

Atmashakti
TRUST



2023-2024
IMPACT REPORT
Atmashakti Trust

FORWARD

It gives me great pleasure to present the 14th Annual Report (Impact Report) of Atmashakti Trust as we move towards completing 15 years of dedicated service to people. This milestone reflects our past achievements and a moment to align our future efforts with national priorities. Atmashakti Trust has always strived to work hand-in-hand with the government to ensure that development programmes reach even the most remote and marginalized communities. Our collaborative approach complements existing government schemes, enhancing their reach and effectiveness through grassroots engagement.

As we embark on the next chapter, Atmashakti 2.0, our strategic roadmap for the next 15 years, is designed to deepen our collaboration with government agencies while scaling up proven models of community-driven change. Central to our approach are four essential pillars that guide our efforts towards creating lasting impact and driving inclusive development: Communication and Community Leadership, Change Amplifiers, Synchronized Action and Outreach (Let's Connect), and Demonstration Models for Policy Advocacy (Grassroot Action for Impact and Transformation - GAIT).

Communication and Community Leadership form the bedrock of our work. We have developed a robust network of community leaders and established two-way communication channels that link remote rural areas to national and global platforms. Creating committees at the Village-, Gram Panchayat-, Block-, District-, and State-level, ensures that vital information about government services and entitlements reaches even the farthest corners. More importantly, we reverse the traditional top-down flow of communication, giving grassroots communities a direct voice in shaping the policies that affect their lives. This continuous dialogue between grassroots actors and policymakers ensures that the development agenda is shaped by the very people it is meant for.

Our "Change Amplifiers" pillar focuses on training key community members, often young women, to serve as advocates and bridges between their communities and decision-makers. These "change amplifiers" ensure that no voice is left unheard and that community-driven solutions are brought to the forefront of policy discussions. Through digital advocacy, they collect and share stories from their communities, amplifying grassroots voices across platforms and making sure that government programmes are responsive to the actual needs on the ground.

Through the Synchronized Action and Outreach pillar, we ensure that both online and offline efforts are seamlessly coordinated to maximize our reach and impact. Our "Let's Connect" platform links grassroots efforts with service providers, policymakers, and support systems. By combining on-the-ground mobilization with social media advocacy, we bridge gaps between marginalized communities and essential services, ensuring that the voices of the grassroots resonate across multiple channels—be it through government advocacy or policy reform initiatives.

The Demonstration Models for Policy Advocacy pillar, also known as Grassroot Action for Impact and Transformation (GAIT), focuses on creating scalable, evidence-based demonstration models that showcase solutions for improving infrastructure, services, and livelihoods in underserved communities. By leveraging government schemes and entitlements, we develop data-driven models in key areas such as health, education, gender equality, and sustainable agriculture. These demonstration models not only empower communities but also serve as powerful tools for advocating for policy reforms, ensuring that government initiatives are more effective and equitable.

As we move forward with Atmashakti 2.0, we remain deeply committed to working alongside government agencies to further the nation's vision of inclusive and sustainable development. Our collaborative approach ensures that government programmes reach the most vulnerable communities while enhancing their impact through grassroots participation. Together, we can build resilient communities and contribute to the vision of Viksit Bharat—an India where every citizen enjoys access to essential services, infrastructure, and opportunities for growth.

On behalf of Atmashakti Trust, I extend my deepest gratitude to supporters and team members for their continuous collaboration and dedication. As we chart our course for the next 15 years, we are confident that our partnership will bring about an even greater impact and help realize the vision of a truly inclusive India.



RUCHI KASHYAP
Executive Trustee

Organizational Profile

Atmashakti works towards creating structure, cadre and doing synchronized action. Our work focuses on improved infrastructure and services in the most remote villages. We also work with remote and marginalized tribal communities on the behavioral aspect for access and management of resources and services. We aim to enable an ecosystem for the socio-economic and political empowerment of the indigenous communities.

