

ANNUAL

REPORT 2023-24



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MESSAGE FROM THE DESK

On behalf of Manava Adhikar Seva Samiti (MASS), it is indeed my privilege to present this Annual Report for the year ending March 31, 2024.

The present MASS Annual Report is a compilation of last year's sincere efforts in reaching out to the underprivileged and marginalized rural poor in the aspirational districts of Sambalpur, Bargarh, Kalahandi, and Rayagada in Odisha. MASS operates in these districts with the ultimate aim of empowering marginalized families and bringing them into the fold of mainstream development.

This year has been a remarkable journey of growth, resilience, and impact. At MASS, we remain steadfast in our mission to uplift marginalized communities through sustainable development, natural resource management, and capacity building. Our interventions in livelihood promotion, health and nutrition, WASH, disaster management, and strengthening Panchayati Raj Institutions have brought transformative changes to countless lives across Odisha and Chhattisgarh.

The collective efforts of our dedicated team, community stakeholders, and generous partners have enabled us to scale new heights and tackle emerging challenges. Our collaboration with diverse donor agencies and government institutions has not only strengthened our initiatives but also reaffirmed our commitment to creating a just and equitable society.

As you peruse this report, I hope you gain a deeper understanding of our work and the stories of change we have helped create. We look forward to your continued support and collaboration as we forge ahead on this path of inclusive development.

With gratitude and best wishes,

Chittaranjan Hota
Secretary, MASS

SECTION-1: ABOUT MASS

Manava Adhikar Seva Samiti (MASS) is a community-based, non-governmental, non-political, and non-profit social organization committed to driving inclusive development and creating opportunities for marginalized households across Odisha and Chhattisgarh.

Founded with the mission of empowering marginalized households and communities, MASS envisions a society where every person's rights are respected, protected, and fulfilled. This vision is rooted in a strong commitment to social justice, community empowerment, and sustainable development.

In collaborating with government agencies, CSO, CBOs and other stakeholders, MASS addresses critical issues such as poverty alleviation, natural resource management, and climate resilience. The organization prioritizes forest protection and promotes sustainable practices to mitigate environmental degradation and enhance ecosystem restoration.

MASS also works to promote inclusive development by fostering resilience against climate and socio-economic challenges. Through focused interventions, the organization drives economic development and builds the capacity of disadvantaged communities, ensuring a holistic approach to empowerment and sustainability.

VISION & MISSION STATEMENT

VISION	MISSION
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.	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.

VALUES & PRINCIPLES

Category	Details
Values	Transformation Integrity Diversity Excellence Equality - Honesty, Transparency and Accountability - Gender Sensitiveness, encourage Participation and Solidarity
Guiding Principles	- Prioritizing quality, Enhancing coordination and networking - Accepting challenges - Encouragement of innovation and creativity
Organizational Beliefs	- In equal opportunity for men and women irrespective of class, creed and religion - In social harmony free from communal bias - In Human Rights for all and development

OUR DEVELOPMENT INTERVENTIONS

Empowerment & Livelihood Promotion

*Agriculture & Allied Services
Crop Diversification*

Natural Resource Management

*Water Resource Improvement
Forest Protection & Plantation*

Health & Education

*Right to Education & Protection
Life Skill Education*

Capacity Building

SECTION-2

HIGHLIGHTS OF ACTIVITIES: 2023-24

1. The Aspirational Districts Programme

Launched by the Government of India in January 2018, the Transformation of Aspirational Districts Programme, anchored by NITI Aayog, aims to rapidly improve the socio-economic indicators of 112 identified districts. These districts, selected based on criteria like education, health and nutrition, agriculture, water resources, financial inclusion, and basic infrastructure, strive to achieve localized Sustainable Development Goals. The program emphasizes Convergence (of Central and State schemes), Collaboration (among government officials and district administrations), and Competition, driven by a grassroots movement to enhance performance and rank districts monthly.

NITI Aayog, in partnership with ITC under the Mission Sunehra Kal Programme, focuses on boosting agricultural productivity in 27 aspirational districts. The initiative aims to increase farmers' net returns, promote sustainable farming practices, and build the capacity of government extension staff. Demonstration farms, cascading training models, and seasonal planning are key components, fostering inclusive and resilient agricultural growth.

