

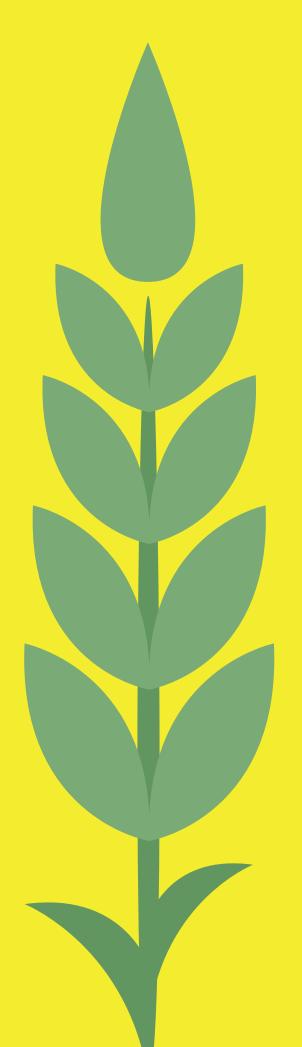




# CONTENT

About Us	1
President's Message	3
Managing Director's Message	5
Advisory Body	7
Governing Body	8
Management Team	11
Central Sector Scheme – CBBO	13
Resource Support Agency (RSA)	16
Sampurna	18
Odisha Millet Mission	20
Sustainable Rice Production	23
Ultra-Poor Market Access (UPMA)	24
SAKHI	25
Other Impactful Projects	28
Audited Financials	31







# **Vision**

Mahashakti Foundation visualises an egalitarian society of justice, economic independence, empowerment and peace.



# **Mission**

Organise the poor, build up their capacities and make them access to relevant sustainable livelihood development services with dignity and transparency.



# **Core Values**

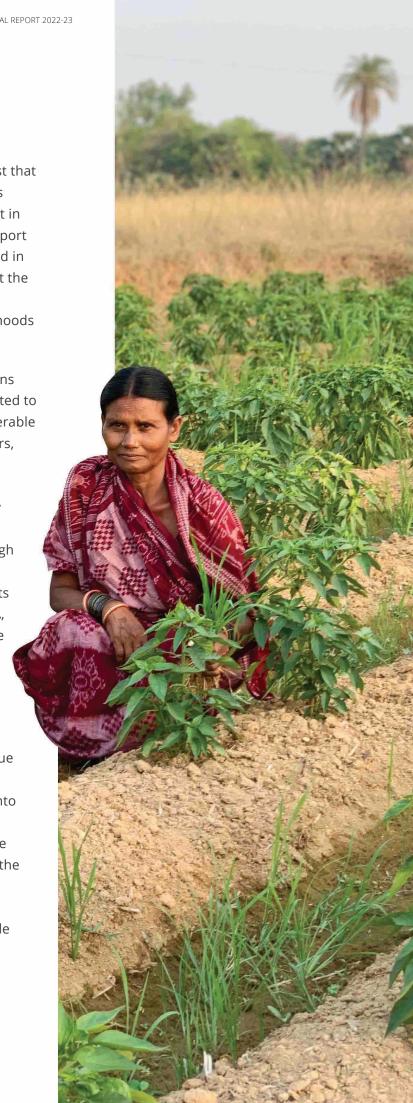
Honesty, Empathy, Courage, Teamwork, Punctuality, Excellence, Communication & Candour, Transparency

## **About Us**

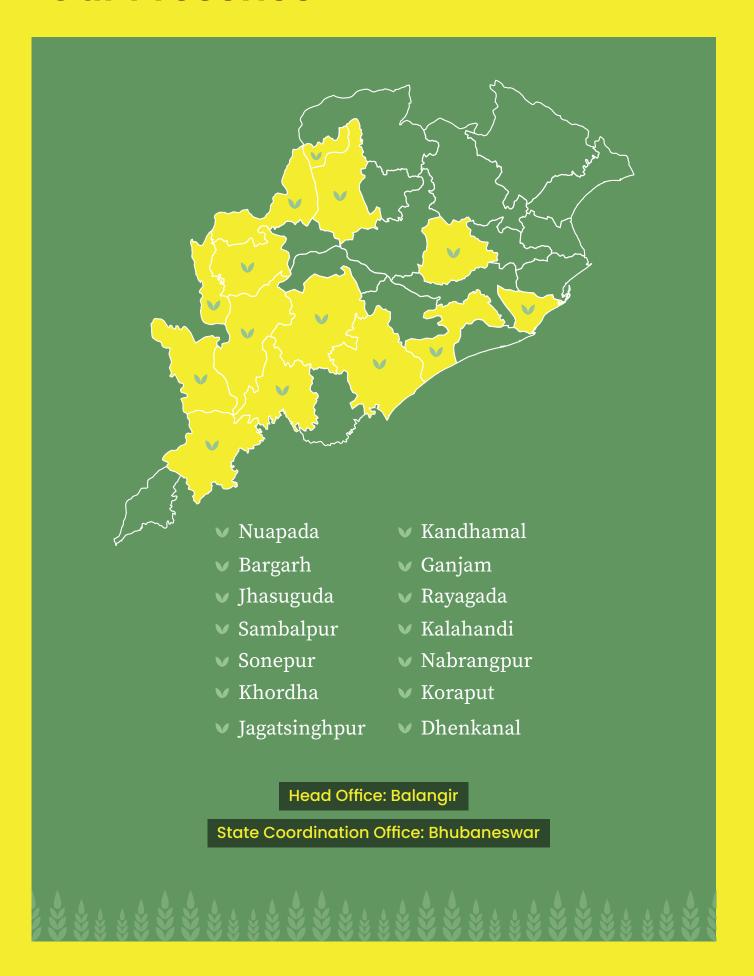
Mahashakti Foundation is a Public Charitable Trust that was registered in 2004. The organization began its development journey through the "CASHE" project in collaboration with CARE India, which received support from DFID (the Government of the UK). Established in October 2004, Mahashakti Foundation operates at the state level, with a primary focus on incubating innovative approaches to foster sustainable livelihoods for economically disadvantaged households.

Operating in some of the most underserved regions within the state, Mahashakti Foundation is dedicated to providing sustainable livelihood solutions to vulnerable communities, including small and marginal farmers, tribal populations, minority and excluded groups, women, and migrant workers. Presently, the organization operates in 15 districts and primarily concentrates on strengthening agriculture-based livelihoods. This endeavor is made possible through strategic partnerships with various stakeholders, including NABARD, State Government departments such as the Odisha Millets Mission, SUDA, OSDMA, OLM, ORMAS, SIRD, NRLM; and other agencies like HDFC Bank Parivartan, Trickle UP, ACC Cement, Vedanta Ltd, CCX, TPCODL, TPNODL, and YES Foundation.

The core programming strategy of Mahashakti Foundation centers around building 'Inclusive Value Chains.' This approach aims to empower primary producers and beneficiaries by organizing them into Community-Based Organizations (CBOs). Simultaneously, the organization capacitates these groups to enhance their bargaining power within the marketplace and facilitates linkages with related entities and government line departments. This collaborative effort is aimed at creating sustainable sources of income for the beneficiaries.