Since inception, we have worked with the strategy of building perspective and leadership of the people from the most marginalized communities. This is the activist intervention strategy. We also have a carpet coverage strategy to work in every village of the block we work in. We also create demonstrative models in villages for evidence-

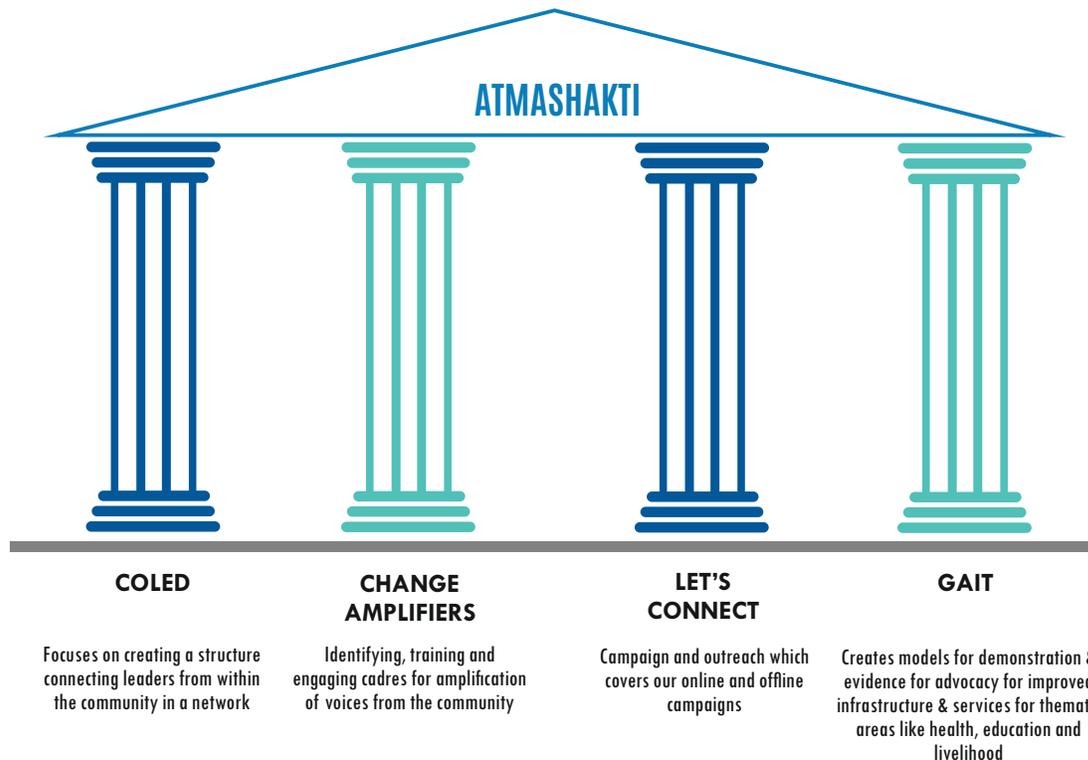
based advocacy demanding improved infrastructure and services. An overarching strategy of our work is to do synchronized action both online and on ground.

As we complete 15 years in 2024, we understand that these were our core four pillars on which our body of work rests. We re-christened our strategies as the four core pillars of our work.

1. **COLED** (Community Leadership Engagement and Development)
2. **Change Amplifiers** (Amplifiers of voice from the community)
3. **Let's Connect** (Synchronized action and outreach) and
4. **GAIT** (Grassroot Action For Impact and Transformation)

FOUR PILLAR STRATEGY

People, Channels and Platforms for Synchronized Action



STRUCTURE

(COLED AND OUTREACH)

Community Leadership, Engagement and Development

A two-way communication channel of leaders from remote rural communities up to the global network has been envisioned. Leaders from within the community are identified, trained and engaged through village-, Gram Panchayat-, Block-, District- and State-level committees and other channels to form a structure to bring information about services and entitlements from the Government to the most remote villages and vice versa.

Regarding coverage, we have reached out to 1.5 million families in six states. This year, we aim to establish a structure to reach out to 3.5 million families in Odisha and the NCCM States. Currently, we are covering one million families in Odisha and initiating representation in Chhattisgarh, Madhya Pradesh, Rajasthan, Jharkhand, and Uttar Pradesh.

