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IN FOCUS



MAHASHAKTI FOUNDATION

TRANSFORMING COMMUNITIES

IN THIS EDITION

- Strengthening Agriculture
- Awareness Programs & Workshops
- Exhibitions
- Success Story
- Event Snapshots



EMPOWERING WOMEN FARMERS THROUGH APCS



HDFC Bank Parivartan's State Manager, Mr. Chandan Kumar Nayak, accompanied by Mahashakti Foundation's Managing Director, Mr. Jugal Kishore Pattnayak, and Senior Manager - Strategies, Mr. Ashish Kumar Nayak, visited the Jamankira Agro Women Producer Company office at Jamankira to review ongoing activities and explore future possibilities. They conducted a meeting with the Board of Directors and women farmers, focusing on the sustainability of Agro Producer Companies (APCs) and devising strategies to significantly boost their turnover. The discussion revolved around capacity building, market linkages, and financial planning to ensure long-term viability for women farmers.



The team also interacted with the members of Producer Groups, identifying areas for growth and providing key suggestions for enhancing productivity and sales. Following the meeting, they visited the polyhouse facility in Jamankira, where they inspected the progress of the ongoing horticultural initiatives. The visit concluded with an emphasis on scaling up APC activities, empowering women farmers through innovative agri-practices, and leveraging support from both Mahashakti Foundation and HDFC Bank Parivartan for increased market access and profitability.

NATIONAL NUTRITION MONTH



National Nutrition Month 2024 was celebrated by Mahashakti Foundation with the support of LTI Mindtree & LTI Mindtree Foundation in Kalahandi, Balangir and other locations to raise awareness on anaemia testing, and treatment, the value of regional and millet-based grains to diversify daily nutrition, and the significance of maintaining a healthy diet and hygiene practices.

The events were graced by Ms. Pragyanee Barik, Health Expert - Mahashakti Foundation, accompanied by Mr. Smruti Sethi, Agri Expert Mahashakti Foundation and Mr. Birendra Pradhan. They emphasized the importance of consuming healthy foods, particularly highlighting the benefits of incorporating ragi (finger millet) into daily meals and the nutritional value of moringa leaves.

Practical demonstrations on creating a nutrition garden were conducted. Participants learned how to plant nutrient-rich vegetables and greens, such as papaya, chili, tomato, and green leaves, to support their diet.

100s of participants, including pregnant women, lactating mothers with infants, and adolescent girls, attended the programs.



PROMOTING RAGI AND KANGRA MILLETS

Millets provide high nutritional value, aid in digestion, and improve heart health. They also help in weight management due to their high fibre content and promote long-term well-being by reducing the risk of chronic diseases.

Mahashakti Foundation has been actively advocating for millet consumption and is supporting farmers OF Bijepur & Sohela Blocks of Bargarh District and Rairakhol OF Sambalpur District in the production of Ragi seeds, focusing specifically on the preservation of the indigenous Desi variety. In the village of Ainlapali in the Redhakhol Block of Sambalpur district, local millet variety -Kangra has been cultivated.

This initiative has been implemented with the support of Sri Arna Abhiyaan (Odisha Millets Mission) - Department of Agriculture & Farmers' Empowerment, Govt of Odisha. The objective is to preserve and promote traditional millet seeds, ensuring their sustainability for future generations.



REVOLUTIONIZING FARMING WITH DRONES

Sri Kanak Vardhan Singh Deo, Hon'ble Deputy Chief Minister and Minister of Agriculture and Farmers' Empowerment, Energy, Government of Odisha, officially handed over two agricultural drones in Balangir district at the local Circuit House. These drones, offered by IFFCO, are intended to revolutionize agricultural practices in the region. The drones were handed over to Maa Mahadashni FPO of Loisingha Block and Puintala Pragati Farmer Producer Company (FPO) of Puintala Block as part of the inauguration ceremony.

