

November, 2024

IN FOCUS



MAHASHAKTI FOUNDATION

TRANSFORMING COMMUNITIES

IN THIS EDITION

- Inauguration of Marigold Silage Center
- 20th Annual Day Celebration
- Daan Utsav Celebration
- Workshops and Events
- Success Story
- Event Snapshots
- Media Highlights



INAUGURATION OF MARIGOLD SILAGE CENTER



A Farmers' Awareness Program on Marigold Cluster Development was held at Jodbandh in Lanjigarh Block, Kalahandi, to promote Marigold cultivation for local farmers. The project is implemented by Mahashakti Foundation and Human Ventures Private Limited with the support of OmniActive Health Technologies in collaboration with NABARD, Vedanta Limited, and the Government of Odisha - Department of Agriculture & Farmers' Empowerment. NABARD's CGM, Dr. Sudhansu KK Mishra, and OmniActive's MD, Mr. Sanjaya Mariwala, launched the project, "Subarna Utkal," and inaugurated the Marigold Silage Center. Mr. Jugal Kishore Pattnayak, MD - Mahashakti Foundation, underscored the roles of partner organizations, highlighting their contributions to farmer support and marigold processing initiatives.

Deputy Director of Horticulture, Kalahandi Mr. Bishnu Prasad Singh, announced an incentive of Rs. 10,000 per hectare for marigold farmers. Distinguished guests included Mr. Kartik Iyer, MD Human Ventures Pvt Ltd, Mr. Sisir Tarafder CSR Head Vedanta Limited - Aluminium Business, and Mr. Smruti Sethi, Agri Expert at Mahashakti Foundation.

OmniActive Health Technologies presented cheques of Rs. 5000 each to the farmers, while Dr. Mishra distributed Kisan Credit Cards to farmers from BCCB Bank and Utkal Grameen Bank. Over 200 farmers and women from Kalahandi and Rayagada districts were present during the event.



20th ANNUAL DAY CONCLAVE



Mahashakti Foundation celebrated its 20th Annual Day on October 19, 2024, at the Hotel Hindusthan International, Bhubaneswar, marking two decades of transformative work in the development sector. The event featured two impactful Conclaves that brought together distinguished leaders and experts to discuss crucial themes aligned with Mahashakti Foundation's mission. Discussions were held on one farm and one off-farm topic which were, "Empowering Farmers through Climate-Resilient Agriculture Practices" and "Strengthening Micro Enterprises through Sustainable Marketing." These discussions highlighted innovative strategies to drive resilience, sustainability, and economic empowerment in Odisha's rural communities.

The Event started with the launching of the Impact Report of Mahashakti Foundation's 20 years work on the ground. Dr. Surendra Jena, Professor KIIT School of Rural Management gave a gist of the Impact of what has been covered. And then, we moved forward with our Annual Day Conclave sessions, where MSF's Director Strategy - Mr. Smruti Ranjan Sethi presented the work done by our organization in the field of Agriculture and Director Operations - Mr. Mohan Baliyarsingh presented our achievements in the off-farm sector.

The first session, dedicated to sustainable agriculture, featured an esteemed panel comprising Mr. S. K. Talukdar (General Manager, NABARD), Mr. Chandan Kumar Nayak (Manager - CSR, HDFC Bank Parivartan), Prof. H. K. Patro (Dean, College of Agriculture, OUAT), Padma Shri Sabarmatee (Co-Founder, Sambhav), and Mr. B. Karthikeyan (Executive Director, Human Ventures Pvt Ltd). Each expert offered insights on integrating climate-resilient practices into traditional agriculture, emphasizing the need for innovations that empower farmers to thrive despite environmental challenges. Their discussions covered best practices in soil health, crop diversification, sustainable water use, and financial inclusivity, providing attendees with actionable strategies and sparking new ideas for rural development.

