

MAHASHAKTI FOUNDATION

TRANSFORMING COMMUNITIES



INAUGURATION OF RURAL HAAT AT LANJIGARH





To boost local livelihoods and improve market access for farmers, a Rural Haat has been developed in Lanjigarh with financial support from Vedanta Limited - Aluminium Business and NABARD - National Bank for Agriculture & Rural Development. Spread over 2.5 acres of land, the Haat includes 36 shops with electrification, a vendor shed with a 500-person capacity, sanitation and drinking water facilities, a waste disposal pit, and a 150-meter connecting road. Designed as a full-fledged weekly-cum-daily market, the Rural Haat will directly benefit 500 farmers and indirectly impact 5,000 people from 50 villages by offering a platform for small and marginal farmers, SHGs, and local producers to sell their produce directly to consumers. The market is expected to strengthen the local agri-value chain by facilitating better price realization and reducing the dependency on middlemen. It also aims to encourage entrepreneurship among rural women and youth by providing a structured space for economic participation.

The Rural Haat inauguration was graced by Shri Pawar Sachin Prakash, IAS, Collector-cum-District Magistrate, and Mr. Pranab Kumar Bhattacharyya, CEO, Vedanta Limited - Aluminium Business, as the Chief Guests. Mr. Maheswar Das, DDM NABARD; Mr. SISIR TARAFDER, CSR Head - Vedanta, Mrs. Kamala Patra, Block Chairman, Lanjigarh; Mrs. Saraswati Munda, Sarpanch, Lanjigarh; Mr. Jugal Kishore Pattnayak, MD - Mahashakti Foundation; Mr. Sridhar Pesnia, President, Anchalik Bikash Parishad, attended as Guests of Honor, making the event a remarkable milestone for rural economic empowerment.

TPWODL TEAM'S FIELD VISIT

The Tata Power Western Odisha Distribution Ltd. (TPWODL) team recently conducted an extensive monitoring and verification visit to the watershed project area of Gochadengen GP in M. Rampur Block. The primary purpose of the visit was to thoroughly review on-ground progress and actively engage with key community stakeholders to assess impact, gather feedback, and ensure sustainable outcomes. During the insightful field visit, team members interacted with project staff, local community members, and volunteers, observed critical interventions such as check dams, drop structures, and plantation sites, and discussed detailed plans to maintain, strengthen, and enhance the watershed's long-term functionality and community ownership.



WADI PROJECT BOOSTS ORGANIC FARMING





The WADI team Mahashakti Foundation has significantly contributed to the success of the - National NABARD Bank Agriculture and Rural Developmentsupported TDF-WADI project in Gudvella. Strengthened community mobilization and strong relationshipbuilding efforts led to improved plant growth and higher survival rates. Farmers have started residing in their WADI fields by constructing small huts and have promoted diversified cropping with maize, banana, watermelon, pumpkin, and other intercrops. The project also initiated organic farming practices through the use of pot manure, Jeevamruta, and vermicompost, actively promoting the message of sustainable agriculture. diversified livelihood Additionally, activities such as broom binding, Badi making, and training on straw mushroom cultivation were introduced to support the overall development of the community.



ORGANIC RETAIL OUTLET INAUGURATED AT SAHASPUR

An organic retail outlet was inaugurated at Sahaspur Gram Panchayat under Maneswar Block in Sambalpur district. The outlet was officially inaugurated by Mr. Dibakar Biswal, Sarpanch of Sahaspur, in the presence of local farmers, the Agriculture Officer, Naib Sarpanch, FPO members, FFS farmers, and PRI representatives. This initiative, implemented Mahashakti bγ Foundation and supported by Tata Power Western Odisha Distribution Limited, aims to promote organic farming practices, enhance market access for rural farmers, and ensure the availability of chemical-free, healthy produce for local consumers through a reliable local supply chain. community warmly welcomed the opening of the outlet, expressing optimism that it would contribute to improved farmer incomes, better health outcomes, and foster a growing shift towards sustainable and ecofriendly agricultural practices in the region.