The initiative is part of the Central Sector Scheme "Formation & Promotion of 10,000 Farmer Producer Organizations (FPOs)," which is being implemented in Balangir district with the support of the Central Government. Under the scheme, 11 FPOs have been established across the district's 11 blocks by NABARD - National Bank for Agriculture & Rural Development in collaboration with the Cluster-Based Business Organization (CBBO) Mahashakti Foundation.



THE HON'BLE DEPUTY CHIEF MINISTER PERSONALLY INSPECTED AND TESTED THE AGRICULTURAL DRONES BEFORE HANDOVER.



DHOKRA CRAFT DISSEMINATION WORKSHOP

Mahashakti Foundation, with the support of TPCODL, organized a Dhokra Handicraft Dissemination Workshop at the Nuagaon Panchayat Sangam Hall, Saptasajya, Dhenkanal. The event was inaugurated by Mr. Ramakant Behera - Deputy Director of the District Handicrafts Department, and featured distinguished guests including Mr. Pradeep Ghosal, Head of CSR - TPCODL, Ms. Shefali Swagatika, District Project Coordinator - Mission Shakti, and Ms. Utaranu Choudhury, Block Project Coordinator - Mission Shakti, along with Sarpanch Mr. Abhimanyu Behera.

Mahashakti Foundation's Managing Director, Mr. Jugal KishorE Pattnayak, and Director - Operations, Mr. Mohan Baliyarsingh, also attended the workshop and discussed the holistic development of artisans and the reviving of Dhokra craft. Mr. Pradeep Ghoshal announced plans for Project Samridhhi, which will provide training, workshed facilities, and market linkages for artisans' products. More than 60 Dhokra artisans actively participated, marking a significant step toward the preservation and promotion of this ancient craft.



AWARENESS PROGRAMS ON MENSTRUAL HEALTH & HYGIENE

Proper menstrual hygiene helps prevent infections and other health issues caused by poor hygiene practices during menstruation. Girls often miss school due to menstruation-related challenges, and lack of knowledge. To help normalize menstruation, enabling girls to talk about it openly, and use safe hygiene practices, Mahashakti Foundation with the support of Vedanta Limited, Lanjigarh conducted Awareness Programs on Menstrual Health & Hygiene in different schools of Kalahandi.

Raising awareness is a critical step toward ensuring that girls live healthier, more empowered lives.

BOOSTING AGRICULTURE, EMPOWERING FARMERS

INAUGURATION OF KRUSHI RATHA

Krusha Ratha was inaugurated to promote awareness of schemes under the Crop Diversification Program (CDP-MLIP) as part of the Mega Lift Irrigation Project implemented by Mahashakti Foundation and supported by the Department of Agriculture and Farmer Empowerment, Govt. of Odisha. This mobile unit will be used for public announcements, spreading information about the benefits of crop diversification and encouraging farmers to adopt sustainable agricultural practices in the project areas. The initiative aims to ensure that farmers are well informed about available schemes and resources to improve productivity and livelihood.



MODERN TOOLS FOR BETTER FARMING PRACTICES



Jaya Maa Durga SHG from Tarva, Subarnapur, received agricultural equipment, including a tractor, from Health Minister Dr. Mukesh Mahaling and Member of Parliament Smt. Sangita Singh Deo. The handover took place at Royal Field, Subarnapur, under the Crop Diversification Program (CDP-MLIP) as part of the Mega Lift Irrigation Project. This initiative, implemented by Mahashakti Foundation and supported by the Department of Agriculture and Farmer Empowerment, Government of Odisha, aims to empower farmers through better mechanization and diversified agricultural practices.



FARMERS-BUYERS INERFACE

A farmer-buyers interface and product promotion event for non-paddy crops was organized by Mahashakti Foundation at Chikhili cluster, Prakashpurpur, Bhukta. The primary objective was to facilitate effective interaction between local farmers and traders of non-paddy commodities and explore opportunities for farmers to sell their produce at profitable prices.

A total of 100 farmers from various villages within the Chikhili cluster actively participated, along with buyers from neighboring districts and blocks. The platform allowed for meaningful discussions on enhancing market linkages and ensuring better price realization for the farmers' non-paddy produce.