The second session turned attention to the marketing of micro-enterprises, with a panel that included Mr. Raj Gopal Dash (Deputy CEO, ORMAS Odisha), Mr. Pradeep Kumar Ghosal (Head CSR, TP Central Odisha Distribution Ltd), Mr. Jitender Ghangas (Associate Director-CSR, LTI Mindtree Ltd Foundation), Mr. Jitesh Ratha (Senior Team Member, Hindalco), and Mr. Sukanta Kumar Ratha (Head CSR, Jindal Stainless Ltd). They shared valuable perspectives on enabling small businesses to access larger markets, particularly through sustainable marketing practices that support long-term growth. The discussion emphasized the critical role of digital platforms, community engagement, branding, and quality standards in driving enterprise success and helping rural entrepreneurs expand their market reach.

The event concluded with a captivating performance by the renowned Odia singer, Sri Tansen Singh. His live rendition of popular songs added a festive spirit, uniting the attendees. This memorable celebration not only commemorated Mahashakti's milestones but also reinforced its commitment to empowering communities and strengthening rural livelihoods in Odisha.

The Daan Utsav, India's own festival of giving, is a heartwarming reminder of the power of compassion and generosity. Observed during the first week of October, it inspires people from all walks of life to come together in acts of kindness, especially for those who need it the most. The festival underscores the importance of giving not just material support but also time, care, and a sense of community. With over 20 years of dedication to uplifting Odisha's underprivileged communities, Mahashakti Foundation has made it a mission to fully embrace the spirit of Daan Utsav each year, contributing to the welfare and happiness of marginalized groups.

This year, Mahashakti Foundation celebrated Daan Utsav with several initiatives across tribal villages in Odisha, bringing smiles to hundreds of people. In Rayagada, President Dr. Debasish Mohapatra and Managing Director Mr. Jugal Kishore Pattnayak led a lively celebration in a tribal village, distributing educational materials to children and clothing to women. The event also included a food distribution drive, where meals were shared with the community. The team organized a plantation drive, promoting environmental sustainability and embodying a deep commitment to nature.

On October 7, Mahashakti extended its generosity to Thelkovele village in Bolangir district and Dedsuli village in M. Rampur, Kalahandi. The following day, on October 8, the spirit of giving continued in Makhanamunda village, Paikmal, where essential winter clothing and new clothes were distributed to elderly people. Mahashakti also supported students by providing notebooks, pens, and pencils, easing their path in education. To promote health and wellness, fruits were given to pregnant women, lactating mothers, and adolescent girls dealing with anaemia. Through these thoughtful gestures, Mahashakti Foundation positively impacted approximately 455 individuals, strengthening communities and lifting spirits.

The celebrations extended to Samaleipadar in Bargarh district, where Team Mahashakti distributed blankets to elderly residents of Parbati Giri Old Age Orphanage, adding warmth and comfort to their lives. At Lanjigarh's Serkapadi Village in Muniguda, shawls, blankets, notebooks, and treats such as chocolates and biscuits were shared with children and tribal communities. The day ended with lunch, uniting everyone in a joyful meal that celebrated togetherness and inclusion.

Mahashakti Foundation also partnered with Cheera Sabuja Producer Company Ltd. in Rairakhol, where they organized a blood donation camp at the local hospital, amplifying the impact of Daan Utsav by contributing to a life-saving cause. To further support education, they distributed books, pens, geometric boxes, and other school supplies to students of Kelakatta Primary School in Badabahal Gram Panchayat, fostering an environment of learning and opportunity.

With every initiative, Mahashakti Foundation reaffirmed its commitment to social responsibility, uplifting the lives of Odisha's vulnerable communities. This year's Daan Utsav was a testament to Mahashakti's enduring spirit of giving, transforming ordinary moments into extraordinary expressions of love, kindness, and hope.



