

Recognition



AWARD

Vibrant Odisha Conclave
2023

Vibrant Odisha conclave, jointly organized by Indus Valley Times and the Centre for Socio Economic Studies, our Managing Director, Mr. Jugal Kishore Pattnayak, was honored with the prestigious "Man of the Mission" Award 2023. This recognition is a testament to his remarkable contributions in improving the lives of underprivileged individuals through his multifaceted developmental approach. The esteemed event took place at Hotel Swosti Grand in Bhubaneswar, where former Finance Minister Shri Prafulla Chandra Ghadai presented Mr. Pattnayak with this esteemed accolade. The ceremony was attended by notable personalities such as Shri Pratap Keshari Deb, Hon'ble Minister of MSME & Energy, Govt. of Odisha, and Shri Jagadananda, Member Secretary - CYSD, among other distinguished guests. This momentous achievement fills the entire Mahashakti family with pride and will undoubtedly inspire the team to continue striving for further accomplishments in the future.



The Sampurna project, supported by HDFC Bank Parivartan, has been making great strides in promoting sustainable livelihoods and agricultural development in Bargarh and Sambalpur districts. In the last quarter, Mahashakti Foundation has been actively involved in several key activities, including:

Ranchi Regional Partners Meet

HDFC Bank Parivartan organized a regional partners' meet in Ranchi. Partners engaged in various thematic projects from the eastern zone actively participated in this event. While taking part at the event, Mahashakti team showcased value chain models focused on millet farming. These models aimed to help the community increase their income from agricultural activities. Additionally, several other organizations also participated in the exhibition, presenting their innovative, sustainable, and community-based models on various themes.



Sampurna: Empowering Women Farmers through FPOs





Convergence with Government Schemes

Exploring and establishing convergence is an integral part of the HDFC Bank Parivartan supported Sampurna project. As part of the Sampurna project, Mahashakti Foundation actively collaborated with various government schemes. By leveraging these synergies, we ensured that FPOs and farmers could access additional support, resources, and incentives, amplifying the impact of our initiatives. Our Sambalpur team is setting examples by building strong rapport with the Govt. line departments,

for the benefit of project beneficiaries - small & marginal women farmers. Our Maneswar team has ensured drip irrigation subsidies from the local horticulture department, 50 acres of land going to get the benefit of adequate water supply in the current production cycle. Drip irrigation materials and tools have been procured to kick start the installation process.



Exposure Visit to FPOs of West Bengal

Exposure visits enable farmers from different regions to interact with and learn from each other, allowing them to view practical examples of successful integration of sustainable farm & marketing practices by farming communities like their own. A team of 40 people from Sampurna project were taken to two FPOs in Hooghly district, to understand about successful collective actions taken up in a professional manner by the active FPO functionaries. The 1st FPO – Bangabhumi Farmers PCL is engaged in potato, paddy and input procurement and selling activity. The team from the FPO explained the visitors about their procurement strategies and how they have tied up with a nearby co-operative society to use their cold storage on rent basis (potato storage). They clarified queries on the maintenance of different mandatory registers and how the board members play an active role in the conduct of

the business of the FPO. In the 2nd FPO, the team were given orientation about the FPO marketing activities as the FPO named Bhangar Vegetable PCL is solely engaged in the vegetable procurement and supply activity. The FPO has a working strategy of packaging, where they pack vegetables as low as 250 gm quantity and supply to the traders, retailers and wholesalers in bulk. The Sampurna team got to understand the professional conduct of business, smart marketing practices, maintenance of different registers, compliance matters and active involvement of board members in FPO activities. The same will be replicated by the team to strengthen the FPO as an organisation, persuade board members to take active role in the business and establish remunerative tie-ups with as many buyers as possible.





