



MAHASHAKTI IMPLEMENTS LANDMARK GOVERNMENT MARRIAGE PROJECT IN BARGARH



Under the visionary Chief Minister's Kanya Vivaha Yojana, a flagship state-wide initiative by the **Government of Odisha**, mass marriage ceremonies for over 1,000 brides were successfully organized across 27 districts. In Bargarh, the district-level program was elegantly hosted at Behera Bazaar, with the Mahashakti Foundation serving as the key implementing partner. The foundation played a pivotal role in the professional execution and logistical management of this significant social welfare project.



The ceremony celebrated the union of 33 couples from various blocks across Bargarh district. This group represented a diverse spectrum of beneficiaries, including individuals from Scheduled Castes, Scheduled Tribes, minority groups, and general categories, reflecting the scheme's inclusive nature. The event was graced by high-profile dignitaries, including the Hon'ble MP of Bargarh, Mr. Pradeep Purohit, as Chief Guest, alongside Hon'ble MLA Mr. Irashish Acharya, District Collector Mr. Aditya Goyal, and Superintendent of Police Mr. Prahlad Meena. Senior officials, such as the CDO, ADM, and DSWO, were also present to offer their blessings and emphasize the program's role in alleviating the financial burden on underprivileged families.



In strict adherence to the scheme's guidelines, each of the 33 brides received a total financial assistance package of ₹60,000. This was strategically split into a ₹45,000 cheque to ensure long-term financial stability, while ₹15,000 covered the essential expenses of the marriage ceremony. Through this collaboration, the Government of Odisha and Mahashakti Foundation have reinforced their commitment to social inclusion and the institutional empowerment of women.

MOU SIGNED WITH HORTICULTURE DEPARTMENT FOR APC SCHEME



A significant MoU was signed at the DDH Conference Hall in Angul to launch the Agriculture Production Cluster (APC) scheme in Athmallik. The agreement, supported by the **Government of Odisha**, was formalized between Mahashakti Foundation and the Department of Horticulture, Angul. Signed by Ms. Rojaleen Bhuyan, Secretary of Mahashakti Foundation, and Mr. Amber Lugun, DDH, this partnership aims to strengthen farmer collectives, modernize crop production techniques, and secure better market linkages, ultimately driving sustainable economic growth for the farming community throughout the Athmallik region.

PROJECT SAMRIDDHI BRINGS TECHNICAL INNOVATION



Under Project Samriddhi, supported by **TPCODL**, a specialized hands-on training program on modern welding tools was conducted in the artisan cluster, bringing technical capability to their doorstep. The results of this intervention have been tangible; artisans are now empowered to undertake precision welding work at their workshops, reducing production costs and TAT. This seamless integration of modern techniques with traditional Dhokra craftsmanship has substantially enhanced overall product quality, enabling the creation of more intricate, higher-value designs for competitive markets.

WORKSHOP ON MARKETING STRATEGY OF MANGO ORGANIZED



A workshop on Strategy, Planning, and Marketing of Mango through FPCs was organized in Patnagarh, Balangir, under the Central Sector Scheme of the govt of India with the support of **NABARD**, for promoting 10,000 FPOs. Attended by Sub-Collector Sunil Kumar Meher, DDH Sudesh Kumar Choudhury, Debarati Ghatak (Palladium), Sourabh Kumar Das (ORMAS), and ADH Raj Bala, the event focused on strategic market linkages and value chain strengthening. This platform enabled mango producers to explore modern marketing techniques and collaborative opportunities, ensuring better price realization for smallholders across the district.

VEDANTA INAUGURATES NAMKIN FOOD UNIT AT KUREBAGA



The VedSwad Namkin Food Unit was inaugurated at Kurebaga village, Jharsuguda, under Project Subhalaxmi Udyogini, supported by **Vedanta Limited - Aluminium Business**, Jharsuguda. The ceremony was attended by representatives from the Collector Office, CSR team, Panchayat leaders, the Subhalaxmi Cooperative BoDs, and members of the SHG. The unit has been established to enable women SHGs to build skills in traditional snack production, packaging, and marketing. The brand represents authentic home-style snacks rooted in the culinary traditions of Odisha.