Structure: In Odisha, we've established Sangathan from villages to the state, facilitating communication from bottom to top. We'll replicate this structure in new states, using limited resources. Blocks will serve as central units for coordinating grassroots action, with states coordinating central action.

National Consortium

In 2021, the National Consortium was formed to amplify people's issues and pluralize demand so

that the voices of the voiceless are heard. Also, another objective of the consortium is to bring collective actions on issues of socio-economic and political importance with like-minded organisations and individuals to expand the reach of our work.

The National Consortium is now known as the National Consortium to Combat Malnutrition (NCCM) and is active in five states (Chhattisgarh, Jharkhand, Madhya Pradesh, Uttar Pradesh and Rajasthan) covering nine districts, 21 blocks, 961 panchayats and 2027 villages. This year, the NCCM collaborated with government departments, organizations and institutions such as the Women and Child Department, UNICEF, AIIMS, FPAI, universities and colleges to raise issues in education and health.





Empowering Communities by Building and Strengthening Sangathan

Social

- Mo Chatashali (after-school learning initiative) will be continued, with 1000 Model Mo Chatashali running on community contributions to highlight the learning gaps and the need for people-led education initiatives.
- Organize a coordinated action to improve the infrastructure of 2000 schools by leveraging assets under MGNREGA, the 15th Finance Commission and the Fifth State Finance Commission.
- Action-based research and advocacy on the thematic area of water for life covering 2500 villages to address water scarcity.
- Promotion of groundwater recharge and water harvesting under various government schemes such as MGNREGA and Watershed mission in 17 districts of Odisha.
- Empower rural women on livelihood opportunities, health, sanitation and hygiene by building a strong network of women leaders.
- Bridging the gender gap through training and field activities for team members, committee members, and volunteers.
- Malnutrition-Free Villages: Focus on all areas related to malnutrition including health,



hygiene and sanitation, safe drinking water, strengthening of ICDS centres, and asset creation through MGNREGA.

- Conduct need-based campaigns to leverage funds allocated to social security schemes.



internal team members, 1000 volunteers, and 1000 block committee members of peoples' organization.

- Taking up the issues, problems, and concerns of marginalized communities through democratic means such as submission of memorandums, mass petitions, and letters, and interface with government officials.
- Facilitation of people's collectives in Bhubaneswar Municipality Area.
- Increasing women's political participation through mentoring and training programmes.
- Engaging with rural and urban elected representatives regularly, especially pre/post elections, to ensure that community needs are highlighted and resolved.

Economic

- Promoting traditional farming in four districts of Boudh, Nabarangpur, Gajapati, and Deogarh, covering 100,000 farmer households.
- Mobilize farmers to develop 25000 acres of farmland for second crop farming (other than rice).
- Promoting livelihood activities in women-centric villages and MSMO areas
- Facilitating procurement and collection of non-timber forest products for improving the livelihood of scheduled tribes and other forest-dwelling communities.



by advocating for a law for online grievance redressal of grievances registered through social media.

- Promoting constitutional values and human rights principles through training and workshops to 500

Political

- Strengthening more than 20 people's collectives
- Making the governance system accountable and transparent



CADRE

(CHANGE AMPLIFIER)

Amplifiers of Voice from the Community

To have a reach/representation in each of the working villages connecting all underprivileged families from the six states. Through this pillar, we engage and empower the digitally savvy young women as volunteers to aggregate and amplify the narratives from the community. They will support people's collectives to implement, amplify and aggregate information. This pillar will have a think-tank of experts on social, political, economic, cultural, technology, environmental, gender and behaviour change advising a diverse range of volunteers, amplifiers and community leaders for ground and digital action.

Cadre

In Odisha, we have 5000 committee members and 7000 volunteers. This year, we'll emphasize building thematic leadership and volunteers for various roles such as BLC members, #warriors, young eagles, and Urmi (leaders).

Block Level Committee: Currently, there are 1089 trained block committee members. This year, we aim to cover 100% of them, ensuring they can run blocks independently by regularizing meetings and fostering sustainability.