Buyer-Seller Meet

A workshop-cum-buyer seller interface was organised under the HDFC Bank Parivartan supported Sampurna project at Panchayat Bhawan, Bhatli of Bargarh. At the buyer-seller meet, officials from local Govt. Agriculture (AAO), Horticulture (AHO) offices and Nodal Officers from RMC took part in the event and envisaged making producers aware of the changing market and update them on the existing as well as latent demand of the consumers such as benefits of value addition, product development, product diversification and promotion. One FPO is already promoted under this project integrating small and marginal farmers of Ambabhona and Bhatli block, with an aim to provide holistic and broad supportive ecosystem to the agrarian communities which will ensure in enhancing the productivity by adopting

cost-effective and climate resilient agricultural practices and realizing higher returns through better PoP and market linkages for their produce and become sustainable through collective action. As many as 90 farmers and buyers attended the event where the participating buyers could understand the quality and quantity of chilli as well as millet on offer for bulk procurement. The meet, which was earlier organised in Bargarh as well as Sambalpur districts, provides a platform for the buyers to get the products directly from the producer groups.



Central Sector Scheme (CSS): Promoting & Strengthening FPOs as a CBBO



Under the Central Sector Scheme, Mahashakti Foundation has been dedicated to fortifying FPOs and maximizing their outreach. In the last quarter, Mahashakti has achieved noteworthy progress in the following areas:

Membership Structure Expansion

Mahashakti Foundation has successfully expanded the membership structure of Phase I and II FPOs. By encouraging greater participation, the team has fostered a sense of ownership among farmers and strengthened the collective bargaining power of FPOs.

Sensitisation Programs for Farmers

To raise awareness and foster inclusivity, Mahashakti organized sensitization programs for farmers. These sessions aimed to educate farmers about the benefits of collective action, market linkages, and the potential impact of FPOs on their socio-economic well-being. This has helped in increasing the membership base and share capital amount in respective FPOs.





FPO Board and Staff Orientation Programs

Recognizing the importance of competent leadership and skilled staff, Mahashakti Foundation organized orientation programs for FPO board members and staff. These programs equipped them with the necessary knowledge and skills to effectively manage and operate their respective FPOs. Training programs are being organised on record keeping and capacity building of CEOs and Accountants of FPOs promoted under the Central Sector Scheme, supported by NABARD. The FPO functionaries are being explained about various mandatory records to be kept & updated at the FPO office; the resource persons explained them about their particular roles and their connection with the growth of the FPO as an organised and regulated entity.



Residential Training

A residential training program was organised for more than 30 representatives from 11 FPOs in Kalahandi district. For FPOs to be viable business organizations, it requires an efficient and qualified human resource (Chief Executive Officer and staff) who needs to manage the overall business of FPO. Under the Central Sector Scheme, and as a CBBO, Mahashakti is organising periodical trainings to develop a cadre of quality human resource who can serve as CEOs and Accountants of FPOs. Imparting skills to these people can lead to improved rural entrepreneurship and sustainability of FPOs and reduce dependency on external promoting agencies.

Recruitment of Phase III FPO

Staff As part of our commitment to expansion, Mahashakti Foundation successfully recruited staff members for Phase III FPOs. By strengthening the human resources of these FPOs, the organisation aims to catalyze their growth and impact in the coming months.

UPMA

Empowering Farmers Interest Groups



Mahashakti Foundation's Ultra Poor Market Access (UPMA) project has been instrumental in empowering Farmers Interest Groups (FIGs) and facilitating their access to markets and livelihood promotion opportunities. In the last quarter, Mahashakti team has achieved significant milestones in the following areas:

Market Access and Livelihood Promotion Training for FIGs

Recognizing the importance of market linkages, Mahashakti organized training programs for FIGs in the Bangomunda block. These sessions equipped farmers with valuable knowledge and skills related to market dynamics, value addition, and entrepreneurship, enabling them to make informed decisions and enhance their income generation potential.

