

March, 2025

IN FOCUS



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INDIA



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NUA SAKALA FPCL HOSTS FGD TO ENHANCE FPO SUSTAINABILITY



Nua Sakala FPCL of Kandhamal, promoted by Mahashakti Foundation under the Central Sector Scheme of the Government of India and supported by NABARD - **National Bank for Agriculture & Rural Development**, organized a community-level Focus Group Discussion at Mundigarh Village in Tumudibandha block. The event was graced by the presence of the DDM NABARD, Kandhamal, along with representatives from Mahashakti Foundation, who aimed to enhance FPO activities and promote long-term sustainability. More than 70 shareholders participated in the discussion, gaining insights into various critical aspects of FPO operations. The DDM NABARD provided valuable guidance on key areas such as marketing strategies, membership drives, licensing and registration processes, government schemes, convergence approaches, irrigation systems, crop diversification, and the profitability of cultivating bananas and mushrooms. Discussions also emphasized the importance of financial literacy, credit linkages, and sustainable farming practices to ensure long-term viability. Experts from Mahashakti Foundation shared success stories and best practices from other FPOs, motivating farmers to explore innovative techniques and collective marketing strategies. The session fostered a collaborative approach, encouraging farmers to leverage available resources efficiently and adopt modern agricultural practices. Participants actively engaged in the discussions, raising concerns and seeking clarifications on various operational and policy-related matters.

EMPOWERING ARTISAN CHILDREN THROUGH EDUCATION

An initiative taken by Mahashakti Foundation at the Dhokra metal craft cluster supported by **Tata Power Central Odisha Distribution Ltd** in Nuagaon, Saptasajya, Dhenkanal to provide education to children who have dropped out of school so that they regain access to learning and improve their futures. Starting with a local tutor and 22 students is a small yet impactful way to ensure the children, especially those from artisan families, have an opportunity to develop academically. Access to education offers these children the chance to break the cycle of illiteracy and give them a better life.



TUREKELA FPCL SANCTIONED WITH ₹25 LAKHS LOAN

At the State Credit Seminar, a significant milestone was achieved for Turekela Farmer Producer Company Limited. The Hon'ble Deputy Chief Minister and Minister of Agriculture and Farmer Welfare, Government of Odisha - Sri Kanak Vardhan Singh Deo handed over a sanction letter for a loan of ₹25 lakh to Smt Snigdha Meher - the Managing Director of Turekela FPCL. This loan is facilitated by NABKISAN. With business turnover reaching ₹1.65 crore, Turekela FPCL continues to scale new heights, formed under the Central Sector Scheme for the formation of 10,000 FPOs supported by **NABARD** (National Bank For Agriculture & Rural Development) as the Implementing Agency and Mahashakti Foundation as the CBBO.

RABI POTATO CULTIVATION IN JUJOMURA BLOCK

Women farmers in Jujomura Block, Sambalpur, are cultivating Rabi Potato under the Potato Mission. This initiative is part of the Strengthening Livelihoods of Mission Shakti SHG Members through the Promotion of APC in Odisha project, implemented by Mahashakti Foundation and supported by the **Directorate of Horticulture and the Department of Agriculture & Farmers' Empowerment, Government of Odisha**. With access to subsidies and technical support, these women farmers are enhancing agricultural productivity and gaining economic independence.



VEDANTA'S CSR IMPACT AT UTKARSH ODISHA CONCLAVE

Project Adikala showcased Vedanta Ltd.'s CSR initiatives at Utkarsh Odisha Conclave 2025, Janata Maidan, Bhubaneswar, graced by Hon'ble Prime Minister Shri Narendra Modi and Chief Minister Shri Mohan Charan Majhi. Vedanta's stall, inaugurated by Chairman Anil Agarwal, featured Saura and Dhokra art with live Saura tattoo demonstrations, drawing immense attention from industrialists and students. Dignitaries appreciated the efforts of **Vedanta Ltd** in artisan empowerment and cultural preservation, making it a remarkable platform for promoting tribal art and sustainable livelihoods.

