



2004-2020

Creating Opportunities... Empowering the Poor...



ANNUAL REPORT

2019-2020

Celebrating 15 Years of Existence...

www.mahashaktifoundation.in



In the loving memory of...
Late Smt. Aradhana Nanda
Co-Founder-Mahashakti Foundation
13 August 1958 – 28 July 2019

CONTENTS

PRESIDENT'S MESSAGE

CEO'S MESSAGE

AT A GLANCE

GOVERNING BOARD

PROJECTS IN FOCUS

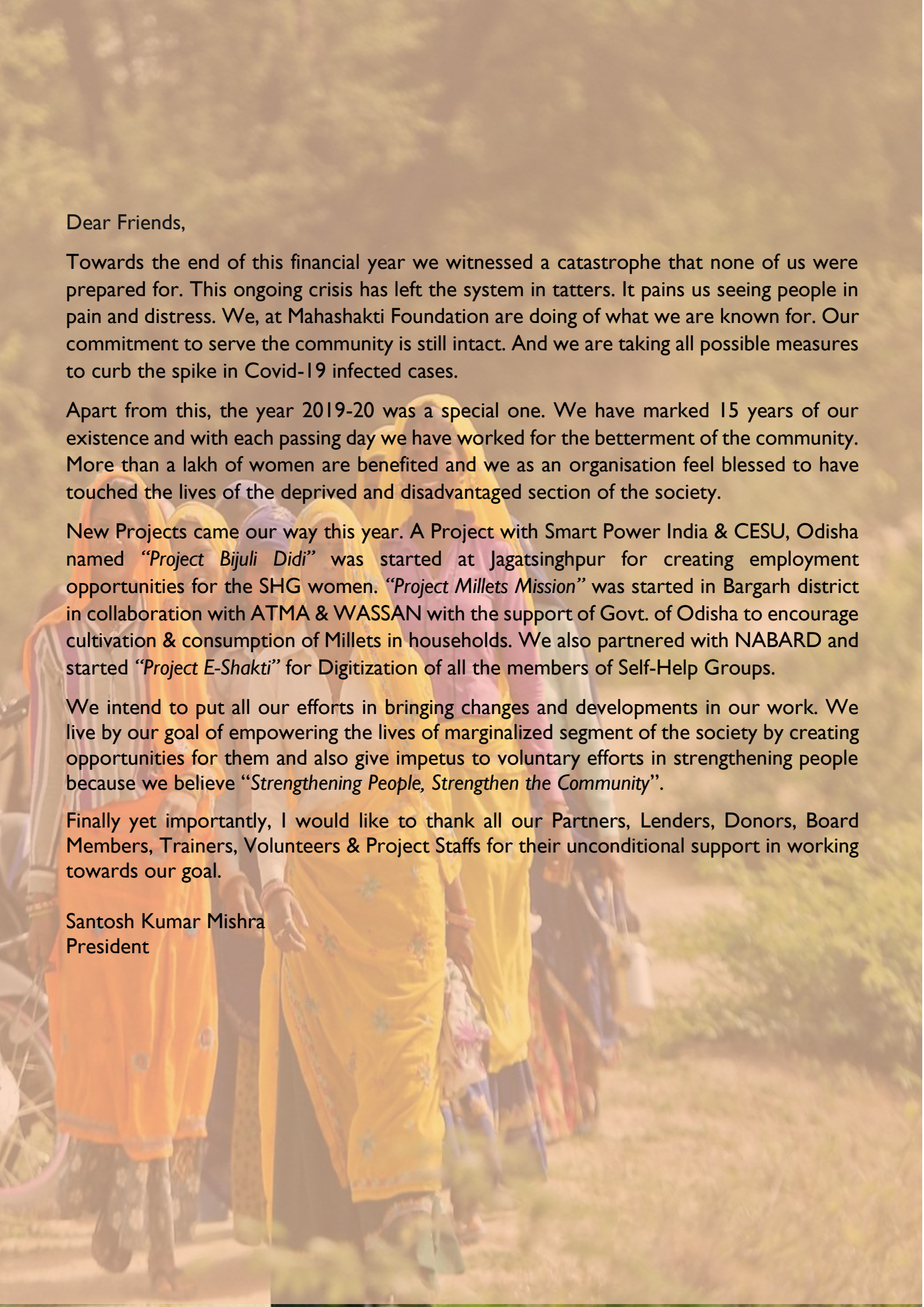
SUCCESS STORIES

EVENTS AND ACTIVITIES

DISASTER MANAGEMENT
RESPONSE

AUDIT REPORT

PARTNERS & LENDERS



Dear Friends,

Towards the end of this financial year we witnessed a catastrophe that none of us were prepared for. This ongoing crisis has left the system in tatters. It pains us seeing people in pain and distress. We, at Mahashakti Foundation are doing of what we are known for. Our commitment to serve the community is still intact. And we are taking all possible measures to curb the spike in Covid-19 infected cases.

Apart from this, the year 2019-20 was a special one. We have marked 15 years of our existence and with each passing day we have worked for the betterment of the community. More than a lakh of women are benefited and we as an organisation feel blessed to have touched the lives of the deprived and disadvantaged section of the society.

New Projects came our way this year. A Project with Smart Power India & CESU, Odisha named “*Project Bijuli Didi*” was started at Jagatsinghpur for creating employment opportunities for the SHG women. “*Project Millets Mission*” was started in Bargarh district in collaboration with ATMA & WASSAN with the support of Govt. of Odisha to encourage cultivation & consumption of Millets in households. We also partnered with NABARD and started “*Project E-Shakti*” for Digitization of all the members of Self-Help Groups.

We intend to put all our efforts in bringing changes and developments in our work. We live by our goal of empowering the lives of marginalized segment of the society by creating opportunities for them and also give impetus to voluntary efforts in strengthening people because we believe “*Strengthening People, Strengthen the Community*”.

Finally yet importantly, I would like to thank all our Partners, Lenders, Donors, Board Members, Trainers, Volunteers & Project Staffs for their unconditional support in working towards our goal.

Santosh Kumar Mishra
President



Dear Friends,

While bringing this Annual Report to being, we are in the midst of a tragedy that has impacted the entire world. Imposing nationwide lockdown was one of the most stringent government responses to fight against the deadly virus that has engulfed all the nooks & corners of the World. With an unprecedented human toll, the pandemic has triggered a deep economic crisis and the common people bore the brunt of it. Mahashakti Foundation, which initiated with an aim to *Empower the Poor* came forward to show humanity and save the human race. We at Mahashakti, are taking a greater role in providing emergency support to the people of the community & taking extensive measures to check the spread of COVID-19 across our operational areas.