## **Our Presence**



## President's Message

#### Dear Friends and Well-Wishers,

It is with immense pride and joy that I extend my heartfelt greetings as we gather here to mark a significant milestone in the history of Mahashakti Foundation. As we nearing two decades of dedicated service in the coming October 2023, I am filled with gratitude and admiration for all the individuals, partners, and stakeholders who have been instrumental in our journey of social development, empowerment, and sustainable growth.

Founded with a vision to create a positive and lasting impact on society, Mahashakti
Foundation has evolved into a force for change, empowering the marginalized and uplifting communities throughout the state of Odisha.

Over the past 19 plus years, we have endeavored to address pressing challenges faced by the less privileged, with a particular focus on empowering women, promotion of farmer producer organisations, revival of art & craft and fostering livelihood activities.

#### **Empowering Women:**

At the core of our mission lies the empowerment of women. We firmly believe that when a woman is empowered, her entire community thrives. Through various initiatives, skill development programs, and micro-enterprise support, we have witnessed remarkable transformations in the lives of countless women. By nurturing their talents and providing them with opportunities, we have seen women rise as leaders, entrepreneurs, and agents of change, contributing significantly to their families' and society's well-being.

## Promotion of Farmer Producer Organisations (FPOs):

Agriculture forms the backbone of our nation's economy, and it is imperative to uplift our farmers for sustainable development. Our organisation's relentless efforts in promoting and strengthening Farmer Producer Organisations (FPOs) have borne fruit, as we witness the positive impact these collectives have had on the lives of farmers. By pooling resources, knowledge-sharing, and accessing modern techniques, FPOs have enhanced farmers' bargaining power and enabled them to fetch better prices for their produce. Through these efforts, we have taken significant strides towards making our farming community self-reliant and resilient.

#### **Empowering Farmers through FPOs:**

The success of FPOs can be seen not only in the economic sphere but also in the holistic development of farmers and their families. We have witnessed how access to better agricultural practices, market linkages, and financial support has transformed the lives of farmers, creating a ripple effect that strengthens entire communities. Mahashakti Foundation is proud to be a part of this transformative journey and will continue to work tirelessly to ensure a sustainable and prosperous future for our farmers.



## Impact on Women through Livelihood Activities:

Our commitment to empowering women extends beyond skill development and entrepreneurship. We have also focused on promoting livelihood activities that enable women to contribute to their families' income while preserving and nurturing their unique talents. By providing them with avenues to showcase their creativity and craftsmanship, we have instilled a sense of pride and purpose, leading to self-reliance and dignity for countless women.

#### **Building Partnerships for Growth:**

As we reflect on the last two decades, one thing stands out clearly- none of our achievements would have been possible without the support and collaboration of numerous stakeholders. We are immensely grateful for the trust placed in us by our donors, partners, and government departments. Together, we have harnessed the power of collective action to create lasting change in the lives of thousands of households.

Moving forward, we shall continue to foster and expand these partnerships, recognizing that only through united efforts we can build a more equitable and just society.

In conclusion, the journey of Mahashakti
Foundation has been one of determination,
resilience, and compassion. As we look ahead to
the future, we remain steadfast in our
commitment to social development, women
empowerment, and the well-being of our
farmers. With your continued support and
collaboration, we are confident that the next
decade will be even more impactful, propelling
us towards a brighter and more inclusive society.

Thank you for being an integral part of this remarkable journey.

With warm regards,

Santosh Misra

# **Managing Director's Message**

#### Dear Stakeholders,

I am delighted to present my thoughts for Mahashakti Foundation's 2023 Annual Report, celebrating the remarkable achievements and growth that our organization has witnessed during the past year.

Through our unwavering dedication and collaborative efforts, Mahashakti Foundation has solidified its reputation as a leading entity in the promotion of farmers producer organizations (FPO) and livelihood promoting institutions. Together with our valued partners and support from various government departments, we have established ourselves as one of the most prominent non-profit organizations in the state.

One of our key accomplishments has been our focus on climate-resilient agricultural practices. We recognized the urgent need to assist farmers in navigating the challenges posed by climate change-related shocks, which often lead to significant income losses. By implementing sustainable farming techniques and imparting knowledge on climate adaptation strategies, we have empowered farmers to overcome these obstacles and secure their livelihoods.

"During the past year, we expanded our reach into new districts, including Dhenkanal, Jagatsinghpur, Gajapati, Ganjam, Koraput, Rayagada, Nuapada, and Nabarangpur, as part of our FPO strengthening and awareness building activities."

Our team has tirelessly worked in the challenging terrains and agrarian regions, delivering impact-oriented programs and uplifting the lives of the communities we serve.

Our pool of dedicated trainers has conducted comprehensive training programs, specifically tailored to build the capacities of small and marginal farmers, tribal artisans, and women entrepreneurs. By enhancing their marketing abilities and skill development, we have enabled them to become self-reliant and sustainably increase their earnings.

I would like to express my heartfelt appreciation to the entire Mahashakti team, whose commitment and hard work have been instrumental in our accomplishments. Their determination to make a difference in the lives of those in need, even in the face of adversity, is commendable.

I extend my gratitude to our esteemed partners, government departments, media houses, and, most importantly, our valued beneficiaries. Your unwavering support and trust in our vision have been the driving force behind our success. The continued belief in our mission motivates us to persevere and achieve even greater heights.



Looking ahead, we are determined to work more coherently and efficiently, aiming to bring the less-privileged sections of society into the mainstream.

Our aim is to establish Mahashakti Foundation as a technical support agency for sustainable agriculture and livelihood promotion, ensuring a prosperous and sustainable future for the communities we serve.

As we move forward, I am confident that with the collective efforts of our team and the support of our partners and clients, Mahashakti Foundation will continue to make a profound impact in the lives of countless individuals, fostering positive change and empowerment.

Thank you once again for being an essential part of our journey and for standing by us in our pursuit of a better, more sustainable future.

Sincerely,

#### Jugal Kishor Pattnayak

Managing Director Mahashakti Foundation



## **Advisory Body**



#### Dr. Pradeep Kumar Panda

Advisor to Governing Board

Dr. Pradeep K Panda is a Health Economist and a Demographer by training with significant experience in teaching, research and consultancy. Dr. Panda is a professor of Health Economist at IIHMR, Delhi. He was the Project Coordinator in National Family Health Survey 4 (NFHS-4) for Odisha. Prior to joining IIHMR, he has worked in reputed national and international organizations in various capacities- Director of Research and Implementation (Micro Insurance Academy), Director of Rural Research (Institute of Rural Research and Development), Health Economist (Population Council), and Associate Professor (Center for Development Studies). He has conducted research projects in the health sector as a Principal Investigator / Project Director, published research papers in international journals on development studies and public health, co-edited a book published by the Oxford University Press. He was awarded two visiting research fellowships to conduct research at International Institute of Social Studies, Erasmus University, the Netherlands (ICSSR and NOW-WORTO Science for Global Development fellowship) and at ICRW, Washington DC (Ford Foundation fellowship). Dr. Panda is also a Visiting Professor at IHD, New Delhi, and a visiting Faculty at XSRM, Xavier University Bhubaneswar.



