



ANNUAL REPORT 2022 -2023

SOCIAL DEVELOPMENT FOUNDATION

Annual Report

2022-2023

Social Development Foundation

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ABBREVIATIONS

Ac: Acre

APC: Agriculture Production Cluster

ATMA: Agriculture Technology Management Agency

ANM: Auxiliary Nurse Midwives

AWW: Anganwadi Worker

BDO: Block Development Officer

BKRY: Biju Kanya Ratna Yojana

BPL: Below Poverty Line

CBO: Community Based Organisations

CSR: Corporate Social Responsibility

FRA: Forest Right Acts

GOI: Government of India

GOO: Government of Odisha

HIV: Human Immune deficiency Virus

IAY: Indira Awas Yojana

IAS: Indian Administrative Service

IMR: Infant Mortality Rate

KBK: Koraput, Kalahandi and Balangir

KVK: Krishi Vigyan Kendra

MGNREGS: Mahatma Gandhi National Rural Employment Guarantee Scheme

MMR: Maternal Mortality Ratio

NFSM: National Food Security Mission

NGO: Non-Government Organisation

NABARD: National Bank for Agriculture and Rural Development

PDS: Public Distribution System

PHC: Primary Health Centre

PNC: Post Natal Care

PRI: Panchayati Raj Institution

PWD: Public Works Department

QPR: Quarterly Progress Report

RCH: Reproductive Child Health Care

RKVY: Rashtriya Krishi Vikas Yojana

RTI: Right to Information

SHG: Self Help Group

A GLIMPSE INTO SOCIAL DEVELOPMENT FOUNDATION

Social Development Foundation, literally meaning “Upliftment of grassroot people” is a non-government organisation taking all effort for the development of grassroot people & brings about positive changes in the communities in Odisha. Social Development Foundation has been actively involved in development activities since 2010/2011. Along with conservation and resource generation. The organisation is working towards enhancing the access of people to land, water and forests with increasing the productivity of these resources in environmentally sustainable and socially equitable ways. With this the organisation is also promoting the conservation of traditional knowledge along with values of marginalized people. Work of Social Development Foundation can be classified in Ensuring Education for all, Maternal & child Health, Promotion and conservation of Agriculture along with climate. Social Development Foundation maintains its head office at-Ballhar Chhak, 3kms from Talcher and 20kms from District HQ. Angul, Odisha, Social Development Foundation has been able to reach the 118537+ Population of 121 Villages of 69 Gram Panchayats of 30 Blocks of 7 Districts.

Vision-To engage, educate and empower vulnerable communities for significant socio-economic transformation.

Mission:-Social Development Foundation’s initiatives are focused on Rural Development, Environment , Social Change ,Gender Equality, Sustainable Agriculture & Livelihood, Health , Climate Change and in particular to build up an institutional base for addressing the problems of Tribal , Dalit, Rural Poor and women and children at grassroot level. And in furtherance to the above:-

- ☐ To take up programmes of awareness and consciousness on raising issues about the socio-economic, environmental and political problems of tribal Dalit and rural poor, aiming at reduction of disparity at all levels.
- ☐ To take up programmes of education for women and children, including legal education.
- ☐ To Provide necessary assistance and service for the vocational training/ income generation projects for artisans, youth, women, handicapped, socially and economically backward people
- ☐ To become self-supporting in areas of agriculture, animal husbandry and processing on no-profit and no loss basis.
- ☐ To establish a training base for the grass-root functionaries drawn from the target group as well as the young educated professional. The training would cover Health, Environment, Livelihood, Skill improvements and income generating activities.
- ☐ To promote appropriate technology and renewable and non-conventional sources of energy.
- ☐ To develop areas of mutual co-operation and understanding among different voluntary organizations, NGO Networks, Research and Resource Organization and other Govt. and Non-Govt. agencies working for similar cause in India or elsewhere.

A note from the Founder cum Secretary

Dear Friends

We are delighted to present Social Development Foundation Annual Report for 2022-2023. we are happy that we could collaborate with the government PSU, Institutions **which** basically includes seed conservation, promotion of SRI and SMI for higher yield of paddy & millets, Promotion of Jackfruit & Banana, Health and Hygiene, WASH, Organic Farming for a hazardous free agriculture, Natural Resource Management and its conservation, women empowerment through Institutional building and Panchayati Raj for empowerment of the local bodies.

