

Annual Report

2022-23



MANAVA ADHIKAR SEVA SAMITI

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Message from the Chief Functionary

We are pleased to present the Annual Report for the fiscal year 2023-24, showcasing the impactful programs and initiatives led by the Manava Adhikar Seva Samiti (MASS). This comprehensive report not only outlines our strategic shifts and priorities but also highlights our ability to expand and sustain operations in diverse geographic regions.

Recognizing the challenges faced by marginalized communities, MASS has actively prioritized and championed sustainable livelihoods, working towards improving the income of forest fringe-dwelling communities, migrant workers, weavers, and other vulnerable groups through collaborative planning.

Looking ahead, we aim to reach new heights by strategically positioning ourselves to address systemic challenges and barriers. Our commitment is to pave the way for democratic and participatory approaches that empower underprivileged communities and key stakeholders both socially and economically.

We would like to express our heartfelt gratitude to our generous donors. None of our achievements would have been possible without their invaluable.

We also extend our thanks to the Block and District Administration, Networking CSOs, our esteemed Board Members, stakeholders, and well-wishers for their unwavering support and trust in our efforts to drive positive change and create meaningful impact.

Chittaranjan Hota

Secretary



MASS Awarded as PRAKRUTI MITRA from Government of Odisha

Vision, Mission and Core Value

VISION

A society where communities are empowered enough to analyse their own problems, assess their own needs, strengths, and prospects (avenues), fix/plan their own developmental goals and are equally capable of acting towards attaining these goals in self-sustaining ways to live a dignified life of their own.

MISSION

To dedicate itself as a facilitating institution in the development of the downtrodden masses to develop their socio-economic and cultural condition through facilitation of participatory Research, Training, Networking, Advocacy and Action Initiatives both at the grassroots and at a broader level.

VALUE

Transformation Integrity Diversity Excellence Equality

About the Organization

Manava Adhikar Seva Samiti (MASS) is a dedicated non-profit organization committed to creating positive social and economic change for marginalized communities. Established with a vision to uplift and empower those on the fringes of society, MASS actively engages in impactful programs and initiatives.

MASS stands as a well-known community-based humanitarian organization dedicated to combating poverty and social injustice. With an unwavering dedication to effecting enduring change, MASS places particular emphasis on empowering scheduled tribes, scheduled castes, women, children, and vulnerable youths. This strategic focus, honed over three decades of experience, underscores the organization's insight that the empowerment of these groups resonates positively across entire communities.

MASS's approach is rooted in a deep understanding of the complexities of poverty and social injustice. Through collaborative efforts and strategic alliances, the organization works tirelessly to address the unique challenges faced by marginalized communities.

LEGAL STATUS:

- SRA Registration number & date: 1898-249 of 1988-89
- Date of Registration: 03.11.1988
- FCRA Registration: Registered under FCRA dated 29.07.1991 bearing No: 105060032
- Registration under Income Tax: Registered under 12A & 80G of Income Tax Act.
- CSR-1 registration from the Ministry of Corporate Affairs
- PAN No. AAAAM2540E
- TAN No. BBNM02201D
- NITI Ayog (NGO DARPAN) UID OR/2017/0161384

Our Outreach

Operating in the states of Odisha and Chhattisgarh, MASS has a far-reaching impact, touching the lives of over 25,000 households. The organization's ability to consistently reach and uplift such a significant number of people is not attributed to a magic formula but rather to its wealth of experience, strong partnerships, and a well-defined strategy.

Currently, MASS operates in two states, namely Odisha and Chhattisgarh. In Odisha, the organization spans seven districts, including Bargarh, Sambalpur, Bolangir, Nuapada, Sundargarh, Jharsuguda, Rayagada, and Kalahandi. In Chhattisgarh, the coverage extends to two districts, Jahingir Chamap and Raipur.



(Map of India)

STATES

- 02

DISTRICTS

- 07

BLOCKS

- 28

HOUSEHOLDS

- 25000+

Our Thematic Developmental Areas

1. Livelihood Promotion:

- Promotion of sustainable agriculture and allied activities.
- Promotion for organic farming practices.
- Establishment of village seed banks to ensure seed security.
- Implementation of crop diversification strategies for enhanced agricultural resilience.
- Natural Resource Management (NRM) initiatives for sustainable resource utilization.
- Facilitation of access to forest rights under the Forest Rights Act 2006, ensuring community empowerment and conservation.
- Demonstration, experiments, and innovation for sustainable agriculture practice.

2. Water, Sanitation, and Hygiene (WASH) Promotion:

- Implementation of comprehensive WASH programs to ensure access to clean water and sanitation facilities.
- Promotion of hygiene practices within communities for improved health outcomes.
- Celebration of Swachhata/ Sanitation events for the promotion of hygienic practice in rural people.

3. Community Healthcare Interventions:

- Provision of healthcare services tailored to the specific needs of the community.
- Health education and awareness programs to promote preventive healthcare practices.
- Advocacy for healthcare infrastructure development for better accessibility.
- Completed public Campaign for life security through health, road safety and skill-building events.

4. Right to Education and Child Protection:

- Advocacy for and implementation of the Right to Education Act to ensure access to quality education for all.
- Child protection initiatives to safeguard the rights and well-being of children within the community.
- Regular intervention with SMC to control dropouts of girl children in our rural pocket.

5. Safe Migration Services Program:

- Development and implementation of programs to address challenges related to migration.
- Support services for migrants, including skill development and social integration programs.
- Promotion of Seasonal hostels to check dropout of migrant children and provide regular education, facilities created hope among children

6. Capacity Building Training with Life Skill Integration:

- Conduct training programs aimed at enhancing the skills and capacities of community members.
- Integration of life skills education to empower individuals in making informed decisions and navigating various aspects of life effectively.
- Campaigns, road shows, and competitions among different stakeholders derived changes in life in multiple stages.

7. Sustainable Agriculture:

Emphasizing the promotion of sustainable agriculture practices to ensure long-term environmental health and food security. Ensured use of forest resources, cultivation of land, improvement of livestock, and ensured linkage of Govt provisions and facilities which built faith among villagers.

8. Promotion of Local Self-Governance:

Implementing initiatives that empower local communities and strengthen self-governance structures for more effective and responsive decision-making. Regularised their practices and increased the importance of the last village and last person development.

9. Road Safety and Disaster Management:

Creating awareness programs to educate communities on road safety measures and disaster preparedness, fostering a culture of resilience and safety. Allotted students and provided inputs on how to avoid the situation.

10. Clean Energy (Solar):

Focusing efforts on harnessing solar energy as a key component of our commitment to clean energy solutions, aiming to reduce environmental impact and promote sustainable power sources.