#### Dr. Amulya Mohanty

Programme Director & Strategic Advisor to Board

Dr. Mohanty has about 3 decades of national and international experience in rural development (livelihoods and microfinance), value chain development, cluster development, institution building and consultancy services. He has worked with several premier institutions like Xavier Institute of Management, CARE India and ACCESS Development Services. Dr. Mohanty has taken lead roles in programme planning, monitoring, research, implementation, policy dialogue, technical assistance, knowledge management and CSR to support rural livelihoods, through improved farming system, livelihoods enhancement and value chain development. With his visionary leadership and implementation skills, several SHG Federations and Producers Companies have been formed and successfully operating in different parts of India. He has created and established a special place for himself as one of the best architects of promoting Producer Companies, both in farm and off-farm sectors. He has to his credit several successful instances of big donor supported projects being implemented in the states of Odisha, West Bengal, Bihar, Iharkhand and North East.

## **Governing Body**







As a seasoned bureaucrat, he has significantly contributed to the widespread adoption of the SHG Bank linkage program and the successful execution of Government-sponsored initiatives to uplift impoverished communities in different districts. He has a keen and meticulous understanding of project implementation for community development and the formation of farmer collectives at the grassroots level.





# Mr. Jugal Kishore Pattnayak Managing Director

Mr. Pattnayak, the co-founder of Mahashakti Foundation, developed a strong affinity for the financial inclusion and development sector during his tenure as a team leader in the DFID supported CARE CASHE Project from 2000 to 2006.

He holds a Post Graduate degree in Political Science and has pursued Rural Management from Berhampur University. He holds a diploma in microfinance from IIBF, Pune, and a certificate in microfinance from Boulder Institute of Microfinance, USA. Mr. Pattnayak is a seasoned professional and a recognized face in livelihood and cluster development. He excels in managing institutional relationships, providing technical assistance for SHG promotion, and building and strengthening community-based institutions.





Mr. Maharana, a graduate of OUAT, began his career journey with the State Government in 1971.
Subsequently, he transitioned to the State Bank of India (SBI), where he served in various capacities and eventually retired as Chief Manager in 2009. His tenure at SBI was marked by a series of key roles and responsibilities.

Notably, he was deputed to Samanwita Gramya Unnayan Samiti, Udaygiri, where he served as Project Director—a unique institution co-sponsored by SBI and the State Government, making it a pioneering initiative in India. Following his retirement from SBI, Mr. Maharana continued to contribute to public service by engaging with the State Government-run TRIPTI Project, supported by the World Bank. Subsequently, he devoted his expertise to the Odisha Livelihoods Mission (OLM), overseeing Bank Linkage initiatives.





Mr. Prakash Chandra Sahu Treasurer

Mr. Sahu, a Co-founder of the organization, has played a vital role in establishing a strong core team over the past two decades. With a remarkable working history spanning over three decades, he has made significant contributions in community mobilization, livelihood promotion, and capacity building training programs.

His journey in the development sector began in 1990 when he joined the National Literacy Program in Kalahandi district. Currently, Mr. Sahu dedicates his time to consulting and focusing on the leadership development of community-based institutions.





Ms. Rojaleen Bhuyan is a highly experienced Development Practitioner with over two decades of expertise in livelihood promotion and gender relations.

She has demonstrated her proficiency in strengthening grassroots institutions such as Producer Groups, SHG Federations, and FPOs, and is an active member of the National Alliance of Women in Odisha (NAWO). With her extensive contributions to gender equality, inclusion, and mainstreaming in various projects, Ms. Bhuyan has collaborated with renowned NGOs, leveraging her skills to empower marginalized communities.





#### Mr. Jyoti Ranjan Mohapatra <sup>Member</sup>

Mr. Mohapatra, a seasoned industry professional and a passionate advocate for the development sector, has played a pivotal role in orchestrating the reorganization and bolstering of Mahashakti, along with associated entities incorporated to meet the evolving demands of the industry and regulatory landscape.

With a keen eye on the microfinance and development sector's ebbs and flows, Mr. Mohapatra possesses a profound understanding of fund mobilization and management. Drawing from his extensive experience in the development sector, he offers invaluable guidance to the team in the realm of effective project implementation and prudent budgetary management whenever the need arises. Mr. Mohapatra holds an M.Com degree and has pursued ICWAI.

# **Management Team**



Mr. Mohan Baliyarsingh Director - Operations



Mr. Bikram Kesari Patra Head – Finance

Mr. Baliyarsingh is a seasoned professional with over 20 years of experience in livelihood promotion. He has handled key roles in organizations like RGVN, CARE India, ACCION International, and ACCESS Development Services, contributing to the development of training resources and community-managed organizations in & outside Odisha.

Nearly 25 years' experience in finance and accounts, he excels in non-profit financial systems and holds an MBA in Finance & HR.



Mr. Debendra Samal Head – HR



Mr. Arun Kumar Pattnaik Head – Internal Audit

With over 10 years of HR experience, he's passionate about technology integration and holds MBA, PM & IR, MSW degrees.





Ms. Ruby Tripathy
Head – Social Securities



Mr. Rama Ballav Pattnayak Head - IT

Experienced in insurance and IT, she emphasizes social security schemes' importance and possesses working experience with the State Government.

A proactive IT integration expert with experience in international funders backed projects, focusing on developing robust IT frameworks.



Mr. Arjun Pagal
Sr. Manager – Corporate
Communications



**Mr. Mihir Ranjan Sagar** Agri. Expert - Crop Husbandry

Highly skilled in agriculture with a two-decade track record, providing technical support and training expertise.

With 15 years in development and financial inclusion sector, he excels in stakeholder engagement and strategic communication.



Mr. Ashish Kumar Nayak Senior Manager – Strategies

A dynamic professional with B.Tech and MBA (from XIM, Bhubaneswar) degrees, he quickly grasps sector intricacies, managing crucial initiatives.



Mr. Hrushikesh Sahu Sr. Manager - Operations

Astute project manager with over 13 years' experience, specializing in renewable energy and microfinance, enhancing project management.



**Mr. Suresh Patnaik** Sr. Manager

Brings two decades of development sector experience, focusing on program planning and execution, contributing to thematic projects.



Mr. Ramesh Chandra Pradhan

Manager – Accounts

With over 16 years of working experience in finance, he's an expert in financial management and banking operations.



Mr. Saroj Kumar Mohapatra Manager – Statutory Compliances

An expert in finance and control, with experience in HDFC Bank and tax audits, actively involved in secretarial compliance and audit matters.



Mr. Debendra Mishra
Project Manager

Offers diverse sector experience in Government, CSR, and non-profits, focusing on sustainable agricultural development.



Ms. Priyanka Kumari Agri. Expert (Crop Husbandry & Convergence)

A young agricultural engineering professional dedicated to strengthening farmers' collectives for sustainable agriculture.



Meher
Agri. Expert (Marketing & Convergence)

Mr. Gouri Shankar

Empowers small-scale farmers with marketing skills and establishes links with agri-input suppliers for better returns.