In the last 15 years of our work, we have tried to uplift the deprived section of the society and to bring a change that is visible and sustainable. The rural women are primarily vulnerable to every form of health issue, financial deficiency, lack of opportunities and inadequate education. They are ignored in every key decision taken in the family and face inequalities and challenges that hinder their access to decent work opportunities & improvements in their productivity. But in reality, they are strong headed, determined and purposeful. The only need is to invest and enhance their capacities and boost their confidence. We have given 15 years of hard work, blood and sweat just to witness a fair transition of women from being the most neglected member of the family and society to being the workers and entrepreneurs the society look up to.

But this is not a journey we could have taken alone. This was a long journey indeed which wouldn't have been possible without the support of our lenders, partners, individual donors, trainers, project staffs and all our well-wishers. We express our gratitude to everyone who have put their trust on us and held our hands throughout.

With this, we promise to bring a notable change in grassroots level and provide significant opportunities to strengthen the participation of women in securing sustainable livelihoods and ensure that they enjoy the same rights, opportunities and treatment that the opposite gender relishes.

Jugal Kishore Pattnayak

Chief Executive Officer

ABOUT US:

Mahashakti Foundation (MSF), a public charitable trust, took birth over 15 years back with a motto to create an equitable society for women. In the initial years, Mahashakti started its operations from the KBK districts of Odisha, which is known as one of the most poverty-stricken regions of the country. Later on, the area of operations expanded to other locations. The idea was to empower the rural population of the country, to inspire the rural women to look at themselves in a new way. Today, MSF is a leading livelihood promoting institution of Odisha. It has its genesis from FAAR-CARE CASHE Programme being supported by Department for International Development (DFID). Over the last 15 years, MSF significantly expanded its horizon within the state to fit in to the new generation outfit in the development sector. The organisation is working tirelessly for the destitute & deprived section of the society so that they get an opportunity to recognise their inner strengths and utilize the limited resources they have to earn, save and live.



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

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



According to Census 2011, of the total population of Odisha, around 83.31% live in the villages of rural areas. People are disproportionately affected by the state's problems such as poverty, poor health and lack of economic opportunities. Mahashakti Foundation with its mission place the people at the forefront of the development and deliver grassroots programmes in some of the most hard to reach and underserved areas.

Mahashakti Foundation has been implementing its projects & programmes in 15 districts and has reached over 1.5 lacs households with 22 projects across Odisha.



GOVERNING BOARD



PRESIDENT

Mr. SANTOSH KUMAR MISHRA



VICE PRESIDENT

Ms. ROJALEEN BHUYAN



SECRETARY

Mr. JOGANANDA BEHERA



TREASURER

Mr. PRAKASH CHANDRA SAHU



MEMBER

Mr. DIBAKAR MAHARANA



MEMBER/CEO

Mr. JUGAL KISHORE PATTNAYAK



SKILL DEVELOPMENT PROJECT

Mahashakti Foundation with the esteemed support of Indian Oil Corporation Limited and Skill Development Institute started a Training centre at Ogalpada on 5th March, 2019 in Khurda district on Tailoring and Jute. The aim was to provide skill development training to the women beneficiaries of Ujjwala Yojna on stitching and making Jute products to subsequently improve the standard of living of the Below Poverty Line people as they can upgrade their skill and be the breadwinner of their respective families.

Key Achievements

- 100 beneficiaries became able to start their own enterprises and adding additional income Rs.3000 to Rs.5000 to their family.
- We supported in all value chain systems to make them entrepreneurs with the technical support of SDI.
- We planned to form a producer company to institutionalise the whole process in next year.



Our products were showcased in 10 different exhibitions in the state and the earnings were directly transferred to their respective accounts.



Jute Bag Exhibition at 3rd ASOMACON-2019 in AIIMS Bhubaneswar



GRAMYA VIKAS NIDHI

Key Achievements

144 Artisans benefited

26 New Designs Developed

Online Marketing through kalasamidhi.com, odishaestore.com, emoment.in & Facebook

Linkage with different Government Schemes

10 Exhibitions at Surajkund Ahmedabad, Sisir Saras Bhubaneswar, Bali Jatra Cuttack & many more

Two Exposure Visits to Dhenkanal

Attended Annual Day Program of NABARD at Delhi and BIRD Program at Lucknow

Mahashakti Foundation in partnership with NABARD started Project Gramya Vikas Nidhi to form and nurture Off Farm Producer Organisation (OFPO) in the existing clusters of Dhokra artisans in Rayagada district in Odisha. The main aim was to strengthen the skill and knowledge of the artisans.

In this cluster décor items, idols and jewellery are being produced. Constant design development, value addition and marketing supports are being required, therefore, trainers from Cuttack and Chhattisgarh are being hired to impart a design upgradation & skill upgradation training on regular basis.

This has helped the artisans of Jhigidi & Gatiguda villages significantly to make their products and sell the same in market. A Producer Company named "Kala Punaruthan Producer Co. Ltd." is formed for the sustainable livelihood development of the artisans and all the



Making of dhokra products



SUSTAINABLE COMMUNITY DEVELOPMENT PROJECT

Mahashakti Foundation has been working with ACC Ltd. under CSR for the last 9 years at Dunguri, Bardol & Khalipali GP of Bargarh district to enhance the livelihood and enrich the socio-economic condition of the women.

1548 women of 144 SHGs are being benefited from the project. Both ACC & Mahashakti have put a lot of efforts on various fields such as Agriculture, Education, Tailoring Women Empowerment, Health & Sanitation, Financial Literacy, Financial Inclusion & Bank Linkages and strengthening of SHG Federation- PRATIGNYA TRUST through marketing of the SHG products.

Key Achievements

100

Women trained on Tailoring

140

SHGs trained on Effective Group Management

30

SHGs linked with Credit

235

Women engaged in Micro-enterprises

1000

HH availed Health & Sanitation Facilities

500

HH trained on Financial Literacy



Bank Linkage of SHG Members



Kiosk Banking Facility to SHG Members



Digital Financial Literacy Training to SHG Members



Training

Skill development training provided to 75 SHG women. Two tailoring units have been set up at Bargarh & Dunguri. College Uniforms, cushions, Fancy bags, luggage bags and vegetable bags etc are being stitched at the centres and sold in market.



Strengthening Pratingya Trust (Federation)

The turmeric powder prepared by the Pratingya Trust is packaged & named as "**Dunguri Haldi Powder**" and is sold in the market. ACC has also provided with weighing & sealing machine for hassle free functioning. They attended the Pallishree Mela of Dhanu Jatra & did a good business.