OFFICIALS VISIT APPLIQUE TRAINING CENTRE



Ms. Prabina Nayak, District Director of Handicrafts, along with Ms. Arpita Mohanty, Assistant Promotional Officer, visited our Applique Training Centre supported by YES FOUNDATION at Banamalipur. During their visit, they engaged with the artisans, discussing crucial aspects of the program such as the training structure, stipend support, provision of raw materials and tool kits, the promising livelihood opportunities this initiative unlocks for women artisans.





JUJOMURA PRODUCER GROUP'S MARKET SUCCESS

Collective marketing of watermelon was carried out by the Maa Jharigudi Producer Group from Dhadumunda village in Jujomura block of Sambalpur district. A total of 44 quintals of watermelon were collectively marketed at a selling price of ₹6 per kg, generating a total revenue of ₹26,400. This initiative was facilitated by the APC team of Jujomura under Mahashakti Foundation, with support from the Government of Odisha. The effort ensured better price realization for farmers and strengthened the group's capacity for collective sales and market linkage. The initiative has encouraged other farmer groups in the region to adopt similar marketing strategies and reinforced the importance of institutional support in achieving scale and profitability.

SETUP OF GOAT SHALA UNDER IVDP





Mahashakti Foundation. collaboration with **LTIMindtree** Foundation, has established three Goat Shalas in Paikmal, Gudvella, and Madanpur Rampur Blocks under the Village Integrated Development Program. Designed by Human Venture Pvt Ltd, these durable, PVC-based Goat Shalas replace traditional bamboo sheds, offering better hygiene, durability, and disease prevention. Their innovative design ensures easy waste removal, reducing mortality and improving productivity. This initiative enhances goat farming practices, boosting farmers' income and profitability.





ON SUSTAINABLE DEVELOPMENT GOALS

Project SAKHI and Shaktimayee Foundation, supported by Vedanta Limited - Aluminium Business, had the privilege of participating in the Block Training on Sustainable Development Goals organized by the District Planning & Monitoring Unit & Administration District Kalahandi. The training session was graced by Block Development Officer of Lanjigarh, as the Chief Guest and facilitated by District Planning Officer, Block Agriculture Officer & Deputy Director, DPMU. A wide range of crucial topics such as SDG localization, mapping, assessments, convergence with government schemes, and the role of civil society were discussed. The event brought together NGOs and PRI members for collaboration knowledge exchange. Visitors toured Project Sakhi implementing organization - Mahashakti Foundation's office. The event marked a significant step in aligning local efforts with global goals and reinforcing our commitment community sustainable empowerment.

SMART CLASSROOMS IN 15 SCHOOLS OF GANJAM





Mahashakti Foundation, with support from HDFC Bank Parivartan, has launched the Technology-Integrated Smart Classroom project in 15 schools -8 in Buguda and 7 in Polasara blocks of Ganjam district. This initiative aims to enhance the quality of education by incorporating technology-driven smart classrooms, fostering a more engaging and interactive learning environment. The project is expected to improve learning outcomes, increase student engagement, and strengthen teacher capacity to integrate technology into their teaching methods. The installation and fitting work for the smart classrooms has been completed, ensuring that the schools are now equipped with the necessary technological infrastructure transform the learning experience.

INTEGRATED PEST MANAGEMENT (IPM) SUPPORT







Amid the challenges posed by climate change, IPM plays a vital role in fostering climate-resilient agriculture. In this initiative, 200 farmers were assisted in adopting ecofriendly and safe methods for preparing IPM solutions with the support of HDFC Bank - Parivartan. They applied products such as neem oil, neem cake, and installed yellow and blue sticky traps along with other IPM tools on their farms. To support learning and knowledge-sharing, lead farmers organized field visits allowing peer-to-peer engagement and hands-on learning.