16th DAAN UTSAV



WORKSHOP ON BUSINESS DEVELOPMENT STRATEGIES FOR FARMERS AND ARTISANS

Mahashakti Foundation hosted a workshop on **Business Development Strategies for Farm and Non-Farm Products** at Hotel Suryansh, Bhubaneswar. This event focused on improving access to markets for farmers and artisans by equipping them with effective business development strategies. Participants engaged in detailed discussions led by Industry Experts, exchanged ideas, and explored new ways to strengthen their businesses. Attendees expressed positive feedback, highlighting the actionable insights gained, and many shared their eagerness to apply the learned strategies in their respective ventures. The workshop emphasized on fostering growth and sustainability within local communities through collaborative learning and strategic development.



COOKING COMPETITION UNDER CDP-MLIP PROJECT



HORTICULTURE WORKSHOP ON POTATO

A block-level Horticultural Workshop on the Potato Mission was conducted at the Deogaon Block Agriculture Office, led by the Horticulture Department as part of Mahashakti Foundation's CBBO project under the Central Sector Scheme. This initiative, implemented by NABARD with the support of the Government of India, aims to foster 10,000 Farmer Producer Organizations. The workshop focused on promoting high-yield potato varieties, advanced farming techniques, and improved post-harvest storage methods to boost productivity and profits for local farmers. Attendees included notable guests such as the Block Chairman, Vice Block Chairman, DDH Balangir, BDO Deogaon, AHO Agalpur, BAO Balangir, AAO Deogaon, and the District Manager from Mahashakti Foundation, Balangir. Over 50 participants from different FPOs actively engaged in the event, contributing to discussions on enhancing potato cultivation.



A cooking competition was organized at Pandel Block, Deogaon in Balangir District, under the CDP MLIP project implemented by Mahashakti Foundation and supported by the Department of Agriculture and Farmer Empowerment, Govt. of Odisha. The event aimed to celebrate local culinary traditions and promote the use of locally grown ingredients, encouraging creativity in cooking while also fostering community engagement. It witnessed the participation of local residents and was attended by esteemed guests, including Mr. Jagabandhu Patel (Block Agricultural Officer, Deogaon), Mrs. Prajita Purohit (Assistant Horticulture Officer, Deogaon), Mr. Suryakanta Dash (District Livelihood Manager), and Mr. Rohan Bhoi (Assistant Agricultural Officer, Deogaon). Their presence added significance to the event.



SRI ANNA & FORGOTTEN FOOD FESTIVAL AT BARGARH AND SAMBALPUR DISTRICT

Mahashakti Foundation recently held three block-level events under the Sri Anna Abhiyan Project in collaboration with the Department of Agriculture & Farmers' Empowerment, Govt of Odisha. These festivals took place in the Rairakhol block of Sambalpur district and Sohela and Bijepur blocks in Baragarh district, drawing 198 farmers who displayed 11 types of ragi, five other millet types, 18 seasonal uncultivated foods, and 16 millet-based dishes. A strategy was outlined for community-driven conservation, focusing on seed exchange, setting up community seed banks, and preserving natural habitats for wild food species. Local representatives, including Sarpanchs, panchayat samiti members, ward members, BAOs, AAOs, MBK-OLM representatives, ASHA workers, Anganwadi workers, and OLM CRPs, participated in the event.

FARMER SENSITIZATION PROGRAMME



Sabujima Farmer Producer Company, promoted by Mahashakti Foundation in collaboration with the National Bank for Agriculture and Rural Development (NABARD), recently held a capacity-building training session at Ghosaramal Gram Panchayat in Naktideul block. The program was designed to empower farmers with advanced knowledge on cultivating and promoting indigenous varieties of aromatic and non-aromatic paddy. Participants learned about efficient farming techniques, value addition, and best practices for boosting crop yield and quality. Additionally, the training emphasized strategies for tapping into lucrative market opportunities, equipping farmers to secure better pricing and build sustainable income.