Major Activities & Impact :2022-23

Sustainable Livelihood Enhancement Project Supported by SCCF

The Sustainable Livelihood Enhancement project, generously supported by Secours Catholique Caritas France (SCCF), is dedicated to uplifting Tribal and Marginalized Communities in the remote villages of Bargarh and Sambalpur Districts in the Odisha Province. SCCF's ongoing commitment to the welfare of rural communities underscores their dedication to fostering positive change for the rural poor. Through this initiative, we aim to create lasting improvements in livelihoods, ensuring sustainability and empowerment within these marginalized communities.

ACTIVITIES & OUTCOMES:

Activities	Outcomes
Celebration of Special Days	• 211 women participated in Women's Day programs. • Assurance of social security schemes for many women. • Support for women in NTFP procurement. • Assurance of financial support for SHG groups. • Massive plantation work providing employment opportunities. • Events like Daman, Environment Day, Water Day, Road Safety Week, etc. which allowed for ensuring relationships and partnerships among different stakeholders for the development of rural tribal areas.
Training on Organic Integrated Farming:	• 120 farmers practicing organic cultivation. • 167 families involved in off-farm activities (Animal husbandry). • 86 families engaged in micro-business. • Support to poor farmers for organic agricultural practices.

Agro-Entrepreneurship Training:	• 78 people trained as agro-entrepreneurs. • 50 women trained in beekeeping, 16 in mushroom cultivation. • Direct support to agro-entrepreneurs for business establishment.
Alternative Livelihood Opportunities:	• 10 new women started goat rearing. • 187 women engaged in off-farm businesses. • Capital support for various income-generating activities. • 22 women are now employed through cup plate making regularly in their villages
Pasu Mitra Creation (Animal Husbandry Volunteers):	• 42 volunteers trained for goat treatment. • Significant reduction in goat mortality.
Quality Seeds Procurement and Demonstration:	• 207 farmers practicing mixed farming. • Nursery rise in center supporting 257 kitchen gardens. • Formation of new seed banks and strengthening existing ones. • 83 vegetable gardens have been providing family income
Demonstration Cum Information Centers:	• 510 beneficiaries took plants from the nursery. • Development of three Demonstration Cum Information Centers.
Horticulture Garden Promotion:	• 66 farmers developed horticulture gardens. • Subsidies and support for various agricultural tools.
Policy and Program Awareness:	• Enrollment of farmers under Kalia scheme. • Distribution of policy papers and materials to 20,000 farmers.
Direct Cash Support during COVID:	• 75 people involved in IGP activities. • 150 people started IGP activities.
Reducing Vulnerability through Govt. Schemes:	• 26 families linked to various government schemes.
Forest Rights Committee Empowerment:	• Training and meetings for FRC members. • Formation of Forest Management Committees. • Developed biodiversity committees in Panchayats.
Capacity Building:	• Training on technology use for mapping. • Formation of 21 Forest Management Committees.

Networks and Advocacy:	• Formation of four forest committee networks. • Meetings for claim submission and entitlement process.
Livelihood Workshops:	• 107 families linked with government schemes. • Workshops on entitlements and schemes. • Regularised different issues on Govt. provisions and programmes
SHG and Farmer Empowerment:	• Networking with financial institutions. • Cluster meetings and SHG melas for empowerment
Community Health Initiatives:	• Meetings with health personnel. • Campaigns on health issues. • Fair cum annual planning meetings for knowledge exchange.
SHG Melas and Village Development Plans:	• SHG melas demonstrating capacity and empowerment. • Preparation of 15 Village Development Plans.



Forest Rights and Natural Resource Management

MASS has been dedicatedly collaborating with local communities since the 1990s to encourage the transition from private occupancy to communal property for collective benefits, focusing on the restoration and improvement of the natural resource base in operational districts.

BENEFITS:

- Farmers have reaped benefits through horticulture, vegetable cultivation, seed banks, and vermicomposting activities.
- Groundwater levels were monitored around 500 wells during the pre-monsoon and post-monsoon periods in Bargarh and Sambalpur districts.
- Forest regeneration covered 70 hectares, with 80% on common land, and watersheds developed in two sites spanning 18 hectares.
- Massive plantation work under MGNREGA involved 300 job card holders in the forest area.
- Awareness programs, workshops, and training sessions led to more than 150 villages filing CFR claims in Sambalpur and Bargarh districts.
- Linking government programs, 56 people from 40 villages dug farm ponds and water wells, transforming 73 acres of wasteland into horticulture gardens. Spent 80 lakhs to develop forest resources for climate change mitigation under MGNREGA. Ensured more than 80% pension to eligible beneficiaries. Linked 7 groups to form income activities.
- Farmers are being prepared for natural farming, sourcing all manure from trees.

Community Forest Action:

In adherence to the Forest Rights Act 2006, MASS mobilized 138 forest villages in four blocks (Jharbandh, Paikmal, Padampur, Ambabhana) to claim community forest rights. After preparing claim files and verification, 138 CFR claims were submitted under WEO in respective blocks. The continuous protection efforts led to the declaration of Gandhamardan as the 3rd Biodiversity Heritage by the Odisha Government.

Collaboration to Prevent Forest Fires:

Collaborating with the forest department, MASS conducted sensitization programs in Gandhamardan's foothill villages, leading to the formation of fire volunteers and the successful prevention of forest fires in the area.

Community Forest Rights:

- Despite Forest Rights Act 2006 implementation, delays persist in identifying and allocating individual and common forest rights.
- MASS and local communities value common benefits, initiating efforts to secure Community Forest Rights (CFR) under the Forest Rights Act (FRA).
- 120 CFR claims deposited in SDLC, with 10 sent to DLC, and 10 Forest Management Committees (CFRMC) formed for improved forest management.
- Formation of two FRC networks advocating CFR claims in the region.
- Efforts to reduce forest fires through awareness, capacity building, and on-the-spot actions.

Crop Diversification Programme under the Mega Lift Irrigation Project (CDP-MLIP)

STEERING CDP-MLIP AS FACILITATING AGENCY (FA):

As the Facilitating Agency (FA), MASS spearheaded the implementation of the Crop Diversification Programme under the Mega Lift Irrigation Project (CDP-MLIP), supported by the Department of Agriculture and Farmers Empowerment, Government of Odisha. This program is a pivotal initiative designed to promote sustainable agriculture and facilitate the shift from paddy to non-paddy crops, with a specific emphasis on pulses, oilseeds, and horticultural crops in upland/medium land areas during the Kharif season. The focus extends to regions benefiting from Mega Lift Irrigation Projects, with an overarching goal of enhancing soil health and fostering cluster-based promotion of post-harvest activities, primary processing, value addition, and marketing.

This collaborative effort is channelized through Community-Based Organizations (CBOs) such as Self-Help Groups (SHGs) and Farmer Producer Organizations (FPOs) to ensure higher income generation and the seamless inclusion of non-paddy crop produce in various Government schemes. For our project intervention, the designated areas in Cluster I, specifically Rampella I of Rengali, and Dhankauda block in Sambalpur district, have been entrusted to us.