Mushroom Cultivation

52 SHG women were supported for Mushroom Cultivation this year. ACC provided them with spawn, while they contributed for the straw. The mushrooms were sold at Dunguri & Bargarh local market which fetched the women Rs. 3000-5000 each.



Lending Process Training

Two days Training Program was organised at Dunguri Project Office to orient on the lending system so that the Board Members of the trust can do the field verification, Collection of Loan Application, Documentation, Disbursement & Monthly Collection independently.



PROJECT BIJULI DIDI



SmartPowerIndia
Powered by 



Mahashakti Foundation with the financial and technical support of Smart Power India (SPI) took initiatives to establish Model Distribution Zone at Paradeep Division. Central Electricity Supply Utility of Odisha (CESU) has granted approval to SPI for developing Paradeep Division (PDP) as a Model Distribution Zone (MDZ). The period of the pilot project is July 2019 to July 2020. The objective of this project is to demonstrate a successful model of electricity distribution supply with enhanced efficiency and highest level of customer service. Nearly One Lakh consumers are served by PDP with rural customer mix of greater than 94%. The utility finds it financially unviable to service rural consumers which is due to high degree of techno-commercial losses, high instances of electricity supply interruptions, dilapidated electricity network, lower commercial loads etc. To improve efficiency and enhance customer service, CESU has initiated the process of appointing micro-franchisees under SEFA Guidelines, comprising of the members of the Women Self Help Groups (WSHGs) selected through the 79 Gram Panchayat Level Federations (GPLFs) in Erasma, Tirtol and Kujanga blocks of Jagatsingpur District for Metering, Billing and Collection services.

Objectives:

Presently, the micro franchisee agreements with GPLFs are being finalized and signed. This activity is being undertaken under the aegis of Odisha Livelihoods Mission (OLM) through the respective Block Level Coordinators (BLCs) in Erasama, Kujanga and Tirtol blocks. Mahashakti Foundation through SPI intends to design and deliver continuous support for building capacity of the WSHGs through a WSHGs Empowerment Program. The program intends to assist the BLCs in design and implementation of a mechanism for selecting the members who will be working on behalf of the micro franchisees, develop the working plan for the members and training of the SHG members to deliver services efficiently.



Bijuli Didi Training Program



Bijuli Didi Written Test



Bijuli Didi Training Program

Scope of Work:

Mahashakti Foundation assisting in developing and implementing the WSHGs Empowerment Program. The scope of service is presented below:

- ✚ Develop and implement a robust selection process of the members from WSHGs/GPLFs who will work under the micro franchisee agreement signed between CESU and GPLF
- ✚ Design an “Operating Playbook” for the WSHGs members to deliver services effectively and efficiently. The playbook shall comprise of the various activities to be undertaken with periodicity (daily, weekly and monthly). The playbook should lay down the detailed tasks in a chart with process flows and stakeholders involved against each process
- ✚ Conduct regular monitoring meetings at established frequencies to monitor performance of the micro franchisees against the various indicators established in the SEFA Guidelines
- ✚ Act as a single point of contact for the WSHGs/GPLFs to identify issues and resolve the same by engaging with various stakeholders.
- ✚ Conduct skill gap assessment of the identified members from the perspective of delivery of electricity services as per the scope of the agreements
- ✚ Develop and deliver training programs and modules for capacity building of selected members of WSHGs/GPLFs
- ✚ Identify and implement mechanisms to empower the WSHGs through alternative livelihood programs

Deliverables/Outputs:

For the purpose of delivery of the program, Mahashakti Foundation deployed adequate number of personnel with required skills at block levels to coordinate with BLCs (1 Lead Coordinator + 3 Full Time Block Coordinators) under the guidance of a Team Leader. The following activities have been done till 31st March 2020:

Consultation meetings are being done with GPLF Executive committee, Block administration and District administration Jagatsinghpur to unfold the proposed project. In due consultation with all key stakeholders’ framework for selection of members from WSHGs/GPLFs along with related documents were finalized and as per guideline 92 efficient SHG women members from 51 Gram Panchayats are working as Bijuli Didis in Erasama and Tirtol Blocks. Arrangement to conduct written test to select another 56 Bijuli Didis for Kujanga is in process.

“Operating Policy” for the GPLF to coordinate the metering, billing and collection process for CESU by Bijuli Didi was prepared and implemented. Training program and modules with delivery – presentation, handbooks, trainers etc. were arranged which in turn enabled the Bijuli Didis to collect present and overdue bills from around 28,000 consumers which reduces degree of techno-commercial losses to a good extend. After seeing the success of the models, CESU is planning to replicate the model in other Divisions. By doing bill collection activities, the Bijuli Didis who have never thought of to engage themselves in any regular job are able to earn Rs.1500/- to Rs.8,000/- per month. From the income and incentive, GPLF keeps 10% for need based community development programs. Coming year Mahashakti Foundation has a plan to cater at least 70,000 consumers in the district.



Notice on GPLF Wall for Written Test for the selection of Bijuli Didis



Meeting with Mission Shakti officials



Bijuli Didi receiving certificate of achievement



VEDANTA SAKHI PROJECT

Under Sakhi Project, Mahashakti Foundation with the support of CSR Vedanta Ltd. promoted & strengthened community based institution for livelihood development through SHG movement in 53 villages of Kalahandi & Rayagada district.

From SHG Formation to their Capacity Building, Bank Linkages, providing them with proper Health & Sanitation, imparting training on Financial Literacy, IGA Promotion to enrolling them with different government schemes is done by the staffs of Mahashakti with the support of Vedanta Ltd. To facilitate livelihood interventions for economic development, SHAKTIMAYEE FOUNDATION – A SHG Federation is formed and institutionalization process in on.

Key Achievements

905 new HHs covered under Project Sakhi

16 new SHGs formed while 71 old SHGs revived

588 SHG Members trained on Financial Literacy, IGA & Leadership.

Rs. 76.04 Lakhs Loan Fund linked to 67 SHGs by Commercial Banks located at Project Area

Rs .72.24 Lakhs loan fund linked to 26 SHGs by Yes Bank Limited through MSF under BC Program.

Rs.35.38 Lakhs mobilised for SHGs by Govt Programs from which 26.97 lakhs have been used for IGA,

18 Veterinary Health Camps were organised by Veterinary Department, Govt. of Odisha

620 Women received orientation on Animal Husbandry



Turmeric Processing by Maa Manikeswari SHG



Chilli Powder Unit by Maa Tarini SHG



Phenyl Unit by Buddhimaa SHG



PROJECT BHOOCHETANA

Mahashakti Foundation in partnership with ICRISAT, a Hyderabad based organisation with a Pan India presence is working on enhancing Agricultural Productivity & Rural Livelihoods through scaling up of science-led development in Subarnapur district of Odisha.