SCHOOL AND ANGANWADI INFRASTRUCTURE REVAMPED







Under the IVDP implemented supported by LTIMindtree Foundation, 6 Anganwadi Centres and 7 Government Upper Primary Schools across Paikmal, Gudvella, and M Rampur blocks were repaired and renovated to ensure a safer, more hygienic, and child-friendly learning environment. Extensive upgrades including building renovation, exterior painting, installation of drinking water points with RO systems, handwash points, water boring, toilet construction, fencing, and shed construction were also developed.

VISIT OF HON'BLE MEMBER OF THE 16TH FINANCE COMMISSION, GOVT. OF INDIA AT VEDANTA SKILL CENTRE



Sri Manoj Panda, Hon'ble Member of the 16th Finance Commission, Government of India, CDO- cum - EO ZP, ORMAS officials, Kalahandi visited the office of Project Adikala supported by **Vedanta Limited - Aluminium Business** at Vedanta Skill centre, Lanjigarh to witness traditional craftsmanship and livelihood initiatives of the Saura and Dhokra Artisans.





Launching of Project Chirantan's Newsletter

The Special Edition of In Focus, highlighting the work under Project Chirantan was officially launched at Bhuban, Dhenkanal in the presence of Mr. Barun Kumar, Regional Head – CSR, & Mr. Chandan Kumar Nayak, Manager CSR - HDFC Bank Parivartan.



MOU signed for Mukhyamantri Maka Mission

The Kotagarh FPO, promoted by Mahashakti Foundation, has been selected as the implementing agency for the Mukhyamantri Maka Mission in Kotagarh block. A MoU was officially signed between the CDAO of Kandhamal, and MD of Kotagarh FPO.



Visit of BDO at Kakarudrapur Art & Craft Cluster

Ms. Kasturi Swain, BDO of Balianta, visited the Kakarudrapur Art & Craft Cluster, supported by **TPCODL** and interacted with members of the Jagannath Producer Group, focusing on empowering women artisans and strengthening the cluster.

SPECIAL FOCUS - "SAMRIDDHI UTSAV"

TPCODL Samriddhi



In a concerted effort to preserve Odisha's rich legacy of handicrafts and cultural traditions while empowering its artisan communities, TPCODL, in partnership with Mahashakti Foundation, has launched the Samriddhi Project-an initiative aligned with TPCODL's community development motto, "Powering Transformation." This program aims to support artisans through skill enhancement, creative marketing strategies, and sustainable income generation institutionalizing processes that elevate both their craft and market access.

As part of this initiative, the first-ever "Samriddhi Utsav" was organized at Kala Bhoomi, Shilpi Vihar, Gandamunda, Bhubaneswar, serving as a vibrant platform to celebrate the achievements of Odisha's artisans and demonstrate the onground impact of the Samriddhi Program. The event showcased: Exhibitions of traditional crafts such as Palm Leaf engraving, Pattachitra painting, applique work, handloom weaving, Jute Products and Dhokra art, presented by over 200 artisans from districts including Khordha, Dhenkanal, Kalahandi, and Cuttack. Live artisan demonstrations and display of prototype models of training centres cum galleries, integrating the "Architecture of Care" concept inspired by Tata Power, emphasizing care, community, and craftsmanship. The launch of the Samriddhi Product Catalogue and Kala Patrika, a quarterly newsletter promoting handcrafted products and sharing stories of artisan resilience and innovation.

Interactive sessions focused on discussing the aspirations, challenges, and future opportunities for artisans, with a strong emphasis on collaborative development involving both government and private sectors.