As you go through this report, you can find inspiring stories of transformation ,and positive changes brought to the lives of rural people at Angul, Kandhamal, Dhenkanal by SDF team through its community based thematic interventions on Farming, empowerment and financial inclusion. As you read this report we hope that you will be inspired by the people in our communities who have been empowered, and through this we are changing their own lives.

A year has already been passed and we moved in the way of empowering the poor. Thank you for your generous support that has made our work possible and for spreading the message of Social Development Foundation far and wide. We thankful to Ministry of Youth & Sports Affairs Angul, NABARD, Deputy Director of Horticulture, Block Administration Talcher, ICDS Talcher, and other Voluntary organisation i.e. Agramee, New Orissa , Spandan , FARM, Bansidhar & Ila Panda Foundation for their support and belief in us .

Budhadev Das

Founder/Director

Social Development Foundation

1} Livelihood Enhancement

Farm based Agriculture

1. A Micro Enterprise Development Programme {MEDP} for matured SHG members on Millets based Food Processing.

Micro Enterprise Development Programme on Millets based Value Added Food Products was organized at Dharampur GP of Talcher Block by Social Development Foundation in collaboration with NABARD on 20th February 2023 as part of Scaling up Millets based Value Added Food Products Project with the funding support of NABARD MEDP. In the 13days training 30 participants mainly women entrepreneurs from Talcher and NGO staff (SDF) from Pallahara/Talcher/Perjang/Tumudibandh/Kotogarh and K.Nuagaon participated. As part of extending Social Development Foundation works to other districts of Odisha states in promoting small millets. The training evoked good response from the participants. It is evident that the capacity of each food entrepreneur has been improved in standardizing their food products and developing new products as a result of the training. Mrs Mamatarani Bisimajhi, Babita Das and Jyotirekha Maharana was resource person from SDF conducting the training programme.

1. B Observation of Millet Divas

Observation of Millet Divas held at Dharmapur Club Hall of Dharmapur Gram Panchayat, Talcher Block 65 no of WSHG members and 7 small Farmers actively participated in the programme. It was organised by Social Development Foundation, Talcher and Rural Development Council, Pallahara. This program was also observed at Banda village, Banda Panchayat, Banarpal block in collaboration with Spandan Odisha India, kandasar. Around 25 WSHGs were present along with 7 farmers. MBK, CRP, ASHA, AWW, PRI members and govt officials from OLM, Mission Shakti, DWO and NGO staffs of both the Panchayat were also part of the programme.

1. C Grassroot level Training programme for Mature SHG members.

1.C.1) A workshop on Grass Root Level Training Programme (GRLTP) for WSHGs working in Tukuda, Chhendipada block, Angul district was held in the office premises recently by Social Development Foundation (NGO) in association with the NABARD. Sarpanch Prasant Sahu inaugurated the symposium and said the purpose of organising the programme was to make the SHGs aware of the various entrepreneurship schemes being implemented by the line departments of Government for their empowerment. Indian Overseas Bank, Jarapada Branch Manager Amulya Kumar Sahu assured that the bank is always open for the SHGs for assisting them through credit linkage if they want to establish any business-oriented units irrespective of project cost. Addressing the SHG members, DDM NABARD Sarat Kumar Behera urged upon them to work dedicatedly for the personal development as well as development of the society. Foundation programme officer Mrs.Mamatarani Bisimajhi presided over the meeting. Pratap Pradhan LSP, OLM advised SHG members to utilise the loans sanctioned adopting meaningful livelihood activities.

1.C.2) The Grassroot Level Training Programme for SHG Members held at Dharampur Panchayat Hall on 20/12/2022, 10.30 A.M under the chairmanship of Chief Guest Mrs Patarani Bhutia Sarpanch of Dharampur enlightened the participants. Mrs Rashmirani Majhi Resource person (OLM) made awareness Why Self-Help Group is important in present context and explained the Ten Commandments to all the members of Self Help Groups. Mr Samparna Ku Swain BM-IOB, Mr. Nrushingha Sahoo Industrial Promotion Officer, Mr. Sanjeev Ku Das (OLM) .Mrs. Jayanti Samal (Sector Supervisor- Mission Shakti) & Mr. Sarat Kumar Behera DDM NABARD Angul joined the training programme and encouraged the members. PRIs and Media were present in the said programme. The event was marked with lighting of lamp by Chief Guest & other guest of honour in the dais. At the outset Mr. Budhadev Das Secretary, Social Development Foundation welcomed all the Members of SHG of concern Village of Concern G.P, Media & guests in the programme. A total of 35 participants participated in each training and enlightened about the GRLTP programme. Participants were exposed to knowledge like Micro-credit System, Bank Linkages, Open Bank Saving Account, Govt Schemes & Das Sutras meaning.