### Central Sector Scheme for Promotion of 10,000 FPOs: Mahashakti Foundation as Cluster Based Business Organization (CBBO)

Department of Agriculture, Cooperation & Farmers' Welfare - Ministry of Agriculture & Farmers' Welfare, Government of India launched Central Sector Scheme (CSS) for formation & promotion of 10,000 FPOs in the period between 2020-25 to be implemented by various Implementing Agencies (IAs) with the help of Cluster Based Business Organizations (CBBOs).













Mahashakti Foundation has been appointed as a CBBO by NABARD to mobilise farmers and promote FPOs in some selected pockets of Odisha. Under this set up, Mahashakti works with farmers to enhance their existing capacities, impart training programs to let them understand the current best practices to overcome climate change related stresses and encourage them to take up business activities that coincide with their strength areas.

#### Phase wise FPOs allocated to Mahashakti by NABARD





#### Highlights



**9149** no of small and marginal farmers are shareholders of the 38 FPOs as on March 2023.



10 FPOs have significantly contributed towards boosting the turnover through input sales and marketing of products like vegetables, onion, black rice, oilseed, pulses and fruits of various kinds. They registered a turnover of INR 2.47 Cr.



During the period under review, Mahashakti
Foundation has organised residential as well as non-residential training programs for the MD, CEOs, Board Members and Accountants of the promoted FPOs.

An equity contribution of INR **1,04,77,800** was collected from the shareholders.



The **NABARD DDMs** have been instrumental in supporting Mahashakti team in respective districts, and have attended meetings and training programs to spread the FPO message under the CSS.



Residential training programs are being organised for the FPO members to inculcate knowledge about the adoption of correct and fitting strategies to increase the business turnover, preparation of business plans, input supply licenses, regulatory compliance and marketing aspects. Mahashakti organised such programs at Gopalpur and Balangir, and invited the respective FPO functionaries to attend the training program and gain knowledge about the above mentioned aspects.







# Empowering Women in Agriculture: The Success Story of Turekela Farmer Producer Company Ltd.

Turekela Farmer Producer Company Ltd. stands as a shining example of women's leadership in the agricultural sector in Balangir district. Under the capable guidance of Managing Director Ms. Snigdha Meher, this FPO achieved a remarkable INR 77.00 lakh turnover within just four months of its inception during 2022-23. The FPO's ability to mobilize INR 5.94 lakh in share capital from 257 shareholders by

March 31st, 2023, showcases the trust it has garnered from the local farmers. Moreover, Ms. Meher's leadership has not only earned her recognition and rewards at various forums but has also set an inspiring example for women in agriculture. It holds valid GST registration, is a part of the e-NAM platform, and has obtained the necessary trade licenses.



### **Resource Support Agency (RSA) of NABARD**

NABARD has appointed Mahashakti Foundation as an RSA to strengthen the functional capacities of FPO (Farmer Producer Organisation) and through their respective promoting institutions (POPI - Producer Organisation Promoting Institution). There are about 80 FPOs being targeted in a cluster-based approach. The FPOs are divided into 3 clusters, where in cluster 1, Mahashakti will work with the FPOs from Ganjam and Gajapati districts; Rayagada, Kalahandi, Nuapada districts in cluster 2 and Koraput, Nabarangpur, Malkangiri districts coming under the cluster 3. Initial training programs are being conducted involving experts in FPO management in the three clusters and their progress on different indicators shared by NABARD is being mapped and monitored. During the project period (till March 2023), Mahashakti has closely worked with the FPOs and extended required hand-holding support to let them achieve the desired targets on time and become self-reliant.

Having a good business development plan helps FPOs in carrying out businesses in 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 RSA engagement, Mahashakti Foundation organised a series of training program on business development plan and regulatory compliance for the FPOs from the allocated 3 clusters. During the training program, the participating FPOs were given input on identifying their different income and expense heads to prepare the business plan and adhere to necessary regulatory compliances on time.





# Thriving Together: The Success Story of Maa Mahadasani Farmer Producer Company Ltd.

Maa Mahadasani FPCL, located in Loisinga, Balangir, has emerged as a practical example of a thriving FPO. With a strong foundation of support from the farmers, this FPO has mobilized an impressive INR 5.08 lakhs in share capital from its 513 shareholders. In FY 2022-23, under the visionary leadership of its Board and CEO, Maa Mahadasani achieved a noteworthy turnover of INR 55.55 lakhs, primarily through the marketing of inputs and vegetables.

One of its standout accomplishments is the establishment of robust relationships with local government line departments. This strategic collaboration has led to a grant of INR 4.58 lakhs from the Soil Conservation Department's Rainfed Area Development Funds, further fueling the FPO's growth. Maa Mahadasani's commitment to regulatory compliance, including GST registration, participation in the e-NAM platform, and acquisition of essential trade, fertilizer, and seed licenses, speaks about its dedication and seriousness towards the FPO Aviyan of NABARD.



# Sampurna: Integrating small and marginal women farmers in Chilli and Millet Value chains

The project is being implemented with the support from HDFC Bank Parivartan, the geography of the project concentrated in the blocks of Manesar and Jamankira in Sambalpur, Bhatli and Ambabhona in Bargarh district. During the course of the project as many as 8000 small and marginal women farmers shall be mobilized, formed into Producer Groups and finally they'll be clubbed into an organized and registered Farmers Producer Company (FPC). The project is currently introducing new agriculture technologies, best practices and Package of Practice (PoP) trainings which aim to improve farm productivity and reduce cost of production.

Project Sampurna has made substantial progress in its first year, positively impacting the lives of women farmers in Sambalpur and Bargarh. The dedication and collective efforts of the team and farmer beneficiaries have laid a solid groundwork for further success in the coming years. As per the project plan, three FPCs had to be floated in the mentioned two districts, where in Sambalpur the two FPCs shall deal with Chilli value chain and in Bargarh the FPC shall focus on the Millet value chain.











#### **Project Highlights**

**Team Building:** Fostered a cohesive and effective project team having profound knowledge and skill in project management and agriculture value chain development.

## Farmer Sensitisation, Mobilisation Meetings & Formation of Producer Groups (PGs):

Organized meetings to raise awareness, mobilize small and marginal women farmers for formation of PGs.

**Exposure Visits:** The project organized exposure visits to best practice locations for knowledge exchange.

#### **Residential Training Programs:**

Comprehensive training programs organized for farmers, PGs, and Farmer Producer Organization (FPO) members.

**Financial Literacy:** Financial literacy training programs conducted to augment the awareness level of PG members.

Advanced Agriculture Practices: Conducted training programs for the adoption of improved agricultural practices, advanced agricultural techniques through adoption of Improved Packages of Practices (IPOP).

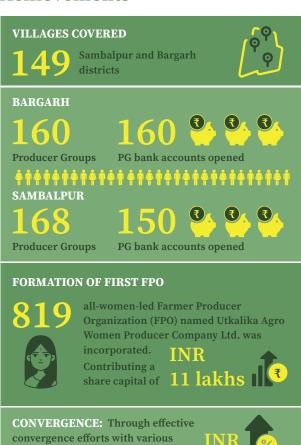
**Market Linkages:** Established connections through buyer-seller meets and Farmers' Product Exhibition (Krushak Mela).

