

June, 2025

# IN FOCUS



**MAHASHAKTI FOUNDATION**

TRANSFORMING COMMUNITIES

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NOV 2024-NOV 2025  
INDIA

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## TPWODL TEAM VISIT TO AWD AND JAIBIK FIEDLS



Ms. Aruna Marandi, Head CSR at **Tata Power Western Odisha Distribution Ltd.**, along with her team, and Shri Abhaya Krushna Kar, DGM CSR, R&R and Land, Odisha Coal and Power Limited, visited the District Office in Bargarh. The delegation held discussions with the Mahashakti Foundation team regarding the implementation, process, outcomes, and adaptability of the Alternative Wetting and Drying technique in paddy cultivation. The technique's role in reducing methane emissions, a major greenhouse gas from paddy fields, was also highlighted. Discussions further explored the potential for adapting AWD principles to other crops, depending on crop type, soil condition, and local irrigation infrastructure.. The team also participated in a farmer meeting at Sirigida village, where they engaged in detailed discussions with local farmers about the concept, replicability, and sustainability of the AWD project. A key topic of discussion was the investment-to-output ratio in paddy cultivation, encouraging farmers to assess cost-effectiveness and yield optimization through AWD.



The team also promoted the PM Surya Ghar Yojana and visited a renewable energy-based irrigation site. At Sahaspur village, Sambalpur, they met Sambalpurian FPO members under Project Jaivik to discuss organic farming practices and market demand. Farmers were invited to showcase their produce during the upcoming World Environment Day celebration, where they will have the opportunity to display and market their products to a larger number of people.



## MILLET SHAKTI TIFFIN CENTRE INAUGURATED AT SOHELA



The Millet Shakti Tiffin Centre, operated by Mahalaxmi SHG, was officially inaugurated at Sohela by Hon'ble MLA Sri. Irashis Acharya amidst enthusiastic community participation and local stakeholder presence. This initiative is part of the **ଶ୍ରୀ ଅନ୍ନ ଅଭିଯାନ** (Shree Anna Abhiyan) and is supported by the **Department of Agriculture & Farmers' Empowerment** (Govt. of Odisha). The project aims to promote millet-based nutrition while empowering local farmers and SHG women through sustainable, inclusive, and long-term livelihood opportunities.

## 40 TONS OF BANANAS TRADED ACROSS ODISHA



Trilokeswar FPO, promoted by Mahashakti Foundation under the CSS scheme of the Government of India, supported by **NABARD - National Bank for Agriculture and Rural Development**, based in Kalampur Block of Kalahandi has traded over 40 tons of bananas across Odisha, helping farmers earn an additional ₹200-₹300 per quintal and significantly reducing distress sales. It has also established strong market linkages with traders from Chhattisgarh and Jharkhand. Furthermore, the FPO has secured a credit linkage of ₹7 lakhs, enabling it to scale operations and ensure sustained profitability for its members.

## 30,000 VEGETABLE SEEDLINGS SOWN AT PAIKMAL



At the Model Nursery in Jhitki Gram Panchayat, over 30,000 vegetable seedlings are being sown to meet the upcoming seasonal needs of farmers across Paikmal block. Guided by our expert technical team, these seedlings will be ready for transplantation within 30 days, ensuring timely access to high-quality planting material. This initiative, under the Integrated Village Development Program supported by **LTIMindtree**, reflects our larger commitment to enhancing farmers' incomes and promoting sustainable agricultural practices in rural Odisha.

## MODERN SPRINKLER IRRIGATION SYSTEMS PROVIDED TO FARMERS



The collaborative initiative between the Horticulture Department and the APC project implemented by Mahashakti Foundation and supported by the **Government of Odisha** has resulted in the provision of modern sprinkler irrigation systems to ten progressive farmers under the Pradhan Mantri Krishi Sinchayee Yojana, enhancing water-use efficiency and crop productivity. A comprehensive joint field verification of all beneficiary farmers was subsequently conducted by personnel from the Assistant Horticulture Officer, Jujomura, and the Sujay Irrigation technical support team.



## CELEBRATION OF MENSTRUAL HEALTH AND HYGIENE DAY



Shaktimayee Foundation, in collaboration with **Vedanta Limited - Aluminium Business** and Mahashakti Foundation, organized Menstrual Health and Hygiene Day events across five locations in Lanjigarh. The initiative aimed to raise awareness among adolescent girls and women about menstrual hygiene, reproductive health, and the importance of safe practices. The impactful message was reinforced with the theme “Laal Bindu - Period is our pride.” Over 350 adolescent girls and women took part in the sessions on menstrual hygiene.

