

January, 2026

IN FOCUS



LEADERSHIP DRIVING RURAL IMPACT



The Managing Director of Mahashakti Foundation was recently honoured with the “Top 20 Most Inspirational Personalities of Odisha 2025” award, presented by **Interview Times**, for his outstanding contribution to rural development. The recognition highlights his leadership in strengthening community-based institutions, promoting sustainable livelihoods, and advancing financial inclusion. Under his guidance, Mahashakti has impacted lakhs of rural households across Odisha & beyond.

PROJECT CHIRANTAN AWARDED AT INDIAN SOCIAL IMPACT AWARDS



Project Chirantan (Empowering Farmers through Climate-Resilient Agriculture and Irrigation Practices), supported by **HDFC Bank Parivartan** and implemented by Mahashakti Foundation in Bhuban and Kankadahada blocks of Dhenkanal district, has been honoured as the “Most Impactful CSR Project of the Year 2025” at the **Indian Social Impact Awards 2025**.

This recognition reflects the collective efforts of our partners, dedicated field teams, committed stakeholders, and resilient communities. Their trust, collaboration, and on-ground commitment have enabled sustainable agricultural practices, improved livelihoods, and climate resilience at the grassroots.

TATA POWER LEADERSHIP VISITS SAMRIDDHI ART & CRAFT GALLERY



A visit to the Samriddhi Art & Craft Sales Gallery was organised, during which Mr. Himat Tewari, CHRO - **Tata Power**, Chief CSR & Sustainability, Mr. Pradeep Ghosal, Head CSR, Odisha, and Mr. Pankaj Kumar Singh, Chief Community Impact, interacted with the Samriddhi team and artisans. The dignitaries were briefed on the Samriddhi projects, the range of traditional crafts, and the geographic spread of the initiatives. They appreciated the diverse collection showcased at the gallery, including Palm Leaf, Pattachitra, Dhokra, Coir, Sabai, and other handicrafts. Artisans from different clusters were also present during the interaction and shared insights into their craft practices.

VEDSUTA HANDLOOM CENTRE INAUGURATED IN JHARSUGUDA



The Vedsuta Handloom Centre was inaugurated under Project Subhalaxmi Udyogini, supported by **Vedanta Limited - Aluminium Business**, Jharsuguda in the presence of esteemed guests from Vedanta. The centre has been set up to strengthen SHG members' skills in handloom weaving, design, and production, supported through structured training and capacity-building programs. Vedsuta is equipped with modern facilities to provide practical training, improve employability, and enhance income-generation opportunities for women across the cooperative.

PROJECT ARTISANS ATTENDED SKILL ENHANCEMENT WORKSHOP



A Seminar-cum-Workshop for handicraft artisans was organized in Madhurawada by the Development Commissioner, Ministry of Textiles, where ten beneficiaries from the Etikoppaka Wooden Lacquer Toys Making Training Centre, under Project Alamkrita, a CSR initiative of VGCB, a unit of **Vedanta Group**, participated to enhance skills and promote traditional crafts. On the occasion of National Handicrafts Week, a Documentary Film and Coffee Table Book on Savara Tribal Paintings were launched. The program was graced by Chief Guests Smt. Aparna Lakshmi N., Assistant Director -HSC Vijayawada & Sri I. Srinivasa Rao, Vice President - APITCO Ltd.

FARMERS WITNESS SCIENTIFIC MILLET PRACTICES AT FIELD DAY



A Millet Field Day & Crop-Cutting Ceremony was held in collaboration with WASSANIndia, Chirasabuja PCL and the Department of Agriculture in Rairakhol, under the **Shree Anna Abhiyaan**. The event brought together over 120 farmers to learn scientific practices and engage with key officials. A crop-cutting experiment on the improved ragi variety 'Indravati' demonstrated excellent yield potential, encouraging farmers to expand millet cultivation in the next season. The program highlighted women-led seed systems, relevant government schemes, and the importance of a robust farm-to-plate millet value chain.

CRAFT STALL SHOWCASED AT LTIMINDTREE OFFICE



A handcrafted product stall was set up at the **LTIMindtree** office in Bhubaneswar, showcasing a diverse range of artisan-made products from various project locations supported by Mahashakti Foundation. The collection featured traditional crafts such as Sabai, Applique, Palm Leaf engraving, Pattachitra painting, Coir, and Dhokra, each reflecting the unique skills, heritage, and creativity of the artisan groups. The stall attracted participation from LTIMindtree employees and received an encouraging response, with several products being purchased on the spot. The initiative helped strengthen market exposure for rural artisans while promoting their sustainable livelihoods.

