

### **MAHASHAKTI FOUNDATION**

Creating Opportunities. Empowering the Poor

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### **MAHASHAKTI FOUNDATION DAY**



16<sup>th</sup> Annual Day Celebration of Mahashakti Foundation was observed on 19 October, 2020. The organisation according to its tagline, "Creating Opportunities & Empowering the Poor", works keenly on uplifting the financial & social status of the underprivileged people of the state.

On the occasion of its Foundation Day, MSF conducted a webinar on Sustainable Community Development Models — its Approaches & Challenges. The program was inaugurated by Sri Jagannath Saraka, Honourable Minister for SC & ST Development, Govt. of Odisha. Sri Santosh Mishra, President of MSF, delivered the welcome address. Mr. Jugal Kishore Pattnayak, Chief Executive Officer, presented the success story of the institution. All our esteemed partners joined as Speakers. Beneficiaries of different projects from Khurdha, Bargarh, Jagatsinghpur and Kalahandi districts also spoke on how the institution has touched their lives.

In Focus

# **QUARTERLY HIGHLIGHTS**



### MUSHROOM CULTIVATION TRAINING

Improved nutritional value of mushrooms and delicious tastes have become a major reason for the increase in demand of mushrooms. To meet with the demands, the supply has to buckle up and hence the cultivation of mushrooms must also increase. Mahashakti Foundation with the esteem support of Vedanta Ltd. at Chhatrapur Cluster in Lanjigarh did a detailed discussion on composting, spawning, casing, pinning, cropping and harvesting. 20 SHG women participated in the Training Program.

#### **WASH PROGRAMME**

Access to healthy and safe water, adequate sanitation and improved hygiene, the WASH program works on long-term prevention and control measures for improving health, reducing poverty, and improving socio-economic development as well as responding to global emergencies and outbreaks of life-threatening illness. Mahashakti Foundation with the support of NABARD organised WASH Program at Gatiguda Village in Rayagada district of Odisha to spread awareness on the benefits of water, sanitation & hygiene.





#### MILLET FOOD STALL AT COVID KIOSK

Healthy eating may have become a recent trend, but the roots of it have long been present in Indian culture and its traditional food items. Ragi is one of the traditional wholegrain that is once again being re-discovered as a superfood due to its high fibre density and high nutritional value. Millet food items like cakes, biscuits, chaklis, ladoos, cookies etc were sold by Saraswati SHG Group Members at the inaugural of Covid Kiosk at Lurapali Village of Bijepur Block in Bargarh. The Project is supported by ATMA, WASSAN & Govt. of Odisha to increase the consumption of Millets.

### SKILL DEVELOPMENT TRAINING OF UJJWALA BENEFICIARIES

New 180 Beneficiaries have been enrolled in the second year of Tailoring Training at Skill Development Training Centre at Ogalapada, Khurdha. Training on stitching & making of Jute products to be provided to them for 6 months period and necessary support services to be provided to all the beneficiaries to earn a minimum of INR 5000/- per month during post training period by making women garments and bags such as tiffin bags, bottle bags, clutches, laptop bags, potlis, mats, robes & carpets out of jute and sell them.







# **QUARTERLY HIGHLIGHTS**



#### **VISIT OF SPI PERSONNEL**

Senior Director of Smart Power India - Mr. Samit Mitra, Associate Director of SPI - Mr. Satya Choubey visited the State Coordination Office, Bhubaneswar and presented Mahashakti Foundation with an appreciation memento as Valued Resource Partner to SPI under Project Bijuli Didi. Project Bijuli Didi is operationalized in Tirtol, Ersama & Kujanga Blocks of Jagatsinghpur District where women SHG members are engaged in Electricity Metering, Billing and Collection purposes. Within a year of the project, 148 Bijuli Didis are currently earning in the range of INR 6,000/- to 10,000/- a month.

#### TRAINING ON PISCICULTURE

Pisciculture or Fish Farming is an intervention in the rearing process to enhance production, such as regular stocking, feeding, protection from predators, etc. For the increasing demand for fish & fish protein among masses, Pisciculture is done in small ponds. Mahashakti Foundation with the esteem support of Govt of Odisha and Vedanta Ltd., Lanjigarh conducted a Training Program on Pisciculture at Bhatguda regarding fish breeding and importance of Fisheries in enhancing the economy of farmers. 20 members from 7 SHGs participated in the Program.





### LOAN LINKAGE OF SHG WOMEN

To expand access to a broad range of financial services in rural as well as in urban areas of the country, financial linkages is a must as it helps in expanding financial services to new as well as existing clients. All kind of financial services must reach to the unserved segments of the population. On today's date, when we see an evolution of financial linkage, Mahashakti Foundation under its Sustainable Community Development Program with the esteem support of ACC Ltd, is working on loan linkages of the SHG women so that they would be able to start their respective enterprises.