## HDPE VERMI BEDS DISTRIBUTED TO FARMERS



Under the TDF-WADI project, supported by **NABARD - National Bank for Agriculture and Rural Development** in Gudvella Block of Balangir, farmers received High-Density Polyethylene Vermicompost bed vermi beds as part of the project intervention. Comprehensive training and hands-on demonstrations were conducted to equip them with the knowledge and skills to produce vermicompost using these beds. As a result of this initiative, 50 WADI farmers have successfully established vermi compost units within their orchards, promoting sustainable organic farming and enhancing soil fertility for better crop productivity.

## TPCODL TEAM FIELD VISIT AT DASPALLA, NAYAGARH



In a significant outreach effort, Mr. Pradeep Ghosal, Head CSR, **Tata Power Central Odisha Distribution Ltd**, undertook a field visit to the remote and largely inaccessible tribal pockets of Banigochha and Kulurkumpa Gram Panchayats in the aspirational Daspalla Block. Mr. Ghosal directly interacted with tribal and Particularly Vulnerable Tribal Group households and encouraged the communities to strengthen their access to government welfare schemes and entitlements through Project Adhikaar.

## SKILL DEVELOPMENT PROGRAM ON PATTACHITRA PAINTING



A Skill Development Program on Pattachitra painting was inaugurated for a new batch of artisans at Nuagaon, Balipatna, with the support of **YES FOUNDATION** as part of their entrepreneurship development initiative. The program aims to promote traditional art while enhancing the livelihoods of local artisans through structured training and market linkage support. During the inauguration visit, interactions were held with both existing and newly enrolled artisans to understand their interests, gauge progress from earlier training sessions, and identify current challenges.





## GUDVELLA BDO REVIEWS WHS STRUCTURES PROGRESS

Shri Ramdutta Bhoi, BDO of Gudvella Block, accompanied by Shri Tirthaba Kumar Bagh, Block Project Coordinator (OLM), and Shri Ashwini Kumar Sahu, Assistant Block Facilitator, conducted a field visit to the sites of the check dam and diversion weir works at Tashuguda and Bagbahal under Ghuna GP. During the inspection, the officials reviewed the progress and expressed appreciation for the quality of work executed under the initiative of the Integrated Village Development Program implemented in Aspirational Blocks under the NITI Aayog framework, with support from **LTIMindtree** Foundation. They also visited the Anganwadi Centre at Tashuguda, where solar electrification has recently been completed.

## MEETING WITH ASSISTANT HORTICULTURE OFFICER

As part of Project Chirantan, supported by **HDFC Bank Parivartan**, a discussion was held with the Assistant Horticulture Officer of Kankadahada block, Dhenkanal. It was agreed that drip irrigation farmers under the project will be supported with Apple ber, mango, and banana saplings. Additionally, turmeric cultivation support will be provided to other eligible farmers through convergence.



## AWARENESS PROGRAM ON SOIL TESTING

Uteivalley Farmer Producer Company Ltd., M. Rampur, organized an awareness program on the importance of soil testing as part of the central sector scheme of the Government of India for the formation of 10,000 FPOs with the support of NABARD. A mobile soil testing camp was conducted at Ramakrushna Ashram in collaboration with IFFCO. The initiative aimed to educate farmers on balanced nutrient management and promote scientific farming practices for improved crop productivity.

## PROJECT ADIKALA SHINES AT INWEC MELA 2025

Project Adikala team, supported by **Vedanta Limited - Aluminium Business**, actively participated in the INWEC Women Business Mela, highlighting our vibrant and resilient women-led SHGs and producer groups. From live Dhokra demonstrations by 65-year-old artisan Belamti Kansari to intricate Saura tattoos by talented tribal artists, the Adikala stall was a vibrant celebration of heritage, traditional skill, and women's entrepreneurship. Mahashakti Foundation was honoured by the gracious presence of dignitaries like Deputy CM Shri Kanak Vardhan Singh Deo, MLA Smt. Sofia Firdous and many more eminent personalities, who appreciated our impactful efforts. Over the course of five days, the team also engaged with investors, designers, collaborators, and stakeholders, exploring promising partnerships across sectors for future growth and outreach.





# SPECIAL FOCUS - “ANNUAL CHANGEMAKERS’ CONCLAVE 2025”

Mahashakti Foundation hosted its Annual Changemakers’ Conclave 2025, “Impact 360° | Reflect, Rethink, Rise”, from 27th-29th May 2025 at Wildberry Hotels & Resorts, Puri.

The three-day Conclave brought together staff, board members, trustees, and sector experts to deepen the shared commitment to long-term development. From the ceremonial lighting of the lamp to the concluding quiz, participants engaged in self-exploration, strategic planning and practical learning designed to amplify our collective impact.

On the first day, the participants embarked on a journey of reflection and mission alignment. In the first session, everyone was engaged in the “Who Am I?” identity exercise, sharing personal reflections and mapping how individual values connect to Mahashakti’s vision. Further, through guided discussions on outputs, outcomes and impact, the members learned how to integrate impact thinking into every project from Day One. By day’s end, the members had refined their own project plans to include SMART goals, clear indicators and participatory monitoring mechanisms.