BASELINE STUDIES COMMENCED FOR SBI FOUNDATION PROJECT



Supported by **SBI Foundation**, the Climate Smart Livelihoods project has successfully launched its ground operations. The team is currently executing baseline studies, focus group discussions, and awareness meetings across 39 villages in the M.Rampur and Narla blocks in Kalahandi district, and Gudvella block in Balangir district of Odisha. These essential initial steps allow the project to assess local ground realities and community needs accurately. By gathering data-driven insights, we are establishing a robust foundation to shape future interventions and ensure resilient, climate-conscious economic development.

LTM-SUPPORTED TRAINING EMPOWERS RURAL HOUSEHOLDS



Bamboo Craft Training was conducted at Kusmel village, M. Rampur, as part of the IVDP initiative supported by **LTM**. 16 women were trained in crafting a diverse range of products, including decorative showpieces, flower vases, baskets, lamp shades, wall hangings, and storage containers. Beyond learning techniques, the training focused on enhancing design sensibilities, craftsmanship, and product diversification, enabling participants to create market-ready products. The initiative has opened up new avenues for income generation, empowering rural households to build sustainable livelihoods.

SAKHYAM'S PAPER PLATE UNIT RECORDS STRONG PROFITS



The paper plate manufacturing unit, established under Project Sakhyam, supported by **Jindal Stainless Ltd (JSL)** at Danagadi block in Jajpur, demonstrated strong operational performance this month. The unit produced 16,311 finished plates with an input cost of ₹24,650, achieving near-total material utilization. Total sales reached ₹33,868, reflecting robust local market demand. After accounting for all production expenses, the enterprise recorded a net profit of ₹7,218. These results highlight a sustainable livelihood model that effectively balances efficient resource management with consistent revenue generation for the community.

JHAIN MOONG HARVEST COMMENCES IN DHENKANAL



In Bherubania village under Bhuban block of Dhenkanal, harvesting of the Jhain moong crop has commenced under Project Chirantan, supported by **HDFC Bank Parivartan**. Jhain Moong has been introduced as an intervention to create an additional source of income for farmers. As part of the process, a crop-cutting demonstration was conducted in the field to ensure accurate yield estimation. A square plot measuring 5 m × 5 m was demarcated using ribbon, and the diagonal was measured at 7.07 m to maintain precision in the sampling process.

HINDALCO CSR LEADERS VISIT SHAKTI SALES GALLERY



Project Shakti welcomed Mr. Abhijit Raju (Head-CSR, **Hindalco Industries Limited**) and a senior leadership team including Mr. Ravi Niwas (DGM-CSR & R&R), Mr. Diganta Mohanty (DGM CSR), Dr. Lopamudra Priyadarshini (Cluster CSR Head), Ms. Sweta Upadhyaya (Cluster CSR Head), Mr. Tanmaya Mohanty (Head-CSR & R&R), Mr. Siba Mahapatra (CSR Cluster Head-Odisha), and Mr. Jitesh Rath (Sr. TM-CSR) to the Sales Gallery at Hirakud. Discussions prioritized the sustainability of women-led enterprises, exploring structured pathways for scaling market potential and enhancing long-term livelihood security for SHG members through robust enterprise development.

UTKAL ALUMINA IN TIKIRI SUPPORTS WOMEN ARTISANS



At the Udyamee Project in Tikiri, Rayagada, supported by **Utkal Alumina** - Aditya Birla Group, Mr. Bhaskar Bhattacharya, Head - Talent Acquisition, Hindalco Industries Limited, along with the CSR team, visited the terracotta production unit at Kindiripadar village. The team interacted with the SHG women artisans, observed the production processes, and gained a firsthand understanding of their craftsmanship and enterprise operations. They also engaged with the artisans, appreciating the detailing and finishing of products & acknowledged the creativity reflected in their work.

RELIANCE FOUNDATION LAUNCHES WATER4LIFE INITIATIVE



Through Water4Life, a flagship initiative by **Reliance Foundation**, communities and key stakeholders are collaborating to restore and maintain vital water bodies. The project emphasizes collective action, ranging from large-scale clean-up efforts to deep-rooted awareness and engagement. By prioritizing local participation and institutional ownership, the initiative ensures that environmental impacts are sustainable and long-lasting. This community-driven approach successfully addresses critical water challenges at scale, creating resilient ecosystems that continue to thrive well beyond the initial intervention phase.