LAUNCHING CEREMONY OF PROJECT CHIRANTAN



The launching ceremony of Project Chirantan, implemented by Mahashakti Foundation and supported by **HDFC Bank Parivartan**, was held at Kalyan Mandap, Kankadahada. The event was inaugurated by key officials, including Harekrushna Nayak (ABDO), Sandipta Sahu (Aspirational Block Fellow), Sambit Kumar Biswal (BM, HDFC Bank), Bauri Bandu Raut, President, Odisha Jungle Manch, Aswini Kumar Sahu, HEW, Sambit Kumar Biswal, Additional Technology Manager, and Judhistir Behera, Progressive Farmer.

The workshop saw participation from 63 farmers across five Gram Panchayats, focusing on the impact of climate change on agriculture and livelihoods. Government officials highlighted schemes for climate-resilient farming and farmer welfare initiatives, while experts deliberated on sustainable agricultural practices, water conservation techniques, and advanced farming technologies to enhance productivity. Additionally, strategies for market linkages and financial inclusion were explored to strengthen the economic resilience of farmers in the region.

With the support of **YES Foundation**, Mahashakti Foundation is working in Balipatana, Khordha, to preserve Odisha's rich art and craft heritage by empowering local artisans. As part of this initiative, 30 women artisans from Sumudi village participated in a 15-day skill development training on Applique, led by a Master Craftsperson. The hands-on training not only honed their applique craftsmanship but also encouraged peer learning, enabling them to create market-driven products for better opportunities and economic sustainability. This initiative has fostered a sense of collective growth among artisans, allowing them to collaborate, share skills, and support each other. Going forward, efforts will be made to connect these artisans with potential buyers and expand their reach through digital platforms and exhibitions.

SKILL DEVELOPMENT TRAINING ON APPLIQUE WORK



EXPOSURE VISIT OF APC PROJECT TEAM

An exposure visit of our APC project team Jujumara was organized to the APC project area of Athmallik Block, Angul. PG farmers and APC staff participated in field visits across multiple villages. Key highlights included interactions on pointed gourd cultivation using trellis systems, a visit to a cauliflower cluster in Fakirpur, and inspections of green peas, rose, papaya, and banana plantations under the Khyeti model shed. The visit concluded with a staff interaction and doubt-clearing session at the SEWAK APC office.



MOU SIGNING WITH HARVEST PLUS

The Managing Director of Mahashakti Foundation, Mr. Jugal Kishore Pattnayak, signed an MoU with **HarvestPlus** at Hotel LYFE, Bhubaneswar. Under this partnership, Mahashakti Foundation will serve as the implementing agency for all future HarvestPlus biofortified projects in Odisha. This collaboration aims to enhance nutrition security by promoting biofortified crops among farmers and communities across the state.



CONSTRUCTION OF DIVERSION WEIR AT M RAMPUR



Mahashakti Foundation, under the Integrated Village Development Program with the support of **LTIMindtree Foundation**, has constructed a diversion weir in Pajibahali village of Dom Karlahunta Gram Panchayat, located within the M. Rampur Block of Kalahandi District. Spanning 7x4x0.6 meters, this structure is designed to irrigate approximately 25 acres of agricultural land, directly benefiting 22 farmers who were entirely dependent on monsoon rains for cultivation and struggling with acute water scarcity during the summer months.

STRAWBERRY FARMING BY KHAJURIPADA FPCL



Under the Central Sector Scheme of the **Government of India**, supported by **NABARD** and implemented by Mahashakti Foundation as the CBBO, farmers from Chirasundar FPCL, Phiringia Progressive FPCL, Nua Sakala FPCL, and Khajuripada FPCL have successfully planted 65,000 strawberry saplings. Currently, around 1 quintal of strawberries is being traded daily across key markets, with approximately 17.5 quintals have reached the Bhubaneswar and Berhampur markets in recent times. This initiative is enhancing the income of strawberry farmers in Odisha.

RECOGNITION FOR STRENGTHENING FPOS IN ODISHA



On the third day of the Export Pathashala at Hotel Padmaja Premium, Bhubaneswar, Mr. Sitakanta Mandal, Regional Director of the Eastern Region, APEDA, felicitated Mr. Mohan K Baliyarsingh, Director Operations - Mahashakti Foundation, for his significant contributions to strengthening Farmer Producer Organizations in Odisha. The three-day Export Pathashala aimed to empower FPOs by providing hands-on training in export processes for fresh fruits and vegetables. Experts also shared insights on global market opportunities to enhance the competitiveness of Odisha's agricultural produce.