**Demonstration Plots:** Creation of

demonstration plots or more technically known as Farm Field Schools (FFS) to showcase best practices.

**Input Supply:** Supply of inputs to PG members to undertake chilli and millet cultivation by adopting the IPOP.

#### **Achievements**



**CONVERGENCE:** Through effective convergence efforts with various government line departments, the project successfully mobilized for the benefit of PG members.





#### **Odisha Millet Mission**

#### Implemented at Bijepur & Sohela Blocks of Bargarh District

Odisha Millet Mission is a government initiative aimed at revitalizing millet cultivation, with a focus on tribal areas. Facilitated by Mahashakti Foundation, this five-year project seeks to promote millet-based agriculture, empower women, and enhance climate resilience in the allocated blocks of Bijepur & Sohela.

#### **Project Goals and Objectives**

- Change farming mindsets towards organic, high-yield millet cultivation.
- Ensure financial independence for farmers with minimal input costs.

- **▼** Increase household millet consumption by 100%.
- **▼** Shift cropping patterns towards millets.
- **∨** Provide a low-input, high-output income source.
- Facilitate 100% marketing of millet products through FPO/TDCC.
- **∨** Provide a low-input, high-output income source.
- ▼ Promote value addition to millets.
- **▼** Enhance millet production and farm land productivity.

#### Bijepur



Implemented in

#### 47 Villages



744 small & marginal farmers covered,Cultivation of millets across624 Ha of land



Incentives of INR 37.60 Lakhs has been disbursed for cultivating millets in 624 Ha of land



One FPO (Chira Sabuja PCL) has been formed with a membership-base of **317 farmers** 



As many as **122 farmers** income was doubled from millet farming, with reduced input costs.



Chira Sabuja PCL has ensured marketing of **4827** [Q] of millets at **INR** 3578/[Q] ensured an income of **INR** 1.72 **Cr** for the farmers



3 WSHGs were educated on preparation of organic manures (Handi Khata), using the knowledge the women members has turned the activity into entrepreneurship mode and made an income of INR 2.50 Lakhs





4 Millet tiffin centres were opened and run by WSHGs. They make an average profit of INR 5000 per month and aim to expand the business in coming quarters.





#### Sohela



Implemented in

23 Villages



344 small & marginal farmers covered,Cultivation of millets across213 Ha of land



Incentives of INR 22.27 Lakhs has been disbursed for cultivating millets in 249 Ha of land in both Kharif and Rabi seasons.



One FPO (Sohela Farmer Producer Company Ltd.) has been formed with a membership-base of **312 farmers** 



1977 [Q] of millets marketed fetching an income of INR 70.74 Lakhs to the farmers.

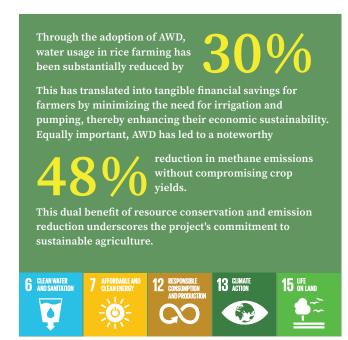


2 Custom Hiring Centres (CHC) are established with enough agri equipment stored for the benefit of local farmers.





# Enhancing Sustainable Rice Production through Alternate Wetting and Drying (AWD) Method



#### **Project Milestones**

**Farmer Awareness Programme:** The project team has organised farmer awareness programs to educate local farmers about the advantages of AWD and sustainable rice cultivation practices. This step was pivotal in garnering support and participation from the target beneficiaries.

**Data Collection:** A robust data collection process was established to gather essential information on local farming practices, water usage, and emissions.

**Agreements with Farmers:** Through productive dialogue and collaboration, we secured agreements

with more than 4,300 small and marginal farmers to implement AWD on their paddy fields.

**PVC Pipe Installation:** To facilitate precise control over water supply, PVC pipes were installed across 6,000 hectares of farmland, contributing to efficient water management.

**Geo-Fencing:** Geo-fencing technology was employed to define specific areas for AWD implementation, enhancing precision in resource management.

**Training on AWD Method:** Rigorous training sessions were conducted to equip farmers with the knowledge and skills required to implement the AWD method effectively.

**Farmer Database Creation:** We established a comprehensive farmer database to track progress, monitor results, and ensure the sustainability of the project's impact.

**Plot Geo-Mapping:** Over 6,000 hectares of land were meticulously geo-mapped to monitor and optimize AWD practices.

Our project partner, Core CarbonX (CCX), has been diligently monitoring the discharge of carbon credits through geo-mapping. This ensures the accurate quantification and documentation of the project's environmental impact and its contribution to carbon credit generation.



## Ultra-Poor Market Access Program (UPMA)

The Ultra-Poor Market Access Program (UPMA) is a women's economic empowerment initiative supported by Trickle Up and executed by Mahashakti Foundation in Balangir district, Odisha. The primary goal of UPMA is to empower women through the formation and strengthening of Women Farmers Interest Groups (FIGs). These groups receive training and capacity-building opportunities to engage in various sustainable livelihood activities, including poultry farming, mushroom cultivation and to effectively market their products for better returns.



#### **Impact & Achievement**

During the year in review, Mahashakti Foundation strengthened the FIGs by conducting training programs focused on sustainable livelihood activities. Capacity-building training were provided to enhance their bargaining power when engaging with various market stakeholders. Additionally, Mahashakti maintained strong collaboration with local government departments to ensure that the ultra-poor women in the region receive the necessary support for their diverse livelihood activities. Notable project highlights include:

**Enrollment of Ultra-Poor Women:** UPMA successfully enrolled *502 ultra-poor women*, referred to as "Project Participants (PPs)," from the Bangomunda block. This initiative provides marginalized women with an opportunity to lift themselves out of poverty.

**Exposure Visits:** Exposure visits played a crucial role in facilitating learning and knowledge-sharing among PPs. These visits included trips to profitable Farmers Producer Organisations, where participants gained insights into effective marketing strategies and institutional strengthening. Additionally, visits focused on educating PPs about poultry farming practices, mushroom cultivation techniques, and other indigenous livelihood activities.

Training Programs: The program's core focus has been on enhancing the capacities of ultra-poor PPs. Throughout the year, Mahashakti conducted training programs covering various essential topics, including digital literacy, climate-resilient livelihood activities, poultry care (vaccination and basic treatment), bookkeeping (ledger and cashbook management), market access, financial planning, marketing techniques, preparation of organic manure, seed treatment, and kitchen gardening. These training sessions have not only boosted the self-confidence of participants but have also resulted in better returns, promoting economic independence and self-sufficiency among the women beneficiaries.

**Community Ownership:** One of the remarkable outcomes of UPMA has been the establishment of Community Poultry sheds and Chicken Centres. The project provided the necessary resources for PPs to procure materials, chicks, and feeds. Importantly, the FIGs have taken ownership of these setups, demonstrating an entrepreneurial mindset by managing them effectively.





