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IN FOCUS



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TRANSFORMING COMMUNITIES

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TPWODL PROJECT LAUNCHING WORKSHOP IN BARGARH



To address excessive water usage and mitigate the environmental impact caused by traditional irrigation practices, Mahashakti Foundation, with the support of TPWODL, has launched a Climate-resilient alternate wetting and drying irrigation Project. The initiative was inaugurated at Hotel VD Palace, Bargarh, in the presence of farmers, agricultural experts, and key stakeholders.

The workshop, chaired by Ms. Rosalin Bhuyan, Secretary of Mahashakti Foundation, featured insights from notable dignitaries, including Mr. Gobind Chandra Panda, Deputy Director - District Horticulture Department; Mr. Surya Narayan Tripathi, Chief Engineer - Lift Irrigation Department; and Ms. Aruna Marandi, CSR Head - TPWODL. Agriculture Officers from Sohela and Bheden, along with other senior officials, participated in detailed discussions about the program's implementation. Mr. Smriti Ranjan Sethy, Director Strategy - Mahashakti Foundation, presented on the benefits and techniques of wet and dry irrigation.

More than 100 farmers attended the event, gaining insights into modern farming techniques and climate-resilient agriculture practices.



TRAINING PROGRAMME ON 1000 DAYS OF CHILD LIFE



A Training Program was organized by Mahashakti Foundation with the support of LTIMindtree Foundation on maternal and child health called the "1000 Days Child Life Care Training Program," at Mohangiri. The program focused on the crucial 1000-day period, from conception to a child's second birthday, which is vital for healthy child development. A total of 61 participants attended, including pregnant women, lactating mothers, SHG members, and Anganwadi Workers.

The training highlighted essential topics such as proper nutrition, hygiene practices, and early childhood development, offering expert-led interactive sessions. These sessions encouraged active participation, fostering discussions to empower caregivers with knowledge. The primary aim of the initiative was to improve health outcomes for mothers and children in the community by providing them with the tools to ensure optimal care and well-being during this critical developmental phase.

At Nuagaon, Saptasajya in Dhenkanal, a health check-up camp was organized by Mahashakti Foundation in collaboration with Tata Power Central Odisha Distribution Ltd Limited, specifically for Dhokra Metal Craft Artisans. The camp, held at Kotho Ghara village, provided much-needed healthcare services to the artisans. Dr. Soubhagy Panda and his team from TPCODL conducted the health check-ups, including blood pressure monitoring, and distributed essential medicines for pain relief, colds, and fevers. Beyond medical support, Dr. Panda emphasized the importance of hygiene practices like proper handwashing, detailing when and how it should be done. He also advised drinking boiled water and using mosquito nets to prevent illness. The initiative aimed to improve the health and well-being of the artisans.

HEALTH CAMP FOR DHOKRA ARTISANS



HI-TECH NURSERY INAUGURATED

A Hi-tech nursery in Kendumunda village is inaugurated jointly by Deputy Director of Horticulture Dept. Govt of Odisha, Mr. Himanshu Shekhar Sahu, and Manager CSR, HDFC Bank Parivartan Mr. Chandan Kumar Nayak today under Project Sampurna implemented by Mahashakti Foundation supported by HDFC Bank CSR. This nursery aims to address challenges faced by farmers in the region, including the unavailability of quality vegetable seedlings at the right time, which often leads to financial losses due to subpar cultivation of seeds and fodder available in the market.

Equipped with climate-resilient technology, the nursery will operate year-round, producing 30,000 seedlings per cycle and a total of 90,000 seedlings annually. This innovation ensures a steady supply of high-quality seedlings to the farmers, enhancing their agricultural productivity.

The launch event was attended by Sahaspur Gram Panchayat Sarpanch - Shri Dibakar Biswal, Baduapali Sarpanch - Shri Sanjay Bhoi, Horticulture Department Overseer - Mrs. Savita Mishra and Mahashakti Foundation Managing Director - Mr. Jugal Kishore Pattnayak. Over 100 farmers participated in the event.



A transformative workshop on "My Life, My Choice" was conducted by Oasis Movement at Bhakarsahi, Balipatna, aimed at empowering young applique artisans. The session was led by Riya Shah, trainer from Oasis Movement, and was graced by the presence of Jugal Kishore Pattnayak - Managing Director of Mahashakti Foundation, Mohan K Baliyarsingh - Director Operations of Mahashakti Foundation, and Gagana Moharana - Director of Utkalia, along with the Mahashakti team.

The workshop focused on helping artisans understand and embrace their personal power to make meaningful choices in life. Through engaging discussions and activities, participants were guided on how to set clear goals, overcome challenges, and navigate difficult situations with resilience. The session emphasized the importance of personal growth, self-discipline, and adopting a positive mindset to become better individuals and professionals. It also highlighted the role of artisans as changemakers in preserving traditional crafts while adapting to modern opportunities.