The following are some of the major activities carried out during the reporting year:

Activity	Quantity	Members Involved / Achieved
Workshop on Internalization of Cascade Training	1	40
Master Trainer Refresher Workshop (Kharif & Rabi)	1	40
Block-level Training for Village Resource Persons (VRPs)	1	236
Paddy, Pulses, and Cotton Farmers Training by VRPs	1298	51,944
Digital Cascading Training via WhatsApp	40	40,000
Preliminary Meeting and Farmer Field School (FFS) Selection	2	100
Farmer Field School Establishment & Training Programme	4	200
Training of Farmers on Sustainable Agriculture Practices	-	20,172 ha
Seed Treatment Demonstrations on Major Crops	-	200
Improved Agronomy Practices Promotion	-	10,732
Cotton–Arhar Intercropping & IPM Practices	-	2,800
Technical Training on IPM	10	2,800
Toilet Manure Application in Villages	21	21
Farm Ponds with Fish Cultivation	90	293
Small Farmer-Friendly Equipment Distribution (77 CHC)	30	203
Natural Farming Promotion in Villages	28	598
Model Village Saturation	50	50
Awareness & Scheme Linkages	45	3,176
PMFBY Scheme Awareness	25	1,200
PM KISAN e-KYC Awareness	28	2,460
Awareness Drives	24	1,120
Exposure Visit Programs in FFS Villages	5	200
Crop Cutting Programs	4	160
Plantation (Hectares)	-	38
Distribution of Quality Seeds with Organic Fertilizer	200 qntl.	400

Potential outcomes under ICT Program

Focus Area	Potential Outcomes
Capacity Building	- Enhanced knowledge of sustainable practices among 40,000 farmers through digital cascading training. - Strengthened skills of VRPs, master trainers, and lead farmers through workshops and refresher courses.
Agronomy and Crop Management	- Adoption of improved agronomic practices by over 10,000 farmers. - Increased crop productivity through seed treatment demonstrations and intercropping techniques.
Sustainable Agriculture	- Sustainable farming practices implemented over 20,172 hectares. - Greater environmental resilience and reduced dependency on chemical inputs.

Natural Resource Management	- Enhanced water resource utilization with 90 farm ponds promoting fish cultivation. - Increased use of organic manure in 21 villages, improving soil health.
Community and Scheme Awareness	- Better utilization of government schemes like PMFBY and PM-KISAN with over 5,600 farmers reached through awareness drives. - Improved access to financial and insurance benefits for marginalized farmers.
Environmental Conservation	- Restoration of 38 hectares of land through plantations. - Increased community awareness about environmental and soil health through celebrations of special days.
Model Villages and Demonstrations	- Establishment of 50 model villages showcasing successful farming practices. - Enhanced adoption of technologies through exposure visits and demonstration farms.
Economic Empowerment	- Higher incomes for 400 farmers through distribution of quality seeds and organic fertilizers. - Increased productivity and profitability through access to small farmer-friendly equipment.

2. Sustainable livelihood enhancement Project



The Secours Catholique /Caritas France (SCCF) supported project implemented in remote villages of Bargarh and Sambalpur Districts. The project aimed at enhancing rural household income and nutrition with a focus on tribal and marginalized populations.

By strengthening village institutions like Farmers' Clubs, Forest Right Committees, SHGs, and CFRMCs, the initiative promoted sustainable natural resource management (water, forest, and land), sustainable agriculture, and forest conservation. Diversified livelihood options, including off-farm and non-farm activities, provide safety nets for communities. Model demonstration plots showcasing paddy, vegetables, pulses, and oilseeds with organic inputs are established to teach farmers sustainable practices and encourage crop diversification.

Capacity building of people's institutions on village development planning ensures active community participation and monitoring. Collaborations with organizations like Krishi Jagran, MS Swaminathan Foundation, and Centurion University provide technical expertise and resources. Additionally,

MGNREGA linkages and entrepreneurial activities reduce vulnerability. The project has gained recognition from the Bargarh district administration, facilitating partnerships for broader impact while promoting sustainable agriculture and climate-smart practices.