Young Eagles

Currently, 1700 Young Eagles support campaigns through synchronized action. We'll expand this to 3000, providing them with opportunities for livelihood, education, and skill-building. 3000 Young Eagles will be organized into one structure

by establishing core committees at the district and block levels. Sangathan will aim to engage 40% of them in obtaining livelihood options, pursuing higher education and skill-building, and leveraging government schemes for their families. These 3000 individuals will undergo rigorous training and actively participate in amplifying grassroots action.

#Warriors

Currently, 5378 #warriors are linked via WhatsApp. We will add 3000 more for synchronized action.

Urmi

There are 30 Urmi leaders at the state level. We will further enhance their capabilities in various aspects of leadership.

CADRE ODISHA



5000
Committee Members
7000
Volunteers

YOUNG EAGLES



1700
Young Eagles
Support Campaigns

WARRIORS



5378
Warriors

URMI



30
Urmi Leaders



Training and Capacity Building

Our training and capacity-building unit assists our team members in perspective-building and improving job-related skills and life skills. It provides a creative learning and educational experience in which participants engage in learning activities that help them understand themselves as capable of effecting change for social justice, distributive justice, sharing of values, and a balance of ecology.

Last year, we conducted training for over 5219 individual members including Sangathan members, our grassroots team members, and volunteers. A training module on leadership development has been developed in Odia. Our team members participated in the World Social Forum Odisha Chapter, Bihar Chapter, and World Social Forum. Our training unit also attended external trainings on gender-based programming, new legislative changes, and reimagining participation of children, adolescents, and young eagles.

TRAINING MODULES

Induction Training
for
Young Eagles



Orientation Module
for BLC on
Membership Activation
(Part 1)



Orientation Module
for BLC on
Membership Activation
(Part 2)



Roles,
Responsibilities
& Skill of the DWC



SYNCHRONIZED ACTION

LET'S CONNECT

Synchronized Action and Outreach

The pillar has two simultaneous action points, on ground through grassroot narratives and the second through social media action. The purpose of ground action in Let's Connect is to empower grassroots narratives through a 360-degree feedback mechanism, establishing robust communication channels from bottom to top with the goal of facilitating evidence-based grassroots narratives for policy formulation and reformation. The scope of grassroots narratives is to close the gap between the service provider and beneficiaries by creating a platform of co-learning for the beneficiary and the service provider. Social Media advocacy uses platforms like X, Instagram, Facebook and LinkedIn to amplify, complement and supplement the ground action.

PROGRAMME SUPPORT INTERVENTIONS

Campaigns and Advocacy

Atmashakti Trust is typical of present-day NGOs for whom campaigning and advocacy are key elements in their approach. Atmashakti Trust's efforts are focused on programmes aimed at reducing poverty and combating injustice, and advocacy and campaigning to raise awareness of the causes of poverty and press decision-makers to change policies and practices that reinforce poverty and injustice against the marginalized. We engaged all stakeholders to seek actions from governments and policymakers. Last year, we conducted various campaigns on safe drinking

water, take-home ration for adolescent girls, and Krishi Kranti for second-crop farming.

Campaigning and advocacy are essential components of our work. Our focus will be on advocating for the rights to safe drinking water, education, effective healthcare services, and sustainable agriculture. We will collaborate with other stakeholders in these fields to elevate these issues to the national level.

Grassroot Narratives (Research and Documentation)

Grassroot Narratives serve as a crucial feedback redressal mechanism, allowing communities at the grassroots to directly engage with the relevant



service providers. The initiative has an evidence-based 360-degree feedback mechanism to strengthen infrastructure and service delivery for improved quality of life and access to services to the most marginalized communities.