TRANSFORMATIVE WORKSHOP FOR ARTISANS



CAPACITY BUILDING TRAINING FOR STAFF MEMBERS



Mahashakti Foundation, with the support of HDFC Bank Parivartan, organized a three-day capacity-building training program for the staff members of Project Chirantan in the presence of the Managing Director of Mahashakti Foundation, Mr. Jugal Kishore Pattnayak. The project focuses on empowering farmers through climate-resilient agriculture and advanced irrigation practices, aiming to enhance their productivity and resilience to climate change. The training is being conducted at the Bhuban Project Office in Dhenkanal, Odisha. This program aims to equip the team with the necessary knowledge and skills to work effectively with the community, implement sustainable farming techniques, and promote advanced irrigation solutions. The sessions also include practical insights, interactive discussions, and hands-on activities to ensure the participants are well-prepared to address field-level challenges.

LAUNCHING OF THE MILLET AWARENESS RATH

Mahashakti Foundation launched the "Millet Awareness Rath" program with the support of Shri Anna Abhiyan and the Department of Agriculture & Farmers' Empowerment under the Odisha Millets Mission Project in Rairakhol. The event was inaugurated by the esteemed District Nodal Officer, Shri Basant Kumar De, who flagged off the Awareness Rath and set the initiative into motion. Shri De also visited the Bio-Input Center in Ghunginali village and inspected the Ragi fields, where he emphasized the importance of sustainable farming practices for millet cultivation.



The program was conducted under the guidance of Rairakhol Agriculture District Officer Shri Pradeep Kumar Nanda. It saw active participation from notable officials, including Block Agriculture Officer Mr. Amit Patel, Additional Director of Horticulture Mr. Diptiprabha Vitriya, Additional Director of Soil Conservation Mr. Saurabh Kumar Sahu, and Assistant Agricultural Engineer Ms. Monalisa Raut. This initiative marks a significant step in promoting millet cultivation and creating awareness among local communities about its nutritional and economic benefits.



AGRAHICHASI FPO'S TRANSFORMATIVE JOURNEY



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BACKGROUND

The Agrahichasi Farmer Producer Organization was established in the Golamunda Block of Kalahandi District, Odisha, as a direct response to the hardships faced by the local farming community. For decades, farmers in the region relied on rain-fed paddy cultivation during the Kharif season due to the lack of irrigation facilities. This limited their agricultural output, forcing many to migrate to other states in search of better livelihood opportunities. While a few progressive farmers experimented with vegetable cultivation - growing tomatoes, chili, and bitter gourd on small plots - their efforts were hindered by distress sales, disorganized marketing practices, and a lack of technical expertise in advanced farming methods. These persistent challenges underscored the need for an organized and collaborative approach to improving agriculture in the region.



INTERVENTION

Recognizing the dire need for change, NABARD initiated the formation of the Agrahichasi FPO in December 2022 under the Central Sector Scheme for the Formation and Promotion of 10,000 FPOs. Partnering with the Mahashakti Foundation as a Cluster-Based Business Organization, the initiative adopted a cluster-focused strategy to support the cultivation of high-demand crops such as tomatoes, bitter gourd, and chilies. The farmers were provided with extensive training on modern agricultural practices, post-harvest management, and market engagement strategies. Additionally, licenses for the distribution of essential agricultural inputs such as seeds, fertilizers, and pesticides were obtained, ensuring that farmers had access to quality resources at their doorstep.

The intervention also prioritized building market linkages to secure fair prices for farmers' produce. With financial backing from NABARD, which sanctioned ₹18 lakh to cover management costs, the FPO expanded its reach across 23 villages in 8 Gram Panchayats, attracting 260 shareholders. Through the sustained guidance of Mahashakti Foundation and district-level experts, the FPO not only bolstered local agricultural practices but also established trade relationships extending beyond Odisha to states like Chhattisgarh, Andhra Pradesh, and Jharkhand.

IMPACT

The establishment of the Agrahichasi FPO has profoundly transformed the agricultural landscape of Golamunda. The turnover of the FPO saw a meteoric rise, growing from ₹11.03 lakh in 2023-24 to ₹73 lakh by the end of 2024. This dramatic increase in revenue reflects the improved production and sales infrastructure developed under the FPO's guidance. Farmers reported a 50% increase in income, significantly reducing migration rates as agriculture became a more viable livelihood option. The expanded scale of vegetable cultivation also generated employment opportunities, with farmers hiring local labourers to meet the demands of increased productivity. Women's participation in the FPO strengthened their socio-economic standing, promoting inclusivity within the community. Training programs and exposure visits supported by government schemes and Krishi Vigyan Kendras further equipped farmers with cutting-edge agricultural techniques, fostering a culture of continuous learning and improvement.



PM NARENDRA MODI'S “MANN KI BAAT”

The Agrahichasi FPO gained national recognition when Honorable Prime Minister Narendra Modi highlighted its success in his "Mann Ki Baat" program. He praised the farmers' resilience and how the FPO transformed Kalahandi from a migration-prone region to a thriving vegetable hub. The PM lauded their achievements in modern farming and their role in making the region a supplier of vegetables across multiple states.