Activities & outcomes

Activity	Planned	Outcomes
A1: Vulnerability assessment through PRA and FGD.	15 villages assessed.	15 village development plans prepared; integrated into Panchayat and Tribal welfare programs.
A2: Conduct baseline surveys and prepare village development plans.	375 households surveyed.	100% household surveys completed; plans shared; sub-plans submitted to government departments.
A2.1: Prepare individual livelihood plans.	141 livelihood plans targeted.	141 plans completed; beneficiaries oriented on business plans.
A3: Train institutions on organizational management	84 institutions; 172 leaders trained.	Institutions developed action plans; advocacy with government initiated.
A4: Quarterly follow-up and documentation for 84 institutions (3 days/session).	84 institutions monitored quarterly.	52 institutions reviewed; gaps documented; issues escalated to the government.
A5: Organize 45 meetings in 15 villages for shared learning and advocacy.	45 meetings planned.	3 villages submitted housing requests; borewell and pension applications filed.
R2.A1: Conduct livelihood workshops and establish linkages.	12 workshops for livelihood promotion.	Goat-rearing group received Rs. 2.3 lakh; 23 SHGs secured Rs. 40 lakh in loans.
R3.A1: Conduct CFRMC meetings for forest management.	117 CFRMC meetings targeted.	20 meetings conducted; 13 CFR committees reconstituted; focus on forest fire prevention.
R3.A2: Provide forest management trainings to committees.	12 training sessions for committees.	6 village biodiversity plans completed; workshops conducted with government.
R3.A3: Develop village forest management plans.	13 forest management plans developed.	6 plans completed; submitted to FRA cell for approval.
R3.A4: Conduct Federation meetings for CFRMC network.	126 federation meetings planned.	Federations advocated for joint verification and forest fire prevention.
R3.A5: Facilitate participation in advocacy networks.	State and district-level networks engaged.	District-level road safety and FOGGO progress reviews conducted.
R3.A6: Conduct Gram Sabhas for biodiversity and forest management plans.	13 Gram Sabhas planned.	13 CFRs reconstituted; plans submitted to SDLC for coordination.
A1: Train farmers in organic agricultural practices.	150 farmers targeted for training.	All farmers trained; 9 received support for organic paddy cultivation.

A2: Establish demonstration centers for organic crops.	3 demonstration centers established.	Ragi cultivated; organic farming methods demonstrated to 100+ farmers.
A3: Strengthen seed banks with training and resources.	15 seed banks targeted.	15 meetings conducted; seed banks stocked with 60.3 quintals of paddy, green gram, and more.
A4: Conduct village-level demonstrations for organic farming.	15 demonstrations planned.	58 farmers adopted organic vegetable cultivation.
A5: Organize livestock management camps in 15 villages.	30 camps planned for livestock support.	Livestock training completed; ongoing support for health and preventive care provided.
A6: Train livestock beneficiaries on care and disease prevention.	150+ livestock beneficiaries targeted.	All trained; sustainable practices promoted.
A7: Organize farmers' fairs with training and documentation.	6 fairs planned.	2 fairs conducted; 3,000 farmers attended; exposure to marketing and new technologies.
A8: Conduct 30 SHG/business training sessions for beneficiaries.	100 beneficiaries targeted.	20 beneficiaries scaled businesses using revolving fund support.
R2.A2: Establish government linkages for livelihood development.	Linkages for livelihood schemes.	3 farm ponds, 20 pensions, and other schemes secured for beneficiaries.
R2.A3: Support beneficiaries for sustainable livelihoods.	26 individuals supported.	13 engaged in goat rearing; others in NTFP and small businesses.
R2.A4: Conduct SHG meetings for NTFP business plans.	20 meetings held.	15 groups applied for loans; 9 received Rs. 1 lakh each.
R2.A5: Facilitate marketing and financial linkages for NTFP groups.	3 producer groups supported.	Rs. 1.2 lakh (bamboo), Rs. 7.2 lakh (leaf cups), and other incomes generated.
A1: Conduct staff training and participate in advocacy efforts.	Staff training and monthly reviews.	Staff attended 7 forums; 12 reviews conducted; orientation on government guidelines completed.

Case Stories of Successful Entrepreneurs

Title: "Goat Rearing Transforms Livelihood: The Story of Kasturi Parua": Livelihood Transformation through Goat Rearing

Kanibandhli, a small village in Rengali block, Sambalpur district, is surrounded by forests. Most families in the village engage in farming and animal rearing for their livelihood. Among them, Kasturi Parua's story stands out as an inspiring example of resilience and transformation.

Kasturi, along with her husband, son, and mother-in-law, belongs to a landless family that relied solely on daily labour for survival. With inconsistent work opportunities, the family often struggled to make ends meet.



In 2019, MASS introduced the SC Livelihood Project in Kanibandhli, where Kasturi received Rs 4,000 as initial support from the program and combined it with her savings to start goat rearing. Both she and her husband diligently tended to the goats, ensuring their well-being.