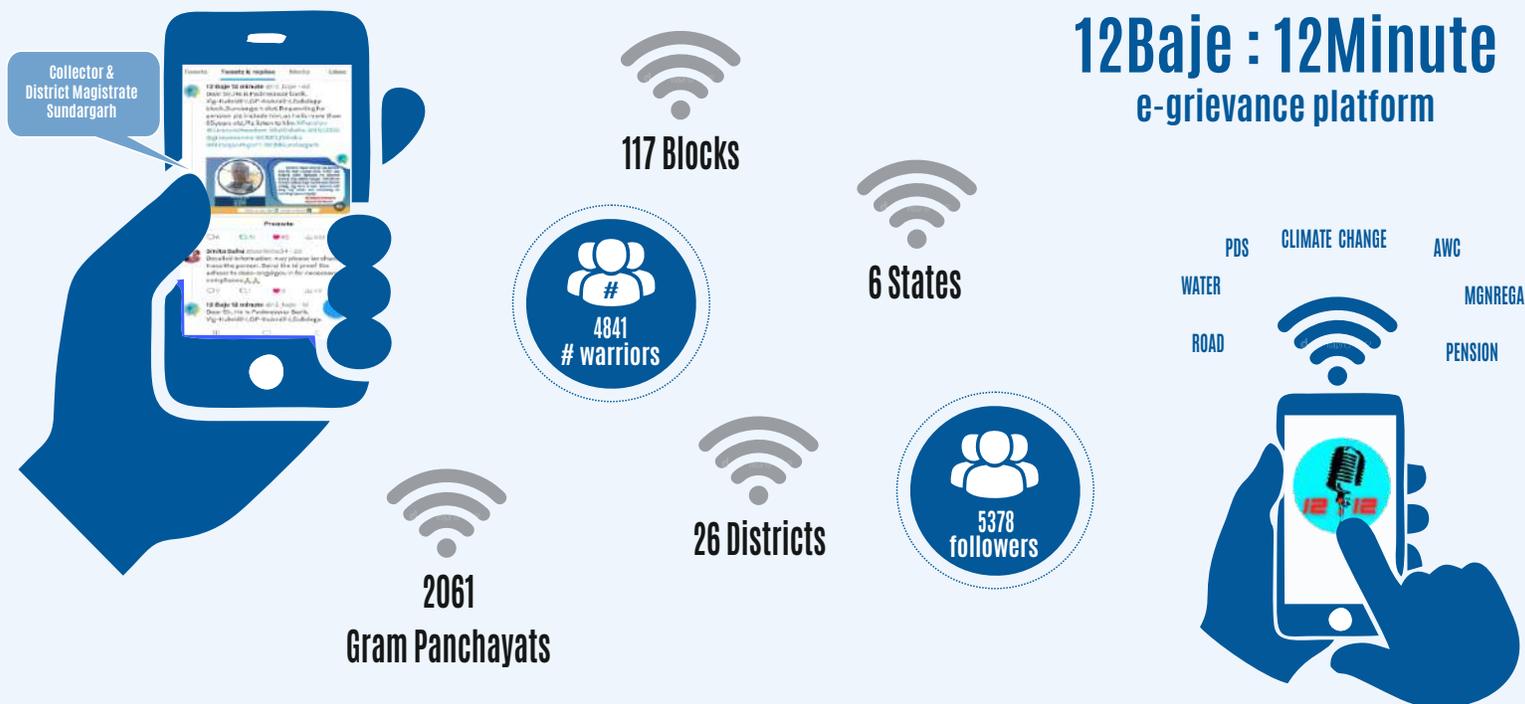
Last year, Grassroot Narratives shared feedback for improved services for education through the recommendation report “Education cannot wait - act now” and access to seeds for second crop farming to farmers through the “Krusha Kranti Campaign”. Recommendation reports for strengthening Anganwadi in six states were launched, with a national convention in Delhi presenting a recommendation report for improved Anganwadi.

We will serve as a knowledge hub, titled "Grassroot Narratives," facilitating the exchange and sharing of ideas and case studies with like-minded organizations and institutions.

Building e-platform (12Baje12Minute)

X (formerly known as Twitter) handle @12_baje12_minute was created in August 2021 as a platform to raise local issues and grievances by community-designated # Warriors. The network supports issues highlighted in social media like an e-collective by engaging with shares, likes, and comments to gain momentum and negotiate demands with targeted stakeholders, including Government bodies and other concerned authorities. With 5378 followers, 4841 #warriors actively engage on X to raise issues that concern them or their communities and need redressal.

We will expand our network of #warriors to cover 1.5 million families. Additionally, we will establish our rural e-grievance platform, "12baje12minute," at the national and international levels by building a robust solidarity network.



