

# In Focus

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## About Us:

Mahashakti Foundation had its genesis from FAAR-CARE CASHE Programme being supported by Department for International Development (DFID), emerged as a Trust in 2004 in Kalahandi district of Odisha inclusively for the growth and promotion of sustainable livelihoods of the underprivileged poor. It was formed to deliver better services to the poor, thereby develop the capacities of these population, improves their standard of living by availing opportunities available around them. Over the last decade MSF significantly expanded its horizon within the state to fit to the new generation outfit in the development sector. Integration of financial inclusion through SHGs and livelihood programmes initiated at all levels of the value chain, give MSF a unique identity among all the development interventions exist throughout the state. MSF has reached over 1.5 lac households in 13 districts and partnered with 17 projects across Odisha.



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

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

### Launching of Self Help Promotion Programme:

The launch event program of SHPI Project was held at Biju Pattnaik Community Hall, Bargarh with the support of NABARD, RO, Odisha. Dr.K.C. Panigrahi, CGM, NABARD attended as Chief Guest in this special occasion. Among others Mr.Saroj Kumar Jena, DDM, NABARD, Bargarh, Mr. Sita Ram Meher, LDM, Shri. Pradipta Kumar Parida, RM, UGB, Mr. Jamil Akhtar Khan, CSR Manager, ACC Cement Ltd. Ms. Rojaleen Bhuyan & Mr. Jogananda Behera from MSF along with bankers from public & private sector banks attended as guests. More than 500 SHG members took part in this program. Exhibition of SHG products and launching of different IEC materials also inaugurated by the Honourable Guests.



### Digital Financial Literacy Programme:

Mahashakti Foundation with the support of SIDBI conducted eight Digital Financial Literacy Programme in four districts viz Bargarh, Balangir, Kalahandi & Rayagada for micro-business clusters to improve awareness on available methods/options of e-transactions and subsequently enrolled them under Stand up India (SUI). More than 400 micro entrepreneurs covered under this programme. Bankers, districts/block administrations along with various service providers including BCs, SHPIs, NGOs, MFIs operating in the districts were also attended the programme as guests.

### ToT Programme for Master Trainers:

Mahashakti Foundation with the support of SIDBI has organised 3<sup>rd</sup> phase training programme for 48 Master Trainers. Dr. Maheswar Swain, Project Director, District Rural Development Agency (DRDA) Bolangir was invited as the Chief Guest to the Training Programme. Smt. Jugaleswari Das, Project Director, District Urban Development Agency (DUDA) Bolangir also joined as the Guest of Honour and praised the initiative taken up by Mahashakti Foundation with the support of SIDBI for providing financial literacy to 50000 women of Bolangir, Bargarh, Kalahandi, Nuapada & Ravaeada districts.



### Launching of Dhokra Outlet:

The Destination for Tribal - Dhokra Handicrafts of Odisha is opened for all visitors in Ekamra Haat, Kharabela Nagar, Bhubaneswar. The Outlet was inaugurated by Mr. A.K Panigrahi, Assistant Director, DC Handicraft, and HPO DC Handicraft, Ms. Saileja in presence of President of Mahashakti Foundation, Santosh Kumar Mishra. We are opened in a Bigger Way with Attractive Dhokra items & Jewelleries.



### IGA undertaken in SAKHI Project:

Mahashakti Foundation in association with the esteem support of Vedanta in its Sakhi Project is engaged in generating IGA for these rural people. Ms. Suparna Nanda, CII Director, Odisha visited the SAKHI stall & discussed about the project & their IGA. Ms. Nanda along with Mr. Sanjeeb Kumar, COO of Vedanta, Lanjigarh, Mr. Harmeet Sehra, Chief Community Officer; Ms. Sweta Upadhyaya, CSR Manager & other CSR officers visited the Dhokra Stall.



### Visit of Mr. Abhijit Maitra, President & Nation Head, Inclusive & Social Banking, YES Bank Ltd:

Mr. Abhijit Maitra, President & Nation Head, Inclusive & Social Banking, YES Bank Ltd visit Mahashakti Foundation's State Coordination Office, Bhubaneswar and discussed about the current scenario of business of YES Bank Ltd. under microcredit Programme & future prospective for further expansion.

