

Sensitisation, Awareness & Capacity Building



Mahashakti Foundation as CBBO of NABARD under the Central Sector Scheme (CSS) of Government of India, is working on promotion and strengthening of 38 FPOs in the state.



Farmers sensitisation is apparently necessary to carry forward the objectives (of Central Sector Scheme of GoI) of farmers collectivisation, aggregation, value-addition, bulk marketing for higher remuneration as a formal entity. Mahashakti team has periodically travelled difficult terrains, reached remote villages, met with influential persons from the villages (Sarpanch, Gram Sabha members etc) and organised awareness meetings on farmers' collectives and its benefits, as per their convenient timing. The farmers are explained about the current issues being faced by an individual farmer, be it buying inputs or selling through middlemen, it is always the individual farmer has to bear the burden of high cost of procurement and the returns are not remunerative. The Central Sector Scheme plays a pivotal role by empowering the farmers through a formal entity so that their bargaining power is improved in their favour. Farmers Producer Organisation (FPO) is like any other company, and shall be governed, controlled and managed by the farmers in the Board – where the others buy shares of the company and take the benefits of bulk procurement, marketing and institutional services. There are many other promising and profitable opportunities can be harnessed through the FPO, by connecting themselves with various Central and State Government schemes targeting FPOs. Apart from that, there will be financial support in the form of matching grants to the tune of INR 15 lakhs (equal amount of share capital needs to be accumulated from its members) and management costs upto 3 years. The management cost include running a proper office and recruiting 2-3 staff for managing the daily operations of the company, in coordination with the board members.



Soon after the formation of the FPOs, the board members and office bearers are being given orientation, trainings on FPO management, adherence to regulatory compliance and record keeping. The NABARD DDMs have been instrumental in supporting Mahashakti team in respective districts, and have attended meetings and training programs to spread the FPO message under the CSS.





3 Days Residential Training Program for BODs, CEOs and Accountants of FPOs



The 3 days' residential training program was organised for the BoDs and Management of the FPOs at Gopalpur, Ganjam district. The key and important points explained by experts from the FPO and Agriculture background in different sessions are:

- Farmer Producer Companies have an important role to play in increasing the productivity of farmers by providing a fair market. The Government is closely monitoring the progress of the FPO movement that it has started under the Central Sector Scheme (CSS).
- There is a lot of scope and opportunities that the CEOs and Board members of the FPOs can take the benefit of and expand their business activity.
- Local Government offices should always be contacted for their support either in seed/input procurement or sale of produce.
- The more you increase your share value the stronger will be the FPO. However, you need to show visible benefits to the shareholders to continue to have their trust and support.
- The FPO shouldn't delay in applying for seed and fertilizer license. That'll help in boosting the cash flow and the members can take the benefit out of their association and at their neighborhood only.

There are instances of FPO becoming a successful business case and marketing of their produce has been the major reason. Similarly, many FPOs fail to thrive because of poor marketing methods or lack of marketing knowledge.

Marketing Linkage

An important aspect of building a sustainable FPO is marketing. Regular marketing of agricultural products by FPOs boost the confidence level, create networking opportunities with buyers and most importantly the books of accounts are maintained with regular transactions. There are significant instances of Mahashakti's FPOs have demonstrated applaudable efforts in linking themselves with different markets, mandis and input suppliers.



- Safalchasi FPCL is selling bananas to traders from Khariar NAC, Nuapada district.
- Prakrutimata FPCL members are producing onions and selling them either to other FPOs or directly to traders.
- Krushnahira FPCL are into production and marketing of black rice – at state level exhibitions as well as with rice wholesalers.
- Maa Mahadasani FPCL engaged in the marketing of tomatoes and brinjal





Resource Support Agency (RSA) of NABARD

NABARD has appointed Mahashakti Foundation as an RSA to strengthen the functional capacities of FPO (Farmer Producer Organisation) and through their respective promoting institutions (POPI – Producer Organisation Promoting Institution). There are about 80 FPOs being targeted in a cluster-based approach. The FPOs are divided into 3 clusters, where in cluster 1, Mahashakti will work with the FPOs from Ganjam and Gajapati districts; Rayagada, Kalahandi, Nuapada districts in cluster 2 and Koraput, Nabarangpur, Malkangiri districts coming under the cluster 3. Initial training programs are being conducted involving experts in FPO management in the three clusters and their progress on different indicators shared by NABARD is being mapped and monitored. During the project period (till March 2023), Mahashakti will closely work with the FPOs and extend required hand-holding support to let them achieve the desired targets on time and become self-reliant.