Block	Gram Panchayat	Village	Nature
Rengali	Salad	Nuarampella	Existing
	Rengali	Rengali	
	Jangla	Jangla	
	Katarbaga	Katarbaga	
		Brahmanipali	Peripheral
	Nisanbhanga	Babuchakuli	
		Nisanbhanga	
Dhankauda		Jharmunda	
	Bumaloi	Bumaloi	
	Kilasama	Kilasama	Peripheral

As a facilitating agency, MASS plays a pivotal role in:

- Community mobilization
- Training and capacity building
- Coordination with stakeholders
- Monitoring and evaluation
- Resource allocation (financial and technical)



(Mobilization of SHGs for CBO formation)

Achievements

As of today, our dedicated efforts within the CDP-MLIP have resulted in significant achievements, quantifying the positive impact we have made in the targeted communities.

- Farmers Mobilized – 354 nos.
- Crop Coverage – 380 Ha
- CBO Mobilized – 4 nos.

Farmers Mobilized:

Successfully mobilized 354 farmers in the targeted villages, fostering increased participation and engagement in diversified crop cultivation practices.

Crop Coverage:

The notable progress in the designated area can be observed in the following table:

Green gram (moong)	75ha	Groundnut	20ha
Black gram (biri)	50ha	Sesame (til)	12ha
Red gram (arhar)	29ha	Maize	10ha
		Vegetable	224ha
Total	154ha		226ha

CBOs Mobilized:

Successfully mobilized 4 Community-Based Organizations (CBOs) to establish the following units in the ayacut area. These units operate in collaboration with our guidance and undergo continuous monitoring for effective functioning and sustainable impact.

Name of CBOs Unit	Name of CBO	Function
Bio-input Production Unit	Bhatli Farmer Producer Co. Ltd, Rengali	Preparation of locally prepared bio inputs to farmers
Custom Hiring Centre	Maa Tarini SHG, Bandhtikra	Supply farm machineries ,implements and equipments to the farmers on hiring basis
Post-Harvest and Primary Processing	Bhagyalaxmi SHG, Katarbaga	Post-harvest and primary processing, packhouse and value addition
Aggregation and Marketing	Sai SHG, Jangla	Establish marketing linkage, procurement centre and sale in the market

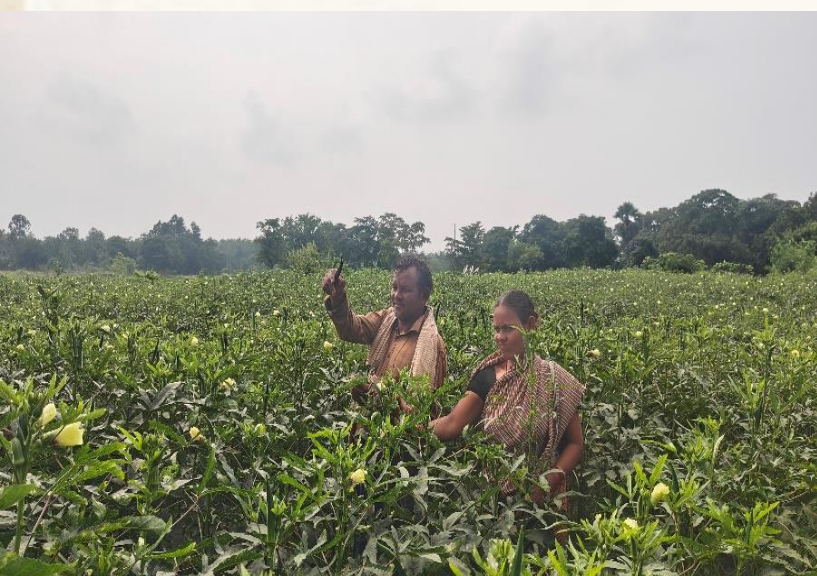


Photo Showing Reaping the Outcomes of Thriving Vegetable Cultivation by Farmers



Implementing ITC's Agriculture Development Programme in NITI Aayog's Aspirational Districts

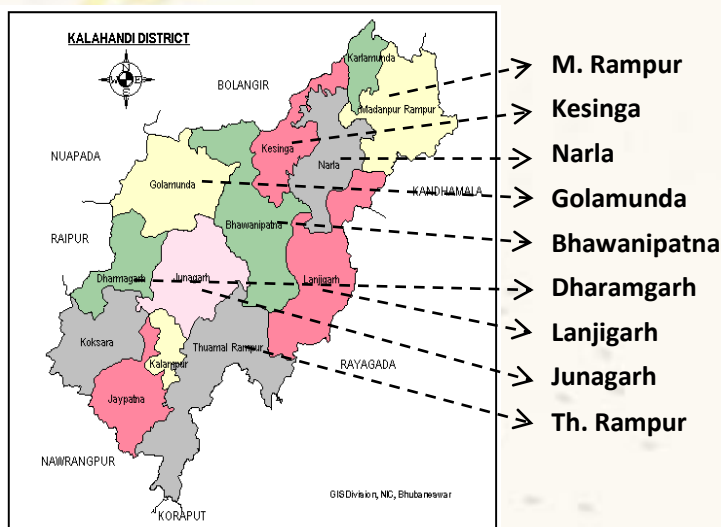
Introduction:

MASS in Odisha's Kalahandi and Rayagada districts, aligns with the NITI Aayog and ITC Ltd. partnership Aspirational Districts Programme to localize Sustainable Development Goals. The project aims to systematically disseminate information to farmers, consolidating resources and services. In the initial phase, the focus is on providing farmers with a Standard Package of Practice, reducing production costs, and increasing crop productivity to elevate rural household income.

Project Goal :

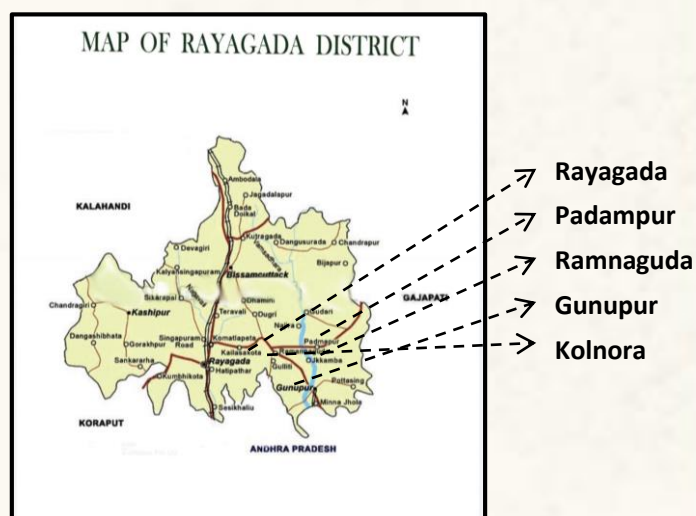
To develop capacities of block level agriculture officials (MTs) and GP level agriculture extension officials (VRPs) of each of the district in-domain knowledge and training techniques in the area of - standard package of practices of major grown crops in the district to cascade farmers training at village level with an aim to Increase net returns from farming through reduction in costs of production and increasing productivity of major crops in each of the identified districts. Mass awareness on and government scheme realization through saturation and maximization approach.