WOMEN MASTERS ADVANCED JUTE STITCHING AND DESIGN



The Jute Bag Training Centre under the Jeevika Project, a part of the IUSDP initiative of **Vedanta VGCBC** is currently empowering eleven women from urban slum communities by providing structured training in jute product manufacturing. The participants are receiving exposure to advanced stitching, cutting, finishing, and design techniques, enabling them to produce a diverse range of eco-friendly jute bags. The training focuses on quality standards, productivity improvement, and enterprise orientation. The centre is contributing to income generation opportunities for women in the 25-35 age group.

NABARD SUPPORTS ORCHARD DEVELOPMENT THROUGH WADI



The TDF-WADI program, supported by **NABARD**, focuses on transforming underutilised upland into productive orchard-based farming systems for small and marginal farmers. Through the promotion of fruit plantations, intercropping, water access, and small livestock integration, the program encourages diversified and year-round livelihood opportunities at the household level. By combining horticulture with seasonal vegetable cultivation and resource-efficient farming practices, the initiative helps families improve income stability, strengthen food security, and make better use of available land and natural resources.

VEDANTA JHARSUGUDA EMPOWERS KELDAMAL WOMEN



Under Project Subhalaxmi Udyogini, supported by **Vedanta Limited - Aluminium Business**, Jharsuguda, Jute Craft Training Programme was conducted in Keldamal village. 16 SHG members gained hands-on expertise in traditional jute techniques, focusing on material preparation and design. Participants produced a wide array of eco-friendly items, including laptop bags, wall clocks, and dream catchers. This initiative aims to build advanced technical skills and establish sustainable livelihood opportunities, empowering rural women to launch successful, market-linked enterprises.

APC PROJECT STRENGTHENS WATERMELON MARKETING



Under the APC Project in Jujomura, supported by the **Government of Odisha**, market linkage efforts continue to strengthen farmer incomes and collective marketing practices. Recently, two members of Maa Jharigudi Producer Group from Dhadumunda village sold 30 quintals of watermelon at a rate of Rs. 7/kg to a vendor from Sambalpur. The collective sale generated a total income of Rs. 21,000, demonstrating the value of aggregation and direct market access. This initiative facilitates smallholder farmers to access reliable buyers, strengthen producer groups, and improve farm-gate price realization.

HDFC PARIVARTAN CSR TEAM VISITS MAHASHAKTI HEAD OFFICE



The team from **HDFC Bank Parivartan** visited the Head Office of Mahashakti Foundation in Bhubaneswar. The delegation included Mr. Barun Kumar – Regional Head CSR (East), along with Mr. Chandan Kumar Nayak – CSR Manager; Mr. Ratan Kumar Naik – CSR Manager; and Mr. Akash Mitra – Monitoring and Impact Manager. The team reviewed the progress of the project, currently being implemented across two blocks of Dhenkanal district. The interaction provided an opportunity to share key updates, discuss field learnings, and strengthen the ongoing collaboration towards sustainable community development.

SPOTLIGHT INTERVIEW

with Dr. Sushanta Kishore Khuntia, MD – Dependable Agri Services Pvt. Ltd.

1. Could you describe the scope of your technical support within Mahashakti Foundation's agriculture and livelihood initiatives?

Dependable Agri Services Pvt. Ltd. is a proud partner of Mahashakti Foundation, delivering sustainable agricultural solutions. We supply high-quality organic inputs like DepSuraksha and DepNutri, alongside essential infrastructure such as solar pumps and poly houses. Leveraging our multi-disciplinary expertise in agriculture and livestock, we provide end-to-end support—from conceptual planning to on-ground implementation and beneficiary hand-holding. Our mission is to empower farming communities through knowledge-based consulting, ensuring program success while upholding the brand integrity of both organizations through unwavering quality and reliable service.

2. What were the key considerations while introducing pearl cultivation, Integrated Farming System (IFS) inputs, and organic bio-fertilizers in the project areas?