By 2022, Kasturi sold two goats for Rs 8,000, which enabled her to lease one acre of land for paddy cultivation. Goat rearing and farming together brought stability to her family's income. Today, the family owns 22 goats and leases additional land for cultivation each year. Their annual income now includes Rs 30,000 from labour, Rs 8,000–10,000 from goat rearing, and 17–18 quintals of paddy from leased farms.

Kasturi's journey from struggling to make ends meet to becoming a key contributor to her community has inspired many in her village. Her success demonstrates how small initiatives, when combined with determination, can transform lives.

3. Natural Resource Management

MASS is deeply committed to sustainable natural resource management as a cornerstone of its efforts to empower rural communities and promote ecological balance. The organization focuses on the conservation and sustainable use of critical resources such as water, land, and forests to ensure long-term environmental sustainability and livelihood security for marginalized households.

Key initiatives include:

Watershed Development: Implementing integrated watershed management practices to restore degraded lands, improve soil fertility, and enhance water availability for agricultural and domestic use. In the process, enhanced water resource utilization with 90 farm ponds promoting fish cultivation;

Forest Protection and Afforestation: Encouraging community-led forest conservation efforts, afforestation programs, and biodiversity restoration to combat deforestation and climate change. In line with these objectives, MASS was appointed as the Nodal Agency for Bargarh district by the District Welfare Department. During this period, we facilitated, implemented, and supervised the Mo Jungle Jami Yojana (MJJY) in coordination with government officials.



Key achievements under the project:

Community Forest Rights (CFR): 136 villages received Community Forest Land Entitlement titles, and 256 more villages were approved for CFR titles.

Institutional Strengthening: 887 Village Forest Rights Committees were constituted under their respective Panchayats to strengthen local governance of forests.

Forest Management: 80 Community Forest Resource Management Plans were prepared to enable committees to sustainably manage their titled forest areas.

Land Secured: Communities secured ownership over more than 12,000 acres of forest land under the Forest Rights Act, 2006. Under the Individual Forest Rights (IFR) provision, more than 1,400 individuals received Individual Forest Land PATTAs, which helped secure their livelihoods and rights. This intervention has strengthened community stewardship of forests and ensured legal recognition of traditional rights in Bargarh district.

Sustainable Agricultural Practices: Promoting climate-smart agriculture, crop diversification, and organic farming to optimize resource use while minimizing environmental impact.

Water Resource Management: Constructing check dams, ponds, and other water harvesting structures to ensure efficient water utilization and mitigate the effects of drought.

MASS integrates community participation in all its programs, ensuring that local stakeholders are empowered to take ownership of resource management efforts. By



fostering a harmonious relationship between people and the environment, MASS contributes to building resilient communities and a healthier ecosystem. As part of our water resource management efforts, we are continuing to measure groundwater levels during both pre-monsoon and post-monsoon periods, as we did last year, to monitor fluctuations. This year, we measured around 380 wells across 10 blocks in Sambalpur and Bargarh districts during the pre-monsoon and post-monsoon seasons. The data contributed to our national-level analysis of groundwater conditions

Case Study of Successful Entrepreneurs

Title: "Reviving Forests for Sustainable Livelihoods" Case Study: Bamboo Craft and Forest Management in Badibahal Village

Badibahal village, located in the Gandhamardan foothills of Paikmal block, Bargarh district, is home to 149 families, primarily dependent on agriculture, forest resources, and daily labour for their livelihoods. Among these families, 38 SC households with traditional bamboo craft skills rely on the forest for raw materials.



The community also engages in making leaf cup plates and brooms, supplying products to local markets in Bargarh and Nuapada districts. Annual incomes from these activities include:

- Bamboo craft: Rs 15,000–20,000 per season per individual
- Leaf cup plates: Rs 10,000–15,000 per season per individual
- Non-timber forest produce: Rs 60,000 annually

Recognizing the demand for modern bamboo crafts, MASS has collaborated with OLM to organize six months of skill training for 30 families. This led to the formation of a bamboo producer group with initial support of Rs 10,000 from MASS, Rs 2 lakh from Mission Shakti, and Rs 50,000 loans for 15 families from OLM.



Scaling up production brought challenges due to the scarcity of Katanga bamboo in nearby forests. The community prepared a forest management plan, securing 1,000 bamboo saplings from the Forest Department for plantation. With regular protection and care, bamboo shoots have regenerated, and the villagers have expanded the protected area to ensure sustainable bamboo availability for future livelihoods.

This initiative showcases the community's determination to balance forest conservation with economic development.