The initiative was kick started with the inaugural training organised at Gopalpur, Ganjam, on meeting various regulatory requirements and professional conduct of the business. FPO functionaries from Ganjam and Gajapati districts took part in the training program and sought clarifications on certain prevailing challenges wrt regulatory compliance.



The 2nd training to POPIs and FPOs on regulatory compliance and business development was organised at Bhawanipatna for cluster 2 districts. Chairman - ZillaParishad, Kalahandi inaugurated the program at SVA Training Center, Bhawanipatna. DDM NABARD Kalahandi discussed about the role of NABARD on FPO development. DPM OLM discussed about different linkage opportunities with the FPO functionaries. An external resource person having extensive knowledge on FPO formation and marketing was invited to interact with the participants. He touched upon topics like remunerative market linkage opportunities and how to build long-lasting as well as profitable dealer/trader networks.

The 3rd training Program for POPIs and FPOs on regulatory compliance and business development was conducted at Atithi Bhawan, Koraput, for cluster 3. DDM NABARD Koraput along with representatives from Nabard Consultancy Services inaugurated the program. DDM NABARD, Koraput discussed about the role of NABARD on strengthening of FPO ecosystem and RSA program is one of the initiatives in this direction for capacity building of FPOs. Deputy CEO of ORMAS talked about different market linkage and value addition opportunities with FPOs, and how ORMAS is currently undertaking different linkage opportunities for agri-based products. Senior Management team of Mahashakti Foundation facilitated on the compliance, marketing and institutional strengthening aspects. Around 25 CEO of FPOs and POPI representatives participated in the program.





Odisha Millet Mission

Partnering with Govt. of Odisha, Mahashakti is working upon to convert 2000 ha of up-land into millet cultivated field in the 2 blocks of Bijepur and Sohela of Bargarh district – through the formation of 2 FPOs. Systemic processes have been followed by the farmers in the cultivation of Ragi (millets), with the constant guidance from the project team. One of the interesting aspect of the program is the Government will support in the procurement of millet from the farmers and the value as per the market rate shall be transferred directly to the bank accounts. The project team with the support of local government departments have been spreading the message about the aspirational project and explaining how the millets will be promoted through different processed items for the consumption of general public. There is no doubt that it has high nutritional value. And the people from the urban hubs are gradually becoming receptive about its consumption, which is a good sign for its scalability in other markets.

After getting access to markets and remunerative price for millet (Ragi), now farmers have voluntarily started millet cultivation at their lands. The enthusiasm and the commitment show the hope and aspiration to expand their livelihood opportunities with the cultivation of millet, as experienced from the implementation stages. Community Millets Seed Centre. It is a unique initiative which is being owned and controlled by the community. Here farmers can get access to seeds nearby their homes.



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Sensitization meeting on Millet Mission programme at Kanapali of Sohela block, Bargarh in the presence of Vice Chairman of Sohela Panchayat Samiti alongwith E-Shakti and Millet Mission team members of MSF.



Inauguration Millet Shakti Tiffin Centre of Laxmibai SHG by Sri Dayanidhi Nayak IAS, Dist Nodal Officer, Bargarh in the presence of Chief District Agriculture Officer, Project Director, Watershed, ADH, ADAO Bargarh Odisha.





Focused Rural Development Program (FRDP), Project Sampurna

The prime objective of the project is to establish chili and millet clusters in Sambalpur and Bargarh districts of Odisha.