Decades of chemical-heavy farming have eroded profitability and increased risks for smallholders, making agriculture increasingly unviable. To restore sustainability, we advocate for reducing input costs and diversifying portfolios through organic, natural solutions. Our approach blends traditional wisdom with advanced technology, specifically integrating high-value enterprises like pearl cultivation with stable organic vegetable production. By utilizing biofertilizers, biopesticides, and Integrated Farming Systems, we mitigate climate risks and ensure farming remains a reliable, remunerative livelihood for the future.



3. How do these interventions complement each other in strengthening farm-based livelihoods?

As already said, our farmers should be strengthened with right blend of advanced technologies well as our age-old traditional practices, portfolio risk-return management through multiple Agri and allied enterprises, appropriate farm infrastructure and technological handholding. Accordingly, the various interventions like organic farming, Integrated Pest & Disease Management, Integrated Nutrition Management, Irrigation Management, Vermicomposting, Azolla cultivation, Protected cultivation, High value orchard, Pearl Farming, Farm pond, Fish cultivation etc. have been designed to provide holistic farm-based livelihoods support to farming community.

4. From your field engagement, what challenges do farmers face in adopting new practices, and what approaches have helped encourage adoption?

We have participated in several training programmes and meetings with the beneficiary farmers across locations and have visited their fields, interacting in depth. The key challenges observed are: a. Slow adoption of new ideas by farmers, b. Low level of patience in trying out new things, c. Lack of ownership and participation in the absence of the farmer's skin in the intervention, d. Little financial back up to create necessary farm infrastructure, i.e. misconceptions about organic & natural farming.

Keeping the same in view, the three major approaches are being followed:

- close, repeated interaction with the farmers to change their mind

- Regular training on the required subjects
- Creation of a common infrastructure for community and demonstration of technologies/practices through the Farmer Field School model.

We have observed lot of interest in the community to attend trainings and receive new ideas, and also a lot of appreciation for the interventions made by Mahashakti Foundation as solid proof of adoption.



5. What steps are important to sustain and scale these interventions in the coming years?

In my opinion, below are the points that need a lot of consideration:

- Focus on regular training (at least one training per month in each intervention Gram Panchayat on a required subject)
- Emphasis on beneficiary contribution (whatever small it may be) in all the interventions
- Thrust on creating self-sustainable enterprises/entities by the end of the intervention period
- Establishment of models/infrastructure based on positive impact, sustainability, climate resilience, advanced technologies, traditional practices and scalability (Example: Showcase commercial organic farm, Bio Input Resource Centre, Biofloc fish cultivation, protected cultivation of cut flowers like gerbera and orchid, aromatic crop cultivation, fortified rice cultivation, hydroponic vegetable cultivation, indoor saffron cultivation, professional goatery, crab cultivation, coloured (aquarium) fish cultivation, seaweed/ spirulina cultivation, vegetable dehydration unit (solar/electric oven drying etc.)

SUCCESS STORY



LAXMIPRIYA BEHERA'S JOURNEY THROUGH COIR CRAFT

Laxmipriya Behera from Nimapada represents one of thousands of women from marginalized communities in rural Odisha whose economic potential has long remained untapped due to systemic barriers. Her household, entirely dependent on her husband's irregular daily wages, lived in persistent financial uncertainty, unable to consistently meet basic needs or invest in their daughters' futures. A turning point came in 2018, when Laxmipriya participated in a government-organised Micro Enterprise Creation Programme, acquiring foundational skills in coir craft making. Building on this, she was inducted into the Gopinath Coir Craft Producer Group in 2019. However, skill acquisition alone proved insufficient. Two critical structural barriers continued to hinder consistent economic participation: Raw material supply & market access. As a consequence, Laxmipriya's engagement with coir crafts remained sporadic, contributing negligible income to the household and failing to translate her skills into livelihood security.

In 2025, **TPCODL** launched Project Samridhi, a targeted livelihood empowerment initiative designed to bridge precisely the gaps that had constrained artisans like Laxmipriya. Under this programme, a dedicated Coir Craft Cluster was established in the area. The intervention was structured around two direct, measurable pillars: Supply Chain Resolution & Demand Generation & Market Linkage. This dual-pronged approach directly addressed the root causes of income irregularity, .

enabling artisans to transition from subsistence-level, intermittent activity to structured, sustained economic participation.

