

## AGRICULTURAL ECOSYSTEM

### Central Sector Scheme for the Promotion & Formation of 10,000 FPOs: CBBO Platform

Mahashakti organised a 2 days Training Program on FPO management under the central sector scheme at Sohela Block Conference Hall. BDO Sohela Block was invited to inaugurate the program. Dr. Amulya Kumar Mohanty Project Director took the lead in explaining FPO management concepts, regulatory compliances and the importance of a vibrant board. Representatives from 5 FPOs of Bargarh District took part in the program.

Role of CEOs and MDs of a FPO is important to carry forward its business activities and mobilising shareholders. A 3 days' training program for the CEOs and MDs of all FPOs promoted under the central sector scheme in 5 districts of Odisha by Mahashakti was organised in Balangir district. DDM NABARD, DDH, external resource person and Sr. team of Mahashakti shared their respective insights on the better management of resources, business activities and credit linkage.



### Block level Coordination Meeting: Th. Rampur, Jharbandh and Tumudibandh Blocks

Block level coordination meeting was organised at the blocks of Th. Rampur, Jharbandh and Tumudibandh, involving Govt. line departments and FPO members - under the Central Sector Scheme supported by NABARD. Dignitaries like BDO, GPEO, Block Chairman, WEO and MD of Mahashakti Foundation took part in the interface meeting. Current status and shareholder mobilisation was one of the major agenda at the meeting and how the local Government functionaries can extend their kind support towards the growth & strengthening of the FPO was discussed during the meeting. The attended guests discussed the existing business activities undertaken by the FPO, where they need support and guidance from related Government departments. The line department officials have assured about their cooperation whenever needed.

### Sensitisation:

An orientation meeting was organised at Tirtol to inform the farmers about the essence of farmers collectives. The farmers and office bearers of 4S4R FPCL took part in the program. NABARD DDM, BDO, AAO, BPM - OLM and Horticulture Officials attended the event and shared their valuable insights focusing on the growth of FPO. Director of Mahashakti Foundation gave emphasis on developing a team spirit among the FPO members, compliance matters and how quickly the membership base can be increased in order to harness Government benefits and undertake



## Marketing

An important aspect of building a sustainable FPO is marketing. Regular marketing of agricultural products by FPOs boost the confidence level, create networking opportunities with buyers and most importantly the books of accounts are maintained with regular transactions. Our Safalchasi FPCL from Junagarh, Kalahandi district, is giving applaudable effort in business and marketing activities, starting from input supply to marketing linkages of products. This time the FPCL is selling bananas to traders from Khariar NAC, Nuapada district.



## DMC Meeting

A District Level Monitoring Committee (DMC) meeting for Central Sector Scheme (Implementing Agency NABARD Online) was recently organised for Kalahandi district, where the District Collector Chaired the meeting. The progress of the FPOs, membership structure, boosting production of non-paddy crops, crop diversification and how more farmer members of the FPOs can be linked with different Government sponsored schemes were deliberated during the meeting. All the DMC members took part in the meeting, along with the two CBOs appointed for the district, including Mahashakti Foundation.



## PMRC

Mahashakti team coordinated with the DDM in organising the PMRC for the FPOs from the district of Kalahandi. DDM NABARD, APD Livelihoods, LDM Kalahandi, Secretary Jana Sahajya along with MD of Mahshakti Foundation and other Senior dignitaries from FPOs and FPO promoting institutions took part in the meeting. Key aspects like status of business taken up by the FPOs, turnover, marketing and compliances were discussed during the meeting.



FPO Management Training

# MAHASHAKTI FOUNDATION AS AN RSA OF NABARD

## BDP Training – FPOs of Gajapati District

Having a good business development plan helps FPOs in carrying out businesses on a sustainable basis. Apart from that it enables the FPOs in recognising the incomes and expenditures in a precise manner, which then adds value in getting benefits of different Government schemes as well as credit facilities from banks/FIs. Under the Resource Support Agency (RSA) engagement with the support of NABARD, Mahashakti Foundation organised a 2 days' training program on business development plans for the FPOs allocated from the districts of Gajapati. During the training program, the participating FPOs were given input on identifying their different income and expense heads to prepare the business plan.