The event saw participation from esteemed dignitaries, including: Mr. Pradeep Kumar Ghosal (CSR Head - TPCODL), Mr. Dushyant Tyagi (Chief Commercial Services - TPCODL), Mr. Narendra Nath Jha (Regional Director - TRIFED), Prof. Dr. Debashish Mahapatra (President - Mahashakti Foundation), Mr. Prashant Kumar Mahapatra (Vice Chairman - Utkalika), Mr. Himanshu Pattnaik (Business Manager - ORMAS), Mr. Ambika Prasad Nanda (CSR Head - Tata Steel Foundation, Odisha), and other notable stakeholders from institutions such as Mahashakti Foundation, Utkalika, OSAFII, Tata Strive, Youth4 Water, and Export.Other notable stakeholders represented organizations such as Mahashakti Foundation, Utkalika, OSAFII, Tata Strive, Youth4Water, and Sabat Export, all of whom engaged in meaningful dialogue on empowering artisan communities. The celebration culminated with a captivating Odissi dance performance, beautifully showcasing Odisha's cultural richness,

"Samriddhi Utsav" stands as a testament to the enduring spirit of Odisha's artisans and is a shining example of how collaboration, creativity, and convergence can drive inclusive growth, cultural pride, and economic sustainability across communities.

followed by a heartfelt vote of thanks by Ms. Rashmi Pattnaik

(TPCODL).











SUCCESS STORY







Formed on 8th March 2022, Ghasiendevi Farmer Producer Company Limited, operating in Balangir Block of Odisha, has quickly emerged as a model of farmer empowerment through collective farming, rural entrepreneurship, and sustainable agribusiness. What sets Ghasiendevi FPC apart is its inclusive approach, enabling small and marginal farmers to actively participate in value chain processes that were previously beyond their reach. With visionary leadership and strong grassroots efforts, this FPC is creating a meaningful impact in the lives of its farmer members, both economically and socially. The company has grown into a trusted platform for farmer welfare and business development. With 456 shareholder farmers, a share capital of ₹9 lakh, and an impressive business turnover of ₹85 lakh in FY 2024–25, Ghasiendevi FPC ensures timely access to quality seeds, fertilizers, and bio-inputs to farmers at fair and affordable prices. The organization's decentralized input supply system ensures last-mile delivery, reducing the dependency of farmers on external private vendors.

Output procurement activities involve the aggregation and collective marketing of agricultural produce such as potato, watermelon, onion, and tomato directly from farmers. This not only strengthens market linkages but also eliminates middlemen, ensuring fair returns for the producers. By adopting transparent pricing mechanisms, the FPC has built trust among its members, encouraging more farmers to join. Due to its efficient operations and deep engagement with the farming community, the FPC has been selected as a Community Based Organisation (CBO) under the Crop Diversification Programme (CDP) – Mega Lift Irrigation Project (MLIP) in Deogaon block of Balangir and Ulunda, BMPur of Sonepur District. This recognition underscores its credibility and potential to lead development in the region through improved cropping practices and water-use efficiency. The FPC receives support from the **Government of India**, is implemented by **NABARD - National Bank for Agriculture and Rural Development**, and mentored by Mahashakti Foundation as the Cluster-Based Business Organisation (CBBO) under the Central Sector Scheme for Formation and Promotion of 10,000 FPOs.

"We believe in empowering farmers not just as cultivators, but as stakeholders in agribusiness. Our journey is about unity, trust, and growth," says Mr. Udaya Naik, Managing Director of Ghasiendevi FPC.

As the company continues to expand its membership base, diversify its business portfolio, and introduce new services like farm mechanization, Ghasiendevi FPC is paving the way for a vibrant, self-reliant, and sustainable farming community in western Odisha. Its journey serves as an inspiring example of how grassroots institutions, when nurtured with the right mentorship and ecosystem support, can transform the rural economy from the ground up.

EVENT SNAPSHOTS

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



Saura artisans of Project Adikala supported by Vedanta, recently undertook a two-day exposure visit aimed at enhancing their skills.



On the occasion of Tata Volunteering Week, Project Adhikaar organized an awareness camp in Pipalapadar Village, Daspalla.



1,600 kg of Jhain Moong seeds were distributed to 200 farmers for cultivating 200 acres of land at Bhuban and Kankadahada blocks, Dhenkanal.



A stakeholder meeting for the NABARD-supported CSS project was held at Harishankar Bhawan, Sub-Collector Office, Patnagarh.