Project Outreach :



KALAHANDI

- 9 Blocks
- 50 Villages
- 10858 Households



RAYAGADA

- 5 Blocks
- 50 Villages
- 3598 Households

Workshop on Internalization of Cascade Training:



As one of the specific objective of the project is to internalize the cascade training model in the district and develop capacities of block level government extension officials of each of the districts in domain knowledge and training techniques in the area of – standard package of practices (SPOPs) of major

crops of district and Master trainer Workshop had been conducted in the two districts of Odisha wherein the Govt. department officials Chief District Agriculture officer, Chief scientist of KVK, Soil Chemist, Agriculture District officers, Block Agriculture officers, Assistant Agriculture officers from different blocks of each district had participated in the workshop and **40 nos.** of MTs had trained.

Master Trainer Refresher Workshop (Kharif & Rabi 2022-23):

A refresher training for the Master Trainers for Kharif – Paddy & Cotton crop and pulses Crop module (Greengram & Blackgram) was conducted in Rayagada & Kalahandi districts. Chief scientists from Krishi Vigyan Kendra was invited as resource person. It was a training cum interaction session where resource person and MTs discussed about the different aspects of standard package of practices of Paddy, Cotton & Pulses. A total of **40 MTs** trained in the both districts.



VRP Trainings at Block Level:

One-day Training programmes had been conducted for the Village Resource Person (VRPs) by the Master trainers in their respective premises where **236 nos.** of VRPs trained on Crop modules such as Paddy, Cotton and Pulses. Further the VRP will impart training to the Farmers at village level.



Farmers Training Programme by VRPs:



Farmers were provided training by the GP level staff VAWs/AOs (VRPs) on the SPOP of major crops grown in the districts for Kharif and Rabi seasons in both district and specific topics like Land Preparation, Seed selection and treatment, sowing, Pest and insect management, weeding, nutrient

management etc. over all a Package of Practice covered in those trainings. The VRPs had trained to farmers during Kharif Season on SPOP of Paddy Cultivation & Pulses crop cultivation during Rabi Season wherein a total of **36233 nos. farmers** covered in two districts of Odisha both for Kharif & Rabi Season. Out of these, a total of **27560** farmers had been trained regarding the module of Paddy & Cotton cultivation during Kharif Season. And a total of **8673** farmers had been trained regarding the modules of Pulses during Rabi season.



Digital Cascading Training :

In Rayagada and Kalahandi more than forty thousand farmers have been enrolled with the communication platform WhatsApp to provide them Agri. Advisory, Climate advisory, POP based contents/ crop modules, other needful information related to Agriculture and allied sectors and issues advisories to farmers from time to time.



Farmer Field School Establishment & Training Programme:

200 Farmer Field School units have been setup in 100 villages for both Kharif and Rabi season in both Kalahandi and Rayagada district. The units consist of one lead farmer and twenty-four student farmers to whom phase wise POP based trainings were provided on major crops. The lead farmer who was willing to demonstrate scientific package of practices of Crop in his farm land not measuring less than one acre of land was selected



and one Sunehra Kishan Mitra (SKM) was selected from amongst the community for facilitating the training process to the FFS farmers.

Followed by training of SKM wherein the duties were explained specifically to keep the data of each FFS starting from sowing till harvesting the Training of Lead & Student farmers on Modules for both kharif & rabi season had been completed with a coverage of **11347** farmers and **9542** ha area under sustainable agriculture.



Model Demonstration of Major Crops:

Established 200 nos. of Model Demonstration plots comprises of Paddy, Cotton, Green gram & Black gram in both the districts. The aim of Model Demonstration Plot is to enable farmers to view practical examples of successful integration of sustainable farming practices. Generally, this programme involves learning by on-field experiences.

Photograph of Model Demonstration



Pilot Implementation:

As the part of association with ITC MSK project, MASS had implemented the successful pilots that were tested during first phase in Kalahandi & Rayagada district. The aim was to demonstrate effective practices for awareness and later replicate them on a larger scale by leveraging government machinery and programs. Under the guidance of ITC and District administration the following pilots' activities has been undertaken and focuses on its expansion.

- a) Toilet manure application in field;
- b) Farm ponds cum fish cultivation;
- c) Small farmer friendly equipment; and
- d) Natural Farming



Awareness & Scheme Linkages:

Scheme actualization is one of the major targets in the aspirational district and as such mass scheme awareness programme play a vital role in sensitizing the farmers and the rural people about the benefits they could avail from the schemes. In the FY 2023-24 awareness and enrolment programs were conducted in the Kalahandi & Rayagada districts on different schemes like PMFBY, PM KISAN, KCC, SHC, MIDH, AI/Vaccination, Plantation etc.



Exposure Visit Programme:

Exposure visit programmes for the MT & VRPs & farmers in FFS villages has been organized to the model Demonstration Plots to enable, interact and learn from each other, allowing them to view practical examples of successful integration of sustainable practices in farming.



Crop Cutting Programme:

Crop cutting Demonstration has been done in FFS villages in collaboration with the Govt. agriculture officials in order to obtain fair, precise and accurate estimate of yield from the crops which includes paddy, cotton and green gram/black gram in Kalahandi and Rayagada district.



FOCUSED ACTIVITIES DURING YEAR 22-23:

- **Farm Pond cum Fish Farming:** Conducted 12 training programs on Scientific Fish Farming where 541 nos. WSHG members and individual farmers got benefited.
- **Toilet Manure Application:** 21 nos. of workshop on toilet manure application has been done to raise awareness among 1507 farmers about retrofit of twin pit toilets and use of toilet slurry as organic manure.
- **Small Farmer Friendly Agriculture Equipment:** Trained 1296 farmers on the use of small farm agriculture equipment with 23 workshops.
- **Natural Farming:** Provided training to 1418 farmers on Natural Farming techniques.
- **Diversification to Oilseeds and Pulses:** Organized 5 workshops for farmers promoting the shift to Oilseeds and Pulses crops.
- **Animal Health & Vaccination Camp:** Conducted camps benefiting 1440 farmers, providing essential livestock services.
- **Seed Treatment Demonstration & Awareness:** Conducted 41 demonstrations to raise awareness about seed treatment.
- **PMFBY Awareness Campaign:** Reached 3000+ farmers through Awareness and enrolling them in the Pradhan Mantri Fasal Beema Yojana.
- **Crop Cutting Demonstration:** Collaborated with government agriculture officials for accurate yield estimates in FFS villages.
- **PM KISAN e-KYC Drives:** Organized 28 e-KYC drives covering 2460 farmers, updating PM KISAN registered farmers through CSC centers, especially aiding less privileged farmers.