## BDP Training – for the FPOs from Koraput, Malkangiri and Nabarangpur

A practical orientation on preparation of business plans for FPOs from Koraput, Nabarangpur and Malkangiri districts was organised at Atithi Bhawan, Koraput. Some business plans of the FPOs even prepared there at the training program while discussing with respective FPOs. DDM NABARD - Koraput also joined the event and shared his insights on the importance of preparing a business plan



## BDP Training at Nuapada

We organised another training program on financial management of FPOs at Nuapada. The program was aimed at building capacities and sharing knowledge on preparing business plan for individual FPOs. DDM NABARD joined us in making the training a successful one. FPO functionaries joined the practical orientation and learnt about the BDP format shared by NABARD.

## Workshop at Kalahandi

A workshop was organised at Bhawanipatna for the FPOs of Kalahandi under the RSA set up, supported by NABARD. DDM Kalahandi joined us in explaining different beneficial schemes of the Government focusing on FPOs. Director – Operations and other senior team members of Mahashakti took part in the program to interact with the FPOs from Kalahandi district. They explained about timely compliance, marketing linkages, credit linkage with NABKISAN and preparation as well as effective implementation of



## BDP Training and PMRC Meeting: Ganjam District

Mahashakti conducted Financial Management of FPOs training program for the chief functionaries of FPOs from the district of Ganjam, under the RSA initiative - supported by NABARD. During the program the team explained about marketing plan, turnover, organising buyer-seller meet, credit linkage and its proper utilisation. Business development plans of 4 FPOs were prepared at the training venue itself. Apart from that, a PMRC meeting was organised with the coordination from DDM NABARD, where Agricultural Officer of the district invited to spread knowledge about Govt. schemes especially meant for the development of farmers collectives.



# PROJECT SAMPURNA

## Field Visit of HDFC Bank State CSR Manager

Mahashakti hosted a successful visit in the FRD Project Sampurna, supported by HDFC Bank Parivartan - implemented in the two districts of Sambalpur and Bargarh. This is an aspirational project and has concrete plans to promote sustainable agri enterprises led by industrious women farmers from these two districts. One Producer Company (Utkalika Women Agro Producer Company Ltd) is already registered and in operation at Ambabhona block of Bargarh district. The State Manager - CSR of HDFC Bank visited the project locations, took part in the Financial Literacy training program, inspected the demo plots prepared for chili and millet crops and had a review meeting with the project staff as well as with the Sr. Management of Mahashakti Foundation.



**Exposure Visit** A delegation of 12 Project Sampurna team members from Mahashakti Foundation, Odisha paid a visit to Indian Institute of Millet Research, Hyderabad. The team visited the millet processing centre, manufacturing units and attended a session on millet processing & value addition.



## Krushak Mela & Millet Food Festival

Mahashakti Foundation has organised Krushak Melas at Bhatli and Ambabhona blocks of Bargarh; Maneswar and Jamankira blocks of Sambalpur district to sensitise farmers on different government schemes. Millet Food Festivals are also organised to popularise different millet foods at the side line of the Krushak Mela. Govt. line department officials like BDO, CDPO, BPM-OLM, BAO, Veterinary Officers, Scheme Officers, PRI representatives and Bank Managers joined the event as resource persons. Traders were also invited to the Mela to establish a marketing interface. As many as 500 farmers from these 4 blocks participated in the program.

## Financial Literacy Trainings (FLT)

Farmer Producer Groups are now playing an important role in the strengthening of FPOs. Their knowledge and information on the use of cash in hand as well as credit is important. In this regard, Mahashakti has conducted a series of Financial Literacy Training programs for the Producer Groups of Bargarh and Sambalpur districts, under the HDFC Bank Parivartan supported FRD Project "Sampurna". Local Branch Managers from different Commercial Banks and resource person, Mr. Sudhir Kumar Dash shared their insights on best practices and judicious use of finances to the PG members.



