

December, 2024

IN FOCUS



MAHASHAKTI FOUNDATION

TRANSFORMING COMMUNITIES

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VISIT OF LTI-MINDTREE ASSOCIATE DIRECTOR TO IVDP AREAS



Mr. Jitender Ghangas, Associate Director of the LTI Mindtree Foundation, conducted a field visit to the M Rampur Block in Kalahandi and Gudvella Block in Balangir on the 19th and 20th of November 2024. This visit was part of the ongoing Integrated Village Development Project. He was accompanied by Mr. Jugal Kishore Pattnayak, Managing Director of Mahashakti Foundation, and Mr. Smruti Sethy, Director of Strategy at Mahashakti Foundation.

During his visit, Mr. Ghangas inaugurated two critical facilities: a Model Nursery designed to provide farmers with high-quality saplings tailored to local climatic and soil conditions, and a Custom Hiring Centre equipped to support agricultural mechanization for small and marginal farmers. These initiatives aim to enhance the agricultural productivity and livelihoods of local communities.

Mr. Ghangas engaged with various beneficiaries in the project areas, including farmers involved in fruit-bearing orchard promotion and water harvesting structures, SHG members engaged in backyard poultry rearing, adolescent girls from skill development training centres, and pregnant women and lactating mothers associated with the Model Nutritional Garden. Additionally, a health screening camp offering full-body check-ups across more than 20 parameters was initiated in M Rampur Block in his presence to raise awareness about community health.



FPO PROMOTION UNDER THE CENTRAL SECTOR SCHEME

Onion Cultivaion Training



A training session on advanced onion cultivation practices was organized by ITDA for the farmers of Khajuripada block, aiming to enhance agricultural productivity and empower local farmers with innovative techniques. Farmer Producer Organizations (FPOs) promoted by Mahashakti Foundation actively participated in this program under the CBBO Project, a government initiative supported by NABARD's Central Sector Scheme. This collaborative effort, facilitated through a strategic convergence with ITDA and Harsha Trust, emphasized skill development and sustainable farming practices. To further support the farmers' endeavors, high-quality seeds of tomato, onion, and cabbage were distributed post-training, equipping them with essential resources to implement the newly acquired techniques effectively.



Trading of Potatoes

Potato seeds are distributed to farmers, facilitating the development of a robust potato cluster. Additionally, farmers were linked to various horticulture schemes, ensuring access to government resources and support to enhance agricultural productivity and income sustainability.

Marketing of Vegetables



Significant strides are being made in marketing agricultural products through FPOs. This initiative facilitates direct market access for farmers, ensuring fair and remunerative prices



for their produce, thereby contributing to the multiplication of their incomes.

Aggregation of Maize



A total of 12.76 tons of maize has been aggregated by Adimchasi Producer Company Ltd. and is set for trade today with Kesinga vendors through the Regulated Market Committee.

Marketing of Tomatoes

Marketing of tomatoes by Agrahichasi Farmer Producer Organization in Golamunda, Kalahandi. This initiative aims to empower farmers by creating market linkages, ensuring fair pricing, and enhancing income through efficient aggregation and direct access to buyers.





PROMOTION OF MILLET AND FORGOTTEN FOOD ACROSS ODISHA

International Symposium on Shree Anna



Mahashakti Foundation’s Millet Team from Bijepur block earned prestigious state-level recognition for their remarkable contributions to millet promotion and sustainability. At the "Mandia Divas" celebration, part of the International Symposium on Shree Anna & Forgotten Foods in Odisha, Smt. Renuka Dansana, an entrepreneur running the Millets Tiffin Centre in Bijepur, was honored with the title of *Best Forgotten Food Champion* by the Hon’ble Chief Minister of Odisha, Shri Mohan Charan Majhi. This award underscores her exceptional efforts in promoting traditional and nutritious millet-based foods.

The event highlighted Mahashakti Foundation's impactful role as the Facilitating Agency for Bijepur Block under the Sri Anna Abhiyan, an initiative led by the Department of Agriculture & Farmers’ Empowerment, Government of Odisha. The ceremony was attended by esteemed dignitaries, including the Chief Secretary of Odisha, the Minister of Agriculture and Deputy Chief Minister Shri Kanak Vardhan Singh Deo, and the Principal Secretary of Agriculture, alongside other distinguished officials.

Millet Day 2024



SAMBALPUR

Mahashakti Foundation was awarded as the Best Facilitating Agency of Sambalpur district for the year 2023-24 during the district-level Millet Day celebration held at Tapaswini Hall, Sambalpur. This recognition celebrates Mahashakti’s dedicated efforts in promoting millet cultivation and consumption across the district.