1. D} Micro Enterprise Development Programme {MEDP} for matured SHG members on Banana based food processing {Ready to cook –Ready to Eat}.

Social Development Foundation organised 12 days Entrepreneurship Training Programme on ‘Value addition and Marketing of banana for farmers and entrepreneurs of Balinali village of Chhendipada Block, Angul dist. The training is sponsored by NABARD. A total of 30 participants are part of hands-on training programme. The programme focuses on Value addition and marketing of value added products from green unripe and ripe bananas as well as from other parts of banana and plantain aiming at present government strategies like Skill development for the least developed group, wealth generation from waste and doubling the farmers income

1. E} Micro Enterprise Development Programme {MEDP} for matured SHG members on Jackfruit based food processing {Ready to cook –Ready to Eat}.

A 3days Jackfruit food processing programme at Mahabirod GP of Kankadahad block of Dhenkanal district was been organised with support of GP and WSHGs. 30 nos of women SHG members gained knowledge apart from regular food items. This was a new learning for them. Though the time period was short, all the food Processing they learnt was of great knowledge which opened a new way to channelize their income enhancing better and secure life.

1. F} Formation of PRODUCER GROUP:-

Farmers as producers are unable to realize the right value of their produce. The defragmentation of land, lack of awareness, distrust in scientific practices, less inclination towards technology adoption leads to under production against the optimal potential. The absence of adequate marketing infrastructure, presence of middle man, lack of collectivization effort leads to grabbing less marketing opportunities and earnings. Social Development

Foundation is working on to promote 10 Producer Groups covering about 1000 farmers from more than 30 villages in Angul districts with the support of NABARD. Despite carrying out many farming activities, women lacked recognition. Coming together as a self-help group, they have found confidence to progress and use collective bargaining power to their advantage. Forming a producer Group has been possible for women farmer this gave recognition of our hard work for establishing our identity as farmers. This is the time to celebrate,” said Mamata Pradhan of Dakhinakali PG (an entrepreneur). “We have reached a long way and have more to achieve.”

1.G } Capacity building training programme for Transgender on Jackfruit Chips

Making.

To promote individual and group endeavours by transgender persons for employment, self-employment and other services for their economic well-being .In this context, Social Development Foundation (SDF) Talcher and its sister organization Rural Development Council (RDC) has organized a capacity building training programme on “Jackfruit Chips (Ready to Cook & Ready to Eat)” for Transgender in support with Manav Seba Charitable Trust on 3rd august 2022 around 1130 A.M at- Manav Seba Shram, Malati Vihar, Susuda, Angul .

1.H } Awareness programme on World Jackfruit Day 2022 .

Jackfruit is now a hot topic that is being discussed all over the world especially at Odisha. It is otherwise treated as substitute of meat as jackfruit is called poor mans meat. Social Development Foundation(SDF) and Rural Development Council (RDC) a grassroot level organisation has organized a Panchayat level observation programme on World Jackfruit Day i.e.-04-07-2022 at-Mundigarh of Tumdibandha block of kandhamal district and Nagira and Jamardiha village of pallahara block in PBDA area in collaboration with Women Farmer producer Groups of Nagira and Bandhabhuin of Angul district. The programme was enlightened by guest and dignitaries such as Chairman, Sarpanch, PEO of Tumudibandh Block, AHO, Pallahara JAO of OPELIP PBDA, Development Activist Ashok Sathpathy, Budhadev Das and Binaya ku Sahu{RDC} of respective districts.

1. I } Awareness programme on Millets

Millets are small-grained, annual, warm-weather cereals belonging to the grass family. Jowar (Sorghum), Bajra (Pearl Millet) and Ragi (Finger millet) are the important millets cultivated in India. Small Millets such as Proso(Cheena), Kodo (Kodra, Arikelu), Fox tail (Kangni/Korra), Barnyard(Varai, Sawa), Little millet (Kutki) are also grown in our country .