Agrahichasi FFPO has transformed Kalahandi into a thriving vegetable hub, overcoming challenges of limited water and resources. Once marked by migration, the region now boasts over 200 farmers, including 45 women, cultivating 200 acres of tomatoes and 150 acres of bitter gourd. With an annual turnover exceeding ₹1.5 crores, their produce reaches markets across Odisha and neighbouring states. This success, driven by modern farming techniques and teamwork, highlights how determination and collective effort can bring transformative change. As they expand into potato and onion farming, these farmers continue to innovate and inspire.



Shri Narendra Modi
Prime Minister, India

WAY FORWARD

Looking ahead, the Agrahichasi FPO aims to expand its operations and impact. The organization plans to increase its membership base to 750 farmers by the end of the fiscal year, emphasizing inclusivity and wider community participation. Diversification is a key focus, with plans to introduce potato and onion cultivation, leveraging modern technologies to ensure higher yields. The FPO is also exploring opportunities to enhance its market presence through improved infrastructure, such as storage and distribution facilities, and by forming partnerships with digital marketing platforms. With a target turnover of over ₹1.5 crore annually, the FPO aspires to solidify its position as a leading agricultural collective in the region.



FARMERS ARE NOW LEARNING NEW TECHNIQUES FOR CULTIVATING POTATOES AND ONIONS



THIS IS THE STORY OF KALAHANDI'S VEGETABLE REVOLUTION



FINANCIAL LITERACY TRAINING PROGRAM



A Financial Literacy Training Program was organized for 40 Saura and Dhokra artisans under the Adikala Project at the Vedanta Skill Centre, Adikala Office. The program was conducted in the presence of Vedanta Limited - Aluminium Business CSR Head, Mr. Sisir Tarafder; Project Lead, Mr. Saransh Agnihotri; and Prakash Chandra Sahu, Board Member of Mahashakti Foundation, who served as the resource person. The session focused on equipping artisans with crucial financial knowledge, covering topics like effective budgeting, systematic savings, and avenues for accessing financial resources. It also highlighted practical strategies for financial planning tailored to the unique needs of artisans. The training aimed to empower these artisans, fostering economic independence and ensuring the long-term sustainability of their craft-based livelihoods. Additionally, participants were encouraged to share their financial challenges, fostering a collaborative and interactive learning environment.

SKILL DEVELOPMENT ON APPLIQUE CRAFT

At Sumudi in Balipatna, Khordha, a 15 day skill development training program on applique craft is underway, led by trainer Rashmi Moharana, under the Project - Entrepreneurship Development of Rural Artisans implemented by Mahashakti Foundation and supported by YES Foundation. On the 10th day of the program, 30 artisans participated, focusing on innovative product development. The session emphasized creating applique umbrellas and applique patchwork, showcasing the artisans' creativity and technical skills.



SIR RATAN TATA'S 87TH BIRTH ANNIVERSARY



India lost a jewel this year in Sir Shri Ratan Tata, whose vision and generosity have left an indelible mark on the nation's progress. A pioneer in philanthropy and industry, his life remains an inspiration for generations to come.

On his 87th Birth Anniversary, Mahashakti Foundation commemorated his legacy at Project Samriddhi at Kakarudrapur and Nuagaon along with Project Adhikaar at Nayagarh, all three projects supported by Tata Power Central Odisha Distribution Ltd. These celebrations included a Daan Utsav at the Dhokra Craft Cluster in Dhenkanal, where blankets and biscuit packets were distributed among villagers. This tribute stands as a reminder of his unwavering commitment to building a better India.

DISTRICT-LEVEL FARM MECHANIZATION MELA

Mahashakti Foundation with Chirasabuja Producer Company Ltd. of Bijepur, participated in the district-level Farm Mechanization Mela and opened a Shree Anna Food Stall at George High School, Bargarh. This initiative was supported by Shree Anna Abhiyan and the Department of Agriculture & Farmers' Empowerment under the Project Millet Mission. The stall highlighted the significance of millets and aimed to promote their integration into sustainable agricultural practices and nutritional diets.



EVENT SNAPSHOTS

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



Mr. Jugal K Pattnayak, MD - Mahashakti Foundation, visited the project locations at Lanjigarh and held discussions with Mr. Sisir Tarafder, Head CSR Vedanta



Mahashakti Foundation visited the KIIT School of Rural Management to recruit Rural Management students for the position of Project Manager.



Mahashakti Foundation signed a Letter of Intent with Tata STRIVE in the presence of Mr. Pradeep Ghosal, CSR Head of TPCODL.



Mahashakti Foundation with LTIMindtree Foundation has initiated Nukkad Natak campaign to raise awareness on critical health and education issues.



At Kakarudrapur, Baliana, artisans are receiving training to create intricate palm leaf carvings and Pattachitra artworks under Project Samriddhi.



Lanjigarh team of MSF was honoured by Mr. Pranab Bhattacharya, CEO - Vedanta Limited, for their remarkable contributions in the year 2024.

MEDIA HIGHLIGHTS



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We value your suggestions and feedback. Feel free to share your comments with us at mahashakti@mahashaktiindia.org

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