MAHASHAKTI FOUNDATION JUDGES 'RUNWAY' AT KIITFEST 8.0



Mahashakti Foundation was invited by the KIIT School of Rural Management to judge "Runway," the flagship marketing and promotional campaign design competition at KIITFEST 8.0. The event provided an exciting platform for young minds to showcase their creativity, strategic thinking, and innovative marketing approaches. It was truly inspiring to witness the enthusiasm and dedication of the participants as they presented their ideas with in-depth market research, branding strategies, and promotional techniques. We were honoured to be part of this initiative, supporting and mentoring future marketing leaders.

OYSTER MUSHROOM CULTIVATION BY SHG WOMEN



After an exposure-cum-training on mushroom cultivation in Bargarh, the Haragouri SHG from Nagalbeda village successfully scaled up their oyster mushroom production to 500 beds. So far, they have harvested approximately 400 kg of mushrooms, generating over ₹50,000 in sales through local markets, weekly haats, and Vedanta Township. This initiative, implemented by Mahashakti Foundation and supported by **Vedanta Ltd.**, has empowered the SHG members by enhancing their livelihood opportunities.

INFRASTRUCTURE DEVELOPMENT AT ANGANWADI CENTRES



Mahashakti Foundation, with the support of **LTIMindtree Foundation**, is enhancing educational infrastructure by constructing drinking water and toilet facilities in government schools and Anganwadi centers. The initiative covers Dudukujharia, Kudharifasa, Tejipada, Mohangiri, Kuturupalla, Dungibahal, and Aathgaon UP Schools across Paikmal, M. Rampur, and Gudvella Blocks. Additionally, Ladumal, Makhanamunda, Jamuli, Dalabali, Deulgudi, and Aathgaon Anganwadi Centers are being upgraded to ICDS Smart AWC standards.

EMPOWERING FARMERS AND PROMOTING MILLETS



Mahashakti Foundation, with support from **Shree Anna Abhiyaan** and the **Department of Agriculture & Farmers' Empowerment**, has implemented the initiative in 226 villages across Sambalpur and Bargarh, benefiting 3,294 farmers.

In the Rabi season, 301 farmers adopted SMI ragi cultivation on 124 hectares, cutting input costs by 50-60%. The shift to millets improves soil health, conserves indigenous seeds, reduces water use, and promotes safe, nutritious food. Mahashakti Foundation continues to support sustainable farming.

KISAN PATHSHALA ORGANIZED AT KUTURLA



Mahashakti Foundation, with the support of **NABARD**, successfully conducted a "Kisan Pathshala" at Kuturla, Deogaon, Balangir District, bringing together 210 farmers for an insightful learning experience.

Eminent experts, including Dr. Balaram Kisan (Founder, BKISAN Smart Farming), Dr. Vivek Kumar Nayak (DDM, Balangir), Mrs. Prajeeta Purohit (AHO, Deogaon), Mr. Kiran Kisan (BKISAN Smart Farming), Mr. Ashutosh Mund (Odisha Kisan), and Mr. Debudutta Nayak (Agri Entrepreneur), led interactive sessions on innovative agricultural practices and smart farming solutions.

SUCCESS STORY



REVIVING TRADITIONAL CRAFTSMANSHIP

Sabita Behera, a 38-year-old artisan from Kakarudrapur, has been practicing traditional craftsmanship for years. However, despite her expertise, she struggled with irregular work opportunities and inconsistent earnings. The financial burden of running a household, coupled with her child's tuition fees, weighed heavily on her family. Her husband's income alone was insufficient to meet their needs, and without a structured platform to market her craft, Sabita found herself trapped in financial uncertainty.

Her breakthrough came when she learned about the Samridhi Project, an initiative implemented by Mahashakti Foundation and supported by TPCODL-CSR, designed to uplift artisans like her. Upon joining, Sabita received skill training from master trainers along with other women artisans, helping her refine her techniques and improve the quality of the work. Additionally, she was supplied with raw materials for production, ensuring she had the necessary resources to create her artwork without financial constraints.

Understanding the importance of continuous learning and market exposure, the project also organized exposure visits to Khordha and Bhubaneswar, where Sabita and other artisans had the opportunity to learn new techniques, interact with fellow artisans, and understand market dynamics. This exposure, combined with expert training and access to raw materials, helped her enhance her craftsmanship, making her work more appealing to potential buyers.

