

In Focus

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MAHASHAKTI FOUNDATION

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COVID-19 PANDEMIC RESPONSE

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The Covid-19 outbreak reached pandemic proportion so quickly and explosively that the health and hospital sectors in the world were unprepared.

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 took 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.



Mahashakti prepared a route map on how to provide support to the community and save lives. With the esteem support of its existing partners, MSF started providing relief & response to the disadvantaged and poverty stricken people.





DIGITIZATION OF SHG

SHGs act as the Building Blocks in organising poor and disadvantaged households in the community. The vision behind SHGs approach in a village is to promote self-reliance and a collective women force towards increased economic and livelihood opportunities in a sustainable manner. Mahashakti Foundation with the esteem support of NABARD started Project E-Shakti for digitization of SHGs in Bargarh district.

Supply of Seeds by Adarshini Producer Company

Every year, farmers are facing an increasing problem of access to seeds. On the other hand, price of seeds are also increasing so much so that the farmers are now selling out 10-30% of per acre investment on seeds alone, starting from zero. Still they are not assured of good quality seeds. Adarshini being promoted by us is providing quality seeds to the rural farmers of Kalahandi. Team members of the company are supporting the farmers for their Annual Crop plan after soil testing, assessing the requirements and providing the seeds on time.



Webinar on Lives vs Livelihood in the Covid 19 Situation

Mahashakti Foundation conducted a Webinar for its employees to create awareness on how to work in this unprecedented situation of Covid-19. More than 100 team members of Mahashakti Group joined the program yesterday. The webinar aimed to equip our staff members with all precautionary measures to address Covid-19 & communicating them with the accurate information that has to be provided to the community to prevent the spread of the disease.



PROJECT REVIEW MEETING

Project Monitoring & Review Meeting of Off-Farm Producer Company Kala Samridhi (KPPCL) was conducted in the presence of DDM NABARD, Rayagada. Branch Head of ICICI Bank and other Directors of the company were present in the Meeting and they discussed on encouraging quality product development in the cluster and establish market linkages so as to sell the dhokra products made by the artisans. CEO Mahashakti Foundation- Sri Jugal Kishore Pattnayak was also present in the Review Meeting.



FIGHT AGAINST COVID-19 WITH GOONJ

The Tribal people of the most poverty stricken areas of Odisha are in serious trouble after the nationwide lockdown due to the Corona virus crisis. The repercussions are such that the people are struggling for food.

With the waves of migrant workers coming back to the state because of the Corona Crisis, their struggle to survive continues due to lack of earnings. They're pushed into extreme poverty and hunger. This situation has become ruthless on them and the migrants with their families are literally fighting a War with none left unscathed.

Manikera, Kotobahalli. Pandapadar and Duttamunda Villages of Kalahandi district & Malidhopaguda, Bakasisinpur, Dakulguda, Dalmeridi and Kadaranga Villages of Rayagada district are mainly inhabited by the tribals. At present, they are not even in a position to earn bread for their families. And also the imposed lockdown has prevented the nearby shops to reopen. With no ration at home, they are starving.

Goonj in its Dignity for Work gave these people an opportunity to work and earn Household Essential Kits consisting of ration and Masks. The people of the villages cleaned ponds, did kitchen gardening, cleaned school premises, prepared fields, planted seeds, constructed gully plug, cleaned Anganwadi centres. Did organic vegetable cultivations and also cleaned tube well platforms of their respective villages to get the Kits to feed their families.

Mahashakti Foundation with the support of Goonj distributed 192 Family Essential Kits to the affected households in the presence of BDO M Rampur – Ms Rumana Jafri, CEO Mahashakti Foundation – Sri Jugal Kishore Pattnayak, Secretary Mahashakti Foundation – Sri Jogananda Behera.



FIGHT AGAINST COVID-19 WITH MILAAP

The Corona catastrophe and the subsequent lockdown handicapped the country's economy. There's misery all around. To save people's lives it was required to enter into a nationwide lockdown. But it had an otherwise impact on the livelihoods of the people. The issue of indigence became a hot topic in media but no one talked about the solution. The mess that's created needs to be sorted as soon as possible. But at present, their main issue is still one of the basic needs of lives - food. People are starving and as a responsible citizen, we need to save them.

Mahashakti Foundation with the support of Milaap provided Family Essential Kits to SHG Entrepreneurs Bargarh District and Street Vendors & Migrant Workers of Balangir District. A total of 100 Kits has been distributed in the presence of Mr. Zamil Akthar - CSR Head ACC Trust, Mr Anil Dahanga – DPM Mission Shakti Odisha & Mr. Jugal Kishore Pattnayak – CEO Mahashakti Foundation.



FIGHT AGAINST COVID-19 WITH HABITAT FOR HUMANITY, INDIA & ZERODHA

Nationwide Lockdown which led to an abrupt halt to all the economic activities had a terrible impact on the already impoverished families. No work and No income resulted in the sufferings of these people getting multiplied with each passing day.

The full-fledged revival of economic activities still appears distant. To avoid tryst with the uncertainty of the times, they are looking for relief.

Mahashakti Foundation in association with Habitat for Humanity, India with the support of ZERODHA distributed 212 Family Essential Kits to Migrant Workers, Divyangs & other vulnerable in Pandkamal, Muding, Nunpur & Singhpur villages in M Rampur Block in the month of June.





When the nation locked itself inside houses, When no one could even understand what was going on all around, People started panic buying of groceries, face masks and sanitizers, Things went out of control so quickly & explosively that the entire global population was unprepared for. There were some people who came out of the closed walls of their houses so as to contribute their bit to the society and the human race. They were known as the Corona Warriors or the Covid Warriors.

When we were busy saving our lives isolating ourselves from the world in our respective houses, they were silently working to save the world from the deadly virus.

SHG Women from Chandanpur Village of Lanjigarh Block with the support of Vedanta CSR and Mahashakti Foundation started stitching masks and sold them at a reasonable rate of Rs 5 each so that every citizen of Odisha will have an access to face masks as government made it compulsory to use while stepping out of the house. The shortage of face masks was a clear trouble from the beginning. But panic buying of the masks made the situation even worse. Some shops even started black marketing. To have a check on this, and to have a little income even in the lockdown period to sustain their families, they started making face masks and distributed them in different nearby villages. Masks being considered as one of the main weapons in the fight against Covid-19 has been made compulsory by the government, whenever stepping outside of house. And stitching of masks and making them available for all at a lower rate is a commendable job that needs to be appreciated.

Sometimes we forget to give as much credit we should to the people who are working tirelessly to save us during this pandemic. But we respect you, we respect your selflessness. You people are the Real Corona Warriors. And we at Mahashakti, are proud to be a part of your lives and Journey.



Honourable MLA, Bargarh – Debesh Acharya distributing Kits to Street Vendors



Family Essential Kits distributed with the support of Individual Donors



Organic Vegetable Cultivation at Muniguda



Awareness Program for Millet Cultivation



Discussion with farmers on Annual Crop Plan



Distribution of Kits by Tahasildar, M Rampur



Hand wash practice Demonstration



Cooked Meals provided to vulnerables



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