

19th Annual Day Celebration



Mahashakti Foundation celebrated its 19th Annual Day on 19th October 2022, with its employees, guests and well-wishers at hotel New Marrion, Bhubaneswar. At the outset a workshop on “Sustainable Agriculture and Strengthening FPO Eco System in Odisha” was organized. In the panel discussion, Mr. Rabindra Hansdah, AGM, FSDD-NABARD; Mr. Jagadananda, Member Secretary– CYSD; Mr. Susil Kumar Senapati, Asst. Director, Odisha Millets Mission, Dept. of Agri. and Farmers Empowerment, Govt. of Odisha; Mr. Aparti Sethi – State Lead, Core CarbonX Solutions Pvt. Ltd and Mr. Santosh Kumar Misra, President– Mahashakti Foundation shared the dais and Dr. Amulya K. Mohanty Program Director– Mahashakti Foundation moderated the session. The panel discussed about the critical role of strengthening the FPO functionaries through purposeful technical trainings, administering a well-designed business plan and timely as well as

remunerative marketing support are the important aspects in safeguarding the sustainable working of an FPO. In another engaging panel discussion comprising of Mr. Gobind Chandra Pattnayak, founder - People's Forum; Mr. Diganta Mohanty, Regional Director - Trickle Up, Mr. Narendra Nayak – CEO, OSAFII; Mr. Sudarshan Chhotray, renowned journalist and Mr. Dibakar Moharana - Governing Board Member of Mahashakti, shed light on importance of pushing the leadership skills of the community owned institutions to stay afloat in the business for a longer period of time.

Effort and commitment of employees who have spent significant years at the institution were rewarded; heads of community based institutions were applauded for their commendable contribution in hassle-free conduct of business and top performing project officials were awarded at the annual fete.





Central Sector Scheme for Promotion & Formation of 10,000 FPOs



Office inauguration of the 1st FPO to undertake Fish Farming in Kalahandi

The office of the first Farmer Producer Organisation (FPO) undertaking fish farming from the district of Kalahandi was inaugurated by the CGM - NABARD, at Bhainripalli village of Jaipatna block, Kalahandi District. GM, DGM and AGM from NABARD – RO; all DDMs including the DDM of Kalahandi district joined Mahashakti Foundation team and the Board Members of Manikya Devi FPCL (promoted under the Central Sector Scheme of Govt of India) , and acknowledged the effort of the FPO members in taking up the fish farming activity through a formal channel. The CGM suggested to adopt scientific method of fish farming to reduce the mortality rate, increase the production rate and make it a sustainable business model for others to emulate.

Market Access

Parivartan Mela is an effort of the Government to build a direct network with the farmers in the remotest locations of the state. Mahashakti's promoted FPO - Nua



Sakala FPCL from Tumudibandha block of Kandhamal district took part in one of these Parivartan Melas organised in this block. The BDO, AHO, Officials from OLM, Mission Shakti and ICDS visited the stall and appreciated the packaged turmeric and pulses processed products of the FPCL.

Board Meeting of Tirtol 4S4R FPCL



Tirtol 4S4R Farmer Producer Company Ltd, promoted under the Central Sector Scheme (CSS), invited Mahashakti team to their Board meeting,

organised at their registered office at Pippalmadhab village, Tirtol, Jagatsinghpur. At the meeting the Board Members decided to work collectively in increasing the membership base as well as share capital, this will enable them to become eligible for the matching grant amount under the CSS from NABARD. They also discussed to reshuffle the Board and bring in industrious farmers from other identified villages, to make the forum an all-inclusive and transparent one.

Sensitisation on FPO

Farmers sensitisation is apparently necessary to carry forward the objectives of "Central Sector Scheme of Formation & Promotion of 10,000 FPOs". We organise awareness programs in our project locations to spread the beneficial outcome of farmers collectives, aggregation, value-addition, bulk-marketing for higher returns etc for the farmers under the scheme. The images shows two of such meeting organised at M. Rampur and Lanjigarh area of Kalahandi district - for the benefit of farmers and other related stakeholders.



PROJECT SAMPURNA



Periodical Review: Review meetings are necessary for time bound developmental project, that ensure two vital aspects: improved project performance and effective resource allocation. First one helps in measuring progress and identifying gaps, whereas the later enables the team to understand where to invest and which one to give priority as the project progresses. To take appropriate actions on these critical elements, Mahashakti periodically organises review meetings of key Sampurna (FRDP) project staff, which is a periodic and pre-planned event under the HDFC Bank Parivartan supported project.