GAIT

(GRASSROOT ACTION FOR IMPACT AND TRANSFORMATION)

This pillar is crucial to creating demonstration and data collection models on health, education, gender, livelihood and other thematic areas. This strategy keeps the socio-economic and political empowerment of the community in the centre and ensures that the projects that we take up factor in remoteness, visibility, and close connection with the community. These projects demonstrate that best practices are a learning ground to collect evidence for collective and connective Advocacy.

The pillar has special projects on demonstrative models, malnutrition-free villages, education, women-centric villages, and agriculture. Each model will have 1,000-2,000 villages for baseline study, making an implementation strategy for bringing infrastructure, services, and behaviour change, and will have impact reports for policy advocacy.

SPECIAL PROJECTS

Education (Mo Chatashali) and volunteer engagement initiative

Mo Chatashali is an education initiative that Atmashakti Trust started in 2020 when schools were closed due to COVID-19 restrictions. In 2021-22, we reached out to over 100,000 children in the 17 operational districts of Odisha through 5000 Mo Chatashali. In 2022, we conducted the learning recovery gap campaign which supplemented the Odisha Government's learning recovery programme.

More Information

The Mo Chatashali/After-School Learning Initiative will persist with 1000 model Chatashali operating on community contributions to underscore learning gaps and the necessity for community-driven educational efforts. Currently,

there are 890 Mo Chatashali. Additionally, 2000 schools will be monitored to enhance education quality and prevent school dropouts by ensuring compliance with Right to Education (RTE) standards. Establishing 80 schools in Balangir District as intensive models for inclusive education, with a focus on RTE adherence, community-run initiatives, and addressing the needs of migrating and dropout children.

Intervention to Eradicate Malnutrition in Odisha

Currently, we have undertaken intensive interventions in 1039 villages, providing health kits in 690 of them. Regarding health kits, our current coverage extends to 690 villages, benefiting 21412 families, which constitutes 56% of the total population in three remote blocks of Kandhamal District. This year, we aim to cover an additional 19% of the population, reaching 75% coverage in these blocks.

MO CHATASHALEE



100 000 Children

17
Districts

5000
Mo Chatashalee



HEALTH KITS



Providing to

690
Villages

21412
Families



In our Swasthya Sathi initiative, we currently have 1118 participants, of which 39% are female. These participants have undergone rigorous training to enhance their knowledge of preventive treatment, government schemes, health issues, seasonal diseases, data management, and coordination with various government departments. Our focus this year will be on introducing 148 new Swasthya Sathis and ensuring their livelihood sustainability by connecting them with various government schemes, incorporating forest produce recipes, and imparting indigenous knowledge on food to address every village's health concerns comprehensively.

Regarding Malnutrition Free Villages (MFV), among the 1039 villages, we have focused on three key elements: infrastructure improvement, service delivery enhancement, and behavioural change.

We have increased the availability of safe drinking water in 87% of villages and ensured the provision of take-home ration in all villages, up from 43% two years ago. Our current efforts concentrate on regularizing Village Health and Nutrition Days (VHND), improving ambulance services, and medicine distribution, and implementing social security schemes for pregnant and lactating mothers.

In terms of behavioural change, our focus this year includes making nutrition a community priority, involving adolescent groups, mothers, and Swasthya Sathis in monitoring and advocating for nutrition-related issues, and engaging stakeholders to promote community ownership.

Additionally, we aim to promote iron consumption to combat anaemia, introduce locally cooked nutritious recipes, and emphasize village cleanliness.

Detailed progress of MFV

Atmashakti Trust recognises malnutrition as a complex and multi-dimensional issue, affected by poverty, inadequate food consumption, inequitable food distribution, improper infant and child feeding/care practices, caste-based discrimination, gender inequality, poor sanitary and environmental conditions, and limited access to basic healthcare services. Atmashakti has been working specifically towards improved infrastructure, services and behaviour change around safe drinking water, food and nutrition security, effective implementation of the Integrated Child Development Scheme (ICDS) and MGNREGA to help reduce malnutrition.

Safe Drinking Water

For over a decade, ensuring safe drinking water has been our priority. Last year, our study report on safe drinking water was raised during the Zero Hour in the Odisha Assembly.