CONVERGENCE ACTIVITIES:

- **Farmers Training on Integrated Crop Production:** Engaged 551 farmers in training programs on integrated crop production in collaboration with the agriculture department.
- **Quality Seed Distribution through Schemes:** Distributed quality seeds to FFS and Non-FFS farmers, enhancing yield and increasing productivity and consumption.
- **Plant Saplings Distribution in Convergence with Dept.:** Provided fruit and commercial plant saplings in FFS villages in collaboration with the forest and horticulture departments.
- **Field Day Programme on Cotton Technology:** In convergence with the agriculture dept. field have been organized to facilitate and ensure farmers participation in discussing the benefit of Cotton technology.
- **Convergence Programme with KVK:** In convergence with KVK & Ag. dept., organize awareness regarding service related to e-KYC enrolment of PMFBY & PMKISAN scheme saturation mode.
- **Participation in Farmers Fairs at Block & District Level:** Team MSK Participated in the Farmers Fair organized by the Dept. of Agriculture, Department of Fisheries and Animal Husbandry at district and block level held at different blocks and dist. Head quarter of Rayagada and Kalahandi.
- **Farmers Awareness Programme on e-NAM:** Participated in a farmers awareness program about e-NAM in Rayagada, educating farmers on using e-NAM applications for selling agricultural produce.
- **Farmers Awareness Programme on Use of SHC:** Spread awareness to 1130 farmers about the benefits of Soil Health Card, emphasizing proper fertilizer application.
- **Participation in Krishi Mahotsav:** Participated in Sankalp Saptaah - Krushi Mahotsav Programme organized at Aspirational Block M.Rampur Inaugurated by BDO M.Rampur
- **Meetings and Visits:**
 - In our ongoing efforts, we engaged in crucial meetings and visits. We met with the Collector & District Magistrate of Kalahandi and Rayagada to discuss the progress of project activities.
 - Interactions with CDAO, DDH, and other dept. officials

CELBRATION AND OBSERVATION OF IMPROTANT DAYS:

1. Celebration of Akshaya Trithiya:

Akshaya Tritiya is considered as one of the auspicious occasion for the farmer community. On this day our FFS farmers celebrated by performing ‘Akhimuthi Anukula’ by sowing seeds in their paddy field after ploughing.

2. Celebration of World Environment Day:

Team MSK celebrated “World Environment Day” on 5th June-2022 in different FFS Villages of Kalahandi and Rayagada district. As per theme of this day is “to beat plastic pollution”, so team aware farmers to cleaned villages from plastic material & also educated villagers to avoid single use plastic.

3. Celebration of World Soil Day:

Celebrated World Soil Day with a view to create awareness and to focus attention on the importance of healthy soil and for sustainable management of soil with the use of soil health card. In this Occasion of World Soil Day, distributed 351 nos. of Soil health cards to the farmers in convergence with govt. agriculture department.

4. Celebration of Millet Day:

Observed Millet Day (Mandia Divas) on 10th November in convergence with the Agril. Department. The main aim of celebrating Mandia Divas is to popularize millet cultivation and its consumption across the state. Odisha Millet Mission aims to improve livelihoods of vulnerable rain fed farmers by reviving millets in farms.

5. Celebration of National Farmer’s Day:

Observation of National Farmer's Day at different Villages with Planting trees and interactive discussion with farmers.

Enhancing Livelihoods through Clean Energy Access Project



Introduction:

The Livelihood Enhancement Project focuses on introducing sustainable and clean energy technology in remote rural areas of Western Odisha's Sambalpur District. The primary objectives include understanding the relationship between energy access and sustainable livelihoods, assessing existing energy technology provisions, and identifying the actual benefits of clean energy, particularly solar technology, in these areas. The project aims to discover solutions and best practices to improve rural life quality, increase income, and sustainably enhance livelihoods through solar energy use. Implemented as a pilot, the project covers selected blocks (Rengali, Maneswar, Jujumura) in Sambalpur District, encompassing 58 villages where MASS teams are actively engaged in various livelihood interventions as follows:

Name of the equipment support	Survey & target	Install / achievement
Micro business shop	36	19
Battery operated spray machine	42	25
Sewing Machines	7	5
Mini Rice Huller	2	1 is under process
Support to Loka seva Kendra	10	3

The project activities focus on promoting livelihoods and reducing drudgery in agriculture, livestock, Non-Timber Forest Products (NTFP), and service sectors using solar energy. The objectives include understanding the impact of clean energy innovations on rural incomes through action research, assessing the current status and challenges of these innovations, characterizing the demand for clean energy in livelihood applications, and evaluating support mechanisms and gaps in the entrepreneurial ecosystem.

Progress so far involves training MASS volunteers and SELCO project staff on solar energy, conducting demonstrations and training for farmers, organizing exposure visits for staff and community members to areas where SELCO Foundation has successfully implemented solar energy solutions. The project reflects a commitment to leveraging clean energy for sustainable rural livelihood enhancement.



Partnership with State Institute of Rural Development (SIRD)



The State Institute of Rural Development (SIRD) collaborated with MASS as a Collaborative Partner Organization (CPO) to conduct capacity-building sessions for newly elected PRI representatives, specifically Word Members. In this initiative, 649 Word Members were trained across 15 batches, covering four blocks (Rairakhol, Naktideul, Kuchinda, Bamra) in the Sambalpur district of

Odisha. The empanelment of MASS as a CPO by SIRD and the Panchayatiraj and Drinking Water Department highlights the organization's commitment to enhancing the skills and knowledge of local representatives in rural development.

Education Services for Children in Challenging Circumstances

MASS is dedicated to ensuring quality education for every child, especially those residing in tribal-dominated villages facing educational challenges. Poverty often forces tribal children into child labor, with parents placing a low priority on education. Inadequate supply and demand for education in villages, coupled with migration for work, absentee teachers, and various socio-economic factors, contribute to irregular school attendance.

MASS addresses these issues, focusing on increasing access to education, tackling out-of-school education, early childhood care, and pre-primary education. The overall impact includes:

- Identification and enrollment of 156 nos. drop out children in schools, ensuring sustained education.
- Empowering SHG members to send their daughters to higher education.
- Admission of 19 girls in Dakara GP to college.
- Counseling for parents and children to cope with day-to-day challenges.
- Special emphasis on empowering girls and women through education, fostering family empowerment.

Seasonal Hostels for Migrant Children



SEASONAL HOSTELS FOR MIGRANT CHILDREN:

Due to increased family migration distress caused by the COVID-19 impact, MASS advocated for the education of migrant children. The district education department granted permission to open seasonal hostels in migration areas, benefiting 1100 migrant children across 21 centers in Jharbandh, Paikmal, Padampur, and Gaiselet blocks, providing free food, study materials, beds, and clothing.