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

Year Two of CDP-MLIP has laid a strong foundation for continued growth and resilience in the agricultural sector. The program's focus on farmer mobilization, crop diversification, and community empowerment is fostering sustainable development in the region. With consistent efforts, the program is poised to create a lasting impact, ensuring food security and financial stability for farmers while promoting ecological balance.

In its second year, the Crop Diversification Programme (CDP) under the Mega-Lift Irrigation Project (MLIP) has made significant strides in promoting agricultural diversification and sustainable farming practices through a range of targeted interventions and training programs.

This report highlights the progress achieved in mobilizing farmers, expanding crop coverage, empowering community-based organizations (CBOs), and fostering knowledge sharing among stakeholders. While the program spans several key areas, this report focuses on the interventions and outcomes within the cluster of Brahmanipalli, Katarbaga, Jangla, Nuarampella, and Rengali villages.

4.1. Mobilization of Farmers

An additional **341 farmers** were mobilized to transition from paddy to non-paddy crops during the second year, representing an impressive **49% increase** from the previous year. This transition has demonstrated the potential of crop diversification to build resilience against climate change, enhance income streams, and provide greater financial security for farmers.

Strategies employed for farmer engagement included:

- Awareness campaigns through door-to-door interactions.
- Active collaboration with local agricultural facilitators such as Krushak Sathis and Krushak Mitras.
- Community meetings emphasizing the economic and ecological benefits of diversification.

Crop Coverage

The program saw a **78% increase in crop coverage**, with a total of **1,200 hectares** under non-paddy cultivation. A detailed breakdown of the crop coverage is as follows:

Crop	Area (ha)
Green gram	398 ha
Black gram	233 ha
Arhar	20 ha
Groundnut	24 ha
Sesamum	32 ha
Maize	39 ha
Vegetable	455 ha
Total	1200



4.5. Empowering Community –Based Organizations (CBOs)

All four CBOs involved in the project have made substantial progress following the allocation of work orders and an initial funding of **₹5 lakh each**. Key developments include:

Custom Hiring Centres (CHC):

- Received essential agricultural equipment, including one tractor, a ridge tyre cultivator, and a motor pump set.
- Equipment is being rented out to generate revenue for the CHCs while improving farming efficiency.



Bio-Input Units:

- Successfully constructed vermicompost pits.
- Farmers have undergone training on the preparation of **vermicompost, Jeevamrutam**, and other bio-inputs, fostering sustainable agricultural practices.



Aggregation and Marketing Units: Established linkages with **Odisha Agro Industries Corporation (OAIC)** for procuring machinery.

Post-Harvest Processing Units: Operational planning has begun to ensure value addition and better markets reach for harvested crops.



Farmer Training Sessions:

Comprehensive training sessions were organized, engaging **600 farmers** with expert insights from government officials, including:

- Chief District Agriculture Officer
- District Agriculture Officer
- Block Agriculture Officer
- Agriculture Horticulture Officer

Topics covered included:

- Crop planning for non-paddy crops.
- Package of practices for enhanced productivity.
- Integrated pest and disease management techniques.

These sessions equipped farmers with the skills to improve crop yields and implement sustainable farming practices, directly contributing to the success of the program.



4.6 Road Show and Miking event :

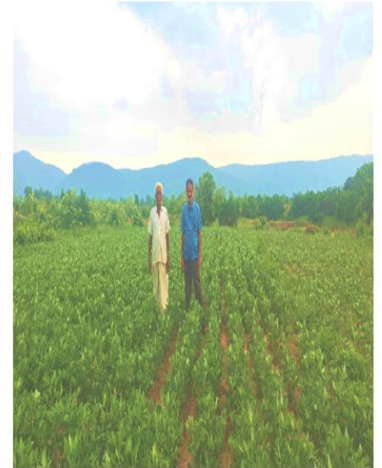
- Women from Self-Help Groups (SHGs) actively participated in a roadshow and miking event, which traveled through all 5 target villages of the allotted cluster, Brahmanipalli, Katarbaga, Jangla, Nuarampella, and Rengali for 5 consecutive days spreading awareness about cultivating non-paddy crops.
- SHG members carried placards advocating for the benefits of diversifying crops and promoting sustainable agriculture
- A catchy and informative song was played during the miking event, which travelled through all spreading awareness about non-paddy crops and the programme of CDP-MLIP.