Capacity Building Training programme for Women farmers on millet revitalisation. A one-day training programme on ‘Revitalisation of millets for nutritional security and enhanced productivity’ was organised at various villages of Perjang block of Dhenkanal dist. Training programmes on small millets varieties, seed production technologies, cultivation practices, integrated nutrient management, pest and disease management strategies, harvest and post-harvest machineries and entrepreneurship skill development through value addition of small

millets products were given by Programme Officer of Foundation. 25 women farmers and 3 male farmers were trained under the programme. In line with GOI announcement, Social Development Foundation, Talcher intends to intensify engagement with millets through pilot projects, stakeholder consultations, FPOs, capacity building, publication etc. in Perjang, Riamal and Banarpal Block of Dhenkanal, Deogarh and Angul district.

1.J }Training programme for trainers on jackfruit processing

A 5 days {12/05/2022---16/05/2022} training programme on Jackfruit Processing was organised by Agramee at -Cetar Mallijharan of Kashipur block of Rayagada dist. 30 women from Undivided Koraput, Kandhamal, Nabarangpur and Rayagada district participated. They were trained in 14 types of food items. Though there is a huge production of Jackfruits in these tribal areas they are sold at distress price to profiteering traders. This training will help in Self Sufficiency of tribal women. The inaugural ceremony was attended by Shri Bhuban Mohan Patnaik GM (retd.) NABARD, Shri Ekadasi Nandi retd. Senior officer of agriculture department, Shri Achyut Das Director, Agramee. The trainers were from Social Development Foundation, Talcher. The trainees were encouraged by Smt. Vidya Das Joint Director, Agramee and Shri Mahendranath Pradhan Advisor, Agramee. The training programme was managed by (names of staff members of Agramee). Marketing agency such as Mamata Udyog were also present for entrepreneurship development.

1.k Foundation Participation in Major workshop cum Seminar.

1.k.1) State level learning and sharing workshop on Climate Smart Agriculture

Climate-smart agriculture (CSA) is an approach that helps guide actions to transform agri-food systems towards green and climate resilient practices. A state level Conference on “Climate Smart Agriculture” was organized at the Presidency Bhubaneswar in December 2022 by the Agramee, Kashipur. The Conference had the benefit of significant insights from about 100 participants including some eminent public leaders, agricultural scientists, Women farmers, NGOs, Government officials and representation from corporate.

1.k.2) Training to Field NGO Workers

A training cum exposure visit program for NGOs by NABARD Scheme and convergence with JSPL at Jana Jivika Kendra, Jindal RR colony, Mahitala, Near savitri Jindal airport, Chhendipada, Angul on Agarbatti making unit and other skill based activities.

1.k.3) Ideate 2022

A programme was organised by Bansidhar & Ila Panda foundation CSR unit of IMFA at Mayfair Lagoon Bhubaneswar on the topic "paradigm shift in education landscape blended pedagogy". In this context Social Development Foundation, Talcher and many other CSOs, CBOs and grassroot based organisation including educationist, eminent person participated in the said programme.

1.k.4) Review meeting of NABARD

Today a review meeting was held by NABARD RO, Bhubaneswar with support from NGO

partners from Angul and Dhenkanal at-Ashiana Hill View **Hotel**, Angul. The representative of NGOs actively participated and shared the key issues, challenges of on-going activities in their blocks on MEDP, FPO, LEDP, and FSPS along with this off farm and non-farm activities such as handicraft, micro entrepreneurship, nursery, floriculture, mustard, muringa etc. In the August presence of CGM Mr C. Udaybhaskar, Sarat ku. Behera DDM NABARD, G Sarath Babu Manager FSDD odisha RO all the above said discussion were done.

1.k.5) 2- days program on value addition of jackfruit(farm to fork)

Attended 2- days program on value addition of jackfruit (farm to fork) along with members from CSOs, Social Development Foundation, RRDO, Good Samaritan, WSHG, from Angul, Mayurbhanj, Koraput and Kandhamal organised by Directorate of Horticulture, **GoO** and CHES at IMAGE. Participants were exposed to knowledge's **on** recipes such as jackfruit Biryani, Vada, fritters, cutlet, badi, papad, kheer, chaki barati (Malayalam Dish), Manchurian and Chowmin etc. Govt officials also participated and facilitated the process of training programme. A total of 30 participants participated in the 2days qualitative training and enlightened about the "JACKFRUIT"(ready to eat and ready to cook) programme. All the concerned initiatives have made them as successful trainer/motivator **with** encouraging the participants in the vicinity.