Food & Nutritional Security

We have achieved almost 100% inclusion of the left-out eligible households in the state food security programme and demanded the inclusion of dal, edible oil, and sugar in the public distribution system (PDS).

We worked to ensure that supplementary nutrition provided under ICDS and the Mid-Day Meal Scheme reaches the intended beneficiaries. We tried to ensure the regular functioning of Anganwadi and the distribution of Take-Home Ration (THR) among pregnant and lactating women and children under three years of age. Through nutritional kitchen gardens, we have promoted the cultivation of local vegetables and fruits at the household level to supplement their existing diets. Last year, 2836 mini Anganwadi centres were transformed into full-fledged Anganwadi centres. Odisha Government has allocated Rs 250 Crore to fight malnutrition. The Mukhyamantri Sampurna Pushti Yojna for fulfilling the nutritional needs of mothers, adolescent girls and children was also launched last year.

Livelihood and Sanitation-based assets generation under MGNREGA

Using MGNREGA for livelihood generation, we have ensured employment for the poorest of the poor since 2009. In addition, MGNREGA has been used as a tool to construct sanitation-based community assets like drains, toilets, concrete walking paths, raised platforms, and drainage around hand pumps and tube wells. This will eventually lead to better hygiene in and around the villages.

Health Kit

Another unique aspect that has helped ensure good health is the Health Kit. The concept was first introduced in remote blocks of the tribal-dominated Kandhamal district. It was conceived to provide basic medical help at the village level, managed and sustained by the community through trained Swasthya Sathis (health workers) and community contribution to ensure a regular supply of medicines. The kit has medicines to treat eight common diseases, including fever, body aches, diarrhoea, malaria, allergies, cold/cough, cuts, and wounds. With the Health Kits, we reached out to 690 villages and we are supported by 1118 health volunteers. The programme has reached 1039 villages having 39453 families in three blocks of Kandhamal District in Odisha. 198369 people have directly benefited from the health kit intervention.

ANGANWADI CENTRE



2836

Mini Anganwadi Centres
Transformed to Full-fledged
Anganwadi Centres



MGNREGA



Used as a Tool to
Construct Sanitation-Based
Community Assets

Women-centric Intervention

Our women-centric village initiative was launched in four blocks of Sambalpur and Sundergarh districts of Odisha after we felt that there was a need for women's socio-economic empowerment. With the initiative, we aim to create women changemakers in rural areas who can take creative actions to solve the socio-economic and political problems of the most marginalized communities.

Our women-centric village initiative in Subdega Block of Sundargarh District, Odisha has made significant strides in promoting women's socio-economic and political empowerment across 125 villages of 14 panchayats. The initiative has helped in forming 55 new village-level Sangathan and activated 39 existing Sangathan. Additionally, 155 advocacy groups have been formed to address women and adolescent girls' issues, leveraging government schemes and conducting surveys on the impact of various schemes.

Agriculture intervention

This initiative aims to promote eco-friendly and sustainable farming practices. The intervention has covered 1092 villages, 118 Panchayats, seven blocks and three districts. Atmashakti Trust has been able to reach out to 102000 farmers.

In the previous year, 91% of the targeted farmers adopted a second crop using zero irrigation methods. Orientation about traditional farming was given to 31% of farmers who were registered on the Krishka portal. Out of 56021 applications, 19048 farmers received irrigation facilities.

More details about agriculture

We aim to assist 100,000 marginalized farmers across four remote districts of Odisha by promoting traditional and second-crop farming practices. Through this initiative, we intend to mobilize and establish a robust farmers' collective that can effectively utilize government funds to develop irrigation infrastructure and implement land-water conservation projects. Over the past two years, we have successfully reached 122,475 farmers, mobilizing them for the cultivation of 110860 acres of land for second crops. Additionally, we have advocated for and provided seeds for second crops to benefit 122,475 farmers.

This year, we plan to incorporate 48,000 new farmers in the existing four districts, covering a total of 48,000 acres (approximately 1 acre per farmer) for second-crop cultivation. Furthermore, we will establish structures to advocate for and coordinate actions, aiming to involve 170,785 farmers in these structures.





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