A series of Awareness Meeting on Crop Planning & Capacity Building Programs were organised for the farmers regarding seed treatment, soil treatment, pest management and high yielding of a particular crop.

DELIVERABLES:

- Soil Collection from Farmers
- Soil Health card distribution to Farmers
- Seeds provided to Farmers as per crop plan
- Interpersonal communication with different stakeholders
- Field visit & data collection from farmers
- Handholding support to farmers and demonstration on paddy & pulses cultivation
- Capacity Building & Training on Organic Cultivation
- Support to Farmers for seed bed preparation



Data of 60 farmers were collected from Kirtipur, Babupali & Jampali villages of Subarnapur district. Documents like Adhar card, Voter id, landholding pattern of the farmers are collected as per the requirement of the project.



Paddy seeds has been distributed to the farmers of the three villages of Binka Block. Ward members, VAW & other stakeholders were present during the distribution of the local variety of paddy seeds.



World Soil Day celebrated by Mahashakti Foundation in collaboration with agriculture department, ATMA & KVK on 5th December at Sonapur. 152 Farmers took part in the Celebration



Village level Training Program was organised by ICRISAT. Scientific Officer ICRISAT – Mr. Tapash Panigrahi trained the farmers on paddy seed cultivation and seed treatment.



TRIBAL DHOKRA CRAFT PROJECT

Mahashakti Foundation with the esteem support of Vedanta Ltd. is working on upscaling product quality and establishing market linkages for the tribal Dhokra artisans of Kankeri village, Lanjigarh. For quality product development in the cluster, training on skill upgradation, product development and entrepreneurship development is being conducted from time to time. Exposure Visits of the artisans to different Dhokra cluster is organised and for easing their works, a raw material bank has been made and a community hall has been constructed.

KEY ACHIEVEMENTS

- Four months skill Development Training completed for artisans in two phases
- Exposure Visit to Dhenkanal & Nayagarh Dhokra cluster
- 30 Artisans enrolled in Kala Punaruthan Producer Company
- Establishment of Raw Material Bank for input supply at doorstep through the producer company.
- 3 New Artisans Groups Formed
- Training Manuals printed for the artisans
- New packaging materials developed for branding
- Convergence meeting with Line departments organised
- Health Camps organised every month – 346 patients cured
- Participation in 6 different Exhibitions & Pallishree Mela
- Set up Finishing machine at producer company level
- 12 Artisans participated in different exhibitions
- Linkage & Liaison with DIC, WESCO & ORMAS



Moulding Process of Dhokra Products



PROJECT MILLET MISSION

For the first time, Government of Odisha started the journey with a separate wing of agriculture program namely, “Odisha Millet Mission” to focus on the production of Millets in the tribal areas. Mahashakti Foundation in collaboration with ATMA & WASSAN with the support of Govt. of Odisha started Project Millet Mission at 19 villages of Bijepur Block in Bargarh District. A total of 155 Farmers are covered under Ragi cultivation for the Kharif season.

Objectives

- To increase the household consumption of Millet by 25%
- To promote Millet based cooked recipes
- To conduct Awareness Programs to bring light on the nutritional value of Millets
- To restore & increase consumption of Millets in households
- To assure on 100% marketing by TDCC/local PACs

Capacity Building Programs

Sl	Name of the Programme	No. of days	No of beneficiaries impacted
1	2 Days Residential Training for 10 women	2	10
2	Campaigns in villages to increase awareness on household consumption of millets	4	1600
3	Two days Workshop and Food Festival	3	1200
4	Two days non-residential training of trainers on SMI	6	96
TOTAL		15	2906



Workshop on promotion of Millets



MSF top Mngt Visit



Ragi Planting for Rabi Season



PROJECT E-SHAKTI

NABARD launched Project E-Shakti in association with Mahashakti Foundation for Digitization of all the members of Self Help Groups. Self-Help Groups (SHGs) are small voluntary associations of poor people, preferably from the same socio-economic background. They come together for the purpose of solving their common problems through self-help and mutual help. SHG promotes small savings among its members. Under Project E-Shakti, 240 SHGs have been selected. All the data of the SHGs have been digitized where the real status of each SHGs can be found under one dashboard. It will help the Banks & FIs to know the credit score of each SHGs & their members, so that they can disburse the loan without any delay.

GPDP TRAINING:

Two days GPDP training was conducted on 18 March 2020 at Biswanathpur Meeting Hall. 225 PRI Members of Lanjigarh Block were provided with training on Gram Panchayat Development Plan and Gender Sensitization.



MEDP TRAINING:

Micro Enterprises Development Training was given to 42 SHG Members from different villages of Lanjigarh Block. The training was given by Dr. Kallol Panda - BVO, Biswanathpur. The main focus of the Training was on successful goat rearing. After the training, the members were taken to the nearest village for practical so that they understand the process in a better way.





SUCCESS STORIES





Haldi (*turmeric*) is coined as the most powerful spices of all and is a permanent member of every Indian kitchen and a staple in all Indian cuisines. Considering the number of health benefits turmeric offers, this spice can be added to a variety of dishes in order to keep improving the quality of our lives. Apart from its culinary usage, haldi is also used for boosting up immunity, moderates the insulin level of body, heal cuts/burn/infections, helps in digestion.

Mahashakti Foundation with the esteem support of Vedanta Ltd., Lanjigarh started **Project Sakhi** in March 2015, to create opportunities for households to undertake income generating activities and to work in the entire value chain. Shaktimayee Foundation – the federation of SHGs has been formed by the SHGs is providing marketing value chain support for the sale of their products . A Turmeric Processing unit was then set up with the support of Shaktimayee in Lanjigarh.

Maa Manikeswari SHG which is promoted by Sakhi Project Team started the said unit. Project Team arranged the raw materials and other equipment's for making of turmeric powder. They started their business in a traditional way i.e. by means of mortar and pestle. The women divided all the duties among themselves and started the turmeric processing work. The business went on well and they were also linked to the market. Proper branding and labelling of the turmeric packets were done. Looking at the dedication of the women of Maa Manikeswari SHG, Vedanta Ltd. decided to provide them with a turmeric processing machine in the year 2019. Till now they have processed and sold 923 kilos of turmeric and have earned a profit of ₹51,345 by selling the turmeric powder at ₹240 per kg.

With the support of Vedanta Ltd, they are planning to get a food license for their processing unit and want their product to be recognized at national level.