**Residential training** The project team organised residential training programs for the farmers from the district of Sambalpur between 27-28 August 2022 to let them have some clarity about the benefits of the Sampurna project and share knowledge about Improved Package of Practices (IPOP) for Chili crop. Agriculture and FPO experts were invited to impart training to the farmers and explain them about the perks of being a collective entity to take advantage of the Government programs, bulk procurement, getting seed/fertilizer license and marketing linkage. The Project Director engaged with the farmers during the course of the training program, to ensure they have clarity in understanding FPO



formation, input/output linkage, regulatory compliances, seed/fertilizer license among others. Documentaries (videos of best practices), songs, group exercises/games etc were planned to make it an engaging and participatory event. MD of Mahashakti Foundation, Vice-President of Mahashakti, the Project Manager and other thematic experts coordinated on the successful organisation of the event. DDH and AHO Sambalpur joined the team to make it a successful and fruitful program, where 40 farmers took part in the residential event.

**Odisha Millet Mission: Exposure visit:** After getting access to markets and remunerative price for millets, farmers have voluntarily started millet cultivation at their respective lands. The smile on their faces show the hope and aspiration to expand their livelihood opportunities with the cultivation of millet. One of Mahashakti's promoted FPOs Chira Sabuja Producer Company Ltd from Bijepur, Bargarh, hosted an exposure visit of farmers led by BAO of Ulunda Block of Subarnapur district. The Project Manager and chief functionaries of Chira Sabuja PCL ensured the visiting delegates take home already proven and successful tips for the cultivation of Millets. The visitors were given opportunities to see the cultivation process, preparation of green manure, processing and the tiffin centre, where all the food items are made up of millets.



**Crop Diversification Project:** Partnering with the State Govt., under the Mega Lift Irrigation scheme, Mahashakti Foundation is implementing Crop Diversification Project in the district of Bargarh. Crop Diversification is undertaken by adding a new crop or different variety, or by changing the cropping system currently in use. Diversification is adopted to replace low-value with high-value crops, such as vegetables and fruits. Through crop diversification, the farmers ensure reduction of financial risks associated with climate or market shocks.

# LIVELIHOOD ENHANCEMENT

## Ultra-Poor Market Access (UPMA) Program

Visit of Team Members of Trickle Up to UPMA Project Balangir, Odisha. Mr. Diganta Mohanty, Director Program, Ms. Teresa Khanna, Director Strategic Partnership, Mr. Susanta Dash, Project Manager Trickle Up along with Mr. J.K.Pattanayak, MD, Mr Hrusikesh Sahu Senior Manager Mahashakti Foundation visited different micro enterprises initiated by FIGs with the program support. When women march ahead, the entire community sees and experiences the true picture of development. In one of our livelihood enhancement projects, titled Ultra Poor Market Access (UPMA), supported by Trickle Up, Mahashakti is supporting poor women project participants in kick starting some kind of business activities, having an assured source of income. 25 women Project Participants from Bangomunda block of Balangir district, were provided with 15 chicks each (in total 375 chicks) - to run and manage a poultry farm. We are going to help them in vaccination and associated handholding support to ensure they make a good return.



## Beekeeping

Beekeeping is a low investment activity and provides sustainable livelihood opportunities, with a good return to the needy. As part of the project activity in association with NABARD, Mahashakti distributed bee boxes along with hives, veil and queen gate to the FPO members of Adarshini Producer Company Ltd, based out of M. Rampur, Kalahandi district.

**Sakhi Project:** Fish farming is a remunerative business backed with an ever increasing state-wide demand. However, it often faces with challenge of high mortality if the farmer fails to follow technical and scientific methods. On the other hand, the technological integration process must incorporate farmer's active participation for effective use of technical know-how. Keeping an

**Fish Farming Training :** Current developmental approach gives emphasis on building the skills of the poor so that they can learn skills to engage themselves in livelihood activities having a sustainable source of income. In one of such initiatives, Mahashakti Foundation and Vedanta CSR promoted Shaktimayee



eye on these factors, Mahashakti Foundation organised a thoroughly interactive training program, by involving the Govt. Fishery Dept officials. 20 women SHG members took part in the training and took home fish farming kits and essential scientific methods of doing the activity in a productive manner. The program was supported under Vedanta Resources Limited CSR initiatives.