Today, Sabita has structured work opportunities that allow her to earn a steady income while managing her household responsibilities. She is able to complete two Talapatra artworks per day, earning a monthly stipend of ₹3,000. Additionally, artisans under the project have extra earnings based on the sale of their artwork, ensuring they benefit from the market value of their skills.

The financial stability brought by the Samridhi Project significantly transformed Sabita's life. With a consistent income, she could now contribute to her child's education, manage her household expenses, and even take care of her personal needs. The flexible work hours ensured that she could balance her domestic responsibilities while actively engaging in productive employment.

Her journey reflects the power of opportunities, structured support, and resilience. With the right guidance and resources, artisans like her can break free from financial struggles, preserve their traditional skills, and build a sustainable future for themselves and their families.

EVENT SNAPSHOTS

This page captures the significant events, milestones, and initiatives undertaken during February 2025, showcasing the impactful work and achievements throughout the month.



Launching of the IN FOCUS - Special Edition for IVDP Project at East Region Partners Meet held at LTIMindtree Campus, Bhubaneswar.



MOU signed with Sampurna Agri Advisory Services Pvt Ltd to manage compliance and marketing services of 3 FPOs promoted under HDFC Bank Parivartan.



FPO/SHG/Farmers felicitation ceremony organized Megalift irrigation project where four selected CBOs and three progressive farmers were felicitated.



Honourable Union Minister of Education - Shri Dharmendra Pradhan, and District Collector - Shri Sidheswar Bondar, visited our stall at the Kisan Samman Samaroh.



A sports event, "UDAAN", was organized under the Pehli Udaan project, supported by Vedanta Lanjigarh at Harekrushnapur village.



District Level Review Committee Meeting was held in Bargarh in the presence of all FPC representatives, along with the following government officials and stakeholders.

MEDIA HIGHLIGHTS

Odisha Patrika - 06 Feb 2025 - 06bsrp3 epaper.navabharatnews

नवभारत

‘खर्च आधा, उत्पादन ज्यादा’ स्लोगन के साथ किसान पाठशाला आयोजित



नवभारत विक्टर। बलंगीर। भारतीय किसान फेडरेशन और नवाबड़ा इराफे केन्द्र सरकार की 10,000 रुपयों की (किसान उत्पादन) योजना के अंतर्गत एक कार्यक्रम आयोजित की गई। इस कार्यक्रम का उद्देश्य किसानों को सही कृषि प्रबंधन और फसल योजना के बारे में जानकारी देना। कार्यक्रम में कृषि विभाग के संस्थापक तथा कृषि विभाग के सहायक निदेशक ने प्रमुख व्याख्यान दिए। कार्यक्रम में प्रमुख अतिथि और किसानों की भागीदारी थी।

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KBK 05 Feb, 2025

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ନବଭାରତ Odisha Patrika - 18 Feb 2025 - 18bsrp3
epaper.navabharatnews

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नवाबड़ी विक्टर। बलंगीर।

अनुभव प्राप्त और प्रगति की कृषि में परिवर्तन का यह कार्यक्रम है। कार्यक्रम में आया परिवर्तन, महिला सरावितकरण अभियान और नवाबड़ी की पहल से मिला फायदा।

बुझू जावन घाळू जैविक पक्कड़िरे राष थाव-क्षयक

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ग्रामीण क्षेत्रों में वित्तीय जागरूकता को बढ़ावा देने लगाया मेगा साक्षरता शिविर

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बुडुला के किशान पाठशाला

बलंगीर जिले के इस ब्लॉक में आया परिवर्तन, महिला सरावितकरण अभियान और नवाबड़ी की पहल से मिला फायदा।

आर्थिक साक्षरता शिविर उरु ररु फेला

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जलवायु पारवतन, कृष आर जल प्रबंधन पर कायशाला

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‘अधपुष्पि रोकिबावे जैविक विज्ञान प्रमूख भूमिका ग्रहण करिब’

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अनुभव कृषि प्रदर्शनी पर कार्य करने पर जोर दिया जाए

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नवभारत

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Edited by: Branding and Communication Dept., MAHASHAKTI FOUNDATION

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

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