, Jharsuguda, women entrepreneurs showcased handcrafted products at the 14th IBAAS Symposium at Mayfair, Jharsuguda.

The three-day exhibition featured VedSuta handlooms, VedSwad food products, jute, coir, terracotta, and candles. Visiting global delegates, customers, and dignitaries interacted directly with the artisans, offering valuable feedback on quality, finishing, and design. This high-level platform delivered crucial market exposure, offering actionable insights for product refinement, design diversification, and enterprise sustainability.

JSL LEADERSHIP REVIEWS RURAL MICRO-ENTERPRISES



Mr. Sukanta Kumar Rath, Head CSR, and Mr. Rameswar Tripathy, Associate CSR Manager, **Jindal Stainless Ltd**, visited community micro-enterprises, including Millet Processing, Paper Plate making, and Agarbatti units. Engaging with enterprise members, they reviewed production workflows, operational capacity, and market demand. They provided strategic guidance on upgrading packaging, adopting impactful branding, and establishing stronger retail linkages. This interaction equips grassroots collectives to enhance product presentation, expand market outreach, & secure long-term commercial sustainability.

TPWODL SUPPORTS CLIMATE RESILIENT AGRICULTURE PROJECT



Under the Climate Resilient Agriculture (CRA) Project, supported by **TPWODL**, an awareness programme on seed bank preparation, conservation, and indigenous seed management was conducted at Raisava village, Bhatli block, Bargarh. Farmers were sensitized on the vital role of community seed banks in conserving, exchanging, and securing native paddy and pulse varieties suited to changing climatic conditions. The community successfully identified a strategic site for setting up the seed bank, strengthening local seed sovereignty and ensuring smallholders have reliable access to resilient, locally adapted seed stocks.

SECRETARY MSF REVIEWS APC PROJECT IN JUJOMURA



Ms. Rojaleen Bhuyan, Secretary, Mahashakti Foundation, reviewed the **Govt of Odisha**-supported APC Project area in Jujomura block. At Basiapada village, she inspected a mushroom unit, discussing production techniques and market linkages, alongside drip-irrigated grafted brinjal and trellis plots where she advocated Non-Pesticide Management. The visit concluded with an engaging interaction with Maa Jhadeswari Producer Group, featuring an interactive game-based session demonstrating collective input procurement, member responsibilities, and collaborative marketing strategies.

TRILOKESWAR FPCL HOLDS 3RD AGM AT KALAMPUR



The 3rd AGM of Trilokeswar FPCL, promoted with the support of **NABARD** under the **Government of India's** Central Sector Scheme, was convened at Kalampur, Kalahandi, engaging over 300 shareholder farmers. Graced by Chief Guest Mr. Maheswar Dash, DDM-NABARD, along with line department officials, discussions highlighted crop diversification, horticulture, fisheries, and expanding structured market linkages. Managing Director Mr. Sarat Chandra Mund presented the company's financial milestones and future growth roadmap, reaffirming its dedication to building a resilient, farmer-owned enterprise.

PROJECT ISRRRC PROMOTES GUDVELLA TURMERIC CLUSTER



Under Project ISRRRC, supported by **Reliance Foundation**, an impactful turmeric cluster initiative was developed across 16 villages in Gudvella Block, engaging 198 farmers—with women comprising 91% of the group. Covering 19.8 acres of fallow, rainfed land, the program provided high-quality planting material via the Horticulture Department alongside comprehensive training in crop, nutrient, and post-harvest management. The cluster model strengthens direct market access, optimizes underutilized land, and aims to generate up to ₹20,000 in additional income per farming household.

BHIMABHOI SAMARTH ABHIYAN CAMP ORGANIZED AT GUDVELLA



Under the Bhimabhoi Bhinnakhyama Samarth Abhiyan, the Social Security and Empowerment of Persons with Disabilities (SSEPD) Department organized a block-level assessment and health camp at the Gudvella block office. Medical officers conducted comprehensive health check-ups and disability evaluations, facilitating the on-spot issuance of disability certificates and identity cards for eligible beneficiaries. Under our **SBI Foundation**-supported project, the team actively mobilized 14 beneficiaries from project villages to participate in the camp, ensuring seamless access to medical assessments, vital social security linkages, and government welfare entitlements.

PROJECT SHAKTI CONDUCTS FINANCIAL LITERACY TRAINING



Under Project Shakti, supported by **Hindalco Industries Limited (Hirakud FRP)**, eight Financial & Digital Literacy training sessions were conducted across eight villages, engaging over 300 SHG women. The curriculum focused on budgeting, regular savings, disciplined borrowing, formal banking, digital payments, record-keeping, and cyber fraud awareness. By strengthening financial acumen and digital confidence, the initiative empowers rural women to make informed financial decisions, driving sustained economic independence and resilient community livelihoods.

COMMUNITY MEETING CONDUCTED IN KANKADAHADA



Under Project Chirantan, supported by **HDFC Bank Parivartan**, an interactive community meeting was conducted at Palasdangi village in Kankadahada aspirational block, Dhenkanal.

Engaging local farming families, discussions focused on activating the Bio-Resource Centre and Farmer Field Schools to mainstream eco-friendly agricultural techniques. The session also finalized plans to distribute essential small farm equipment, aimed at lowering recurring cultivation costs, reducing farm drudgery, and elevating productivity for small and marginal landholders across the region.