Foundation, conducted a 6 months long skill building training program on Tailoring activity, where 42 aspiring women were able to learn tailoring. We organized a felicitation program to distribute certificates for successful completion of the training at Lanjigarh, Kalahandi district.

## Annual Day celebration of Shaktimayee Foundation

Shaktimayee Foundation, is one of the SHG federation promoted by Mahashakti and Vedanta, celebrated its 6th Annual Day at Lanjigarh (Kalahandi district). The federation invited key officials from government department as well as Vedanta CSR team to celebrate the important day. At the outset, the federation awarded SHGs and enterprises for their remarkable achievements.



## OTHER PROJECTS



**Disaster Management:** The Odisha State Disaster Management Authority (OSDMA) is working with different stakeholders for sustainable development practice that will reduce disaster risk and increase the wellbeing and safety of the people. Being the Nodal Agency we are facilitating series of Capacity Building activities for the task force volunteers in Bheden and Ambabhona blocks of Bargarhdist which are flood prone areas. The task force volunteers are trained on search, rescue, equipment management and maintainance. They are also given orientation about flood shelter management at the time of natural calamities. ADM Bargarh, Deputy Collector Bargarh, Local Sarpanch joined as guest during inaugural sessions. Resource Persons from OSDMA conducted the training program.100 Task force volunteers are participating in the said program.

### Women Literacy Centre (WLC) – imparting Functional Literacy aspects among slum dwellers in partnership with TPCODL

**Felicitation Ceremony :** The literacy rate in the country stands at 74.04 per cent, 82.14 for males and 65.46 for females. To increase functional literacy of women slum dwellers, with the support of TPCODL Mahashakti had started 10 dedicated Women Literacy Centres at different slums of Bhubaneswar. From the initiative, 210 Women were able to read and write in a period of 6 months. On the occasion of International Literacy Day, a felicitation event was organised where senior officials of TPCODL and Mahashakti Foundation distributed certificates to successful performers at Dharma Vihar Community Centre, Bhubaneswar.



**Prerak Training:** Mahashakti Foundation is implementing the Women Literacy Centre (WLC) for the slum dwellers around Bhubaneswar, the initiative is supported by Tata Power. In the last 6 months, Mahashakti has trained 200 women on functional literacy aspects while engaging the Preraks (Trainers). Before kick-starting the next phase of WLC, an orientation program was organised for the Preraks - to understand the learnings from the 1st phase and share ideas about implementing the 2nd phase in an effective manner.



**Eye check-up Camp :** On the occasion of the 118th birth anniversary of JRD Tata, the father of Indian Aviation and founder of numerous Tata companies – TPCODL partnering with Mahashakti Foundation organised a free eye check-up camp. The camp was organised at a village community hall in Bhubaneswar and skilled experts from a renowned eye hospital were invited to conduct the tests.



**Project Accountant Training :** As a project accountant it is necessary to clearly understand the project terms and guidelines and ensure adherence during the entire project period. To orient and provide necessary information for better book-keeping and record maintenance, Mahashakti organised a training program for accountants of different projects at its Balangir head office. Topics like partner reporting, budget utilisation, proper record keeping, adherence to procurement practices and bill verification wrt GST were touched upon in the training.



**Yes Foundation supported BDP Training :** Mahashakti organised a training program on business development services and market linkage under a Yes Foundation supported project. As many as 50 weavers took part in the training and got a chance to learn about the strategies on boosting their business in the nearby market. The training was conducted at Chhuriapali GP under Sohela block of Bargarh district. Another training program was organized on business development and marketing linkage for the crafty weavers from the Barpali area of Bargarh district. 25 weavers took part in the training program.