QUANTITATIVE IMPACT AT A GLANCE

<p>₹2,500/month Steady Monthly Income</p>	<p>100% Improvement from ₹0 Craft Income</p>	<p>2019 → 2026 7-Year Journey to Stability</p>	<p>3 Areas Income Utilisation (Education, Health, HH)</p>
--	---	---	--

The steady monthly income of approximately ₹2,500 earned by Laxmipriya through coir craft production is being channelled purposefully across three priority areas, reflecting the household's aspiration to break the intergenerational cycle of poverty. Laxmipriya's case is a compelling demonstration of how targeted, systemic intervention can unlock economic potential that already exists within communities.



MEDIA HIGHLIGHTS

मुख्यमंत्री कन्या विवाह योजना के तहत जिला स्तरीय सामूहिक विवाह: 33 जोड़ों का विवाह संपन्न



मुख्यमंत्री कन्या विवाह योजना के तहत जिला स्तरीय सामूहिक विवाह कार्यक्रम का शुभारंभ।

प्रकल्प अर्थकारण वृद्धि के लिए



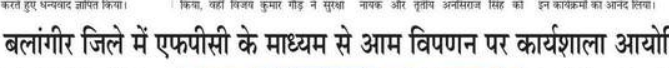
प्रकल्प अर्थकारण वृद्धि के लिए बैठक का आयोजन।

आर्य समाज



आर्य समाज के कार्यक्रम का शुभारंभ।

बलांगीर जिले में एफपीसी के माध्यम से आम विपणन पर कार्यशाला आयोजित।



बलांगीर जिले में एफपीसी के माध्यम से आम विपणन पर कार्यशाला आयोजित।

ग्रामपंचायत कन्या विवाह योजना के तहत सामूहिक विवाह



ग्रामपंचायत कन्या विवाह योजना के तहत सामूहिक विवाह कार्यक्रम।

शुक्रवार का कार्यक्रम



शुक्रवार का कार्यक्रम का शुभारंभ।

बलांगीर जिले में एफपीसी के माध्यम से आम विपणन पर कार्यशाला आयोजित।

बलांगीर में किसान प्रशिक्षण का आयोजन किया गया



बलांगीर में किसान प्रशिक्षण का आयोजन किया गया।

दूर्गापूजा के अवसर पर



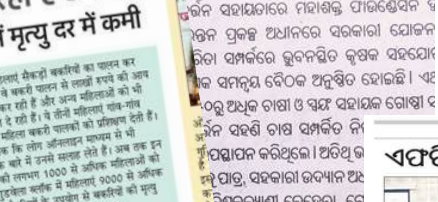
दूर्गापूजा के अवसर पर कार्यक्रम का आयोजन।

कन्या कृषक विकास कार्यक्रम



कन्या कृषक विकास कार्यक्रम का शुभारंभ।

बलांगीर में किसान प्रशिक्षण का आयोजन किया गया



बलांगीर में किसान प्रशिक्षण का आयोजन किया गया।

दूर्गापूजा के अवसर पर



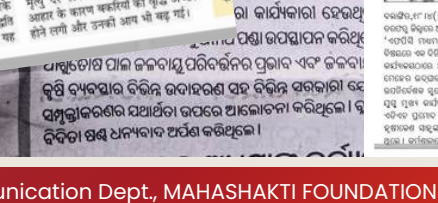
दूर्गापूजा के अवसर पर कार्यक्रम का आयोजन।

गांव की महिलाएं बकरी पालन के साथ पारंपरिक तरीके से कर रही हैं उपचार



गांव की महिलाएं बकरी पालन के साथ पारंपरिक तरीके से कर रही हैं उपचार।

बलांगीर में किसान प्रशिक्षण का आयोजन किया गया



बलांगीर में किसान प्रशिक्षण का आयोजन किया गया।

दूर्गापूजा के अवसर पर



दूर्गापूजा के अवसर पर कार्यक्रम का आयोजन।

बलांगीर जिले में एफपीसी के माध्यम से आम विपणन पर कार्यशाला आयोजित।

बलांगीर जिले में एफपीसी के माध्यम से आम विपणन पर कार्यशाला आयोजित।

बलांगीर जिले में एफपीसी के माध्यम से आम विपणन पर कार्यशाला आयोजित।