Seed & Fertiliser Distribution

Quality and climate resilient chilli seed has been provided to a no. of PG members involved in the cultivation of chilli under the HDFC Bank Parivartan supported Sampurna project. The project beneficiaries and the PG members are from Maneswar and Jamankira blocks of Sambalpur district. Farmers meeting were also organised on the sideline to spread awareness on the adoption of Chilli IPOP and their involvement as well as contribution towards the PGs and going ahead for their FPO, under the project.



Facilitation of Market to Farmers

Facilitation of Market to Farmers, Buyers and sellers meet - these are two important aspects of augmenting farmers' knowledge on marketing of their products through various channels. This will enable them to link their formal collectives to the mainstream markets for better revenue generation.



Sensitisation Meeting

Sensitisation of PG members was organised at Maneswar block of Sambalpur district. The members were given orientation and information about their role in the formation of FPO, selection of members for chilli demonstration plots, effective care of the demo plots by following the standard PoPs and marketing of the crop. At the sideline a meeting with the CRPs was conducted in order to give them clarity about PG formation and subsequent account opening at a nearby bank branch.



PROJECT SAMPURNA



Exposure to IIMR, Hyderabad

A delegation of 12 Project Sampurna team members from Mahashakti Foundation, Odisha paid a visit to Indian Institute of Millet Research, Hyderabad. The team visited the millet processing centre, manufacturing units and attended a session on millet processing & value addition.

Exposure visit to Guntur Chilli cluster:

An exposure program was organised to the Chilli Cluster of Guntur Andhra Pradesh. 20 team members of Project Sampurna gained knowledge by visiting different interventions undertaken by FPOs and Govt of AP at Guntur district on Chilli Value Chain. Team members from Samunnati, Guntur facilitated on the successful conduct of the exposure program.



Project SAKHI

Mamatarani Das is a resident of a small village called Hatdahikhal of Muniguda block, Rayagada district. She had always dreamed of starting her own business but didn't have the resources or knowledge to do so. However, her life took a turn when she was introduced to Women Empowerment & Livelihood Project (Project SAKHI), implemented by Mahashakti Foundation, that supports women's empowerment through sustainable livelihoods. Mamata got the opportunity of understanding mushroom cultivation techniques through Mahashakti Foundation promoted federation called – Shaktimayee Foundation, the livelihood ecosystem of empowering poor women from this area is being supported by Vedanta. The experts trained Mamata on the process of growing and selling mushrooms and connected her with potential buyers. With the project support, Mamata began cultivating mushrooms, and within 4 months (after the 20 days bed preparation period), her 380 mushroom beds began to flourish. She has produced about 285 Kgs of paddy straw mushroom and made about INR 60,000 by selling mushrooms at the local market and hotels. Her husband and son helped her in the marketing aspect. She is grateful towards SAKHI project for helping her achieve her dream and transform her life. She has also become a role model for other women in her village, inspiring them to pursue their entrepreneurial aspirations.



Millet Food Festival



Mahashakti's Chirasabuja PCL has been at the forefront in taking the objective of the Millet Mission mandate on the right track, be it prioritizing on producing organic manure or popularizing the intake of millets among the public at large through setting up millet tiffin centres, hosting exposure visits and organising millet food festivals. In one of such occasion, the Chirasabuja team invited the Hon'ble Handloom & Textile Minister, Govt. of Odisha, block chairman, AAO and Sarpanch to inaugurate a 2days' millet food festival at one of the GPs in Bijepur block. There was a large gathering of curious farmers and the general public to understand about

different millet food items prepared by the Chirasabuja PCL members.

The project team and Chirasabuja PCL members organised another millet fest at Ganthiapali GP, Bijepur, and invited local government officials, farmers and SHG members from the area. Women members of Maa Laxmi SHG put in forth their best effort in preparing different delicious items using processed millets, which were being demonstrated (without any charges) for the guests and visitors. The event was coordinated by our FPO Chira Sabuja Farmers Producer Company Ltd.

Celebration of Mandia Divas



Odisha state government has declared November 10 as Mandia Divas (Millet Day) to popularize the consumption of millets across all sections of people. There was widespread promotion of the event throughout the state, print, electronic

and social media. Team Mahashakti, while understanding the true essence of the event, celebrated the Millet Day by organising a food fest, cooking different dishes made out of processed millet powder at its project offices and field locations.



9th Desi Bihana (locally made manure) Festival was organised at the RMC premises of Bargarh district. Chirasabuja FPCL took part in the festival and demonstrated the incrementally beneficial "Handi Khata (an indigenous manure)" and millet seeds, developed/produced by the FPO members using organic materials.

Ultra-Poor Market Access (UPMA) Program

Program Training on Soft Skill for Institution Building provided to the Coaches and Field Coordinators of Project UPMA (Ultra Poor Market Access) by a team from SEWA Ahmedabad, Gujarat. The training program was organised by Mahashakti Foundation and Lokadrusti with the support of Trickle Up.