### Bee Keeping under IGA:

Mahashakti Foundation with the support of Vedanta is empowering Tribal & Rural Women of Lanjigarh of Kalahandi district and encouraged them for taking IG like Bee-Keeping. Under this initiative MSF with the support of Vedanta organized a program at Lanjigarh. Mr. Anjan Kumar Manik, Collector Kalahandi; Mr. Debadatta Dash, GM DIC; Mr. Benudhar Pradhan, DO KVIB; Mr. Sanjeeb Kumar, Head Operation & Ms. Harmeet Sehra, Chief Community Development from Vedanta CSR attended the program and distributed bee boxes to the beneficiaries.



### Awareness Programme on Social Welfare Scheme:

Mahashakti Foundation conducted an Awareness Programme on Various Social Welfare Schemes of State & Central Government at RO, Burat with the support of Taluk Legal Service Committee. Ms. Ipsita Mohanty, Judicial Magistrate, JMFC & Ms. Rumana Safari, BDO M. Rampur were invited as the Chief Guest. 50 SHG Members took part in the Awareness Programme.

## Employee Engagement:

Employee as the primary and single most important asset of the organization contribute a lot to accomplish the goal and objective of the organization. Mahashakti Foundation attempted to raise engagement level of employees through various employee engagement activities to build a profound connection among employees and their organization. Celebrated International Yoga Day, Independence Day and Swachh Bharat Mission programme in 100 locations of Mahashakti Foundation over 13 districts. Also sensitised community about the benefits of Yoga and sanitation.



International Yoga Day Celebration



Engaged in SBM



Representation in different forums



Independence Day Celebration



Training on HRMS



ToT Programme



Induction Training Programme



Training Program on Yes Banks BC process

## Capacity Building:

Mahashakti Foundation tries to develop their employees as a potential pool of workforce. During this quarter, MFS focuses on capacity building of its employees through Induction Training Programmes, refresher training programmes and need based training programmes to make them competent enough to work efficiently and to develop & nurture their career in the sector.

*The overall HR Management of Mahashakti Foundation is done through online HRMS to keep a track on the employees' vintage, leaves, performance & payroll. Our Human Resource consists of 415 employees in the year 2017-18 as compared to 320 employees in 2016-17. The Female Percentage stood at 39% in the FY 2017-18.*



## Enhancing Household Income Through Microenterprise Development under SAKHI Project:

Rural Women can do wonders by their effectual and competent involvement in entrepreneurial activities. Large percentage of Micro-enterprises in Developing Countries are undertaken by women as it provides them a social stability and improve their status in society. Women Empowerment contribute a lot to Overall Economic and Social Development. To be economically independent and self reliant, women are trying their hands in entrepreneurship. Rural women to meet their survival needs are getting involved in micro and medium enterprises.

Mahashakti Foundation in association with Vedanta is providing assistance to SHG members to establish sustainable business models in their villages. Mahashakti Foundation supported During this quarter, Board Members of our Shaktimayee Federation, Lanjigarh being promoted by Vedanta Sakhi Project visited Subhalaxmi Cooperative to understand their different activities. Training on Motivational Skill Development for federation leaders held at Lanjigarh. Mr Sudhir Ku Dash conducted the training program with the support of Vedanta Sakhi Project.



SHG members are making Papads in Batelima Village of Lanigarh block at Kalahandi district.



Mahashakti Foundation adopted 50 model villages over 13 districts under Swastha Gram Abhiyan to aware and took part them in the mission. More than 400 employees of Mahashakti along with 10,000 SHG members involved in this program.



## Impact: 15 tribal women were linked to bank in underserved Kalahandi district

People of Rural areas don't understand finance nor how to use it and manage it. They always depend upon the hard cash without having knowledge on the concept of Savings. Unfortunately, the lack of this skill is putting severe consequences on the life of people & the economy of the country. As for Financial Booming of the Economy, "Financial Inclusion & Financial Literacy" should go hand in hand.

