

ACT TO IMPACT

SHAKTI
ORGANISATION ♦
June 2025



MONTHLY NEWSLETTER



Small steps in the right direction can lead to big changes over time.



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Senior Citizens Welfare

OLD AGE HOME

MATRUSHAKTI

SHAKTI



International Yoga Day

Shakti and Matrushakti Senior Citizens Home managed by Shakti Organisation conducted a special yoga session to celebrate international yoga day with 50+ Inmates.

The session focused on enhancing flexibility, joint mobility, and breathing through gentle movements.

Elders participated with enthusiasm, showing that aging is not a barrier to wellness or joy. Their energy and smiles reflected how yoga can empower graceful, active, and connected living. Experiencing reduced stress, improved relaxation, and a sense of community.

Expert Psychologists visit - helps Seniors stay mentally active

At Shakti Old Age Home, we have recognized that **mental well-being** is just as important as physical health. As individuals age, they gain wisdom—but they may also face **emotional** and **psychological challenges** that require special care.

To support this need, we have introduced a dedicated Mental Health Program for our all 75 senior residents. ❤️

Our team of expert psychologists has provided:

- 🧑🏻‍🦱 **Personalized counseling and emotional support**
- 👥 **Group therapy sessions that foster social connection**
- 🧠 **Mental exercises designed to keep the mind active and sharp**

We have created a space where aging has become more empowering, supported, and emotionally fulfilling.





A Kind Gesture from VridhCare Foundation

SHAKTI happy to share that VridhCare Foundation has supported Shakti Old Age Home by donating adult diapers for our residents. 🏠💙



This thoughtful act has helped us provide greater comfort and dignity to our elders. Every small gesture adds up—and with the support of partners like VridhCare, we've continued to create a compassionate, respectful space for seniors.

Donations for Our Senior Citizens

Once again, thank you to all our donors for your kindness and support. Together, we can continue to provide a nurturing and caring environment for our senior citizens.

Your support brings smiles, comfort, and joy to our elders



Join us in making a difference



Community Health Care

Maternity Waiting Home







Shakti Maternity Home **admitted a total of 46 women**, including new and continuing mothers. We provide a nurturing and safe environment where expectant and new mothers receive comprehensive care — from regular **health check-ups** and **prenatal classes** to **nutritional counselling** and **emotional support**. Our facility is equipped with experienced medical professionals and emergency care services, ensuring the health and well-being of both mothers and their babies remains our top priority.

Pre School Nutrition Programme

As part of our Pre-School Nutrition & Education Program, **supported by Jiv Daya Foundation**, Shakti Organisation distributed essential winter materials to **120 children in Ramanaguda Block**, Rayagada District, Odisha.

We provided:

-  120 winter jackets
-  120 Pairs of Shoes
-  240 Pairs of Socks
-  120 T-Shirts
-  120 Track Pants

This initiative brought warmth and smiles to children, reinforcing our mission to create safe, nurturing spaces for every child.



Women Empowerment

MPOWERED Project - Stakeholders' Meeting

Shakti Organisation, in collaboration with Trickle Up India Foundation, hosted a **Stakeholders' Meeting** at its Ramanguda Block office, Odisha. The session aimed to explore opportunities, promote convergence, and strengthen the ecosystem supporting women's empowerment.

Key discussions focused on enhancing **literacy**, **promoting self-reliance**, and **encouraging entrepreneurship** among rural women. Stakeholders collaborated on strategies to align efforts and resources for greater impact.



Through this initiative, Shakti continues to empower women with skills, knowledge, and encouraging convergence between government schemes, NGOs, and community efforts, enabling them to become leaders and changemakers in their communities.

MPOWERED Project - Chicks Distribution

Under the **Mpowered Project**, Shakti Organisation distributed 230 chicks to 23 **Self-Help Groups (SHGs)**—with each group receiving 10 chicks along with practical training in poultry farming. This initiative aims to promote income generation and self-sufficiency at the grassroots level.