The project is being implemented with the support from HDFC Bank Parivartan initiative, and the geography of the project concentrated in the blocks of Manesar and Jamankira in Sambalpur, Bhatli and Ambabhona in Bargarh district. During the course of the project as many as 8000 small and marginal women farmers shall be mobilized, formed into small Producer Groups and finally they'll be clubbed into an organized and registered Farmers Producer Company (FPC). As per the project plan, FPCs will be floated in the mentioned two districts, where in Sambalpur the FPC shall deal with Chilli value chain and in Bargarh the FPC shall focus on the Millet value chain. The project envisages to introduce new agriculture technologies and best practices that will significantly improve the farm productivity and reduce the cost of production. The farmers who will gradually become the shareholders of the company, will be trained on different technical aspects which include – soil testing, updated idea on following the correct PoP for the target crops, identifying right input suppliers and marketing of their products. Awareness meetings and farmer mobilisation are in full swing under the HDFC Bank Parivartan FRD Project in the districts of Sambalpur & Bargarh. Our Block Coordinators and CRPs are engaged with farmers and WSHG members, to sensitise them on the benefits of forming a group and doing agricultural activities in a collective manner. Efforts are being made to bring in industrious women to the forefront to build Producer Groups.



Mahashakti Foundation Team at the Parivartan Odisha Partners Meet, organised at Gram Vikas Bhubaneswar. It's an experience sharing and networking event, attended by Partners under the HDFC Bank Parivartan supported different thematic projects, being implemented in different districts of Odisha.

Residential Training Program for Farmers on Improved Package of Practices: CDAO Bargarh inaugurated the program along with Additional Director, Horticulture and Manager - ACC CSR. Dr A.K. Mohanty Project Director and Mr. Jugal Kishore Pattnayak, CEO of Mahashakti Foundation conducted the program. Vice President of Mahashakti, Ms. Rojaleen Bhuyan, Project Manager Ms. Amrita Kumari, Agri Expert Mr. Mihir Ranjan Sagar shared their knowledge about farmers collectives, soil nutrient management and institutional strengthening in different sessions. 60 farmers from Bargarh and Sambalpur districts participated in the program.





Farmers Awareness Meeting: Sensitisation of different government schemes at Jamankira Block of Sambalpur. BDO, ABDO, DPM, AAO, Block Horticulture Officer attended as resource persons. Marketing Expert from Mahashakti Foundation discussed about the chilli cluster development and related marketing avenues. Vice President Ms. Rojaleen Bhuyan and Project Manager Ms. Amrita Kumari, Block Coordinator Mr. Bipin Bagh coordinated the whole program.



Block level launching Programme of Project Sampurna held at Beherapali Kalyan Mandap of Bhatli block, Bargarh. Block Agriculture Officer inaugurated the Programme. Sarpanch, Branch Manager - UGB and other officials attended as guest members. 70 progressive farmers participated in the program. Vice President of Mahashakti Foundation Ms. Rojaleen Bhuyan, Agri Expert Mr. Mihir Ranjan Sagar, Project Manager Ms. Amrita Kumari, Block Coordinator Mr. Mahesh Dash and CRPs of the block coordinated the program.

Block level launching program of Project Sampurna for Ambabhona block of Bargarh district was organised with the presence of around 100 farmers. BDO, Zilla Parishad Member, Block Chairman, BPM - OLM, BAAO, ICDS Supervisor, Sarpanch from Ruchida, Kapasira, Bhainatora, Ambabhona, Bhukta, Kandpalla have attended as guests in the said program. Vice President of Mahashakti Ms. Rojaleen Bhuyan and Project Manager Ms. Amrita Kumari coordinated the program.



Value chain support services being provided to the farmers to develop a chilli cluster in Sambalpur district, Odisha. IPOP trainings, soil testing and soil nutrient management trainings are periodically provided to PG members and demo plot farmers. The women farmers are trained to prepare seed-bed for chilli cultivation for a selected variety.

Agri Experts, Block Coordinators and CRPs are coordinating the demonstration at farm fields and soil testing for farmers of both the districts. The farmers are sensitised on the whole process and its benefits on productivity is clearly explained to them.