Mahashakti Foundation with the esteem support of SIDBI is very actively linking the rural & tribal people to banks under its Mobile Kiosk Banking Project at Karpai village of Tuamul Rampur Block in Kalahandi District.





# ‘ସାମାଜିକ ସୁରକ୍ଷା, ଅର୍ଥନୈତିକ ପ୍ରଗତି ଦ୍ୱାରା ଦେଶର ବିକାଶ ସମ୍ଭବ’

ଭୁବନେଶ୍ୱର (ଓଡ଼ିଶା) : ଭାରତୀୟ ସମାଜର ପ୍ରଗତି ପାଇଁ ସମସ୍ତଙ୍କୁ ଗୁରୁତ୍ୱ ଦେଇ ଉପକ୍ରମ କରାଯାଇଛି। ଏହି ଉପକ୍ରମରେ ସମାଜର ବିଭିନ୍ନ ସ୍ତରର ଲୋକଙ୍କୁ ଏକତ୍ର କରି ଏକ ସୁରକ୍ଷିତ ସାମାଜିକ ପରିସ୍ଥିତି ସୃଷ୍ଟି କରିବାକୁ ଉଦ୍ଦେଶ୍ୟ ରଖାଯାଇଛି। ଏହି ଉପକ୍ରମରେ ଉପସ୍ଥିତ ଲୋକମାନଙ୍କୁ ସମାଜର ବିଭିନ୍ନ ସ୍ତରର ଲୋକଙ୍କୁ ଏକତ୍ର କରି ଏକ ସୁରକ୍ଷିତ ସାମାଜିକ ପରିସ୍ଥିତି ସୃଷ୍ଟି କରିବାକୁ ଉଦ୍ଦେଶ୍ୟ ରଖାଯାଇଛି।



ଏହି ଉପକ୍ରମରେ ଉପସ୍ଥିତ ଲୋକମାନଙ୍କୁ ସମାଜର ବିଭିନ୍ନ ସ୍ତରର ଲୋକଙ୍କୁ ଏକତ୍ର କରି ଏକ ସୁରକ୍ଷିତ ସାମାଜିକ ପରିସ୍ଥିତି ସୃଷ୍ଟି କରିବାକୁ ଉଦ୍ଦେଶ୍ୟ ରଖାଯାଇଛି। ଏହି ଉପକ୍ରମରେ ଉପସ୍ଥିତ ଲୋକମାନଙ୍କୁ ସମାଜର ବିଭିନ୍ନ ସ୍ତରର ଲୋକଙ୍କୁ ଏକତ୍ର କରି ଏକ ସୁରକ୍ଷିତ ସାମାଜିକ ପରିସ୍ଥିତି ସୃଷ୍ଟି କରିବାକୁ ଉଦ୍ଦେଶ୍ୟ ରଖାଯାଇଛି।

## ଆର୍ଥିକ ସାକ୍ଷରତା ଓ ମହିଳା ସଶକ୍ତୀକରଣ ପାଇଁ ଜନସଚେତନତା ଶିବିର



ଭୁବନେଶ୍ୱର (ଓଡ଼ିଶା) : ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଉପସ୍ଥିତ ଲୋକମାନଙ୍କୁ ସମାଜର ବିଭିନ୍ନ ସ୍ତରର ଲୋକଙ୍କୁ ଏକତ୍ର କରି ଏକ ସୁରକ୍ଷିତ ସାମାଜିକ ପରିସ୍ଥିତି ସୃଷ୍ଟି କରିବାକୁ ଉଦ୍ଦେଶ୍ୟ ରଖାଯାଇଛି। ଏହି ଉପକ୍ରମରେ ଉପସ୍ଥିତ ଲୋକମାନଙ୍କୁ ସମାଜର ବିଭିନ୍ନ ସ୍ତରର ଲୋକଙ୍କୁ ଏକତ୍ର କରି ଏକ ସୁରକ୍ଷିତ ସାମାଜିକ ପରିସ୍ଥିତି ସୃଷ୍ଟି କରିବାକୁ ଉଦ୍ଦେଶ୍ୟ ରଖାଯାଇଛି।