SKILL UPGRADATION TRAINING FOR GOAT CADRES CONDUCTED



A three-day residential skill upgradation training for Goat Cadres was conducted at the Block Veterinary Office, Saintala, with participation from 20 goat cadres under the ISRRRC project, supported by **Reliance Foundation**. The training focused on modern goat farming practices, breed management, disease control, fodder cultivation, and awareness of government schemes. Key sessions were delivered by Dr. Subhendhu Sudha Sarangi, SDVO, Dr. Parag Acharya, Scientist, KVK, and Dr. Rakesh Bedbag, DTC, Balangir. The training concluded with the distribution of certificates and learning materials to all participants.

PROJECT SHAKTI LAUNCHES WOMEN-LED ENTERPRISES



Project Shakti, supported by **Hindalco Industries Limited**, inaugurated two women-led non-farm enterprises in Hirakud, Om Shanti Delights, a catering unit, and a Badi & Papad Manufacturing Unit by Subhadra SHG. The event was graced by Mr. Minna Prakash, Head-HR (Downstream Hindalco), Mr. Sandip Roy, Head of Manufacturing (Aluminium Flat Rolled Products & Foil), along with officials. Established through convergence with the District Industries Centre, Sambalpur, the enterprises demonstrated early success, including Subhadra SHG securing an order for 200 hampers and an opportunity to showcase products at Hindalco's Rewire Event in Jharsuguda.

FINANCIAL LITERACY TRAINING FOR FPO LEADERS IN KALAHANDI



A two-day training program on Financial Management and FPO Governance for the BoDs and staff of FPOs of Kalahandi district was organised under the Govt of India's Central Sector Scheme, supported by **NABARD**. The program was conducted in the presence of Mr. Maheswar Dash, DDM NABARD, Kalahandi, and was facilitated by resource persons from Mahashakti Foundation. The sessions focused on strengthening financial management practices, digital literacy, roles of BoDs and staff, statutory compliances including RoC, GST and Income Tax filings, as well as collaboration and networking mechanisms.

15- DAY ANIMAL HEALTH CAMP ORGANIZED IN JAJPUR



A 15-day Animal Health Camp was organized under Project Sakhyam, supported by **Jindal Stainless**, across 15 Gram Panchayats of Danagadi Block in Jajpur. The initiative covered 3,018 rural households and provided veterinary services to 6,868 animals, including FMD vaccination, deworming, and routine health check-ups. The camp aimed at strengthening preventive animal healthcare systems at the grassroots by ensuring timely medical interventions and improving livestock well-being. Through systematic outreach and field-level engagement, the initiative contributed to reducing disease risks and enhancing livelihood security for livestock-dependent rural families.

IMPLEMENTATION OF FIFTY CENT MODEL UNDER PROJECT CHIRANTAN



Fifty Cent Model was implemented under Project Chirantan, supported by **HDFC Bank Parivartan**, in Bherubania village to bring a barren patch under vegetable cultivation. The intervention introduces short-duration vegetable crops and adopts organic mulching to conserve soil moisture and regulate temperature. A micro-irrigation sprinkler system ensures efficient water use. The model emphasizes integrated nutrient and pest management, including DEP Suraksha, DEP Nutri, and vermi-compost, to improve soil health and crop productivity.

SHG-LED BIO-INPUT PRODUCTION CENTRE IN PAIKMAL



A Bio-Input Production Centre has been established in Koknara village of Paikmal Block, under the Integrated Village Development Program, supported by **LTIMindtree**, with the active participation of a five-member women's SHG. The SHG has been trained in the preparation of vermicompost and bio-inputs, including Neemastra, Bramhastra, and plant growth tonics. Utilising raw materials available from their own agricultural fields, the group is regularly producing these bio-inputs and marketing them in nearby villages. The sale of Neemastra and Bramhastra at ₹20 per litre is also generating an average monthly income of about ₹2,000 for the SHG.