Samrudha Krushak Producer Company Ltd has successfully initiated onion marketing during the Rabi season.



2 check dams and 4 drop structures have been constructed to enhance water resource management at M Rampur with the support of TPWODL.

MEDIA HIGHLIGHTS

Samriddhi Utsav celebrates Odisha's

Bhubaneswar, April 27: The Samriddhi Utsav, held at Kala Bhoomi, here Sunday, celebrat-ed Odisha's rich handicraft her-itage, bringing together over 200 artisans.

0 artisans. Organised by the Mahashakti Organised by the Mahashakit Organised by the Mahashakit Organised by the Mahashakit PeCODI, the event showcased traditional crafts including traditional crafts including Palm Leaf Engraving, Pathern Control of the Co



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केले की खेती को बढ़ावा देने आधुनिक तकनीक का इस्तेमाल

The farmer producer group provided farmers with quality planting materials, organic fertilisers, training, and marketing support, significantly improving both produce quality and market value. With assistance from NABARD and the Government of India,

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और ताजा सब्जी बिक्री केन्द्र के माध्यम ण किसानों बनाया जाएगा सशक्त

प्रा किस्तानों बनाया जाएगा सशक्त कुथवार को मानेश्वर स्थित के अंतर्गत सामग्र पंचारत में एक ए आउटलेट का उत्थानन किया गया अउटलेट का आर्थकरिक हमाएं के सरपंच दिखार किया गया अउटलेट का आर्थकरिक हमाएं के सरपंच एक्टना में स्थान कुंच उत्थानकर्ता का एक्योजे अस्तान्त्री, एक्टना के स्थान, कुंच उत्थानकर्ता को रूपातां को उप्योग्धरी में किया गया पहल टीमीड रूपानीक्री को रूपातां को उप्योग्धरी में किया गया पहल टीमीड रूपानीक्री होता है. हमा बातां के लिए बातार पूर्व को मजबूत हमने और आर्थान प्रभावनाओं को संदित्यात प्रथान स्थान के उत्थान हमने और आर्थानक को गई है। को परिवादा प्रथान स्थान के स्थान स्थानिक का का गया, उन्होंने किस्तानों को संयोग्धर करते और अउटलेट के स्थानीय नेकारों में पहला को संयोग्ध निधारी के स्थानीक्ष को संयोग्धर करते में महत्यापुर्ण प्रथान निधारी हमा निधा है। स्थानीय नेकारों में पहला का स्थान किया, उन्मीर जातां कि इस्सो अध्या बढ़ीओं और क्षेत्र में प्रकार प्रथान निधारी हमारे

नवभारत 🚟

प्रकृतिमाता और घसिएनदेवी एफपीसी ने दिखाया किसानों को आत्मनिर्भरता का मार्ग

बलांगीर जिले की एफपीसी बने ग्रामीण कृषि व्यापार की प्रेरणा

नेतृत्व के तित्त् सम्मनित्त क्रिया गया। घसिस्पनदेवी एम्फ्पिसी: खेती को बना रही है क्यवसायिक सफलता की कहानी एमडी उदन तफक के कुलल प्रकंपन में 456 किस्तनों के साथ खा को शेखर पूर्वों और 85 वेबर हासिल कर चुकी है।

भ्यापा एक्सा के स्थाप के साथ है एक्स । संभी की तारिक्षा में में मान, जो का तारिक्ष मान मान कर किया है कि स्थाप के स्था के स्थाप के स्थाप के स्थाप के स्थाप के स्थाप के स्थाप के स्थाप

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ally renowned for its rich heritage of handicrafts & cultural traditions ভিচাৰং নি। এই তৰিভাষাতিৰ