SKILL DEVELOPMENT TRAINING PROGRAM WITH LTI-MINDTREE

Mahashakti Foundation, with the support of LTIMindtree Foundation, organized a skill development training program in tailoring at Shirabahal village, Gudvella. Mr. Raghupati Mahananda, the Sarpanch of Madhekela GP, inaugurated the event with an opening address. This initiative aims to empower 50 adolescent girls from Madhekela, Tenthlikhunti, and Degalgudi villages by offering them 90 days of free training in tailoring. Upon completion, participants will be connected to relevant government programs and receive financial support to start self-employment ventures. Led by an experienced trainer from Mahashakti Foundation, the program seeks to provide these young women with the skills needed for economic independence and sustainable financial security. The event was also attended by Mr. Suresh Pattanayak, Senior Manager at Mahashakti Foundation, along with Mr. Chuleswar Bag and Mr. Loba Padhan, Directors of Green Gudvella FPCL.

SUCCESS STORY



HARVESTING SUCCESS THROUGH MILLETS

Sesha Seth, a 70-year-old farmer from Banjidunguri village in Bijepur block, was honoured as the best millet farmer in September 2023. His journey into millet farming began only a few years ago. Until 2021, Sesha and his wife Tulasi cultivated paddy, green gram, groundnut, and vegetables, with millet grown only for self-consumption. That changed after he attended an Odisha Millet

Mission (Shree Anna Abhiyaan) awareness campaign in 2019, where he learned about millet's resilience and potential for higher income through the insights of fellow farmers and the Mahashakti Foundation (MSF) team. Inspired by the benefits other farmers were experiencing, Sesha decided to give millet cultivation a try.

With MSF's support, he started cultivating the "Bhairabi" millet variety on one acre in 2021. Under the guidance of MSF staff and Community Resource Persons, he adopted new farming practices, including organic seed treatment, transplanting, and using bio-inputs like handikhat and ghana jibamrut. He also accessed agricultural tools from the local Custom Hiring Centre (CHC) at nominal rates. Throughout his first harvest, Sesha received ongoing support from local Block Agriculture Officers and MSF, and he used a millet thresher provided during harvest time.

His first millet crop produced a yield of 12 quintals per acre, which he easily sold at the Ragi Mandi, receiving payment in his bank account within 72 hours, along with a government incentive. Motivated by this success, Sesha expanded his millet cultivation to three acres, averaging a yield of 10 quintals per acre. He now also produces and sells high-quality millet seeds to a local Farmer Producer Organization (FPO), which supplements his income. With improved earnings, Sesha has been able to move his children to private schools for better educational opportunities, a significant change that highlights the transformative power of millet cultivation.

Sesha's journey serves as a model for other small farmers, showcasing how millet farming, supported by effective guidance and market access, can improve both income and resilience. His story reflects the growing importance of millet in local agriculture and stands as a testament to sustainable farming practices promoted by Shree Anna Abhiyaan, govt of Odisha.

EVENT SNAPSHOTS



Launching of Impact Report of MSF's work of 20 years by the guests of honour along with President and Managing Director of Mahashakti Foundation.



It was an honour to have Legendary Odia Singer Sri Tansen Singh perform for us LIVE on the 20th Annual Day of Mahashakti Foundation.



During the Six-monthly review meeting of IVDP Project, Mr Ganesh Reddy, Founder - Citizen Foundation felicitated our MD - Mr. Jugal Pattnayak.



CGM NABARD, Dr. Sudhanshu KK Mishra inaugurated the Input Sales outlet of Chirasrota FPO at Lanjigarh, in the presence of our MD Mr. Jugal Kishore Pattnayak.



Mahashakti Foundation with the support of Vedanta organized "Swacchhata Hi Seva" Event at Bateilima High School, Lanjigarh.



Kalapunaruthan Producer Company, promoted by Mahashakti Foundation, participated in the Aadi Bazar Exhibition at Hitech City, Hyderabad.