2.}WOMEN EMPOWERMENT

2.1 International Womens Day

Every year in the month of March there is an opportunity to mark the history of women. Actually let **me** tell you that **on this** Women Day 2023 a call is also made for a gender-equal world that is free from prejudice and discrimination and is diverse, equitable, and inclusive. In this Context, Social Development Foundation, Talcher and SPANDAN Kandsar had organised IWD2023 in collaboration with ICDS, Banarpal and Kandasar GP at -Tentela Hatting, Nalco of Banarpal Block of Angul Dist.

2.2 SHG Group Formation

Capacity Building Training programme for WSHG was organised by Social Development Foundation, Talcher at Balinali, Chhendipada Block of Angul Dist. Resource person from OLM participated in the event. 30 WSHG members were also present in the said meeting.

2.3 Credit Linakges

Bank linkages are planned and done on a large scale for a prescribed amount as decided by the bankers without taking into cognizance the needs of women and their capacity to repay. The process of mutual help, joint development, acceptance and internalization of SHG rules and norms are now largely missing. Yes, credit is certainly a lifeline for rural women. However, managing credits in groups under the present terms and conditions requires a different orientation altogether.

2.4 Block Level Sensitization programme for sarpanchas, PEOs, ICDS supervisor and members of

BLCPC-CUM-BTF on adolescent empowerment and ending child marriage of Talcher block on child protection.

Block Level Sensitization programme for sarpanchas, PEOs, ICDS supervisor and members of BLCPC-CUM-BTF on adolescent empowerment and ending child marriage of Talcher block on child protection. From Left DCPO Angul, Secretary SDF NGO, BDO Talcher Chairman Talcher Panchayat Samiti, CDPO Talcher and District Coordinator ActionAid were present on the dais. PRI members from different Panchayat were also present. The programme was organised by ICDS Talcher with support from District Child protection Unit, Angul at Block Sabahgruha.

2.5 Establishment of Micro-Enterprise development Center

Under the project title "My Vegetable-My Land" Social Development Foundation in partnership with NABARD and two micro Enterprise such as MAMATA UDYOG, talcher and MAA UDYOG, Balaramprasad aims at promotion of various livelihood initiatives and marketing support to women SHGs. The foundation mission is involved in both backward & forward linkage and better marketing .The members of these SHGs are making Jackfruit Badi, Pampad,Tender Jackfruit , Millet Mixture, Laddo, Muduki, Ganthia, Turmeric, Dry Chili, Black spilt moong, Raggi Atta, Pickle, Besan and Cashew etc. The initiative has been made by Social Development Foundation to promote women entrepreneurship and women empowerment. The objective of the project proposal is to empower the rural Women producers by providing a platform for marketing of rural products in convergence with SDF. The project aims to supplement the resources available to work in all PVTG areas where there is an opportunity to create micro enterprises mainly through Livelihood promotion and Marketing support with special emphasis on the need for formation & promotion of new Women Producer Groups (PGs), marketing / technology interventions, value addition through capacity building of the institutions and strengthening of the existing business incubation centres as these centres serve towards capacity building of SHGs and PGs. Under the Livelihood Promotion two key components are covered i.e. (a) formation & promotion of new Producer Groups (PGs) from among the WSGHs and Institution & capacity building of the PGs and (b) provisioning of working capital for the PGs. #NABARD # Entrepreneurship #Women Empowerment #Jackfruit .

2.6) Beauty Parlour Training:-

Beautician course is one of the significant parts of the fashion industry. This beautician course, in the present time, is considered in demand as career choice. It is one of the fastest growing industries across the country because everyone is more concerned about their beauty and wellness. Not even people from metro but also from urban and semi-urban areas people give a special importance to their looks. This year foundation organised a 7 days training programme on Beauty Parlour at:- Dasanali ,Jamardihi,Nagira and Tukuda area . Participants were exposed to knowledge's on beautiparlour such as Facials, Hair Care , bridal make-up , Manicure and Pedicure etc.PRI members also participated and facilitated the process of training programme. A total of **30** participants participated in the **7**days qualitative training and enlightened about the "**BeautyParlour**" programme.