Jyotsna Mahananad is a resident of Dunguri village. She stays there with her family of one son and two daughters. She's the leader of Durga SHG, which is a women SHG that was formed in the year 2013. Before the formation of the group, Jyotsna faced a lot of difficulties because of dearth of money. Neither she was involved in any income generating activities, nor did she know the importance of savings.

Mahashakti Foundation with the support of ACC Cement Ltd. joined hands for the sustainable development of the people of Dunguri village of Bargarh district. They helped the women in forming Self Help Groups, trained them on Animal Husbandry, Vegetable cultivation, phenyl making, tailoring, mushroom cultivation, spices processing & marketing, SHG Management & book keeping, and financial literacy, etc. In this way, Durga SHG was formed. According to the rules formed by the group, each and every member deposited ₹50 on 18th of every month. MSF in association with ACC gave training to Durga SHG along with some other SHGs of Dunguri village on mushroom cultivation. They were trained on how to cultivate paddy straw mushrooms and oyster mushrooms and were also provided with mushroom seeds. For the last three years, the members of Durga SHG are earning a minimum of Rs 5000-6000/- a month through mushroom cultivation.

The SHG members are also linked to banks for loans to start their respective enterprises. They are also made to access different schemes of SBRSTEI, ORMAS, OLM, MSME, ICDS etc. There's a tremendous potential in the area for mushroom production owing to the availability of agricultural wastes in abundance, manpower and suitable climate. It's helping the members of the SHGs of Dunguri village to cultivate more and more mushrooms and even selling them in market.

Jyotsna with the help of her husband is engaged in the mushroom cultivation. This year, in only two months, she has cultivated more than 20 beds of mushrooms and has sold 23-24 kilos in the market. With this, her earnings have increased significantly to Rs 13,000/- a month. From which she has done a recurring deposit of Rs 3,000 and used rest of the amount for household expenditure and her children educational expenditure.

Jyotsna has showed her gratitude towards MSF & ACC for transforming her life. In return, MSF is glad to have contributed in changing her life towards good.



This case study describes how a woman involves herself with a challenging job which is usually taken by male folks of the society. Self-motivated Gourangini has taken the responsibility from CESU to do the meter reading and Bill collection from power consumers in remote rural areas. Both Mahashakti Foundation and Smart Power India put their relentless effort to sensitize couple of women to get into this job and provided their hand holding support to make the program a grand success by using women force.

Smt. Gourangini Nayak, resides at Hazipur village of Paida Grampanchayat under Erasama Block of Jagatsinghpur District. Her husband, Mr. Umesh Nayak is a peasant and farming was the only source of livelihood for them. She was completely dependent on her husband's income to meet the day to day expenses of the family. While she was searching for an opportunity to work and earn, MSF started a project titled MDZ in association with SPI and selected her to work as Bijuli Didi after a proper recruitment process.

Description: Mahashakti Foundation, one of the premier development organizations of Odisha came with an innovative idea of providing technology based income generation activity for SHG members. In collaboration with line department of Odisha and active support of Smart power India, the project was launched in Erasama Block. Gourangini, after her selection, adopted her own strategy of building a good rapport with the people. Although she faced many challenges in her way, with the support of Mahashakti Foundation and her strong determination, she became successful and was declared as the best performer among the Bijuli Didis.

Now, she is ecstatic about contributing and supporting her family financially and side by side minimize the financial burden of her husband. She has started getting social recognition and respect. The fact that has boosted her confidence is that, now she's doing the same work that was previously done by the men. She's indeed at par with the men. Her work was recognised by the govt. of Odisha when she was awarded by the Honourable MP: Rajashree Mallick and Honourable Minister for Water Resources: R.N Das on the occasion of International Women's Day.

Gourangini realized that power consumers are not paying their electricity bill amount to the Govt on time, which leads to power cut and low power supply that affects the productivity of the community and badly affects the study of the students.

During the performance assessment exercises when MSF officials interacted with her, She said, “One can prove herself if she gets a congenial working environment with hand holding support. I feel grateful to Mahashakti foundation to have provided us with the same. I convey my sincere thanks to MSF team for my career growth and appreciate their initiatives to resolve the collection issues.”

Gender is a major point of social and economic stratification. Regardless of one's socio-economic class, there are specific gender differences in material well-being, although the degree or rate of inequality varies across the part of the world and also varies over time. Due to this representation which affects women unjustly, have become the shock absorbers of austerity. They are paying a far higher price proportionately than men, finding themselves cemented into lifetime of low earnings and underutilized qualifications. Sometimes males are unable to reach the target in case of women they can achieve them easily and make the mission success. Gender equality is human fight not a female fight.





Sharmila Panigrahi, Inhabitant of Ogalpada village of Janla Panchayat, Khurda District, Odisha is one of the Ujjwala beneficiaries who showed interest to learn stitching of both cloth and jute during baseline survey. She has lost her father who was the only bread-earner of the family, and is now living in a thatch house with her mother who is above 60 years old. She is very poor and survives through only one source of income i.e. selling cow milk daily from her only one country variety cow. Sharmila had basic knowledge of stitching but was not trained well.

Mahashakti Foundation with the support of Indian Oil Corporation Ltd. (IOCL) and Skill Development Institute (SDI) set up a training centre at Janla, Ogalpada on 5th March, 2019 in Khurda district on Tailoring and Jute for the Ujjwala beneficiaries. Mahashakti Foundation thought of utilizing the extra time of the Ujjwala beneficiaries in a productive way so that they can earn a better position in the society, contribute their paltry income to the family and work for their economic sustainability.

Taking into account the abject poverty of Sharmila, the trainer arranged a paltry income for Sharmila during 6 months of training on stitching, cutting and Jute fancy item stitching. Working in the training center under the guidance of the trainer, the confidence of Sharmila shoot up. After 6 months of intense training and handholding support, Sharmila decided to have a Sewing Machine to use her acquired skill. But she did not have that much of money to buy Sewing Machine and initial raw materials. She approached Mahashakti Foundation to provide her a loan at affordable interest rate to buy a Sewing Machine.

Mahashakti Foundation promoted NBFC *Sampark Fin Services Pvt. Ltd.* provided her with a loan fund of INR.5,000/- under its product “*Sampark Dakshyata*”, on October, 2019 to Sharmila to buy a Sewing Machine of her choice. This product of “*Sampark Dakshyata*” is developed to provide a small loan amount to people with Skills and whoever wants to start their micro enterprises.