### Sakhi: Women Empowerment and Livelihood

Project Sakhi is a transformative initiative operating in the Lanjigarh Block of Kalahandi, impacting thousands of lives across:

67
VILLAGES

378 SELF-HELP

4000 FAMILIES

Our mission is to address pressing challenges within communities through a multifaceted approach, emphasizing the quality of assistance and local engagement.

Social Security Welfare Schemes: Project Sakhi plays a pivotal role in bridging the gap between government social security schemes and the beneficiaries. As a result of our efforts, two families have availed a death benefit of INR 2.00 lakhs each under the Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY).

#### **Animal Health & Vaccination Camp:**

Mahashakti team have conducted 23 animal health camps and a Peste des Petits Ruminants (PPR) vaccination program in collaboration with the Veterinary Department. These camps have successfully treated 1,826 animals, addressing common issues such as parasitic infestation, diarrhoea, and low milk yield. Additionally, we've supported 150 farmers in azolla cultivation and the cultivation of perennial grasses like hybrid Napier and para grass.

#### **Micro-Credit for Income Generation**

**Activities:** Empowering women is a core focus of Project Sakhi. 762 SHG members were facilitated in credit linkages with different banks

during FY 2022-23. Out of the total, **64%** of members have used the credits into agriculture-based livelihoods and **23%** of SHG members engaged themselves in dairy farming (agri-allied) as their primary economic activity. Furthermore, **13%** of SHG members undertook non-farm activities. This inclusive approach facilitates multiple income-generating activities, driving economic empowerment among women. The break-up of the amount mobilised for these 3 sectors are as follows:

Agriculture No. of SHG members Credit-linked Amount (INR)

64% 488 1,65,24,000

Agri-allied



Non-farm



13% 102

35,78,400

Apart from that, Shaktimayee Foundation (the SHG federation established in the project vicinity) has financed INR 5.20 Lakhs of loan to 14 SHG members, for undertaking micro-enterprise activities. This was done under the BC (Business Correspondence) engagement with Samunnati Financial. On the other hand, 16 SHG members have received INR 7.70 Lakhs as loan from Samunnati Financial to undertake different economic activities during the FY 2022-23.



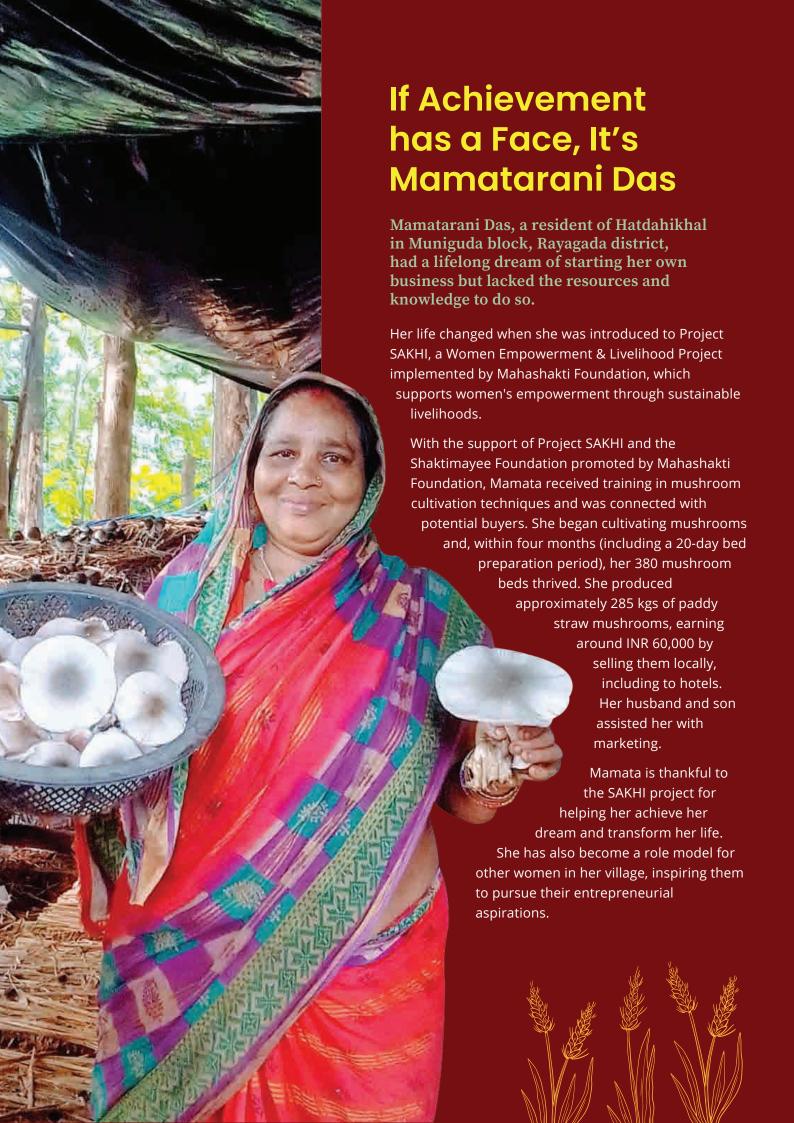


**Leveraging Government Resources:** Project Sakhi strategically leverages government resources and converges with various programs, such as "Kutia Kandha Development Agency," ICDS, Mission Shakti, Odisha Livelihood Mission, and others. This convergence has led to an increase in social capital, physical capital/assets, and economic opportunities for the women. Notably, it has also resulted in sustainable development through the creation of durable assets and enhanced productivity. Out of the convergence effort, 486 SHG members have received INR 37,64,690 from the above mentioned Govt departments to undertake agri-allied and non-farm business activities.

Training and Capacity Building: We invest in capacity building through various training programs. For instance, we've trained 120 SHG members in poultry farming and 50 fish farmers in improved fish farming techniques.

Additionally, we've conducted entrepreneurship development programs for 30 Women SHG members, involving line department officials (NABARD, KVIC, DIC Agriculture etc) and banks, to empower women on livelihood enterprises.





#### Other Impactful Projects

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

Illiteracy has a profound impact on various aspects of an individual's life. And in India the literacy rate stands at 74%, 82% for males and 65% for females. To have a positive impact on this aspect, with the generous support of TPCODL-CSR, Mahashakti Foundation has rolled out Women's Literacy Centers (WLC) in the slums of Bhubaneswar. These Adult Women Literacy Centers are strategically located in and around the slums to facilitate basic literacy education for adult women without disrupting their daily routines. The primary objective is to empower these women with basic reading skills, enabling them to read newspapers and effectively manage their household finances, among other essential skills.

The trainers, referred to in the project as Preraks underwent orientation programs on fundamental teaching techniques. The training program was expertly coordinated by resource person from TCS and spanned over two virtual training sessions. Mahashakti project management team actively participated in this training initiative. To further enhance the effectiveness of the Preraks' training, Mahashakti's team provided coaching in the use of digital learning modules as the project progressed across all the 14 WLCs.