#### **BLOOD DONATION CAMP**

On today's date, in every two seconds, someone needs blood to survive. Therefore, the supply of blood must constantly be replenished by generous blood donors. Mahashkti Foundation organized a Blood Donation Camp in association with Sambad and Ama Odisha at its Registered Office, M Rampur, Kalahandi. Staff membersof MSF & localities donated blood in the camp.



Creating Opportunities, Empowering the Poor...





### IN FOCUS

# SPECIAL FOCUS -DAAN DIWALI UTSAV

### CELEBRATION OF DAAN DIWALI UTSAV

Mahashakti Foundation on the occasion of Diwali declared a Daan Diwali Utsav from 12 November 2020 to 15 November 2020 with an appeal to its employees across the geography to donate to the needies to light their livelihoods. In twenty five locations where Mahashakti Group of Institutions are being operationalized, Daan Diwali Utsav was celebrated by donating warm clothes, sarees, blankets, masks, sanitizers were distributed to distressed households of the nearby locality. There's a moral duty of every person to use what they have to help others, a sentiment very much rooted in one's personal values and principles. Having the power to improve the lives of others is a privilege, and one that comes with its own sense of obligation. Showing generosity in a way helps us to understand and to acknowledge the fact that we are interdependent in a respectful and supportive way.

On 16 November 2020, Mahashakti organized a webinar as Closing Ceremony of the Utsav. Branch Managers shared their own experiences of doing Daan to the people in need. Over 200 distressed families all over the state were distributed with blankets, sarees, warm clothes and even meals.

The experience sharing left everyone teary eyed because of the contentment they got while generously helping them those in need. Out of the Branches, those with Best Celebrations received cash award of INR 5,000. The Winner announcement was done by Director Operations: Mohan K Baliyarsingh.

The Vote of Thanks was given by the Chief Executive Officer – Mr. Jugal Kishore Pattnayak, where he thanked all the participants and also encouraged everyone to imbibe the spirit and habit of charity in oneself. With a promise to continue the culture of Daan Diwali every year, he wrapped up the webinar.

In Focus























# IN FOCUS

## STORY FROM GROUND



It's said that Resilience is the ability to cope with the loss, change, and trauma that have been inevitable parts of life. Building resilience can help a person better adapt to life-changing events, cope with turbulent times, and bounce back from hardship and tragedy. The more strong and tough one become, the better one is able to tolerate the feelings of stress, anxiety, and sadness that accompany trauma and adversity—and find a way to rebound from setbacks.

But the question is, how strong you can become when you loose someone near & dear! How to ignore your trauma and move on with your life when you are left alone in this selfish world by the one who promised to be by your side whatsoever! The loss is irreparable. And forgetting and letting go of something so serious is a tough job. But weeping long for the same thing and being blind on your responsibilities and casual about your own life is not a great option too.

Bisnupriya Sahoo, a resident of Radhacharanpur hamlet, Janla Panchayat was a widow, who lost her husband a few years back. She stayed in the village with her only daughter who studies in Std – X in Janla School. After the death of her husband, her life turned upside down. In a moment, their happy life was destroyed. She used to be a housewife and only had the responsibility of household chores and raise her daughter. But after the sudden demise of her husband, she started giving regular tuitions to the children of her locality. With the widow allowance by the government and tuition fees, Bisnupriya managed the expenses of the family. But she was not ready to adjust with the same as she didn't want to compromise on her only daughter's education and her future. Therefore, she thought to engage herself with some other income generating activities. She had a sewing machine at home which she used for repair work and alterations of her daughter's dress.

To gain more knowledge on tailoring, Bisnupriya joined Skill Development Training Centre at Ogalpada that is set up by Mahashakti Foundation with the support of Indian Oil Corporation Ltd. (IOCL) & Skill Development Institute, Bhubaneswar. In the training centre, she focused on various nuances of pattern making and dress designing in a comprehensive manner. From taking measurements to producing final outfits, she became a pro in all. To achieve perfection in stitching, she started making frocks, tops, skirts etc. for her daughter at home with her sewing machine.

After completing her training of six months, she started making different outfits like designed kurtis, Anarkali dresses, chudidars, salwar-kameezes, gowns, nighties, and petticoats for women and frocks, shirts, skirts and tops for kids. She sold them at her home along with other tailoring materials and women stationery items. With that, she earned about INR 5000/- to INR 6000/- a month. She also took some outfits stitched at the centre and now is paying back the amount to the centre from her profit. She's doing savings in bank as Recurring Deposit of the amount she's earning from tailoring to use the money for her higher studies of her daughter. This shows, responsibility makes a person strong & stubborn irrespective of one's personal sufferings.



# **IMAGE GALLERY**



Livelihood & Enterprise Development Program on Mushroom Cultivation



Grass Root Level Training Programme on Digital Financial Literacy



Daan Utsav celebrated across Odisha



Review Meeting of Project Millet Mission



Awareness Program on Ragi Procurement



Mushroom Cultivation by Laxmi Bai SHG



Enrolment of Dhokra Artisans into KPCL



Awareness Program on Hand wash & Social Distancing





## MAHASHAKTI FOUNDATION

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