At present when the Training Centre is getting bulk orders, they do give a part of order to Sharmila. Long term training, backward-forward linkages and timely financial support from Mahashakti Foundation made Sharmila to earn at least INR.5,000/- to INR 6,000/- per month to take care of herself and her old and ailing mother. Now she is able to make different garments and jute items like Kurtis, Salwar, Blouse, dresses, jute bags, rugs and other gift items etc. She’s also getting personal orders from people and that has become a good source of income for Sharmila. With that, her products are also being showcased at different Exhibition & Sales Mela by Mahashakti Foundation and the money received against that is directly given to Sharmila. She is also repaying the loan instalments to Sampark from her income on time.

Her strong determination to take the burden of her family made her win the battle of Survival. She made it very clear that with strength of will & perseverance, you can achieve every set goals in your life. Mahashakti Foundation is glad to have been a small part of Sharmila’s journey. There’s an absolute sense of satisfaction, when you touch the lives of women who have the strength to fight the society and make a place for themselves. It feels great to back the women, who without any fear face the challenges and are ready to take the financial responsibilities of their respective families. We salute the grit and courage of Sharmila Panigrahi. She has indeed made the whole MSF Team and the society proud of her.



Nathula Pidikaka, a Dhokra artisan of Gatiguda village in Rayagada is into the craft for the last 40 years. The tribal families of the place earn their livelihood by making dhokra jewellery in the local markets for years now. Earlier, there was an NGO in the village which gave orders for some metal products and jewellery to them. But the Master being a ruthless one, didn't care of the issues faced by the artisans. If the product didn't reach on time or if there is damage in any product, it led to non-payment to the artisans. Nathula, not having any other source of income, faced a lot of troubles to take care of his family. Moreover, he had to travel to Bhubaneswar for getting the orders as the Office of the NGO was in the state capital. That incurred a huge cost to Nathula, who was going through a financial crunch.

In the meantime, Mahashakti Foundation with the support of NABARD, started Project Gramya Vikas Nidhi to form and nurture Off Farm Producer Organisation (OFPO) in the existing clusters of Dhokra artisans in Jhigidi & Gatiguda village. It acted as a blessing for all the artisans of the village. Nathula with his wife joined the Training Program by Mahashakti Foundation on new designs and existing skill upgradation, where trainers from Cuttack & Chhattisgarh were invited to impart proper knowledge on how to make the products with good finishing. The raw materials is also made available to the artisans on credit whenever required from the raw materials bank. After getting the payment for their sold products, they can return back the money.

For proper understanding of the craft, the artisans of the village were taken for exposure visits to Dhenkanal dhokra cluster. And for selling the products, they are being taken to different exhibition so as to showcase the craft all over India. The products are also sold online through Facebook and different other channels. And the income is directly transferred to the bank account. Nathula and his wife with the support of Mahashakti Foundation & NABARD started earning a decent amount that is enough for the sustenance of the family.

With this, we could achieve two important things. First, we could support the artisans and provided them with an income generating opportunity so that they can earn for their living. Second, we could at least try to revive



EVENTS & ACTIVITIES



PROJECT BIJULI DIDI

Mahashakti Foundation with the esteem support of Smart Power India in association with Central Electricity Supply Utility (CESU), Odisha has started Project Bijuli Didi in the Jagatsinghpur district. This project is to create employment opportunities for the SHG women of Jagatsinghpur. A set of guidelines has been issued for the selection of Women Self Help Groups & SHG federation for metering, billing and collection of electricity charges from single and three-phase domestic consumers.



IOCL-SDI PROJECT REVIEW MEETING

Review meeting of the Skill Development Project staffs held at Skill Development Institute, Bhubaneswar in the presence of CEO SDI | NN Rao, Administrative Officer - Entrepreneurship Development | Rajesh Tripathy, Finance Manager | Arun Kumar Pradhan. It was decided to prepare a comprehensive report on the progress made in the Skill Development training centre & a business plan for the remaining project period for sustainable development of the training centre.



WORKSHOP ON PROMOTION OF MILLETS

Mahashakti Foundation with the esteemed support of Odisha Millets Mission started a special programme for promotion of Millets in tribal areas. The operation is held in Bijepur Block of Bargarh district. The main objective of the project is to restore and increase consumption of millets in the households through awareness, counselling and food festival. Two days orientation workshop organised at Institute on Management of Agricultural Extension (IMAGE), Bhubaneswar on promotion of millets in tribal areas.



MICRO-ENTERPRISE DEVELOPMENTS OF SHGs

People do a lot of things to earn their livelihoods. Some go for jobs, other for business. But the dearth of money, education & fortune make people struggle for their sustenance. In that case, micro enterprise becomes a solution to their trouble, where they can start a business with a minimum amount of capital & lead their life comfortably. Mahashakti Foundation with the esteemed support of Vedanta, Lanjigarh is working on micro enterprise development of the SHG members under its Sakhi Project, where the members are preparing turmeric powder & selling it in market.



SKILL UPGRADATION TRAINING PROGRAM

Tribal Jewellery which are made of earthy materials like wood, stones, clay shells and crude materials etc has a rustic and alluring look which appeals the people quite a lot. So Mahashakti Foundation with the esteemed support of NABARD is providing training the tribal people of Rayagada district to make these stunning jewellerys so that they can earn a better life.

A Skill Upgradation Training Programme was organised on Tribal jewellery at Gotiguda village of Rayagada district. Mr. Kartik Verma from National Bank for Agriculture and Rural Development (NABARD) visited the village and interacted with the artisans of Kankeri & Gotiguda.



SKILL DEVELOPMENT TRAINING PROGRAM

Mahashakti Foundation with the esteem support of Vedanta Ltd., Lanjigarh conducted a skill development training programme for the dhokra artisans of Kankeri village to make stunning jewellerys and statues so that they can earn a better life for them. Retired IAS | Sri Pramod Chandra Pattnayak attended as the Chief Guest of the programme. Smt Kumudini Mishra | Micro Planning & livelihood Specialist-DPMU, Sri Bijay Kumar Nanda | LDM-KLD, Sri Debadutta Dash | AGM-DIC, Harmeet Shera | Head CSR-Vedanta Ltd. participated.



GENDER SENSITISATION TRAINING PROGRAM

Mahashakti Foundation in association with State Institute of Rural Development, Govt. of Odisha and District Rural Development Agency, Kalahandi conducted three days training programme on gender. Gram Panchayat Development Plan training programme for PRI & other stakeholders of M Rampur, Saidalanga, Pandakamal and Salepalli Gram Panchayats. Near about 40 participants participated in the training programme. Miss Rumana Jafari BDO M Rampur was the Chief Guest of the programme. Sri Pradyumna Mishra and Sarojini Mishra were the Resource



BIJULI DIDI WRITTEN TEST

Mahashakti Foundation in association with Smart Power India and CESU has started Project Bijuli Didi to create employment opportunities for the SHG Women of Jagatsinghpur district.