PROJECT ADIKALA PRESERVES TRADITIONAL SAURA ART



Under Project Adikala, supported by **Vedanta Aluminium Metal Limited**, training has been initiated for 10 girls from Kendubardi village at the Vedanta Skill Centre in Lanjigarh. Senior and experienced Saura artisans are providing hands-on training in the traditional Saura art form, covering its techniques, motifs, designs and artistic practices. The program aims to strengthen the skills and confidence of new women artisans, create opportunities for livelihood through traditional art, and support the preservation and continuation of Saura art among the younger generation.

SOCIAL STOCK EXCHANGE WORKSHOP



On 26 September 2026, Mahashakti Foundation and the **KIIT School of Social Research and Innovation** jointly organised a state-level consultation on the Social Stock Exchange at KISS University, Bhubaneswar. Around 40 representatives from 25 NGOs across Odisha attended, making it the first workshop of its kind in the state. The day brought together non-profit leaders, resource persons from the financial and regulatory world, and academic partners to do something the sector rarely gets the opportunity to do: sit down with the mechanics of an unfamiliar funding instrument and understand it plainly, without jargon standing in the way.

The Social Stock Exchange, which sits within the NSE and BSE and is regulated by SEBI, allows eligible non-profits to raise funds directly from the public. Money flows through Zero Coupon Zero Principal instruments, meaning supporters receive no interest and no principal in return. What they receive instead is regulated, audited reporting on results. Applications start at Rs 1,000, and the minimum issue size for a non-profit stands at Rs 50 lakh. Three trust routes, two society routes, and Section 8 companies are eligible to register under the SEBI framework. Listing, the sessions made clear, gives a platform and credibility, but organisations must still reach their own supporters and secure most subscribers before an issue opens. Fund utilisation statements and an Annual Impact Report, reviewed by a registered Social Impact Assessor, follow every listing that follows.

The workshop did not treat the SSE as an uncritical opportunity. It asked what preparedness actually looks like. **Dr. Pratyush Panda, CEO of Allcargo Foundation**, spoke directly on organisations seeking diverse funding need sound financial management, functional MIS, transparent governance, and programme outcomes that hold up under market scrutiny. Funders, he noted, look for systems, accountability, and evidence of measurable change, not narrative alone. **CS Payal Gupta of ERIX Advisors** brought practitioner experience on registration, compliance, and what fundraising through the SSE actually demands on the ground, particularly for organisations encountering capital markets for the first time.

What emerged from the sessions was a clear picture of what getting SSE-ready means in practice. Governance needs independent board members, a conflict of interest policy, and an audit committee. Impact frameworks need output, outcome, and impact indicators tied to baseline data. Financial records need to be audited, with project-level cost tracking in place. And fundraising needs to be anchored in one well-defined, unit-costed project, not an organisation's entire portfolio. The workshop was coordinated by Dr. Debashish Mahapatra alongside Jugal Kishore Pattanayak and Ms. Priyanka Pradhan from Mahashakti Foundation, and Dr. Pinaki Nandan Patnaik and Dr. Sabyasachi from KIIT and KISS University.

SUCCESS STORY



WATERMELON CULTIVATION REACHES NEW SCALE IN GUDVELLA

Farmers in Sindurmunda village of Gudvella Block were looking for crops that could raise their farm income. Under Project ISRRRC, supported by Reliance Foundation, watermelon was introduced as an alternative through a demonstration during the previous Kharif season. Eighteen farmers grew it across 10 acres, using mulching technology along with sound crop management practices. The aim was to see how it performs locally.

What happened next mattered as much as the harvest itself. The demonstration paired mulching technology with appropriate crop management, so what farmers saw was a complete method that they could easily follow. Neighbours watched the crop from sowing to sale, saw how it was grown and judged the returns against their own local conditions. That open view built a kind of trust that a training session alone rarely builds. Interest spread through the village, and more farmers began asking whether they could do the same.

This Kharif season, the answer is visible in the fields. Watermelon now covers 30 acres and is grown by 30 farmers. The area has tripled, and the number of farmers has grown from 18 to 30. Twelve more farmers and twenty more acres joined within a single season, which says more about confidence in the practice than any survey could. The way this expansion happened is its strongest feature. Farmers followed the same mulching-based practice with their own resources and took no help from the project for buying inputs. Through their Green Gudvella FPO, they pooled their needs and collectively purchased seeds, mulching film, fertilisers and growth hormones worth ₹5.22 lakh. Buying together gave them a local channel for quality inputs, something individual farmers rarely manage on their own.

The crop is now at the fruit formation stage. Farmers expect a yield of around 8 tonnes per acre. At an estimated price of ₹12 per kg, the projected gross income comes to approximately ₹96,000 per acre. These are projections, and the final figures will be known once the harvest is sold.

Farmers have moved from watching a project-supported demonstration to running and financing the practice themselves. That shift, from observer to owner, is what makes the replication real. A demonstration proves an idea can work. Independent adoption proves that farmers believe in it enough to put their own money behind it. Here, the choice and the cost both belonged to the farmers.

The Sindurmunda experience offers a plain lesson for rural development work. When a practice is shown openly, tested under local conditions and backed by a farmer collective, the community can carry it forward without waiting for the project. The Green Gudvella FPO is the thread that holds this together, linking farmers to quality inputs and to each other. Each field now serves as a small demonstration for the next farmer.

SHAKTI FOUNDATION

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