Bargarh District level meeting : The project SAMPURNA is expected to cover 4,000 small and marginal women farmers in the Bhatli and Ambavona blocks of the Bargarh district. The project aims to improve the livelihoods of women farmers by providing them with a range of agri advisory and business development services and integrating them into producer groups and farmer producer organisations. The project is officially launched for Bargarh district by inviting guests from various offices. The invited dignitaries shared their experiences



pertaining to the upliftment of farmers and assured about their overall support and convergence opportunities while taking part at the project launching ceremony at Watershed Training Centre, Bargarh. Also they advise the implementing agency to aware the farmers and link existing government programs with the beneficiaries of the project.

Chief District Agriculture Officer, joined as the chief guest at the event and emphasized about the cooperation and coordination of the department for the successful implementation of project interventions. Among others, Additional Director, Horticulture Department; Chief Executive Officer, ORMAS; District Project Officer, Odisha Livelihood Mission; Branch Manager, HDFC Bank; Agricultural Extension Specialist, KVK; Additional Project Director, Watershed Department; Officer from Soil Conservation Department joined the program and discussed about different Government Schemes benefitting farmers and project components.



Sambalpur district level launching : 4,000 small and marginal women farmers from Maneswar and Jamankira blocks of Sambalpur district to be included in the Chilli value chain under the Sampurna project. The project will bring together women farmers and provide them with a range of technical know-how, business development services, skills and capacity building tools to strengthen their livelihoods. The invited guests expressed about the above aspects at the launching workshop of the Project Sampurna held at

Pantha Nivas Conference Hall of Sambalpur, Odisha. Deputy Director of Horticulture was the Chief Guest at the event, the Principal, Odisha University of Agriculture and Technology (OUAT) Chipilima, Sambalpur was the Guest of Honor. Among others Area Manager, HDFC Bank; DDM- NABARD; Deputy Project Director -ATMA, Deputy Director of Agriculture, district ORMAS officials, Dr. Amulya Kumar Mohanty, Project Director and Mr. Jugal Kishore Pattnayak, CEO of Mahashakti Foundation attended the meeting and discussed about various aspects of the development of farmers and related government programs focusing on farmers.

IPOP training – millet : Training Program on Improved Package of Practices on Millet(Ragi) Cluster at Ambabhona block of Bargarh was organised by Agri Experts of KVK, Bargarh and Mahashakti Foundation. As many as 30 farmers took part in the training program. We invited KVK Scientist to share his technical inputs on the PoPs, apart from that our Agri expert coordinated on the event and clarified the queries related to the cultivation part. The PoP training is one of the project activities coming under the FRD Project, supported by HDFC Bank under their Parivartan initiative.





Our Other Interventions

Project Sakhi



Group Head CSR Vedanta Limited visited different micro enterprises promoted by women under Sakhi Project at Lanjigarh.

In partnership with Vedanta, Mahashakti targets to empower 4000 women SHG groups with need-based capacity building trainings and technical guidance on undertaking about 36 income generating activities in a perpetual manner. The project is being implemented in the district of Kalahandi and Rayagada. Apart from technical CB trainings, other supports like financial literacy and credit linkage facilitation are also provided as part of the project activities.



UPMA Project

When women march ahead, the entire community sees and experiences the true picture of development. The livelihood enhancement project, titled Ultra Poor Market Access (UPMA), supported by Trickle Up, Mahashakti is supporting poor women project participants in kickstarting some kind of business activities, having an assured source of income. In one of the ongoing project initiatives 25 women Project Participants from Bangomunda block of Balangir district, were provided with 15 chicks each (in total 375 chicks) - to run and manage a poultry farm. Mahashakti is going to help them in vaccination and associated handholding support to ensure they make a good return.



Capacity Building trainings are organised for field level Coaches under the Trickle Up UPMA project. These coaches identify and help the deserving people to troubleshoot their prevailing situation and support them to run small businesses through the UPMA project activities.