Inauguration of Community Chicken Centre

Top Management of TrickleUp, including their regional heads paid a visit to the UPMA project location in Bangomunda block of

Balangir district. At the field exploration exercise, the visitors joined the team in inaugurating a live chicken (meat) counter (at Sindhekela), owned by a group of women project participants. They appreciated the effort put in forth by the project team and the enthusiasm of the project participants in undertaking remunerative livelihood activities. The event was graced by the presence of Ms. Nathalie Katrina, the global CEO & President, and Mr. Peter La Raus, Vice President of Trickle UP. Mr. Sushanta Verma, ARD, and Mr. Diganta Mohanty, Program Director from their India office, along with Mr. Jugal Kishore Pattnayak, MD of Mahashakti Foundation. The outlet named as Jagruti Chicken Centre is currently being managed by Ashara Sagara FIG of Bakagura in Balangir district.





Construction of Community Poultry Shed

In the Bangomunda block of Balangir district, the successful renovation and construction of 20 poultry farms, achieved through active community participation, is a milestone towards empowering 500 rural households. This initiative aims to uplift ultra-poor households, improving their economic conditions and promoting sustainable livelihoods. By providing modern infrastructure and resources for poultry farming, the project enables these households to increase their household income and create a path towards self-sufficiency. The completion of the farms not only signifies progress but also fosters community pride and ensures long-term project sustainability, benefiting not only the immediate beneficiaries but also contributing to overall economic growth in the region.



Exposure Program for Project Participants

In January 2023, an exposure program was organized for the project participants of UPMA Project, being implemented in the Bangomunda Block of Balangir district. The program aimed to familiarize the participants with the Poultry Cluster supported by Harsha Trust in Bissam Cuttack Rayagada, Odisha. The exposure program provided valuable insights into shed management, effective feed management, and the preparation of homemade feed for chicks. Construction of Community Poultry Shed In the Bangomunda block of Balangir district, the successful renovation and construction of 20 poultry farms, achieved through active community participation, is a milestone towards empowering 500 rural households. This initiative aims to uplift ultra-poor households, improving their economic conditions and promoting sustainable livelihoods. By providing modern infrastructure and resources for poultry farming, the project enables these households to increase their household income and create a path towards self-sufficiency. The completion of the farms not only signifies progress but also fosters community pride and ensures long-term project sustainability, benefiting not only the immediate beneficiaries but also contributing to overall

Odisha Millet Mission

Promoting & Popularising Consumption of Millet



Mahashakti Foundation's association with Odisha Millet Mission has been instrumental in promoting millet consumption and creating market linkages for selling millets. In the last quarter, the team undertook the following activities:

Tiffin Centres: To popularize millet consumption, we established tiffin centers in strategic locations. These centers not only provided nutritious millet-based meals but also raised awareness about the health benefits of millets among the community.

Market Linkage: Mahashakti Foundation actively worked towards creating market linkages for the sale of millets. By connecting millet farmers with potential buyers, the organisation aims to enhance market opportunities and create sustainable income streams for farmers.



Convergence with Government Schemes:

Recognizing the importance of convergence, the project team collaborated with various government schemes to ensure farmers participating in the project could avail themselves of additional benefits and support. This integration of efforts maximized the impact and effectiveness of Odisha Millet Mission project.

Exhibitions and Promotional Activities:

To create awareness and promote the project, Mahashakti Foundation actively participated in different exhibitions and events. These platforms provided opportunities to showcase the nutritional value of millets, share success stories, and engage with a wider audience.

Core CarbonX: Curbing Methane Gas Emission



In the project with Core CarbonX, Mahashakti Foundation is dedicated to curbing the discharge of methane gas from paddy fields by implementing alternate drying and wetting methods. In the last quarter, our team worked diligently to enroll as many farmers as possible and conducted demonstrations on the adoption of these methods. By utilizing innovative techniques, we aim to minimize methane emissions, contributing to environmental sustainability and mitigating climate change. During the reporting quarter, a review meeting was organized for the "Project Sustainable Rice Production - Avoidance

of Methane Gas through Alternative Wetting and Drying Methods." Mr. Jugal Kishore Pattanayak, MD - Mahashakti Foundation, warmly welcomed Mr. Niroj Mohanty, MD of Core CarbonX Solutions, to Mahashakti's project office in Sambalpur. Mr. Mohanty conducted site visits and engaged with the project staff to assess the progress of project activities, offering expert advice on project management. Ms. Rojaleen Bhuyan, a board member, graciously shared her valuable insights on agroforestry and biodiversity, enriching the meeting with her expertise.