3} HEALTH

In line with our commitment to “Health for All” we have a regular programme for organizing health camps which apart from providing solutions, Focus on information, dissemination and preventive healthcare facilities. Rural health care is one of the biggest challenges that India is facing today. High Mortality rates are subjected to poor health care facilities in the rural areas of India.

Health is a state of physical, mental and social wellbeing. The state & central government has very crucial role in providing quality health services to the people of the state. Although several flagship programme on health are being implemented by the state & central governments. The Health Parameters of Odisha are not an astonished one. There are stills miles to go. As one of the priority area, the foundation initiated many health related programmes in its operational area during the year. The community involvement is an essential component for successful implementation of the programme. Let us all make concerted efforts for provision of affordable quality health care to the people of the state.

3.1 World Breastfeeding week

The Foundation had organised a World Breast Feeding Week on dated 07/08/22 at-Gurujanguli Village of Bantol Gram Panchayat of Talcher Block .The programme was formally inaugurated by Smt.Pratima Pattnaik Ward Member of Sendhagaon Bantol G.P. A total of 21 Women including ASHA, ANM, Anganwadi & SHG Members participated in the programme. The major topics which were discussed in the programme:-

- Mothers milk is best for your babies.
- Necessity & importance of breast feeding for mothers & Babies.
- Mother milk is most importance from two minutes of birth towards for two years.
- Breast feeding is the best measurement for babies (Safety, Immune, forever)

4}WASH

4.1 Global Handwashing Day

Global Hand washing Day is an annual global advocacy day dedicated to increase awareness and understanding about the importance of hand washing with soap as an easy, effective, and affordable way to prevent diseases and save lives. Every year 1.7 million children do not live to celebrate their fifth birthday because of diarrhoea and pneumonia.

Hand washing with soap is among the most effective and inexpensive ways to prevent these diseases. This simple behaviour can save lives, cutting diarrhoea by almost one-half and acute respiratory infections by nearly one-quarter. Hand washing with soap impacts not just health and nutrition, but also educate, economics, and equity.It is well known that 10% of common diseases that has impact upon child health are due to dirty and unwashed hand. Unsafe Hand are responsible for intensifying diarrheal and stomach infection. Basically it was originally created for children and school .It is a campaign to motivate and mobilize millions around world to wash their hands with soap.

In this connection the foundation had organised a workshop on World Hand wash Day at Jamuda UP Primary School on 15th October 2022/23.The meeting was attend by representatives from block medical officer, Asha, AWW and PRI members from operational

villages. A total 100 participants including 75 students also participated in the workshop. Mrs .Mamatarani Bisimajhi, Programme Officer and Binay ku.Sahu of Social development foundation facilitated the workshop.

Objectives of the Workshop:-

- How to wash your Hands
- Clean your hands with warm water
- Apply generous amount of Soap
- Rub your Hands together for 20 Seconds
- Dry your Hands with Towel.

5} CSR

Sensitization workshop on PRI, Linedept, FLWs under CSR

A preparatory meeting on off farm related activities under CSR with MBK, CRP, PRIs members of Santhapada ,Gurujanguli, Jagannathpur and Bantol GP of Talcher Block in the presence of Sarpanchs Sahadev Sahoo, Mrs Jayanti Pradhan and Ex Sarpanch Mr Abani Dehury for CSR activities of NTPC / TTPS, Talcher.

6} Award and Accolades

Through the years, SDF's work has been recognised by several organisations and institutions. We are thankful for their faith and belief in our services by giving us such an honour. It encourages us and instils a sense of belief that we are on the right path whilst reminding us of the great responsibility we carry toward the elderly of our society.

6.1) On the Occasion of National Press Day 2022, District Web Media Federation- Angul felicitated us for social work in presence of dignitaries at Hotel Green Park , Talcher. The programme was graced by newly appointed OAS Ms Truptimayee Pradhan, Block Chairman Talcher, Manoj Pradhan, Debiprasad Rath Retd. Lecture of Talcher, Rangadhar Nahak ex Sarpanch, Dr.Aurobindo Nandi SDH Talcher and Bapi Sir .

7}Media Highlights

Electronic Media

7.1 News18 Odiya

A news clipping based on Jackfruit in PVTG area of Pallahara Block was telecasted in NEWS 18 odiya, ETV Bharat and print media Sakala has published this news.