Exposure visit of Project UPMA Bolangir team to Vedanta Sakhi Project to understand the income generating activities initiated by rural and tribal women in convergence with Govt of Odisha, Vedanta, OLM, NABARD, Mission Shakti, ORMAS etc.





Operating Environment



Monthly Review program was conducted for all our Project Managers handling different projects at Bolangir. Achievements are applauded and brainstorming discussion undertaken to rectify the logjams identified. The Senior Management Team of Mahashakti engaged the project managers in reviewing their respective project performance and corrective strategies to be taken up for timely achievement of project deliverables by preparing an LFA (Log-Frame Analysis) tool.

Mahashakti team took part in a 5 days' residential training jointly organised by GIZ and NABARD in Bhubaneswar. The training program was a TOT (Training of Trainers) on preparation of FPO business plan, which is of critical in nature and shall help us in augmenting our skill-sets, and the learnings can be transferred to our FPO functionaries.



Discussion is underway with Smart Power India to explore workable areas on renewable energy involving the FPOs. The idea is to support the Farmers on establishing irrigation facilities using solar power and letting them take the ownership of the whole system.

The hard-work and commitment of the best performers (Project Managers, MDs and CEOs of FPOs) of the year are acknowledged and Mahashakti felicitated them in the Annual Staff Retreat Program held at Gopalpur, Ganjam.



The Indian Chamber of Commerce (ICC) Women's Entrepreneurship Council (IWEC) organising Women's Business Mela 2022 for the first time in Bhubaneswar, between 4-8 May 2022. One of our promoted Producer Group (PG) - Kritikala from Lanjigarh, Kalahandi is engaged in the making of tribal paintings and crafts, is participating in the ongoing exhibition and has its own stall. We are thankful towards the support of Vedanta in strengthening the PGs and ORMAS for their periodic support.





Media Highlights

କୃଷି ଉତ୍ପାଦକ କାର୍ଯ୍ୟାଳୟ ଉଦ୍ଘାଟିତ

କଲିମ୍ପୁଡ଼ା, ୨୮୧ (ନି.ପ୍ର) - କଲିମ୍ପୁଡ଼ା ବ୍ଲକ ଅନ୍ତର୍ଗତ ଉତ୍ପାଦକ ଠାରେ ମା' ସୁନାମୁଖା କୃଷି ଉତ୍ପାଦକ କାର୍ଯ୍ୟାଳୟର ମୁଖ୍ୟ ଉଦ୍ଘାଟନ କରାଯାଇଛି। ଏଥିରେ କିଛି ଉତ୍ପାଦକ



ଉପନିର୍ଦ୍ଦେଶକ କିଶୋର ମହାଲିଙ୍ଗ, ନାରାଟର ତିତିଏମ ମଲୟ କୁମାର ମେହେର, ଓଡ଼ିଶାସର ବିକାଶମୁଖ୍ୟ ଜଟ କେକେଟା, ମହାଶକ୍ତି ପାଠକପୁର କାର୍ଯ୍ୟାଳୟ ସଂଯୋଜକ ପରମାନନ୍ଦ ଯାଦବ ପ୍ରମୁଖ ଯୋଗଦେଇ ଉପସ୍ଥିତ ରାଷ୍ଟ୍ରୀୟ କୃଷି ଓ କୃଷକର ବିକାଶ, ଚୈତିକ କୃଷି ଓ ବଜାରକରଣ, ଫସଲ ଯୋଜନା ତଥା ସରକାର ଓ ନାରାଟ ପକ୍ଷରୁ ଥିବା ଯୋଜନା ଓ ସହଯୋଗ ଉପରେ ସୂଚନା ଦେଇଥିଲେ। ପ୍ରକାଶକର ସାଥୀ ଅଧ୍ୟକ୍ଷତା କରିଥିବା ବେଳେ କମ୍ପାନୀର ପରିଚାଳନା ନିର୍ଦ୍ଦେଶକ ବଳଦେବ ଭୋଇ ଅଧ୍ୟକ୍ଷତା ଦେଇଥିଲେ।