### Yes Foundation – Skill & BDS Training

Out of the experience Mahashakti found many low income-group artisans lack formal training opportunities and access to markets often restricts their ability to earn a sustainable livelihood. To address this issue, Mahashakti Foundation with the support of Yes Foundation started conducting skill and Business Development Services (BDS) training programs for artisans engaged in sabai grass, cane, jute and bamboo crafts.



#### Achievement

- In the 1st 6 months 10 WLCs were rolled out, looking at the success and positive impact of the WLCs, 6 from the earlier 10 were renewed/extended and 4 more WLCs were operationalized in 4 new locations in Bhubaneswar, during FY 2022-23.
- 141 women successfully passed the literacy skill test out of the 214 enrolled in the 1st phase WLCs. Whereas out of 186, 146 women passed the test in the 2nd phase WLC initiative. Those who passed the test were all felicitated in a special event, where the top performing Preraks were also rewarded for their effort.

The program provides artisans with hands-on training in weaving techniques, as well as instruction on design, quality control, and marketing. By improving their skills and knowledge, the program aims to help these artisans increase their productivity, improve the quality of their products, and expand their market reach.

With the learnings and technical inputs, the artisans are able craft catchy design items. Indigenous and finished handicraft items have got a market of their own and the demand continues to grow day by day. Through this initiative, Mahashakti is empowering these skilled artisans, as their market-led designs fetch them higher revenues - which positively boosting their income level. These training programs are being organised in the districts of Balangir, Bargarh, Mayurbhanj, Dhenkanal and Khurda. About 1500 artisans have attended the training during FY 2022-23.



#### **Crop Diversification Project**

In collaboration with the State Government and under its Mega Lift Irrigation Project, Mahashakti Foundation is implementing the Crop Diversification Project (CDP) in the Bargarh district. Crop diversification entails introducing new crops or different varieties and altering existing cropping systems. This initiative aims to replace low-value crops with high-value alternatives, such as vegetables and fruits. By diversifying crops, farmers can mitigate financial risks linked to climate shocks and market fluctuations.



#### **Key Achivements**

Awareness Campaign: Mahashakti Foundation has organized 37 awareness meetings to encourage farmers to transition from extensive paddy cultivation to diversified cropping practices.

Government Incentives: A total of INR 1.00 Cr in government incentives has been disbursed to 1,870 farmers who have successfully shifted their cropping patterns from exclusive paddy cultivation to mixed crops.

Capacity Building: 9 Capacity Building training sessions have organised to educate farmers on adopting scientific Package of Practices (PoP) for various non-paddy crops. These efforts have benefited approximately 450 farmers who have successfully implemented these practices in their fields.

#### **SIRD & PR supported Trainings**

The State Institute of Rural Development & Panchayati Raj (SIRD & PR) entrusted Mahashakti Foundation with the responsibility of conducting GPDP training programs across four blocks in Bargarh (Ambabhona, Bhatli, Attabira, and Sohela)

and the M. Rampur block in Kalahandi district. The dedicated team at Mahashakti successfully met the project's objectives and deliverables by organizing 22 training programs in these five blocks. These sessions were attended by

approximately 1,000 Ward and PRI (Panchayati Raj Institutions) members.

Through these training initiatives, Mahashakti Foundation is contributing to the empowerment and capacity-building of local leaders and institutions, fostering community development and participation in these regions.

#### Kala Punaruthan Producer Company Ltd

Reviving Indigenous Handicrafts and Empowering Artisans

Kala Punaruthan Producer Company Ltd (KPPCL) is an Off-Farm Producer Company (OFPO) passionately driven by Mahashakti Foundation in Odisha. With the initial support from Tata Trusts and NABARD, Mahashakti has embarked on a mission to revive the awe-inspiring tribal art and craft created by the talented artisans from the villages of Gatiguda and Jhigidi in the enchanting Rayagada district. It has expanded the outreach and has collaborated with artisans Dhenkanal, Mayurbhanj and Khurda, by providing them with a platform to showcase their exceptional talent and skills.

Our artisans skillfully handcraft an array of utility and show-piece items, artfully designed from the finest dhokra, sabai grass, jute, and adorned with the splendid Dhokra jewelry, home décor, and utility items.

#### **Safety Awareness**

Partnering with TPCODL, Mahashakti Foundation initiated a safety awareness campaign in Dhenkanal district. The goal was to educate electricity consumers in 100 high-risk villages on how to prevent accidents and handle electricity-related emergencies effectively. We implemented a three-pronged strategy:

Our project team conducted meetings to inform residents about past incidents, including fatalities of both humans and animals, emphasizing the importance of safety precautions.

We organized essay and drawing competitions in local schools to educate children about electrical safety measures.





Through KPPCL, Mahashakti collaborates with over 1000 talented rural and tribal artisans in Odisha, working tirelessly towards fostering the growth of craft-based livelihoods with a strong market presence. The turnover of INR 20.00 lakhs in the last financial year reflects the successful business operations of Kala Punaruthan Producer Company Ltd.



We hired professionals to deliver impactful messages through audio-visual presentations and street plays (Nukkad Natak) to engage the community.

Our project team maintained constant communication through a WhatsApp group to monitor the impact and keep spreading awareness messages. Thanks to these efforts, there were no electricity-related mishaps in the project areas during the implementation phase.

## **Audited Financials**

MAHASHAKTI FOUNDATION  MADANPUR RAMPUR - KALAHANDI - 766 102 (ODISHA)				
EXPENDITURE	AMOUNT(RS.)	INCOME	AMOUNT(RS.)	
Project Expenses:		Grant-in-aid:		
ACC Ltd. (Sustainable Community Development Project)	8,32,293	ACC Ltd. (Sustainable Community Development Project)	14,95,970	
Core Carbon X Solutions Pvt Ltd. (Sustainable Rice Production)	8,77,118	Core Carbon X Solutions Pvt Ltd. (Sustainable Rice Production)	11,85,830	
Govt of Odisha -Crop Diversification Program - Bargarh	2,75,416	Govt of Odisha -Crop Diversification Program - Bargarh	÷	
Govt of Odisha -Crop Diversification Program - Subarnapur	1,65,239	Govt of Odisha -Crop Diversification Program - Subarnapur	1 <b>2</b> (	
DRDA, Bargarh-Training to PRI Members	16,61,634	DRDA, Bargarh-Training to PRI Members	4,30,738	
DRDA, Kalahandi-Training to PRI Members	5,98,116	DRDA, Kalahandi-Training to PRI Members	3,32,255	
NABARD -E-Shakti Project , Bargarh	16,40,338	NABARD -E-Shakti Project , Bargarh	15,02,471	
NABARD -E-Shakti Project , Kalahandi (Phase-2)	30,03,338	NABARD -E-Shakti Project , Kalahandi (Phase-2)	26,04,717	
NABARD -E-Shakti Project , Kalahandi (Phase-1)	19,19,809	NABARD -E-Shakti Project , Kalahandi (Phase-1)	19,19,809	
GIZ- FPO SUPPORT for Credit and Market Linkage	2,43,200	GIZ- FPO SUPPORT for Credit and Market Linkage	2,43,200	
NABARD -Gramvikash Nidhi -OFPO Development	3,02,000	NABARD -Gramvikash Nidhi -OFPO Development	3,02,000	
HDFC BANK (PARIVARTAN - FRD Project)	1,54,68,432	HDFC BANK (PARIVARTAN - FRD Project)	1,60,92,673	
Govt of Odisha - Odisha Millet Mission - Bijepur	18,67,838	Govt of Odisha - Odisha Millet Mission - Bijepur	13,27,809	
Govt of Odisha - Odisha Millet Mission - Sohela	12,68,640	Govt of Odisha - Odisha Millet Mission - Sohela	13,12,000	
NABARD Bee Keeping	3,36,030	NABARD Bee Keeping	2,09,000	
Govt of India -NABARD -CSS 10,000 FPOs Phase-1	24,17,262	Govt of India -NABARD -CSS 10,000 FPOs Phase-1	11,30,046	
Govt of India -NABARD -CSS -10,000 FPOs Phase-2	16,89,794	Govt of India -NABARD -CSS -10,000 FPOs Phase-2	2 <b>.</b>	
Govt of India -NABARD -CSS -10,000 FPOs Phase-3	18,85,221	Govt of India -NABARD -CSS -10,000 FPOs Phase-3	44,85,600	
NABARD (Grassroot Level Training Program )	29,230	NABARD (Grassroot Level Training Program)	29,000	
NABARD LEDP (Mushroom Promotion )	2,06,780	NABARD LEDP (Mushroom Promotion )	2,06,780	
NABARD -Promotion of Local Oraganic Farmer Group	1,10,735	NABARD -Promotion of Local Oraganic Farmer Group	1,04,000	
NABARD Micro Enterprise Development Program	i de	NABARD Micro Enterprise Development Program	7-	