Jackfruit provided a recognition to PBDA women. They got training from CHES Bbsr with support from Social Development Foundation & NABARD and also had an exposure visit to kerela. After the learning they started producing variety of products and selling it to variety agencies with support from marketing agency such as Mamata Udyog and Maa Udyog with this SHG Members got recognised and were invited to different organisations for showcasing their skill and among that one such reputed organization Agramee invited them for training.

A news clipping based on Jackfruit in PVTG area of Pallahara Block is being telecasted in NEWS ETV Bharat .Jackfruit provided a recognition to PBDA women.

Print Media :-

The collage consists of several newspaper clippings. The top left clipping is from 'Odisha Sahasra Krishi Yojana' (OSKY) and features a headline in Odia. Below the headline is a photo of a woman in a field. The top right clipping is from 'Odisha Sahasra Krishi Yojana' (OSKY) and features a headline in Odia. Below the headline is a photo of a woman in a field. The bottom left clipping is from 'Odisha Sahasra Krishi Yojana' (OSKY) and features a headline in Odia. Below the headline is a photo of a woman in a field. The bottom right clipping is from 'Odisha Sahasra Krishi Yojana' (OSKY) and features a headline in Odia. Below the headline is a photo of a woman in a field. The date 'May 2023 - Page 4' is visible on the right side of the collage.

9} Sucess Stories :-

ENTREPRENEURSHIP THROUGH VALUE ADDITION IN JACKFRUIT FOR LIVELIHOOD:-

Introduction: Smt. Anita Naik is 46 years old woman entrepreneur from Jamardiha. Her family is involved in farming for last many years. They have 1.5 ha of traditional integrated fruit orchards .These orchards have 10 jackfruit trees. They used to get around 25-30 jackfruit per tree. Weight of each fruit was around 8-10 kg. Except for some limited consumption of fruit on regular purpose. All the fruits used to be wasted as there was very lack of knowledge on marketing of jackfruit and its value addition.

Training: Smt. Anita Naik came in contact with **CHES and OUAT**, in 2021. She undertook capacity building training in processing of jackfruit. KVK also conducted one method demonstration on jackfruit chips making on her farm. She got interested in jackfruit processing in the form of jackfruit chips and papad and subsequently started home scale production of the same. She also explained about the importance of branding the products and helped to get her firm register under FDA for FSSAI license so that she can sell her products through “**Mamata Udyog**”.

Achievements: She produced around 32 kg jackfruit chips, 50 kg Pickle and 36 kg jackfruit papad during Jackfruit season of 2022. She sold it at the rate of Rs 30/- per 100 gm of jackfruit

chips, Rs.120/-per 500gm Pickle and Rs 30/- per 100gm of Papad. She earned around Rs.9600/- from chips and Rs. 4,500/- from papad and jackfruit Pickle 55kg @ Rs 240/- per kg and got net profit of Rs.13,600/- .

Importance for Farmers: Seeing the success of Smt. Anita Naik neighbouring 3 women started home scale production of Badi, jackfruit chips, Pickle and Papad.

Recognition: NABARD of her district recognised her achievements and presented her as a role model to other fellow farmers in the district.

SUCCESS STORY OF VALUE ADDITION ON MILLETS

Introduction:

Mrs. Pravati Sahu and Sujata Sahu from Dharampur Maa Mangala Producer Group proved that the Food processing practices are key to uplift the socio-economic life of the rural women. Social Development Foundation extension functionaries are helping women farmers and acting as a bridge between the farmers and the market for their economic betterment. The SHG group is utilising the locally available fruits and vegetables for value addition and earning income for their livelihood support.

Training: NABARD under MEDP scheme conducted training on capacity building under the MEDP which focuses on value addition of Millets. The Foundation has provided support, training and demonstration for value addition of Millets

Achievements: As a result of the training and skill received, the group has been continuing the work of post-harvest management and value addition once in a week and selling their product in and around the village. They also give their products to sell in SHG outlet which is located near District Office and generating the small income and supporting their group. NABARD has also supported financial aids for building Nano food processing unit at village level with locally available materials. Under MEDP the Social Development Foundation has distributed electronic kitchen ware, packaging materials like bottles

Importance for farmers:

The Self Help Group is educating the local farmers and community the process of value addition for minimizing the post-harvest losses on account of perishability and gaining additional income.