Written Test was conducted for the selection of Bijuli Didis in Tirtol Block who will do the meter reading and electricity bill collection for CESU. The program was organised in association with GPLF of Tirtol Block promoted by Mission Shakti.



VISIT OF HONOURABLE UNION MINISTER SRI DHARMENDRA PRADHAN

Beneficiaries of MSF Skill Development Training Centre at Ogalpada, Khurda supported by Skill Development Institute and Indian Oil Corporation Ltd. met Honourable Minister of Petroleum & Natural Gas, Shri Dharmendra Pradhan. They also presented him with a hand crafted shawl & a jute bag made by the trainees. Minister appreciated the initiative of IOCL & SDI for the empowerment of Ujjwala beneficiaries through Skill Development.



EXPERIENCE SHARING MEETING

District level experience sharing meeting of cooperative leaders organised at Zilla Amala Bhawan, Bhawanipatna with the esteem support of AWO International, Germany and Madhyam Foundation, Bhubaneswar. 300 cooperative leaders from 16 vegetable growers cooperatives attended the programme. Smt Kumudini Mishra | Micro Planning & livelihood Specialist-DPMU, Sri Bijay Kumar Nanda | Lead Bank Manager-SBI, Sri Jogananda Behera | Secretary-MSF, Sri J Kerketa | CEO-DSMS, Sri Jajati Munda | CEO-Lokayojna, Smt. Basanti Manjari Panda | Horticulture dept. participated in the programme.



DIGITAL FINANCIAL LITERACY TRAINING

In today's growing world, people need to keep pace with technology. Linking Banking with digital platform is a challenge and Mahashakti Foundation with the esteem support of CSR ACC Ltd. has taken the onus to literate people on Digital Banking by conducting a literacy programme at Dunguri village of Bargarh District. The training mainly focuses on money transfer, remote deposit, bill pay and basic online management of accounts.



ORGANIC VEGETABLE CULTIVATION

Mahashakti Foundation with the esteem support of Madhyam Foundation, Bhubaneswar and AWO International, Germany has taken an initiation to encourage the women of M Rampur block in Kalahandi district to do organic vegetable cultivation so as to reduce the cost of production and also the health risks of the farmers as well as the consumers. Now, 300 women are involved in organic farming.



WOMEN CONVENTION AT BIJEPUR

A Women Convention was organised by Mahashakti Foundation at Luhurapalli Village of Bijepur Block in Bargarh District in the presence of 500 SHG members of 10 villages. Honourable MLA of Bijepur Constituency, Smt. Rita Sahu was invited as the Chief Guests of the programme. Shri Dinabandhu Gandhi – DDA Bargarh & Smt. Parbati Meher – Sarpanch, Gandapalli attended the programme as the Guests of Honour.



DISASTER MANAGEMENT RESPONSE



RESPONSE TO CYCLONE FANI

Cyclone *Fani* which had hit Odisha at Puri on 3rd of May 2019 caused a lot of destruction & completely changed the landscape of the place. More than one million people were evacuated from the coastal regions of Odisha. *Fani* caused devastation to nearly 11 districts, Puri district being worst affected. Many villages of Puri witnessed complete meltdown. The large storms & strong winds made a huge number of people homeless and completely paralyzed the state. It had caused mass destruction, uprooted trees, damaged houses & knocked out of electricity supply for days. People were starving for the basic needs of food, clothes & shelter. It was devastating to see them wailing as cyclone *Fani* had left people with nothing except their lives.

64 people were killed in the state because of the extremely severe cyclonic storm. It had also adversely affected the telecommunication in several coastal areas of Odisha.

When the government was successful in protecting the lives of the victims, it was then our duty to provide relief & rehabilitation to those who were badly affected by the cyclone & help them erase the dark & devastating memories of the disaster. Though it was not possible to wipe-off the out-turn, but our main focus was on revamping lives of the families that continued to be in disarray.

On 4th of May, the next day of landfall of cyclone *Fani*, MSF's top management met with officials of Habitat and GramUthan to discuss how the relief and rehabilitation works could be provided to the *Fani* affected population. All the decisions regarding surveys and rapid assessments were made. As Puri was the worst affected district so surveys and rapid assessment of villages of Puri were given first priority. A meeting was arranged with the officials of MSF and CARE India in which it was planned to distribute 500 relief kits provided by CARE India, in the worst cyclone affected villages of Khordha district.

Two teams went for surveys in Bhubaneswar region. They surveyed in four worst affected slums of Bhubaneswar. The teams obtained survey data regarding damages incurred to houses, livestock, drinking water and food items. On 5th of May two teams went to Puri and surveyed more than 19 worst affected villages of Puri district. The situation at Puri was too precarious and demanded immediate action. According to the obtained data a total of 6441 households were heavily affected by cyclonic storms in 19 villages.

Mahashakti Foundation with the esteemed support of Habitat for Humanity India, Milaap Social Venture Pvt. Ltd., CARE & Hero Moto Corp worked on the noble cause of providing relief to people of Puri and Khurda district and tried to make them believe that their life will soon come to normal.



RESPONSE TO COVID-19 PANDEMIC

The Novel Corona Virus or the Covid-19 infection started spreading in India in the early March. The disease that came from Wuhan city in China, spread globally and reached more than 200 countries of the world. On 11 March 2020, WHO declared the deadly disease as a Pandemic.

Since 3rd of March, India started getting few cases of Corona Virus from foreign tourists and Indians coming back from countries that were infected with the deadly virus. Odisha got its first case on 15 March 2020 from a person who had a travel history from Italy. On 21 March 2020, Odisha govt. announced the single largest lockdown for Health reasons in Independent India. On 24 March 2020, when Prime Minister Shri Narendra Modi addressed the nation, he announced for India under complete lockdown for the next 21 days.

During this time, the major challenge was to reach the villages and sensitize each and every citizen of the country regarding the horrifying consequences this virus can cause and how to prevent it from getting spread and causing destruction.

Mahashakti Foundation (MSF) who has always worked for the destitute & deprived section of the society came forward to show humanity and save the human race. We at Mahashakti, are taking a greater role in providing emergency support to the people of the community. MSF is taking extensive measures to check the spread of COVID-19 across its operational areas.

Amid all the chaos, the SHG women of different projects of Mahashakti Foundation came forward and started stitching face masks for people at a very low cost when masks were not available in market because of panic buying.

With the esteem support of Vedanta Ltd., Lanjigarh, 29 SHG women of Sakhi Project came forward and stitched the masks as per the guidelines to meet the rising demands of masks in the region. SHGs supported by ACC Trust also prepared and supplied face masks during this difficult situation.