INITIATIVE TO ENABLE CLIMATE-SMART PADDY FARMING



The Leaf Color Chart initiative in Agalpur Block, Balangir District, implemented in collaboration with **Precision Development (PxD)**, has reached 1,866 farmers across 16 GPs and 46 villages in association with Chheliapat Farmer's Producer Company Ltd. The initiative is enabling more accurate nitrogen and urea management for paddy cultivation in both Kharif and Rabi seasons. An IVR-based farmer education system has also been developed to provide clear and local-language guidance on LCC usage. The module will initially support 1,900 farmers, with expansion planned to over 7,000 users.

2025 IN A NUTSHELL..



Project Subhalaxmi Udyogini was launched in September 2025 with **Vedanta Group** to strengthen women-led enterprise clusters across Jharsuguda.



In July 2025, an MOU was signed with **Reliance Foundation** to launch Project Improving the Self-Reliance and Resilience of Rural Communities in Balangir.



Project Shakti was launched in partnership with **Hindalco Industries Ltd.** of **Aditya Birla Group**, for the promotion of micro-enterprises in Hirkud Municipality.



Mahashakti Foundation signed an MoU with **KIIT Deemed to be University** and **KISS Deemed to be University** to collaborate on establishing localized Farmer Organization Incubation Centres (FOIC) and strengthening enterprise development. The partnership outlines joint work on entrepreneurship training and establishing incubation structures to support farmer collectives.



Integrated Slum Development Program launched with the support of **Vedanta VGCB**, marking our first project outside Odisha, expanding into Andhra Pradesh.



Project Sakhyam was onboarded in November 2025 with the support of **Jindal Stainless Ltd.** focusing on strengthening SHG livelihoods.

In April 2025, collaboration with **LTIMindtree** was expanded through the launch of a dedicated **Agroforestry Project** in Turekela Block of Balangir, aimed at strengthening farmer outreach, improving awareness on plant care and management, ensuring long-term plantation sustainability, and facilitating linkages with government irrigation support schemes.



In 2025, with the support of **TPCODL**, **Project Samridhi** was scaled through a new Coir Cluster in Puri, providing artisans with skill development, and market linkages, while **Project Adhikaar** was expanded to Dhenkanal to enhance access to government entitlements for vulnerable groups.



SUCCESS STORY



COMMUNITY-LED WATER SECURITY INITIATIVE IN NARSINGPUR VILLAGE

Agriculture is the primary source of livelihood for the people of Gudvella Block in Balangir District, where a majority of the population relies on farming for sustenance. Despite this, farmers in this region face recurring challenges due to erratic rainfall and inadequate irrigation infrastructure. Most farmlands are rainfed, and during the summer months, groundwater levels decline sharply, rendering borewells and tube wells non-functional precisely when water is most needed for irrigation. This chronic water scarcity has led to reduced productivity, frequent crop failures, and limited opportunities for diversification into Rabi crops. Recognizing the urgency of addressing these challenges, the Integrated Village Development Program (IVDP), supported by **LTI Mindtree**, identified the promotion of water harvesting structures as a critical intervention.

During a participatory village meeting at Narsingpur under Badangomunda Gram Panchayat, several progressive farmers highlighted the urgent need for irrigation support. Responding to this community appeal, the Village Development Committee and the Sarpanch recommended the excavation of a community farm pond to ensure equitable access to water. Narsingpur village comprises 58 households, with 37 households entirely dependent on agriculture. A feasibility study confirmed that a farm pond measuring 30 meters by 30 meters with a depth of 3 meters would be technically viable and beneficial for collective irrigation. The pond was excavated on community land with active participation from local villagers. With a water-holding capacity of approximately 2.7 million liters, the pond directly benefits 24 farmers and indirectly supports all 37 agriculture-dependent households. It is designed to irrigate around 38-43 acres of farmland, particularly during the critical post-monsoon period of November and December, ensuring adequate water supply for the Rabi season.

The farm pond has enabled timely irrigation of paddy crops, saving standing crops on 43 acres of land. Farmers reported an average increase of 3-4 quintals per acre in paddy yield due to assured water availability. Encouraged by the secure water supply, 19 farmers have planned green gram cultivation for the first time in the Rabi season, expected to generate an additional income of approximately INR 15,000 per acre per farmer. By reducing dependence on erratic rainfall, stabilizing crop yields, and boosting farmers' confidence in multiple cropping, the pond has strengthened livelihood security in the village. To ensure equitable management, a Village Development Committee and a dedicated Water User Group have been formed in Narsingpur. These groups are responsible for pond maintenance, water distribution, and seasonal desiltation. Regular awareness sessions on water management, crop planning, and soil conservation have further reinforced community ownership.