Day 2 unfolded with a lively quiz. It was followed by sector experts - **Dr. Ramesh Chandra Biswal** (Founder & CEO, **VillaMart Pvt. Ltd.**) and **Mr. Sujaya Kar** (Ex-Joint CEO, **ORMAS**), who guided the staff on enterprise-specific strategies, from vegetable clusters to artisan collectives. Through interactive exercises, participants sketched convergence pathways, explored value-addition and packaging innovations, and examined how digital marketplaces and e-commerce platforms can expand earnings for small-scale producers while generating new opportunities. There were break-out sessions for farm and off-farm enterprises to get in-depth insights on sector-specific challenges faced by the staff members. The day also featured sessions on financial transparency, compliance, and strong HR processes, and a workshop on strategic branding.

The final morning’s focus on personal value systems preceded the masterclasses on the Logical Framework Approach and digital MIS platforms. Participants explored causal mapping, custom KPIs and real-time dashboards via the Social Integration Platform (Digital Project Management MIS), ensuring that Mahashakti’s projects stay transparent and that holistic monitoring is practised.

Mahashakti Foundation reaffirms its dedication to empowering tribal and rural communities across Odisha. Heartfelt thanks to our resource persons, trustees and every team member whose contributions made this Conclave a turning point in our journey towards equitable growth.





# SUCCESS STORY



## A GROWING FORCE OF SAURA ART REVIVAL IN KALAHANDI

Sumitra Majhi, a 30-year-old Saura artisan from Lanjigarh, Kalahandi, represents the endurance and talent of one of Odisha's most prominent tribal communities. Her artistic journey began in 2018. She was driven by a lifelong passion for Saura motifs and committed herself to learning the strokes and symbols that define this art form. She immersed herself daily in sketching and painting, determined to transform her creativity into both cultural expression and a source of livelihood.

Due to financial hardships, Sumitra was forced to leave formal education, but she went on to support her family through her craft. Despite limited resources and social challenges, she polished her technique by studying local elders' work and practicing tirelessly. Within a few years, her detailed depictions of tribal narratives and natural elements caught local attention. Her dedication paid off, and she quickly rose to the top of Kalahandi's artisan rankings, earning respect and recognition across the district.

A pivotal turning point came when Sumitra joined Project Adikala, a Vedanta CSR initiative in Lanjigarh. This partnership opened doors to structured training, access to quality materials, and opportunities to exhibit beyond her village. Project Adikala provided her with mentorship & market exposure. She showcased her craft at state as well as national-level fairs and cultural events across Odisha and India. Her growing portfolio of exhibitions culminated in a high-profile invitation to the Utkal Chamber of Commerce and Industry LTD (UCCIL) Global Trade Show – Resurgent Odisha, by Vedanta Aluminium, where she painted a Saura tattoo on the hands of Odisha Chief Minister Shri Mohan Majhi.

Now, Sumitra has become both an artist and a teacher. In her hometown, she leads workshops for aspiring Saura practitioners, imparting techniques and building a supportive network among young artisans. Her sessions inspire many to pursue art as a sustainable livelihood option. Meanwhile, invitations such as the welcome ceremony for Hindustan Zinc's Chairperson Priya Hebbar at Vedanta Lanjigarh highlighted the broader recognition of her craft and the impact of corporate-community collaboration in nurturing grassroots talent.

Sumitra Majhi's story is a testament to the transformative power of perseverance and passion. From the hardships she faced to the accolades that celebrate her mastery, she has demonstrated how one individual's dedication can uplift an entire art community. Her contributions to Saura art are invaluable, and her role as a mentor is shaping the future of this age-old craft, ensuring it continues to evolve while staying rooted in tradition.



# EVENT SNAPSHOTS

*This page captures the significant events, milestones, and initiatives undertaken during May 2025, showcasing the impactful work and achievements throughout the month.*



May edition of the Mahashakti Newsletter - "In Focus" was released by Ms Aruna Marandi - Head CSR - TPWODL.



Project Adhikar organized training camps across various Gram Panchayats in Daspalla on the occasion of International Labour Day



The Deputy Director of Horticulture, Sambalpur, conducted a site visit to the APC project area in Sanatanpali village, Ghenupali panchayat.



An officer training program on oil palm cultivation was conducted at the Conference Hall of the DDH, Sambalpur.



A 15-day Pattachitra Art training program in Nuagaon, Balipatna, was successfully carried out empowering 30 rural artisans.



A Bankers-FPO Coordination Meeting was organized at SBI RBO, Balangir, bringing together key stakeholders to strengthen institutional support for FPOs