Crop Diversification Project

Partnering with the State Govt., under the Mega Lift Irrigation scheme, Mahashakti Foundation is implementing the Crop Diversification Project (CDP) in the district of Bargarh. The project was formally launched by the dignitaries from the Department of Agriculture, Horticulture, PRI Representatives, and senior officials from Mahashakti at Ambabhona Block of Bargarh district. Crop Diversification is undertaken by adding a



new crop or different variety, or by changing the cropping system currently in use. Diversification is adopted to replace low-value with high-value crops, such as vegetables and fruits. Through crop diversification, the farmers ensure reduction of financial risks associated with climate or market shocks. Currently, seasonal vegetables are being cultivated by the farmers in the ayacut areas of the district.

Partnership with Core CarbonX



The Managing Director of Core CarbonX Solutions Pvt Ltd paid a visit to the project clusters of Bargarh and Sambalpur. He spent time with the project staff and the MD of Mahahshakti, discussed about the critical outcome of reducing the discharge of methane gas to the atmosphere through alternative wetting and drying method of rice production.



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



WLC inauguration

Mahashakti Foundation in partnership with TPCODL is establishing and running Women Literacy Centres (WLCs) in the slums of Bhubaneswar. Another WLC was inaugurated at Mahavir Vasti in Bhubaneswar. Here the poor and adults will be educated on functional literacy aspects which are of essential nature and help them understand some key elements in their daily life.

Eye check-up Camp

An eye check-up camp was organised for the beneficiaries of Women Literacy Centre (WLC), under the TPCODL supported project. As many as 45 women from 3 slum communities of Khandagiri, Patrapada and Baramunda visited the camp, underwent the check-ups and took home no-cost glasses - whosoever needed.

Felicitation Ceremony

To increase functional literacy of women slum dwellers, with the support of TPCODL, Mahashakti had started 10 dedicated Women Literacy Centres at different slums of Bhubaneswar. From the initiative, 210 Women were able to read and write in a period of 6 months. On the occasion of International Literacy Day, a felicitation event was organised where senior officials of TPCODL and Mahashakti Foundation distributed certificates to successful performers (Preraks), project beneficiaries (trainees) and the project coordinator at the State Coordination Office of Mahashakti Foundation.



Yes Foundation supported BDP Training

Mahashakti is working with rural artisans in upgrading their skill sets through periodical training programs. With the learnings and technical inputs, the artisans are able craft catchy design items. Indigenous and finished handicraft items have got a market of its own and the demand continues to grow day by day. With the support of Yes Foundation, Mahashakti is empowering these skilled artisans, as their market-led designs fetch them higher revenues - which positively boosting their income level.



OTHER DEVELOPMENTS



Kalahandi Conclave - Kalahandi Conclave on Sustainable Agriculture Practices and Climate Change was organized at Town Hall Bhawanipatna, Kalahandi on 29th December 2022. Hon'ble Governor of Odisha Prof. Ganeshi Lal was kind enough to spend some time with the dignitaries and shared his insights to inspire the farmers' collective leaders present at the program. Hon'ble MP Kalahandi Sri Basant Kumar Panda; Dr. Amulya Mohanty - Project Director Mahashakti Foundation; Smt Jayanti Pradhan - Agri Entrepreneur; Sri Jyotiraj Patra - UNDP Climate Change and Adoption Specialist and Sri Maheswar Das - DDM NABARD joined as guest speaker and discussed about how climate resilient agricultural practices can be adopted to overcome the climate change related stresses. At the outset Registration Certificates were distributed to the FPOs registered in the district under the Central Sector Scheme. The event was organized by Samachar Just Click (an online news portal) and sponsored by Mahashakti Foundation.

Daan Mahotsav- Celebrated every year from October 2 to 8, Daan Utsav is India's biggest festival of donation in which people come together and perform acts of kindness by giving their time, material or money in interesting ways by any cause(s) of their choice. While associating themselves in this noble festival, team members of Mahashakti distributed food, clothes and reading materials to about 350 needy people in the districts of Kalahandi, Balangir and Bargarh of Odisha, out of their own contribution.



MEDIA HIGHLIGHTS



Regd. Office
Madanpur Rampur, Kalahandi,
Pin - 766 102, Odisha.
Tel & Fax: +91-6676-299909.

State Coordination Office
HIG-189, Ground Floor, Dharma Vihar,
Khandagiri, Bhubaneswar-751030.
Tel & Fax: +91-674-2351156

Head Office
Lane -2, Mahalaxmi Nagar,
Bolangir - 767001, Odisha.
Tel & Fax: +91-6652-299039