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नविभारत १००० १४००

KBK 05 Apr, 2025 Q Q ର୍ତ୍ତାମ ପାହାଡ଼ିରେ କ୍ରେତା ବିକ୍ରେତା ସମ୍ମିଳନୀ

ପର୍ଜ୍ଦି ସିମେଶ ତିଥିବ ଶିଷରେ ସେନ୍ନ କରଯେଇ । ଅଞ୍ଚଳତ ବସ୍ତାପ୍ତର କରଯାଇଥି । ଏହି ହାଟ ହ

କଳାହାଣ୍ଡି-ନୂଆପଡ଼ା

ପଞ୍ଚାୟତକୁ ହସ୍ତାନ୍ତର ହେଲା ୩୬ ଦୋକାନ



• ମଞ୍ଚାୟରର ଚିଳସ ୨ ୫ ଏକର ପରିମିତ ଅଞ୍ଚଳରେ ପ୍ରକଳ୍ପ କାର୍ଯ୍ୟକାରୀ ହୋଇଛି • ପୈରିକ ଚଳାର ମାଇଁ

ବିଦ୍ୟୁତ ଓ ଆଲୋକ ବ୍ୟବସ୍ଥା କରାଯାଇଛି ବ୍ୟବସାଯାଙ୍କ ବସିବା ପାଇଁ ସିମେଣ ପିଣି ଓ ଟିଶରେ ସେହ କରାଯାଇଛି

 ମହିଳା ସ୍ୱୟଂ ସହାୟକ ଗୋଷ୍ପ ମଧା ସେମାନଙ୍କ ମାମଗୀ ବିକ୍ରିର ପୁଯୋଗ ରହିଛି

ାନ୍ତର 'ପରିଚୟ' କାର୍ଯ୍ୟକ୍ମ

at Samriddhi Utsav

ବେଦାନ୍ତ ଆଲୁମିନିୟମ ମହିଳା ସଶଲ୍ଭୀକରଣ ଏବଂ କଳାହାଞ୍ଚିର ସମୃଦ୍ଧ ସାଂସ୍କୃତିକ ଚିତ୍ରକଳାର ଜୀବନ୍ତ ଉତ୍ସବ 'ପରିଚୟ' ଆୟୋଜନ



ମନୋଭାବକୁ ପାଳନ କରୁଥିବା ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ୬୦ଟି ଗାଁରୁ ୨୦୦୦ରୁ ଅଧିକ ମହିଳା ଯୋଗ ଦେଇଥିଲେ । ମହିଳା ସଶଲ୍ଭୀକରଣ ପାଇଁ ଉତ୍ସର୍ଗୀକୃତ ମାସେ ବ୍ୟାପୀ ଉତ୍ସବର କରିଥିଲା । ଗାମୀଣ ଓଡ଼ିଶାର ମହିଳାମାନଙ୍କ ଡାଦ୍ୟମିତା ପରିସମାସ୍କି ଥିଲା 'ପରିଚୟ'। ଏହି ଅବସରରେ ବେଦାର

ଆଲୁମିନା ବ୍ୟବସାୟର ସିଇଓ ପ୍ରଣବ କୁମାର ଭଟ୍ଟାଚାର୍ଯ୍ୟ କହିଥିଲେ, ସମାବେଶୀ ବିକାଶର କେଦ୍ୱରେ ରହିଛନ୍ତି ମହିଳା ଆମର ମହିଳା ସଶଲ୍ଭୀକରଣ ପ୍ରକଲ୍-ସଖୀ ମାଧ୍ୟମରେ, ଆମେ ସମଗ୍ର କଳାହାଞ୍ଜିରେ ୫୦୦୦ରୁ ଅଧିକ ମହିଳାଙ୍କୁ ସଶକ୍ତ କରି, ସାନୀୟ ଉଦ୍ୟୋଗିକୁ ସହାୟତା କରି ଏବଂ ସାମାଜିକ ତଥା ଆର୍ଥିକ ସ୍ୱାଧୀନତାକୁ ସକ୍ଷମ କରି ଗବିତା 'ପରିଚୟ' ହେଉଛି ସେମାନଙ୍କ ଉତ୍ସାହ ଏବଂ ସଫଳତା କାହାଣୀର ଏକ ଉତ୍ସବ

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