Ujjwala Beneficiaries who are under Skill Development Project in association with Skill Development Institute & Indian Oil Corporation Ltd. started taking order and stitched face masks from their home and tried to save the community from the horrific consequences of Covid-19.

SHGs of Bargarh promoted by NABARD, took a very important role during the pandemic. With the support of govt. of Odisha, they started preparing meals and supplied it to more than 300 people of that area on a daily basis. Our Team members also sensitized the farmers, members of different CBOs & SHG members regarding Social Distancing, Hand hygiene & proper use of face masks.

They are indeed, “The Corona Warriors”. We at MSF feel privileged to be a very small part of this fight against Corona.



RESPONSE TO CYCLONE



Cyclone Fani barreled through Odisha on 03 May, 2020 unleashing copious rains and windstorm that gusted upto 175 Km/hr killing 64 people, blowing out thatched houses and swamping towns & villages. The extremely severe cyclonic storm Fani made a landfall at Puri with roaring winds flattening huts, enveloping the town in sheets of rain & submerging homes. The Cyclonic Storm made a trail of devastation in a large part of coastal Odisha with Puri being the worst hit. Though more than one million people were evacuated from 11 districts of Odisha to the safe shelters to avoid casualty, but after the cyclone died down, there was nothing left. The miseries just got added up for both the people & the government.

Odisha started rebuilding itself brick by brick. To give a helping hand, Mahashakti Foundation, which is known for its work for uplifting people started its relief & rehabilitation activities. It was difficult for people to come in terms to the loss they had. But MSF with the esteemed support of Habitat for Humanity India, Milaap Social Venture Pvt. Ltd., CARE & Hero Moto Corp provided with relief materials so that people can at least have a hope that things will come to normal with time.

Geli Dei, a resident of Gandamunda, Bhubaneswar was severely affected by the cyclone. Her shelter got completely destroyed by the storm and as a result of which her family came on road. Without a home to stay and food to satisfy their hunger, they had lost all hopes to survive. After the survey done by our officers in the area and realizing the necessity of relief and rehabilitation, Mahashakti Foundation decided to provide relief aid to the victims of the area.

Geli Dei with her family members got relief materials from MSF with which they could rebuild their shelter and got their day today requirements starting from Food to kitchen accessories, Sleeping mats, Sanitary napkins, detergents and tarpaulin etc.

S.N	Material Description	Unit
1	Tarpauline	1
2	PP Rope	1
3	Dinner Plates, Bowls & Temblers	2 each
4	Synthetic Sleeping Mats	2
5	Plastic HDPE Bucket	1
6	Face Towels (60 x 40)	1
7	Bathings Soaps & Washing Soaps	2 each
8	Tooth Brushes (Colgate)	5
9	Tooth paste (Colgate 50 gm)	2
10	Chlorine Tablated (50 tabs)	5
11	Mosquito Coils (1 packet of 10 coils)	1
12	Sanitry Napkin (Pack of 7)	3

RESPONSE TO COVID-19



Tulasa Bariha, a resident of Tejjpada Village of M.Rampur in Kalahandi had migrated to Andhra Pradesh with her two children in search of work. Due to less opportunity in their place, she decided to shift her base to Andhra, so that she can earn and be a helping hand to the family. She earned around 5000-6000 a month. But the unprecedented outbreak of the Covid-19 and it taking a shape of Pandemic, the subsequent nationwide lockdown & the related economic shutdown left a very harsh impact on Tulasa and her family. The factory where she used to work was closed for a period of time as per the government orders. And she was left with no place to stay. After a lot of sufferings, she with her two sons came back home when the state government of Odisha took interest in bringing back the migrant workers who were stuck in other parts of the country. But things did not go well even after reaching the home state. The miseries continued. The struggle was for food.

In a place like Mohangiri, suddenly one can't expect to get an opportunity for making money. And with the current situation, there's no possibility. But in the darkest of the phase, there's always a ray of hope. Mahashakti Foundation in association with Habitat for Humanity, India with the esteem support of Zerodha selected Mohangiri GP of M.Rampur Block for the distribution of Family Essential Kits to the vulnerable.

The family of Tulasa received the kit containing items mention in Table 1.0 from Mahashakti foundation in order to feed themselves for some months. Sanitization kit is also being provided to prevent them from getting infected by the deadly virus.

Mahashakti, since its inception has worked for the destitute and deprived section of the society. We, as Team MSF would like to thank Habitat for Humanity, India & Zerodha for supporting us in this endeavour.

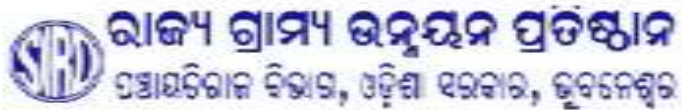
It gives a sense of accomplishment when we, as humans, contribute our bit towards the community and bring a smile on the face of people who are already burdened with a lot of pain, the pain that they have not chosen for themselves, but are forced to live with.

S.	Particulars	Quantity
1	Liquid Hand wash	250 MI.
2	Bathing Soap	Pack of 4
3	Reusable Mask	Pack of 3
4	Clothes washing Detergent	500 Gms.
5	Utensils soap	500 Gms
6	Wheat flour	10 Kgs
7	Rice	10 Kgs.
8	Salt	1 Kg.
9	Sugar	1 Kg.
10	Tur Dal	2 Kg.
11	Mung Dal	2 Kg.
12	Tea Powder	500 Gms.
13	Edible Oil	2 Ltrs.
14	Sanitary Napkins	Pack of 20

Table 1.0

ACKNOWLEDGEMENTS

Government Partnerships



Corporate and Skill Building Partners



Clean Energy Partnerships



Financial and Livelihood Development Partners



Network Affiliations



Housing Partnerships



Technology Partners



Social Security Partnerships



Head Office: Near State Ware House, Railway Station Road, Balangir, Odisha, 767001

State Coordination Office: Plot No.:174, Dharma Vihar, Khandagiri, Bhubaneswar, Odisha, 751030

Registered Office: Sanchaya Shakti Bhawan, Madanpur Rampur, Kalahandi, Odisha, 766102

Contact No.: 91-0674-2351156/ 91-6676-250507

Helpline No.: 1800-345-7199

Email: mahashakti@mahashaktiindia.org

Home Page: www.mahashaktiifoundation.in

Social Media Links

<https://www.facebook.com/MahashaktiFoundation/>

<http://blog.mahashaktiifoundation.in>

<https://www.twitter.com/msfodisha>



Annual Report 2019-20
(For Internal Circulations Only)