Recognizing the role of SHGs in driving local development, the Shakti team also offered guidance on **backward** and **forward linkages**, helping members understand market dynamics, manage supply chains, and explore future business opportunities. Through this holistic support model, SHGs are now moving toward financial independence, improving household well-being, and building confidence as local entrepreneurs.

MPOWERED Project - Tamarind Businesses



Under Shakti Organisation's **Mpowered Project**, **women-led SHGs** in Ramnaguda Block, Rayagada District of Odisha — have transformed traditional tamarind collection into a **profitable and sustainable enterprise**. Equipped with training and structured support, these women now oversee the entire value chain—from **collection and processing to packaging and market sales**—with confidence and skill.

This inspiring initiative highlights the power of grassroots entrepreneurship and **women's leadership in driving economic resilience** and lasting community transformation.



Livelihoods Promotion

Odisha Millet Mission - Millets Harvested Across Kharif 2024–25 Farms

In the 2024–25 Kharif season, over **2,000 quintals of millets** were successfully harvested across 8 Gram Panchayats in the Ramanaguda block of Rayagada.



This milestone made possible through collective mobilisation and on-ground interventions led by Shakti Organisation. Partnering with **354 small and marginal farmers**, the initiative introduced:

- Improved cultivation practices
- Participatory seed trials
- Fair procurement support through a local Farmer Producer Organisation (FPO)

Impact at a Glance:

- ✓ Revival of millet cultivation in tribal communities
- ✓ Enhanced nutritional security and climate resilience
- ✓ Boost in household incomes
- ✓ Increased farmer confidence and community engagement

Odisha Millet Mission - Kharif 2025 with Millet Revival Efforts on Akshaya Tritiya

On the auspicious occasion of Akshaya Tritiya, Shakti Organisation launched the Kharif 2025 agricultural season by initiating **nursery bed preparation** and ragi (finger millet) **sowing demonstrations** under the Shree Anna Abhiyan Project in Ramanaguda block, Rayagada.

Trained Community Resource Persons (CRPs) led hands-on demonstrations on nursery bed preparation and sowing across villages like Tumbakana, Badabangi, Omading, and Kalamguda, engaging local farmers directly in the process. These efforts not only encouraged the adoption of improved techniques but also provided crucial support through quality seed distribution, practical training, and market linkage facilitation.





Rice Fallow Land Management Project

Shakti Organisation, in partnership with CDAO Koraput, Rice-Fallow Programme in Rabi 2024–25, brought 6,500 hectares of fallow land under cultivation, engaging 7,342 small and marginal farmers across 14 tribal blocks of Koraput.

- 2,320 quintals of quality seeds were distributed, supporting the cultivation of green gram, black gram, lentil, and Bengal gram.
- 100% of participating farmers adopted bio-inputs and pest management tools, including 40,000 pheromone traps and 6,500 light traps, ensuring healthy, high-yield crops.
- The initiative led to increased cropping intensity, improved household income, and reduced seasonal migration, while also enhancing soil fertility and promoting climate-resilient farming.



Over 40% of the participating farmers were women, actively engaged in training, seed management, and on-field cultivation.

Their involvement not only boosted household income but also strengthened women's role in decision-making and sustainable farming.

Other Community Empowerment Initiatives



Tobacco Control Program (NTCP)

In a strong step towards promoting public health, Shakti Organisation, in collaboration with Zilla Swasthya Samiti, Rayagada, successfully conducted a one-day training program under the National Tobacco Control Program (NTCP). Held at the Gunupur Block Conference Hall, the event brought together Sarpanches and Naib Sarpanches of Gunupur Panchayat Samiti to strengthen grassroots leadership in tobacco control.

The training focused on:

- 🚭 Understanding tobacco control policies
- 👏 Community engagement for awareness
- ⚠️ Recognizing the harmful effects of tobacco use

Dr. Mamata Choudhury, District Public Health Officer, highlighted the vital role of Gram Panchayats in driving tobacco-free initiatives. The session concluded with Sarpanches pledging to promote tobacco-free practices in their villages—reinforcing Shakti Organisation's commitment to empowering local leaders for a healthier future.