MASS manages Seasonal Hostels, aiming to support children from migrant families forced to work in brick kilns. The project focuses on continuous mobilization efforts for guardians, School Management Committees (SMC), and the children. Parents, aware of the seasonal hostels, leave their children before migrating. The impact includes:

- Enrollment of 810 children in 16 Seasonal Hostels from 2022 to the 2023 school year.
- Selection by the planning coordinator of Bargarh district for monitoring and supervision.
- Collaboration plan with 16 head teachers, BRCC, CRCC, and district planning coordinators.
- Successful organization of 57 guardian meetings, 32 SMC meetings, and 3 joint meetings.
- Mobilization efforts for migrant families to send children to seasonal hostels.
- Two SMC and two seasonal hostel staff training for better planning and management.
- ID cards provided to all children, ensuring quality in collaboration with CRC and headmasters.

Child Protection and Migration Awareness Programme

CHILD PROTECTION AND MIGRATION AWARENESS:

- MASS addresses child protection by creating awareness about safe migration and organizing campaigns. The initiatives include:
- Mobile van campaigns covering one block, three panchayats, and 10 villages, reaching over 200 people.
- Child sensitization programs in Jamseth School, Bargarh district, encouraging awareness and confidence.
- Stakeholder meetings in Paikmal Block discussing child movement, trafficking, and government roles.
- Community sensitization programs in Bararahmantal village under Bartunda Panchayat to raise voices for justice.

Health Education and Malnutrition Reduction

HEALTH EDUCATION AND MALNUTRITION REDUCTION:

MASS focuses on health education, integrating reproductive and child health, adolescent wellness, malnutrition correction, hygiene, and cleanliness. Key outcomes during the reporting year include:

- Pulse Polio awareness program through loudspeakers in remote areas.
- Mobile van used for awareness in 25 villages of Sambalur district.
- 75 meetings conducted on immunization and VHND programs.
- 17 awareness meetings on malnutrition, linking 12 malnourished children to health sub-centers.
- Workshops on safe abortion in collaboration with the Health Department.
- Health training among community members to improve health-seeking behavior.
- Advocacy initiatives for effective implementation of national and state health programs.
- Rally and awareness programs on malaria prevention in Dakra G.P and Gadlusing Gram Panchayat.

Adolescent Health Programme

ADOLESCENT HEALTH PROGRAMME:

Collaborating with Women & Child Development and Education programs, MASS conducts separate training programs for boys and girls on reproductive and sexual health, benefiting 210 girls and 330 boys. This initiative optimizes resources and avoids duplication.

Water and Sanitation

WATER AND SANITATION:

MASS is committed to raising awareness about safe drinking water and sanitation. Our community organizers visit schools to educate students and communities on proper toilet use and maintaining a clean environment. Additionally, we provide education to women SHG members and villagers on toilet construction and usage.

Overall Impact:

- Constructed 117 toilets through our intervention in the reporting year 2022-23.
- Farmers clubs, with RWSS support, built 29 toilets in their villages.
- Initiated a water tank action plan at Dakra Gram Panchayat to ensure safe drinking water during the summer months.
- Conducted awareness campaigns in 50 remote villages, collaborating with stakeholders for Swachh Bharat mission.
- Emphasized water harvesting construction and renovation through government and non-government linkages.
- Measured groundwater through open wells in post-monsoon and summer seasons to assess availability.

Women Empowerment

INTRODUCTION



MASS fosters women's development through strong women's groups, fostering positive relationships with government departments for program access. Mobilization efforts engage women and young girls in state-level campaigns and residential seasonal hostels. Vocational training in various skills, including brick making, vegetable gardening, organic farming, goat farming, and chicken farming, is provided, along with information on social security schemes.

WOMEN'S RIGHTS & ENTITLEMENT:

Despite efforts, gender disparities persist, impacting education, healthcare, and social and financial security for rural women. MASS is supporting disadvantaged women, providing training in self-awareness, communication, self-employability, and reproductive rights. The organization works towards a society where women can access their entitlement, promoting over 8500 women in agriculture and entrepreneurship.

CELEBRATION OF DIFFERENT EVENTS:

International Women's Day gathers 1120 women to celebrate achievements and discuss issues affecting women. Other events, including Labour Day, World Environment Day, World Water Day, World forest day, plantation week, and Earth Day etc. are being celebrated with women's groups. Annual SHG melas and Lok Mahosav/Ukia/farmers' fare provide platforms for participants to share experiences, concerns, and successes, involving various stakeholders such as officials, NGOs, and community leaders.

Weavers Group Advancing in Skill Building



WEAVERS GROUP ADVANCING IN SKILL BUILDING:

Two of our weavers group now starts the marketing of their own product. In 2022 /2023 weavers group from TOPE village got a profit of RS 23000/- from their group business. Another group from Kadobahal village got RS 18000/- profit from their group business. Now the individual members from this weavers group earn RS 10000/- to Rs 12000/- per month. Basundhara Weavers group of Tope

village attained one trade fair at Bhubaneswar. The textile department of Bargarh provides design development training to 23 youth of their locality in Tope village. MASS also establishes links with 2ons with the state-level buyers to these s 2nos of the group. MASS also conducts meetings with the women of the weavers' families for their skill development and tries to mobilize the textile department for training.



Road Safety Programme – Supported by MoRTH

ROAD SAFETY PROGRAM SUPPORTED BY MINISTRY OF ROAD TRANSPORT AND HIGHWAY (GOVERNMENT OF INDIA)



The Road Safety Program, supported by the Ministry of Road Transport and Highway, Government of India, aimed to enhance awareness and promote responsible road use across various stakeholders. The program employed diverse strategies, including debate competitions, essay writing, quiz contests, street plays, and awareness campaigns conducted in schools, colleges, and public spaces. With a focus on reducing road casualties, the initiative engaged local communities, educators, and students in grassroots efforts, delivering vital road safety messages and

training sessions. The multifaceted approach also involved media workshops, mobile campaigns, and the distribution of informative materials. Overall, the project strived to create a culture of safety consciousness, encouraging positive behavior on the roads and contributing to a safer transportation environment.

MASS has achieved success in the implementation of the Road Safety Program. Through its dedicated efforts, MASS has effectively organized and conducted a series of impactful events, including debate competitions, essay writing, quiz contests, street plays, and awareness campaigns in schools, colleges, and public spaces. The organization's commitment to reducing road casualties is evident in its engagement with local communities, educators, and students at the grassroots level. MASS has also facilitated media workshops, mobile campaigns, and the distribution of informative materials to further amplify the reach of road safety messages. The successful execution of the program underscores MASS's contribution to fostering a culture of safety awareness and promoting responsible behavior on the roads, ultimately contributing to a safer transportation environment. MASS has also got **Real Hero Award** from district administration for its outstanding contribution on the issue of road safety.