BARGARH

Mahashakti Foundation has been awarded as the “Best Facilitating Agency” for Bargarh District for 2023-24, in recognition of its outstanding efforts in promoting millet cultivation in the Bijepur Block under the Millet Project supported by Shree Anna Abhiyan, Department of Agriculture and Farmers’ Empowerment, Government of Odisha.



Millet Food Stall

A three-day Farm Mechanization Mela was organized by the Department of Agriculture & Farmers' Empowerment, Government of Odisha, at Rairakhol, Sambalpur, to promote awareness about modern farm equipment, their demonstration, and availability at subsidized rates.

Participating actively, the Shree Anna Abhiyan project team, along with Chirasabuja FPCL, promoted by Mahashakti Foundation, showcased the nutritional potential of millets by preparing and distributing a variety of traditional and innovative millet-based recipes.

The Millet Food Stall of Mahashakti Foundation was inaugurated by the Honorable MLA of Rairakhol, Shri Prasanna Acharya.



GOVERNMENT INTERFACE PROGRAM



With the support of HDFC Bank Parivartan, a Government Interface Program was organized by Jamankira Women Agro-Productors Company, promoted by Mahashakti Foundation, at the Jamankira Journalists' Club. This initiative aimed to create a vital bridge between farmers and government welfare schemes, fostering greater awareness and dialogue to enhance agricultural productivity and livelihoods.

The event featured insightful addresses by Mr. Hitesh Badhei, Assistant Horticulture Officer, and Mr. Ashutosh Pal, Agri Expert from Mahashakti Foundation. They provided detailed explanations of various government initiatives tailored for farmers and shared practical guidance on leveraging these schemes effectively, including those related to farm mechanization, irrigation, and crop development.

80 farmers from 12 Gram Panchayats participated in the program, sharing their experiences with innovative practices such as chilli cultivation using drip irrigation and mulching techniques. The program also covered the availability of financial support through loans facilitated by Human Ventures Private Limited in collaboration with SBI, aimed at enabling farmers to invest in advanced irrigation systems and farm machinery.

Under the Menstrual Health and Hygiene Project implemented by Mahashakti Foundation with support from Vedanta Limited - Aluminium Business, an anaemia screening and wellness consultation camp was organized at Basantpada School, Lanjigarh. The camp, attended by 17 girls, included testing for anaemia and sickle cell anaemia, conducted by the ANM of Basantpada and the Community Health Officer from CHC Biswanathpur. Following the screenings, a gynaecologist from Vedanta Hospital led an awareness session, providing valuable insights into menstrual health and hygiene. This initiative aims to enhance adolescent girls' health awareness and address critical health concerns in the community.

WELLNESS CONSULTATION CAMP



DISSEMINATION WORKSHOP OF PROJECT ADHIKAAR

The Dissemination Workshop of Project Adhikaar took place today in Dasapalla, Nayagarh, bringing together key stakeholders and community leaders to reflect on the project's journey and plan for the future. Distinguished attendees included Mr. Pradeep Ghosal, CSR Head of Tata Power Central Odisha Distribution Limited, Mr. Mohan K. Baliyarsingh, Director of Operations at Mahashakti Foundation, Mrs. Sunanda Sahu, Block Chairman of Dasapalla, Mr. Santosh Kumar Mohapatra, Executive Engineer at TPCODL (Nayagarh), Ms. Prabhati Dash, BPM, Ms. Rashmi Pattanayak, and Mr. Tanmaya Prusty, SDO of Dasapalla TPCODL.

Key sessions highlighted the significant impact of Project Adhikaar in empowering underserved communities by facilitating access to rightful entitlements. Beneficiaries shared inspiring testimonials about overcoming challenges through the project's support. The workshop also presented a strategic roadmap for scaling the initiative, aiming to extend its reach and enhance the efficiency of entitlement linkage. This collaborative effort underscores the commitment to improving lives and fostering sustainable development in the region.



JANAJATIYA GOURABA DIBASA



Project Adikala Team participated in the Janajatiya Gouraba Dibasa on Sri Birsa Munda's 150th Birth Anniversary at the college ground in Bhawanipatna. The Kriti Kala PG Group of Saura artisans, supported by Vedanta Limited - Aluminium Business and marketed through ORMAS, showcased some stunning Saura products in the exhibition. This initiative is implemented by Mahashakti Foundation to empower artisans and preserve traditional art forms. The event was graced by esteemed dignitaries, including: Honourable MP Smt Malvika Devi, and Honourable Sports Minister Sri Suraj Suryabansi.