ସ୍ୱଚ୍ଛତା ବିକାଶ ତାଲିମ



ମୁନିଗୁଡ଼ା, ୧୭ (ନି.ପ୍ର): ମୁନିଖୋଲ ଅଞ୍ଚଳରେ ବାସ କରୁଥିବା ୩୦ ଜଣ ବାଉଁଶ କାଟିକାରଙ୍କ ପାଇଁ ଜାରି ରହିଥିବା ୧୨ ଦିନିଆ ତାଲିମ କାର୍ଯ୍ୟକ୍ରମ ଆଜି ଉଦ୍ଘାଟିତ ହୋଇଛି। ମୁନିଖୋଲ ଗୋଷ୍ଠୀ କେନ୍ଦ୍ରରେ ନାରାଟ ସହାୟତା ତଥା ମହାଶକ୍ତି ବିକାଶକାରୀ ସଂଘର ଅନୁଷ୍ଠିତ ଏହି କାର୍ଯ୍ୟକ୍ରମକୁ ତିତିଏମ ନାରାଟ ରାୟଗଡ଼ା ବିକାଶକାରୀ ସଂଘର ସଂଯୋଜକ କରିଥିବା ବେଳେ ରାଜ୍ୟସ୍ତରୀୟ ଶିକ୍ଷା ବିଭାଗର ମାଷ୍ଟର ଟ୍ରାିନି ପ୍ରଦାନ କରିଥିଲେ। ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ବାଉଁଶ କାଟିକାରଙ୍କୁ ପ୍ରତ୍ୟେକ ଦିନ ପ୍ରତ୍ୟେକ ବିଭିନ୍ନ ସାମଗ୍ରୀ ଉପରେ ତାଲିମ ଦିଆଯାଇ ବ୍ୟାଙ୍କର ଉପ ପ୍ରସଙ୍ଗକ ସାମଗ୍ରୀର ଉପଯୋଗୀତା ଓ ଜୀବିକା ମିଶନ ତରଫରୁ ଉପାହାର ଓ ଜୀବିକା ମିଶନ ତରଫରୁ ଉପାହାର ପ୍ରଦାନ କରାଯାଇଥିଲା।

ସ୍ୱଚ୍ଛତା ବିକାଶ ତାଲିମ ଶିବିର ଉଦ୍ଘାଟିତ



ସ୍ୱଚ୍ଛତା ଅଭିଯାନ କାର୍ଯ୍ୟକ୍ରମ



ମ.ରାମପୁର, ୨୮୧ (ନି.ପ୍ର) - ସ୍ୱାଚ୍ଛତା ମହାଶକ୍ତି ପାଠକପୁର କମ୍ପାନୀ ପକ୍ଷରୁ ଏବଂ ନାରାଟ ବିଜଳାଳ ଠାରେ ଆଦର୍ଶିନୀ ଉତ୍ପାଦକ କମ୍ପାନୀ ପକ୍ଷରୁ ଏବଂ ନାରାଟ ଉତ୍ପାଦକ କାର୍ଯ୍ୟାଳୟ ସଂଗଠନ ଅଭିଯାନ ଓ ସ୍ୱଚ୍ଛତା ଅଭିଯାନ କାର୍ଯ୍ୟକ୍ରମ ଆରମ୍ଭ ହୋଇଛି। ଏଥିରେ କିଛି ଉତ୍ପାଦକ ଓ ମୁଖ୍ୟ ଉପସ୍ଥିତ ଥିଲେ। ଆଦର୍ଶିନୀ ଉତ୍ପାଦକ କମ୍ପାନୀ ପକ୍ଷରୁ ଉଦ୍ଘାଟନ କରାଯାଇଥିଲା।

ଉପାର୍ଜନର ରାହା ଦେଖାଇଛି ମାଣ୍ଡିଆ ଚାଷ



ବିଜେପୁରରେ ନୋଡାଲ୍ ଅଫିସରଙ୍କ ସମାକ୍ଷୀ

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