NABARD (Promotion of Rural Haat)	2	NABARD (Promotion of Rural Haat)	3,22,500
NABARD (Resource Support Agency for	1,46,032	NABARD (Resource Support Agency for	
Development of FPOs)	1,40,002	Development of FPOs)	2077 2002 2004 2004 2004 2004
NABARD (WADI Project)	-	NABARD (WADI Project)	36,01,270
Govt of Odisha - SM & ID (SUDA) Project	læ.	Govt of Odisha - SM & ID (SUDA) Project	4,46,000
TATA Dower (TDCODI ) Softy Averages		TATA Power (TPCODL) - Safty Awareness	
TATA Power (TPCODL) - Safty Awareness campaign (Dhenkanal)	10,08,000	Campaign (Dhenkanal)	5,23,109
TATA Power (TPCODL) - Women Litracy Centre	8,82,000	TATA Power (TPCODL) - Women Litracy Program	8,82,000
Vedanta Ltd. (SAKHI Project)	20,81,597	Vedanta Ltd. (SAKHI Project)	21,00,541
Vedanta Ltd. (Skill Building Support to Tribal Artisans)	6,19,183	Vedanta Ltd. (Skill Building Support to Tribal Artisans)	9,28,602
YES Bank -YES Foundation	5,79,730	YES Bank -YES Foundation	4,17,600
(Skill Building of Handicraft and Handloom Cluster)		(Skill Building of Handicraft and Handloom Cluster)	5.
Workshop on Sustainable Agriculture - Kalahandi	1,10,000	FCRA Funds	121
		KIVA	3,34,039
FCRA Funds		Trickle UP Programme Inc (UPMA)	61,05,655
KIVA	2,72,167		
Trickle UP Programme Inc (UPMA)	71,14,461		
Bank Charges	· ·		
		Farmer Producer Group Working Capital Loans (Interest)	84,41,207
Employee Cost:			
Salary & Benefit to Staff	14,77,628		
EPF dues to EPFO	2,47,412		
Administrativa Evpansos:	-	OTHER INCOME	
Administrative Expenses:	40.72.260	Tear Contact to Principles	07 707
Interest to Samunnati and ICICI Bank	49,73,369	Bank Interest [FC] Payout from Reliance- Business	37,737
Advertisement	53,749	Correspondence	8,192
Annual Day Celebration	3,17,485		
Audit Fees	47,200	Bank Interest [Non FC]	80,779
Bank Charges	28,464	Interest on Investment	9,62,311
Project Office Rent	1,36,000	Insurance claim for Vehicle	1,75,400
Computer Maintenance	12,703	Miscellaneous Income	23,540
Consultancy Fees	15,75,680	SWAIK	

Electricity	43,027	DONATIONS	
Governing Board Meeting	13,865	New Laxmi Steel & Power Pvt. Ltd CSR activities	15,00,000
Office & Campus Maintenance	2,98,170	Donations	7,95,136
Postage & Communication	2,43,822	Beneficiary contribution (SCDP-Purchase of Sewing machine)	45,000
Printing & Stationaries	72,271		
Running Cost of Vehicle	1,02,378	5	
Travel Expense for Field Visit	4,46,094		
Website Maintainance	2,12,129		
Interest on GST & TDS	7,32,562		
Staff Capacity Building/Training	3,09,082		
Depreciation	6,78,663		
SUB TOTAL	6,16,33,384		
Excess of income over expenditure tfr to BS	10,11,132		
Total	6,26,44,516	Total	6,26,44,516
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PARTNER	Managing Director Managing Director Manashakti Foundati	Secretary Secretary Mahashakti Foundation Mahas	Treasurer shakti Foundati
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Bhubaneswar			



## **Event Snapshots**





































## **Media Highlights**



#### **Our Partners**

















































### **Two Decades of Transformative Impact**

Since 2004, Mahashakti Foundation has diligently spearheaded impactful development initiatives, focusing on these pivotal areas:



Sustainable Agriculture



Enterprise Promotion, including the revival of Traditional Art & Craft



Financial Inclusion



Renewable Energy



Environmental Conservation

#### **Our Noteworthy Achievements:**

In our two decades of dedicated service, Mahashakti Foundation has delivered profound outcomes, that include:



Empowered 78,000
beneficiaries with an additional
monthly income exceeding INR 5,000
and assisted them in accessing
government entitlements.



Fostered 45 Sustainable Community-Based Institutions (FPOs, Federations, Cooperatives).



Uplifted 30,000 ultra-poor households, transforming them into entrepreneurs who now earn a monthly income above of INR 9,000.



Linked 5,000 migrant workers with various government schemes, ensuring a steady monthly income of INR 20,000.



Propelled 45 FPOs in collaboration with 35,000 small and marginal farmers, securing an average additional income of INR 3,000 within the first year by establishing a thriving FPO ecosystem in the KBK regions of Odisha.



Successfully rebuilt and renovated approximately 10,000 structures under the Water, Sanitation, and Hygiene (WASH) program.



Facilitated access to essential financial services for 150,000 low-income households from Banks and Financial Institutions, catalysing income enhancement.







https://mahashaktifoundation.in/



Instagram: mahashaktiodisha



Facebook: MahashaktiFoundation



LinkedIn: mahashakti-foundation



X Twitter: msfodisha

# **CREATING OPPORTUNITIES EMPOWERING THE POOR**

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