Skill Building program supported by Yes Foundation

Mahashakti Foundation has been organising skill and business development training programs for the artisans engaged in the pottery craft. In the training programs supported by Yes Foundation, the artisans were given input on coming-of-age design aesthetics and marketing knowledge. During the training conducted in the last quarter, about 150 artisans (of Nuagaon locality in Khurda district of Odisha) took the benefits of the prolonged training program and got to know about the critical elements of marketing linkage and income enhancement.

SAKHI Project



International Women's Day Celebration

Celebrating the special role created by the women in the project, in association with Vedanta Resources Limited, Mahashakti Foundation promoted Shaktimayee Foundation, celebrated International Women's Day (IWD) at Lanjigarh, Kalahandi. Top performing WSHGs undertaking income generating activities were awarded, women project staff were appreciated and felicitated for their commitment in the SAKHI project. Fun filled games were organised on IWD themes, where about 100 women SHG members took part in the celebration. Zilla Parishad Member from Lanjigarh; Officials from Vedanta Lanjigarh,; Sarpanch; local CHC Physician and ICDS Supervisor joined the team in making it a successful and engaging event.

EDP Training

KVIC acts as the central nodal agency in implementing the PMEGP scheme, where it routes the Government subsidy through selected banks for onward disbursement to eligible entrepreneurs, who wish to start micro-

enterprise activities in manufacturing and services sector. Respective DICs of the districts play critical role for successful identification and disbursement of subsidies to micro-entrepreneurs. In association with DIC Kalahandi, a training program was organised by Mahashakti Foundation by inviting about 30 women micro-entrepreneurs, at Lanjigarh, Kalahandi. Resource persons from KVIC, DIC, Banks and related Govt. line departments joined the training and shared their invaluable insights on the PMEGP scheme, legal formalities, eligibility criteria of the scheme, basic business management skills, accounts, book-keeping, sourcing of credit and managing working capital requirement among other business aspects, to the women in a very simplistic manner.



SAKHI Success Story

Maa Karlasuni WSHG, has set an example for others to emulate. It was promoted by Mahashakti under the Vendanta CSR supported SAKHI Project in Jodabandha, Lanjigarh (Kalahandi) - with an objective pushing the women to take up sustainable business activities. The women members took a loan of INR 30,000 from Shaktimayee Foundation, to purchase a plate making machine. The members learned the art of making plates and gradually produced a good amount of plates out of their concerted effort. They repaid the loan out of the return they made from the sale of the plates in the local market. Currently the group is making INR 10,000 per month as profit out of the business.

3 Days' Workshop on OFPO Strengthening by NABARD

Mahashakti team participated in a three-day training-cum-exposure program focused on promoting and strengthening the Off-Farm Producer Organization (OFPO) and enhancing crafts through the utilization of various schemes available at NABARD. The program included the preparation of a comprehensive Detailed Project Report (DPR) with the guidance of resource persons. The training sessions provided valuable insights on effectively describing different aspects to create a well-rounded DPR. Additionally, the program also addressed the marketing channels for OFPO products, enabling the team to explore avenues for product promotion and distribution.

Livelihood and Enterprise Development Program (LEDP)

Under the Livelihood and Enterprise Development Program (LEDP) supported by NABARD, Mahashakti Foundation has initiated mushroom cultivation among enterprising women members from Sundhipada, Talasagarpada, Mota Gonda, and Burat villages in M. Rampur block, Kalahandi district. This empowering activity enables these women to venture into mushroom cultivation, fostering entrepreneurship and sustainable livelihoods in the region. Mahashakti Foundation continues to facilitate and implement this project, empowering women and driving economic development in the community.



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