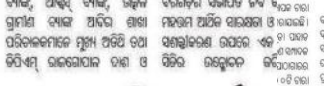
### ବିକାଶ ଆର୍ଥିକ ସାକ୍ଷରତା କାର୍ଯ୍ୟକ୍ରମ ଉଦ୍ଘାଟିତ



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### ସୂଚନା ବିଜ୍ଞାନ ମାଗଣା ସେବା



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### ଜାତୀୟ ସାକ୍ଷରତା ଏବଂ ମହିଳା ସଶକ୍ତୀକରଣ କାର୍ଯ୍ୟକ୍ରମ



ଭୁବନେଶ୍ୱର (ଓଡ଼ିଶା) : ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଉପସ୍ଥିତ ଲୋକମାନଙ୍କୁ ସମାଜର ବିଭିନ୍ନ ସ୍ତରର ଲୋକଙ୍କୁ ଏକତ୍ର କରି ଏକ ସୁରକ୍ଷିତ ସାମାଜିକ ପରିସ୍ଥିତି ସୃଷ୍ଟି କରିବାକୁ ଉଦ୍ଦେଶ୍ୟ ରଖାଯାଇଛି। ଏହି ଉପକ୍ରମରେ ଉପସ୍ଥିତ ଲୋକମାନଙ୍କୁ ସମାଜର ବିଭିନ୍ନ ସ୍ତରର ଲୋକଙ୍କୁ ଏକତ୍ର କରି ଏକ ସୁରକ୍ଷିତ ସାମାଜିକ ପରିସ୍ଥିତି ସୃଷ୍ଟି କରିବାକୁ ଉଦ୍ଦେଶ୍ୟ ରଖାଯାଇଛି।

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ଭୁବନେଶ୍ୱର (ଓଡ଼ିଶା) : ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଉପସ୍ଥିତ ଲୋକମାନଙ୍କୁ ସମାଜର ବିଭିନ୍ନ ସ୍ତରର ଲୋକଙ୍କୁ ଏକତ୍ର କରି ଏକ ସୁରକ୍ଷିତ ସାମାଜିକ ପରିସ୍ଥିତି ସୃଷ୍ଟି କରିବାକୁ ଉଦ୍ଦେଶ୍ୟ ରଖାଯାଇଛି। ଏହି ଉପକ୍ରମରେ ଉପସ୍ଥିତ ଲୋକମାନଙ୍କୁ ସମାଜର ବିଭିନ୍ନ ସ୍ତରର ଲୋକଙ୍କୁ ଏକତ୍ର କରି ଏକ ସୁରକ୍ଷିତ ସାମାଜିକ ପରିସ୍ଥିତି ସୃଷ୍ଟି କରିବାକୁ ଉଦ୍ଦେଶ୍ୟ ରଖାଯାଇଛି।

## ଏକାମ୍ର ହାଟରେ ଖୋଲିଲା ଡୋକ୍ତା ସାମଗ୍ରୀର ବିକ୍ରୟ କେନ୍ଦ୍ର

ଭୁବନେଶ୍ୱର (ଓଡ଼ିଶା) : ଏକାମ୍ର ହାଟରେ ଡୋକ୍ତା ସାମଗ୍ରୀର ବିକ୍ରୟ କେନ୍ଦ୍ର ଖୋଲିଲା। ଏହି କେନ୍ଦ୍ରରେ ଡୋକ୍ତା ସାମଗ୍ରୀର ବିକ୍ରୟ କାର୍ଯ୍ୟକ୍ରମ ଚଳାଇବାକୁ ଉଦ୍ଦେଶ୍ୟ ରଖାଯାଇଛି। ଏହି କେନ୍ଦ୍ରରେ ଡୋକ୍ତା ସାମଗ୍ରୀର ବିକ୍ରୟ କାର୍ଯ୍ୟକ୍ରମ ଚଳାଇବାକୁ ଉଦ୍ଦେଶ୍ୟ ରଖାଯାଇଛି।

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