EXHIBITIONS



5TH AGRI-BUSINESS KONCLAVE, KSRM

Mahashakti Foundation participated in the 5th Agri-business Konclave at KIIT School of Rural Management, presenting an array of products from various Farmer Producer Companies across Balangir, Bargarh, and Kalahandi. The showcased products included nutritious Millet Powder, Red Chilli Powder, Turmeric Powder, Liquid Jaggery, Roasted Chickpeas, Aromatic Bio-fortified Scented Rice, Desi Mung Dal, Black Rice, and much more.

NATIONAL PALISHREE MELA EXHIBITION

Mahashakti Foundation participated in the National Level Palishree Mela exhibition at Nalco Nagar, Angul, showcasing the exceptional work of our Saura artisans. These artisans, under Project Adikala with the support of Vedanta, Lanjigarh, create stunning Saura paintings on a wide range of products, including bags, diaries, coasters, mugs, keychains, and wall hangings. Their intricate craftsmanship, blending tradition with innovation, touched the hearts of the visitors in the Mela.



HUMAN RIGHTS CONFERENCE HOSTED BY ADITYA BIRLA GROUP HINDALCO

Mahashakti Foundation was honoured to be nominated to showcase its work at the Human Rights Conference hosted by Aditya Birla Group Hindalco at Lapanga, Sambalpur.

Our stall highlighted two of our initiatives:

- **Sampurna Agri**, with products like Haldi, Millet, Chilli powder packets
- **Kala Punaruthan** products which included Sabai, Dhokra & Pattachitra paintings.



BREAKING BARRIERS, BUILDING FUTURES

This story highlights the transformative impact of the "Pehli Udaan - Menstrual Health and Hygiene" project on a group of girl students at Shree Jagannath High School in Jodabandh village, Lanjigarh block, Kalahandi district. Implemented by Shaktimayee Foundation with the support of Vedanta Limited, Lanjigarh, this project addressed a significant issue affecting many young girls in the school.

Shree Jagannath High School, which has over 400 students in classes 8th to 10th, includes around 150 girl students. A staggering 20-25% of these girls frequently missed going to school due to various menstrual health-related symptoms. The lack of awareness about menstruation, its symptoms, and proper hygiene practices led to unnecessary absenteeism, severely impacting their education and self-confidence.

Through Vedanta's CSR initiatives, Shaktimayee Foundation, promoted by Mahashakti Foundation, organized two awareness camps focused on menstrual health and hygiene. These sessions provided the girls with essential knowledge about menstruation, including the causes of common symptoms, preventive measures, and practical solutions for managing menstrual health. They also learned about best practices for maintaining hygiene during their periods, emphasizing the importance of using sanitary products and dispelling myths surrounding menstruation.

As a result of these awareness programs, absenteeism among the girl students has drastically reduced to just 5-6%. The girls are now well-informed about menstrual health, using sanitary napkins recommended by the experts during training, and confidently managing their periods without letting it hinder their education. In addition to improved attendance, the initiative has fostered a sense of self-assurance among the girls, enabling them to participate more actively in both academics and extracurricular activities. This project has empowered them with knowledge and tools that have not only improved their health but also positively impacted their academic attendance and overall well-being, paving the way for their brighter future.

EVENT SNAPSHOTS



Our Saura Artisans with Honourable Chief Minister Shri Mohan Charan Majhi at the Utkal Chamber of Commerce and Industry Ltd.



Our Agri Expert & Livelihood Expert conducted a comprehensive field visit to assess agricultural and livelihood interventions under IVDP Project.



MSF with support of TPCODL organized Skill development training on new design techniques for Dhokra craft for the artisans of Saptasajya village



A Programme on Financial and Digital Literacy held at Sambalpur, with the support of HDFC Bank Parivartan for women farmers.



Vedanta CSR staff recently visited the Moringa sapling nursery at Gopinathpur, which is operated by the Maa Mahalaxmi Self Help Group.



MSF with the support of TPCODL, organized an awareness campaign on environmental protection, rural sanitation, & plantation drives at Daspalla.

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