A Groundnut Farmer's Success Story

Biranchi Rohidas, a groundnut farmer from Katarbaga village, has emerged as a beacon of success under the CDP-MLIP. Managing his **1.5-acre farm** with dedication, Biranchi has achieved financial stability for his family of four while adopting organic farming practices. By avoiding synthetic pesticides and fertilizers, he ensures the health of his crops and the surrounding environment.

Biranchi's participation in CDP-MLIP provided access to government incentives and expert guidance, boosting his confidence and profits. His success has inspired neighboring farmers to explore organic farming and crop diversification, fostering a collective movement toward sustainable agriculture.



In Biranchi's Words: *"The support from CDP-MLIP has transformed my farming practices and livelihood. Seeing my success, my neighbours have started believing in organic farming and crop diversification. Together, we are building a better future for our families and community."*

Beneficiary Reflection:

Sunita Das, an SHG member from Jangla, shared her perspective: "Witnessing Biranchi's journey has been a source of inspiration. His dedication to organic farming shows us the immense potential of adopting these practices. It gives us hope that we, too, can improve our livelihoods through sustainable agriculture."

5. Krushak Unnati Mela:

The two-day farmers' meet and fair was organized by Krishi Jagran, Centurion University, and Mahendra Tractors, with support from various seed and agricultural instrument companies, the district administration, and organic pest and fertilizer stalls. The Krushak Unnati Mela 2024 was a groundbreaking event that brought together over 3,000 farmers, agricultural experts, and organizations to promote agricultural growth and sustainable development.

Key Highlights:

Awards and Recognition: 50 progressive farmers were awarded certificates for their outstanding contributions to agriculture, inspiring others to follow innovative practices.

Exhibitions and Displays: 27 stalls showcased a diverse range of seeds, modern farming equipment, and organic pest control solutions, providing farmers with access to valuable resources.

Padayatra: A vibrant procession through the block raised awareness about the significance of agriculture and the advantages of adopting modern farming techniques.

Seed Exchange Program: Farmers participated in an exchange of high-quality seeds with agencies and fellow farmers, fostering innovation and crop diversification.

Impact and Outcomes:

- The event saw farmers actively purchasing tractors and booking advanced agricultural equipment, showcasing their readiness to embrace modern technology.
- It encouraged the practice of organic farming and promoted alternative crops beyond traditional paddy cultivation, introducing farmers to climate-resilient agricultural methods.
- The interactive learning sessions empowered farmers with skills and knowledge about climate-smart agriculture, enhancing their ability to tackle climate-related challenges.
- Krushak Unnati Mela was a resounding success, serving as a platform for farmers to learn, share, and innovate, while paving the way for sustainable agricultural practices and community development.

6. Road Safety Program:

MASS, in collaboration with the RTO, Bargarh, organized a series of impactful programs during Road Safety Week, Fertility Week, and SWACHHATA Week to promote safety, health, and cleanliness in the community. The events included a one-eye camp, 6 student competitions, two college awareness campaigns, and covered 150 villages through a mobile van for ZERO fatalities and for a safety drive, distributed 400 poster leaflets among rural public for big coverage, and felicitation of 18 students during the district level validation program. Around 12 no of district level road safety committee meeting attended, and many issues were resolved through enforcement and repaired and the establishment of road safety instruments.



Key Events and Initiatives:

A Two-Day Road Show event: Women from Self-Help Groups (SHGs) actively led a **two-day road show** using a loudspeaker and an event across the five target villages: Brahmanipalli, Katarbaga, Jangla, Nuarampella, and Rengali.

Message Dissemination: Placards highlighting the benefits of crop diversification and sustainable agriculture were displayed.

Cultural Impact: A heartfelt, informative song played during the event captured community interest, effectively spreading awareness about the program's objectives.

Eye Camp: Held at the Padampur OSRTC campus, where 56 drivers received free medical treatment, medicines, and glasses, improving their vision and driving abilities.

Student Competitions: Organized at Padampur Rajbodasambar High School, with 110 students from various schools participating in drawing and essay competitions. 27 students were selected for district-level awards, encouraging awareness and creativity around road safety.

Mobile Awareness Campaign: A van equipped with posters, leaflets, songs, and slogans toured the blocks of Padampur, Paikmal, Jharbandh and Gaisilet, spreading vital messages on road safety rules and regulations.

Awareness Program at Jamala College: Guests highlighted critical road safety provisions, points, and facilities, emphasizing the importance of adhering to safety norms to prevent accidents.