End Filaria Campaign

With support from the **National Health Mission (NHM)**, Shakti Organisation has kicked off a **40-day awareness campaign** in Rayagada Block to fight Filariasis, a mosquito-borne disease still affecting many.

Key Focus Areas:

- ✓ Educating communities on prevention
- ✓ Promoting Mass Drug Administration (MDA)
- ✓ Encouraging early detection and treatment
- ✓ Spreading mosquito control practices

On-ground Impact:

- 📁 Door-to-door outreach
- 👥 Interactive awareness sessions
- 🏠 Reaching households across the block to build a healthier, **filaria-free future**

Together, we're stepping closer to an **#EndToFilaria** in Rayagada!



Cloth For Work

In Ramnaguda Block, communities are becoming active agents of change. Women from underprivileged backgrounds have come together to clean canals and drains—tackling local issues through collective effort.

Shakti Organisation, in partnership with Goonj, is amplifying this spirit by channeling urban surplus—especially clothing. Through Goonj's "Cloth for Work" model, materials are not just donated, but earned through community service, restoring dignity and ownership.

The impact?

- ✓ Over 100 women engaged
- ✓ Healthier, cleaner local environments
- ✓ Strengthened community bonds and self-reliance

This initiative proves that when resources meet local resolve, transformation follows.



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New Programs Initiated

Community Mental Health Programme



The Community Mental Health Programme (CMHP), led by **Shakti Organisation** in partnership with **The Live Love Laugh Foundation**, aims to strengthen rural mental health systems through awareness, access to services, and rights-based approaches in Rayagada district to ensure sustainabil-

ity and rights-based support for mental health care.

For 2025–26, the key targets include identifying and supporting 1000 Persons With Mental Illness (PWMI) across Rayagada Block, and Kashipur Block. The plan includes facilitating regular OPD services, ensuring referrals and follow-up treatments, and engaging at least 100 stakeholders in capacity-building sessions.



Additionally, the program will conduct a minimum of 48 awareness events (street plays, campaigns) and ensure psychosocial support through home visits and community engagement. Data documentation and advocacy for policy-level inclusion will be continued to ensure sustainability and rights-based support for mental health care.

78 Shakti Field Staffs Now Covered Under FLIP Health Insurance

Shakti Organisation is proud to take a major stride in safeguarding the health and dignity of its frontline team. In collaboration with the **National Foundation for India (NFI)** under their **Frontliners Health Insurance Program (FLIP)**, 78 of our field team members are now enrolled under a comprehensive health insurance scheme.

This initiative ensures:

- ✓ ₹3 lakh annual health coverage
- ✓ Maternity benefits
- ✓ Additional protections for critical health needs

NFI has generously sponsored the **entire premium of ₹4,500 per person**, highlighting their deep commitment to protecting frontline workers. The health insurance is backed by **The Oriental Insurance Co. Ltd.**, making it a robust safety net for our grassroots team.



Case Study



Mohamad Kusulia, a young boy from Nirgundi village in Rayagada, grew up watching his parents struggle every single day. His father, a daily wage labourer, and his mother, a homemaker, did everything they could—but with an annual income of just ₹48,000, life was a constant battle for basic needs.

School was 7 km away with no proper transport. Some days, Mohamad walked the entire stretch barefoot. He couldn't afford notebooks, meals were uncertain, and dreams felt too expensive to even imagine.

But everything changed when **Shakti Balashram** stepped in.

Here, Mohamad found more than just education. He found a home. He received school materials, regular meals, coaching, care, and most importantly—hope. In a place where he was once just surviving, he started living, learning, and dreaming.

Today, Mohamad stands tall in Class 10, determined to become a teacher. His eyes now hold dreams bigger than his village—and that's all because someone believed in him.

“I don't just want to change my life,” he says with quiet courage, “I want to light the way for others like me.”

Shakti didn't just support a child; they rewrote his future—with love, dignity, and endless belief.

Thank you for reading!

Connecting with Us is the First Step Towards Change

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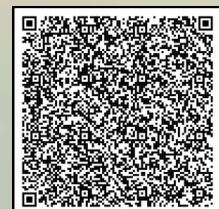
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