BALI JATRA 2024



Taa Power Central Odisha Distribution Limited inaugurated the 'Samridhi' stall at Bali Jatra, Asia's largest open-air Trade Fair in Cuttack.

The ceremony was graced by the presence of the Head of CSR, Mr. Pradeep Ghosal, Mahashakti Foundation's Director Operations - Mr. Mohan Baliyarsinghalong with other esteemed members of TPCODL.

Our products of Pattachitra, Talapatrachitra and

Dhokra from Dhenkanal and Khurda cluster are displayed for the event at Balijatra 2024 in the Balijatra Ground.

URJA MELA



Mahashakti Foundation participated in the state-level 'Urja Mela 2024,' organized by Tata Power Odisha Discoms at KT Global School, Bhubaneswar. Showcasing the rich heritage of Odisha's artisan community, our stall featured exquisite Dhokra craft, Pattachitra, and Talapatra Chitra products. These initiatives are part of our ongoing projects in Dhenkanal and Kakarudrapur, supported by TPCODL, ensuring the preservation of traditional art forms.

Artisans from Dhenkanal, Lanjigarh, Khordha, and Mayurbhanj have been showcasing their exquisite handcrafted products at exhibitions across the country. These platforms not only promote the rich art and cultural heritage of Odisha but also provide the artisans with valuable opportunities to generate income and gain wider recognition for their craft.



SUCCESS STORY



FROM STRUGGLES TO SPICES

Sabita Rana, a resident of Chakuli village in Sambalpur, is a shining example of how determination, paired with timely support, can

transform lives. She lives with her family of six, including her husband, a skilled pottery artisan whose craft contributes modestly to their household income. Despite their hard work, the family's financial struggles were significant. Sabita's annual farming income, ranging from ₹90,000 to ₹1,00,000, barely covered basic necessities, leaving little for her children's education or healthcare.

This all changed when Mahashakti Foundation, with the support of HDFC Bank Parivartan, introduced Project Sampurna in Sambalpur. Recognizing Sabita's potential, she was provided with specialized training and resources to adopt advanced farming practices. Sabita focused on chilli farming and dedicated one acre of her three-acre farm to this crop. With guidance on better cultivation techniques from Project Sampurana team, Agri-Experts of Mahashakti Foundation, and access to improved markets, her efforts began to bear fruit.

From her chilli cultivation, Sabita achieved remarkable results:

- Green Chili: Cultivating one acre, she produced 8 quintals, earning ₹1,44,000.
- Red Chili: With the same dedication, she harvested 10 quintals, generating ₹1,80,000.

In total, her chilli farming on one acre brought in an income of ₹3,24,000, contributing to a dramatic increase in her annual earnings to ₹3,20,000 – more than 300% of her previous income.

This newfound financial stability has transformed Sabita's life. She can now afford better education for her children, improved healthcare for her family, and an enhanced quality of life. Her husband's pottery business continues to provide supplementary income, further strengthening their financial foundation.

Sabita's story is not just about economic growth; it's a testament to the resilience of women in rural India. Her determination to succeed, bolstered by targeted support, has inspired others in her community. She stands as a beacon of hope, proving that with hard work and the right opportunities, it is possible to overcome adversity and create a brighter future.



EVENT SNAPSHOTS

This page captures the significant events, milestones, and initiatives undertaken during November 2024, showcasing the impactful work and achievements throughout the month.



During the visit of Mr. YC Modi, Group Head External Affairs at Vedanta, Mahashakti had the privilege of showcasing the products created by our SHGs.



Mahashakti organized a workshop on "Redefining Karmayoga in the 21st Century for the Modern Workforce". Session was led by Mr. Mehul Panchal.



LTIMindtree Foundation Day was celebrated by Mahashakti Foundation, involving school-going children in Paikmal, Gudvella, and M. Rampur Blocks.



The November edition of our Newsletter was launched at Sambhav premises by Padma Shri Dr. Sabarmatee and Mr. Jitender Ghangas - LTIMindtree Foundation.



MSF's Bijepur Millet team organized a Millet Food and Exhibition Stall at Padampur that was graced by Sri Pradeep Purohit - Hon'ble MP, Bargarh.



Mahashakti Foundation participated in the state-level 'Urja Mela 2024,' organized by Tata Power Odisha Discoms in Bhubaneswar.