These initiatives demonstrated MASS's commitment to promoting road safety, health, and environmental conservation, while fostering community awareness and active participation.

7. Weavers' Groups Advancing in Skill Building

Five weavers' groups were trained and supported in promoting market linkages for their products. During the reporting year, they collectively earned a profit of approximately ₹1.5 lakh. The Textile Department of Bargarh provided design development training to 50 local youth. MASS facilitated connections between three of these groups and five state-level buyers, enhancing their market outreach. Additionally, meetings were conducted with women from weaver families to encourage their skill development. Efforts were also made to mobilize the Textile Department to extend further training opportunities.



8. Education Services for Children in Challenging Circumstances

MASS is committed to delivering quality education, particularly to children in tribal-dominated villages facing significant educational barriers. Factors such as poverty, child labor, migration, and absentee teachers lead to irregular school attendance and low prioritization of education. MASS tackles these challenges by increasing access to education, addressing out-of-school children, and emphasizing early childhood care and pre-primary education.

Achievements and Impact

Activity	Achievement
Identified and enrolled drop-out children	150 children enrolled in government schools, ensuring sustained education.
Empowered SHG members	250 SHG members motivated to send their daughters for higher education.
Admission of poor girls to colleges	22 underprivileged girls admitted to colleges.
Counselling for parents and children	5,000 parents and children counselled to address daily challenges.
Education and empowerment for girls and women	More than 10,750 girls and women empowered, fostering family well-being.

9. Child Protection and Migration Awareness Programme

MASS actively addresses child protection and raises awareness about safe migration through various community-centric initiatives. The organization conducts mobile van campaigns that cover one block, three panchayats, and 20 villages, reaching over 350 people with key messages on safe migration practices. In Bargarh district, child sensitization programs are held at Jamseth School, encouraging awareness and boosting children's confidence. Additionally, stakeholder meetings in Paikmal Block provide a platform for discussions on child movement, trafficking, and the pivotal roles of government agencies in ensuring child safety. Community sensitization programs in Bararahmantal village, under Bartunda Panchayat, empower individuals to raise their voices for justice and advocate for child protection. These efforts collectively contribute to fostering safer environments and protecting vulnerable children from exploitation.

10. Health Malnutrition Education:

MASS emphasizes comprehensive health education by addressing reproductive and child health, adolescent wellness, malnutrition correction, hygiene, and cleanliness. Key achievements during the reporting year include organizing a Pulse Polio awareness campaign using loudspeakers in remote areas, ensuring the message reached underserved communities. Meetings were held to promote immunization and Village Health and Nutrition Day (VHND) programs, fostering health awareness among community members and encouraging improved health-seeking behavior. Additionally, advocacy initiatives were undertaken to strengthen the implementation of national and state health programs.

11. Adolescent Health Programme:

As part of its adolescent health program, MASS collaborates with Women & Child Development and Education departments to promote menstrual health awareness among young women and girls. These sessions benefited 1,250 participants, equipping them with knowledge about menstrual hygiene management and breaking taboos surrounding menstruation. By addressing both general health and specific adolescent health issues, the organisation works toward creating healthier, informed, and resilient communities.

11. Water, Sanitation & Hygiene:

MASS is dedicated to promoting awareness about safe drinking water, sanitation, and hygiene. Through targeted interventions, our community organizers visit schools to educate students and local communities on the importance of proper toilet use and maintaining a clean, healthy environment. Special focus is given to empowering women's self-help group (SHG) members and villagers by providing practical guidance on toilet construction and effective usage, fostering sustainable hygiene practices within the community.

12. Women's Rights & Entitlement

Despite ongoing efforts, gender disparities continue to affect rural women, limiting their access to education, healthcare, and social and financial security. MASS actively supports disadvantaged women by providing training in self-awareness, communication, self-employability, and reproductive rights. The organization envisions a society where women can fully access their rights and entitlements. Through its initiatives, MASS has empowered over 8,500 women in agriculture and entrepreneurship, fostering economic independence and promoting gender equality in rural communities.

SECTION-3

Celebration/Observation of Important Days

World Environment Day (5th June): Celebrated across FFS villages in Kalahandi and Rayagada districts with the participation of 550 people. The theme for 2024, “Beat Plastic Pollution,” was emphasized by raising awareness among farmers and the public. Villages were cleaned of plastic waste, and community members were educated about the dangers of single-use plastics and the importance of adopting eco-friendly alternatives.