POTENTIAL IMPACT AND OUTCOMES

1. **Stakeholder Sensitization:** Successful outcome achieved through comprehensive sensitization programs, ensuring that various stakeholders are well-informed about the importance of Road Safety and Traffic Curriculum, contributing to a more safety-conscious community.
2. **College Student Prioritization:** Positive outcomes are observed as college students demonstrate a heightened awareness of road safety, leading to a tangible shift in priorities and practices among this demographic, thereby fostering safer road behavior.
3. **Effective Message Dissemination:** Successful dissemination of Road Safety messages in public spaces has led to increased public awareness, thereby contributing to a safer road environment through informed decision-making by road users.
4. **Improved Overall Knowledge:** Tangible increase in overall knowledge regarding road safety, resulting from targeted educational initiatives, has contributed to a more informed public capable of making safer choices on the roads;
5. **Promoting Responsible Road Use:** Successful outcomes seen in the promotion of safe, legal, and responsible road use, aligning with the overarching goal of reducing road casualties and creating a culture of responsibility among road users.
6. **Widespread Message Dissemination:** Utilizing effective channels for widespread dissemination has resulted in the successful transmission of crucial road safety messages to the public, playing a pivotal role in saving lives and preventing road accidents.
7. **Local Grassroots Involvement:** Positive outcomes observed in encouraging grassroots involvement at the local level, engaging educators, local authorities, community groups, and journalists to actively participate in and promote road safety initiatives within their communities.
8. **Resource and Information Promotion:** Successful outcomes demonstrated in offering and promoting resources, information, and events that actively support and drive involvement and action by stakeholders, thereby concurrently raising public awareness on road safety.
9. **Awareness-Raising Publicity Campaign:** The conducted awareness-raising publicity campaign has effectively raised public consciousness, resulting in

increased awareness and understanding of road safety issues within the broader community.

10. **Behavioral Change:** The program's multifaceted approach, including street plays and awareness campaigns, has aimed at influencing positive behavioral changes on the roads, encouraging safe and responsible practices among road users.
11. **Resource Distribution:** MASS has successfully distributed informative materials, such as posters and leaflets, and conducted training sessions, ensuring that essential road safety resources and guidelines are accessible to the general public.
12. **Validation Mela Success:** The yearly validation mela organized by MASS has proven to be a successful platform for reinforcing road safety awareness, guidelines, and materials, culminating in prize distribution and recognition of achievements in the field of road safety.



MASS Received Real Hero Award from District Administration, Bargarh, Odisha

INTERNSHIP, EXPOSURE VISITS, KNOWLEDGE EXCHANGE, AND EXTENSION PROGRAMS

MASS regularly welcomes students, researchers, journalists, and development practitioners to our project area. Our demonstration center, MGNREGA projects, women's livelihood development, organic cultivation, and forest resource initiatives attract a diverse range of visitors, providing valuable learning opportunities.

Similarly, Knowledge exchange and extension visits have been organized to Bargarh to facilitate learning from partner organizations. The focus areas include forest protection, conservation, Community Forest Rights, Minor Forest Produce, Gram Sabha Mahasangh, and livelihood promotion. These visits aim to enhance understanding of community roles and responsibilities in developing common resources.

Highlights of Visits:

- **Kuradhiphasa:** Two groups observed how women collect forest products and wild honey for sustainable livelihoods.
- **Brahmantal, Balangir District:** A group visited various developmental works under MGNREGA, witnessing regular employment and infrastructure development.
- **Anchal College Padampur:** Sixth-semester botany students visited our organic field, gaining insights into vermicompost, organic production, and indigenous seeds.
- **Panchayat Elected Members Training:** Kuradhiphasa was selected for training 100 Panchayat elected members, exposing them to MGNREGA activities, forest initiatives, and various livelihoods.
- **Sambalpur University MSW Department:** Eighteen MSW students explored our Jujumura center and villages, focusing on promoting organic cultivation and discussing the role of people's institutions in linking beneficiaries with government programs.

Networking and Alliance Building

NETWORKING AND ALLIANCE BUILDING:

MASS is dedicated to fostering networks and alliances, collaborating with national and international institutions, networks, and alliances to enhance knowledge and experience. Our partnerships include Odisha State Food Commission, SIRD, KVK, CHES (Central Horticultural Experiment Station), Indian Institute of Management, Sambalpur, IIM, Sambalpur, MSW Department, University of Sambalpur, International Rice Research Institute (IRRI), National Rice Research Institute (NRI), and more.

Within the organization, various committees operate at different levels, such as the advisory committee of NSS Sambalpur University, the District Road Safety Committee, and the task force committee at the block level. Active engagement with networks like VIBHA-VANI, Wada Na Todo Abhijan on SDGs, common health, right to education, right to food, Western Odisha Migration Network, Jana Swasthya Abhijan, common health, FOGGO, and the Network on Commons strengthens our collaborative efforts. Moreover, both government and non-government entities frequently undertake exposure visits to our organization. During these visits, we host sessions to share successful experiences and facilitate meaningful discussions.

Accessing Various Govt. Supported Schemes



ACCESSING VARIOUS GOVERNMENT-SUPPORTED SCHEMES: Efforts have been made for the betterment of the people as the organization has diligently worked towards accessing various government-supported schemes from both the central and state governments. These initiatives include schemes such as Garib Kalyan Yojana, Pradhan Mantri Kisan Yojna, Swachh Bharat, PM Fasal Bima Yojna, Pradhan Mantri Kaushal Vikas Yojna, Mukhya Mantri Kaushal Yojna, Biju

Pakka Ghar, Mamta, Madhubabu Pension, Harischandra, Kalia, Pitha, and many more. With the support of Odia Language, Literature and Cultural department, Govt. of Odisha We have organized “**GHUPKUDU**” performance cum awareness workshop for the revival, propagation and promotion of local folk culture in the region. **MASS** gives top priority to work in collaboration with Government, other development agencies and CSOs on various issues and do need based actions to ensures optimum success.

ADDITIONAL ACHIEVEMENTS

- **Academic Exposure:**

Six students from the Botany department at Anchal College in Padampur undertook a three-day study on organic success processes and models benefiting local farmers. During their visit, they observed demonstrations, models, and noted the systems and processes involving manure input.

- **Animal Health Treatment Camps:**

Three animal health treatment camps, organized jointly with the forest department, treated 1010 animals in five remote forest villages.

- **Vigilance Committee Membership:**

Due to actions highlighting pro-people initiatives and developmental activities, MASS was selected as a member of the district vigilance committee in Bargarh, reflecting its positive connection with tribal communities.

- **Groundwater Monitoring:**

Regular monitoring of groundwater levels in Bargarh and Sambalpur districts was conducted, in which around 500 well have been monitored which providing valuable data to the government for informed decision-making regarding water resources.



CASE STUDIES

Sustainable Agriculture Initiatives: Enhancing Livelihoods and Income in Bijapada Village

Situated 4 km away from the Kechodadar village gram panchayat in the Paikmal district of Bargarh, Bijapada village is predominantly inhabited by tribal communities. For the past 15 years, the Bindhyagiri Farmer Committee has played a crucial role in shaping the agricultural landscape of Bijapada.