As Mr. Nrutya Barik, a local farmer, remarked, "Earlier, we worried every year about saving our crops when rainfall stopped early. Now, with the new pond, we can irrigate our fields and even plan for a Rabi crop. It has given us new hope." The excavation of the farm pond at Narsingpur stands as a model example of community-driven natural resource management under the IVDP initiative. By converting an unproductive piece of land into a livelihood-enhancing water asset, the intervention has ensured water security and also promoted agricultural sustainability, resilience, and prosperity for the rural community of Gudvella Block.

EVENT SNAPSHOTS

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



10 MT cold room inaugurated by MLA Sri Sudhir Kumar Patjoshi and Sub-Collector Smt Prekshya Agrawal to strengthen farmer post-harvest management.



Village interaction under Project Subhalaxmi Udyogini brought Vedanta CEO Mr C. Chandru and CSR Head Ms Harmeet Sehra together with SHGs on livelihood progress.



Buyer Seller Meet for Dhokra artisans organized in presence of Head CSR - Tata Power Odisha, Mr Pradeep Ghosal & Head CMG KCG, Mr Chandan Singh.



A two-day non-residential training on bio-fertilizer units and bio-input preparation was conducted at Deogaon under CDP-MLIP cluster.



Mahashakti showcased Subhalaxmi, Adikala and IUSDP artisan products at Vedanta Aluminium Investor Meet 2025, highlighting SHG enterprises and crafts.



Tripartite MoU signed to introduce Ragi Tikhiri in Hotel Ariyana menu, promoting millets, farmer livelihoods, under Project Shree Anna Abhiyaan.

MEDIA HIGHLIGHTS

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प्रकल्प चिरंतन को मिला वर्ष का सीएसआर सम्मान

बलांगीर। ओडिशा के अग्रणी स्वेच्छासेवी संगठन महाशक्ति फाउंडेशन अब ओडिशा के २१ जिले में कृषि एवं किसानों के लिए कार्यरत है। इसी तरह टेंकनाल जिले में कृषि एवं किसानों के समग्र विकास के लिए निरंतर कार्य कर रहे प्रकल्प चिरंतन ने एक महत्वपूर्ण उपलब्धि हासिल की है। इस परियोजना को नई दिल्ली में आयोजित इंडियन सोशल इम्पैक्ट अवार्ड्स २०२५ में 'सर्वश्रेष्ठ सीएसआर प्रोजेक्ट' घोषित कर सम्मानित किया गया।

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Odisha Patrika - 29 Dec 2025 - 29bsrp4
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बिहिबंथ गांव में एसएचजी मेले का हुआ आयोजन

पोषक आहार जागरूकता की सफल पहल

नवभारत रिपोर्टर। बलांगीर। ग्रामीण क्षेत्रों में पोषण के प्रति जागरूकता बढ़ाने तथा महिला स्वयं सहायता समूहों की कौशल क्षमता और उत्पादनका को प्रोत्साहित करने के उद्देश्य से महाशक्ति फाउंडेशन की ओर से बिहिबंथ गांव में एसएचजी मेले का आयोजन किया गया।

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Odisha Patrika - 29 Dec 2025 - 29bsrp5
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एफपीसी निदेशक मंडल व कर्मचारियों के लिए वित्तीय प्रबंधन पर प्रशिक्षण आयोजित

बलांगीर। भारत सरकार की केंद्रीय क्षेत्र योजना के 10,000 किसान उत्पादक संगठन (KUSOs) एवं स्वयं सहायता समूहों (SHGs) के निदेशक मंडल एवं कर्मचारियों को क्षमता वृद्धि के उद्देश्य से वित्तीय प्रबंधन एवं एफपीसी गवर्नंस विषय पर एक दो दिवसीय प्रशिक्षण कार्यक्रम का आयोजन बिहिबंथ गांव में किया गया। इस प्रशिक्षण कार्यक्रम में

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Odisha Patrika - 29 Dec 2025 - 29bsrp4
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प्रमोक्ष
THE PRAMEYA

अग्रणी समाचार पत्र

ग्रामीण वसंत घुमरा कर्मागाल

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मसिहा
MASIHA

कलाहाण्डी FPC वृत्तिकारों के लिए आर्थिक परीक्षण का और गांवों में उपलब्धता के लिए प्रशिक्षण

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