World Soil Day (5th December): Marked to highlight the critical role of healthy soils in sustainable agriculture. Farmers were sensitized on soil health management and the use of soil health cards. During the event, 300 soil health cards were distributed in collaboration with the government agriculture department, promoting informed soil nutrient management practices.

National Farmer’s Day (23rd December): Observed in multiple villages with tree planting activities and interactive discussions involving 250 farmers. The event celebrated the invaluable contributions of farmers to the nation, fostering pride and community spirit.

Millet Day (Mandia Divas) – 10th November: Observed in partnership with the Agriculture Department, attracting 250 participants. The event aimed to popularize millet cultivation and its nutritional benefits as part of the Odisha Millet Mission. Discussions revolved around improving the livelihoods of rainfed farmers by reviving millet cultivation and enhancing its consumption.

Akshaya Tritiya: Celebrated as a culturally significant day for the farming community. FFS farmers performed ‘Akhimuthi Anukula,’ symbolizing the sowing of seeds after plowing their fields, marking the commencement of the agricultural season with traditional rituals.

International Women’s Day (8th March): Commemorated with the active participation of 752 women across various villages. Discussions focused on issues impacting women, empowering them to address challenges related to gender equality, economic opportunities, and leadership.

Observation of Other Key Events:

Labour Day, World Water Day, World Forest Day, Earth Day, and Plantation Week: Observed with women’s groups to promote sustainable practices and raise environmental awareness.

Annual Events: SHG Melas, Lok Mahotsavs, Ukias and Farmers’ Fares served as platforms for stakeholders—including officials, CBOs, CSOs, and local leaders—to exchange knowledge, share success stories, and discuss challenges.

SECTION-4

Our Convergence Efforts and Approach

MASS adopts a holistic and collaborative approach to address complex social and developmental challenges through convergence. By fostering partnerships with government agencies, civil society organizations, and community stakeholders, we ensure the efficient utilization of resources and the delivery of impactful solutions. Our convergence efforts emphasize aligning various programs and schemes, such as health, education, livelihood, and social welfare initiatives, to maximize their collective impact.

Through strategic collaboration, MASS bridges gaps between service providers and beneficiaries, promotes community participation, and ensures sustainable development. This integrated approach enables us to address multi-dimensional issues effectively while empowering communities to achieve long-term self-reliance and growth.

Facilitating Access to Government Schemes and Provisions

MASS has been steadfast in its efforts to improve the lives of people by facilitating access to a wide range of government-supported schemes from both central and state governments. These include key initiatives like the Garib Kalyan Yojana, Pradhan Mantri Kisan Yojana, Swachh Bharat Mission, PM Fasal Bima Yojana, Pradhan Mantri Kaushal Vikas Yojana, Mukhya Mantri Kaushal Yojana, Biju Pakka Ghar Yojana, Mamta Scheme, Madhubabu Pension Scheme, Harischandra Scheme, KALIA Yojana, PITHA program, and many more.

In partnership with the Department of Odia Language, Literature, and Culture, Government of Odisha, MASS organized the “GHUPKUDU”



performance-cum-awareness workshop to revive, promote, and celebrate local folk culture in the region. Prioritizing collaboration, MASS works closely with government bodies, development agencies, and civil society organizations (CSOs) to address pressing issues and implement need-based actions, ensuring impactful and sustainable outcomes.

Alliance Building, Networking, and Grassroots Advocacy

MASS actively fosters alliances and networks, collaborating with national and international institutions to enhance knowledge sharing and collective impact. Key partnerships include Odisha State Food Commission, SIRD, KVK, CHES, Indian Institute of Management Sambalpur, MSW Department of Sambalpur University, International Rice Research Institute (IRRI), and National Rice Research Institute (NRI), among others.

The organization participates in various committees at multiple levels, such as the advisory committee of NSS Sambalpur University, the District Road Safety Committee, and block-level task forces. MASS also engages with networks like VIBHA-VANI, Wada Na Todo Abhiyan on SDGs, Campaign on Commons, Fair Ecological Transition in Rural Area (FETRA), Common Health, Right to Education and Food campaigns, Western Odisha Migration Network, and Jana Swasthya Abhiyan, enhancing advocacy efforts and collective action.

Additionally, MASS regularly hosts exposure visits for government and non-government organizations, facilitating knowledge exchange through sessions that highlight successful initiatives and encourage collaborative learning. We are also proud to have received a Certificate of Appreciation from the State of India's Birds 2023 for our valuable contribution in carefully documenting bird observations and supporting the national assessment of birds.