Krishna Bariha, a farmer born into a humble family of eight, owns a modest 2.5-acre plot of land, relying primarily on paddy cultivation for his livelihood. However, the dependence on paddy brought challenges, especially during seasons with erratic rainfall, leading to potential losses.

Seeking a solution, Krishna joined the MASS institute, engaging in various organic farming training programs. Motivated to diversify his crops and enhance his family's financial well-being, he explored the cultivation of vegetables during the Kharif season. A monetary boost of Rs 10,000 for Agri-entrepreneurship was provided to Krishna, enabling him to kickstart his new venture. In 2022, he successfully cultivated Kharif vegetables on 30 dismals, with the initial investment of only 500 rupees for seeds. Krishna's achievements in the cultivation of various vegetables resulted in a commendable profit:

- BITTER GOURD: Sold at Rs 30 per kg, generating Rs 4,000.00
- COWPEA: Sold at Rs 40 per kg, yielding Rs 3,200.00
- RIDGE GOURD: Sold at Rs 30 per kg, bringing in Rs 2,700.00
- The total profit amounted to Rs 10,000.00, marking a significant success in his Agri-entrepreneurial endeavour.

Embracing organic farming practices, Krishna shifted to organic fertilizers. His success in farming allowed him to invest Rs 3,500 in purchasing goats, further contributing to his family's financial stability. Gradually transitioning away from chemical fertilizers, Krishna's commitment to organic farming positively impacted his family's economic situation.

In addition to the financial gains, Krishna's family enjoyed improved health, and his involvement in the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) contributed an additional profit of Rs 10,000.00 in the same year. The transformation in Bijapada stands as a testament to the power of sustainable farming practices in fostering economic prosperity and community well-being.

"Cultivating Organic Vegetables: Embracing Sustainable Practices in Crop Production"



Adibasi Colony Para, located in the Kechodadar Gram Panchayat under the Paikmal block of Bargarh District, is predominantly inhabited by the tribal community, many of whom are landless. Within this community, the Laxinarrayan Krusaka Sangha, a farmer committee, has been established to address the unique challenges faced by its members. Akshya Bariha, a landless farmer and committee member, has emerged as a noteworthy figure in the pursuit of diversified and organic farming practices to meet the needs of his six-member family.

Training and Support: Initially, Akshya was not a member of the committee and even opposed it. However, circumstances led him to inquire about farmer training when his cowpea crop suffered from diseases. Seeking guidance from Madan Bariha, he received valuable advice on an organic mixture comprising bitter gourd leaves, Nirgundi (Chinese chaste tree), Calotropis leaves, and Goad weed. Applying this organic solution resulted in satisfactory outcomes for his crops.

Initially cultivating vegetables on 40 dismil land, Akshya's perspective on farming underwent a significant shift with the training and support provided by MASS (mentioning what MASS stands for would be helpful). A grant of Rs 10,000 from the committee further facilitated his transformation into a progressive farmer.

Achievements: With newfound knowledge and financial assistance, Akshya expanded his farming endeavors. During the summer, he ventured into onion cultivation, investing Rs 1500 and yielding 7 quintals. Additionally, his groundnut cultivation yielded a profit of Rs 8000. With this financial gain, he was able to acquire two sheep, adding to his family's assets.

Akshya Bariha's journey from a skeptical farmer to a practitioner of diversified and organic farming showcases the positive impact of training and support systems in empowering individuals to improve their livelihoods sustainably.

Collective Efforts Of Women - Making Them Achievers

Badibahal, a village under the jurisdiction of Bartunda gram panchayat in the Paikmal block, is home to ten Self-Help Groups (SHGs). The inaugural SHG, named Maa Santoshi group, was established by MASS in 2005 with fourteen members. Despite facing unavoidable circumstances that led to the departure of three members and the loss of one, the remaining ten members have achieved an incredible savings amount of Rs. 96,000.



Community Work of the SHG:

Every day, each group member contributes a handful of rice from their own kitchen's stock, collecting it in a clay pot—a practice maintained for the past four years. Fortnightly meetings are organized, during which members deposit their collected rice into a common pot. The accumulated rice is then lent to villagers in need for events such as weddings, baby naming ceremonies, and to support families facing scarcity during lean periods. When a member borrows 20 kg of rice from the group, she returns five kilograms as interest each month. Presently, the group has amassed two quintals, benefiting ten members who have borrowed rice from the group savings to meet their family needs.

Leaf Plate and Cup Making: Three years ago, the ten members engaged in picking raw leaves from the forest, sewing them, and selling leaf cups and plates in the market, earning Rs. 1500 per month. With the initial support of Rs. 10,000 from MASS in collaboration with Paikmal, their business has flourished, now valued at Rs. 36,000. The funds are utilized for purchasing raw leaves, supporting farming initiatives, and healthcare needs. MASS facilitated communication with the Mission Shakti department, Government of Odisha, to acquire a leaf-stitching machine, and the group received an approval letter for the machine at no cost.

Reflecting on their journey, a group member states, "Our group embraced this saving culture due to the intervention of MASS and SCCF. We exerted physical effort to turn this dream into reality. Our aspiration has always been to ensure a secure future and a stable source of livelihood for the women in our village. Today, we are treated with respect and dignity by the people in the village."

Behavioural Traits that Influence Decisions to Gain The Confidence of Others



Nilamani Majhi, a successful goat farmer from Padiabadmal village under the Gadloising panchayat in the Jujumura block, has transformed his life by diversifying into goat farming alongside his primary occupation of farming. His family, consisting of his wife, two daughters, and a son, faced financial challenges, particularly hindering the elder daughter's education post-matriculation.

Having a total of 3 acres of land, Nilamani allocated 2 acres for paddy farming and utilized the remaining acre for cultivating black gram and cluster beans. However, due to resource constraints, he temporarily abandoned farming. In 2017, recognizing his financial struggle, MASS supported him with two goats. Initially, he housed the goats at his in-laws' place while sustaining his family through manual labor. To make ends meet, he even leased out his farming land.

The intervention of MASS staff prompted Nilamani to realize the potential of animal rearing in enhancing livelihoods. He retrieved the goats from his in-laws, and with consistent care and support from the OLM department for vaccines and medicines, the number of goats grew to 23 over three years.

Expressing gratitude, Nilamani stated, *"We are very happy with our farming, and our dreams would not have come true without persistent support from MASS, the Government, and SCCF."*

Achievement

In terms of achievements, Nilamani sold two goats for Rs. 30,000 at the beginning of the farming year. With the proceeds, he paid Rs. 20,000 to release the family's leased land and utilized the remaining Rs. 10,000 for his younger daughter's college education. During the Kado puja in the rainy season, he sold five goats for Rs. 25,000, enabling him to adopt proper farming methods on his own land.

According to Nilamani, the success he achieved is attributed to goat farming, liberating him from the need to borrow money. With government support, he acquired houses for the goats and improved varieties, contributing to the overall prosperity of his goat farming venture. Living a life of dignity, Nilamani has become an example for others, showcasing the transformative power of sustainable farming practices.