

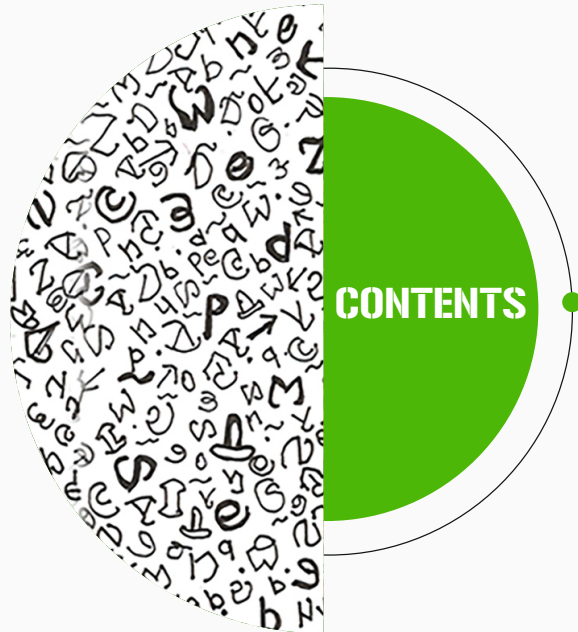


2024-25

Annual Impact Report

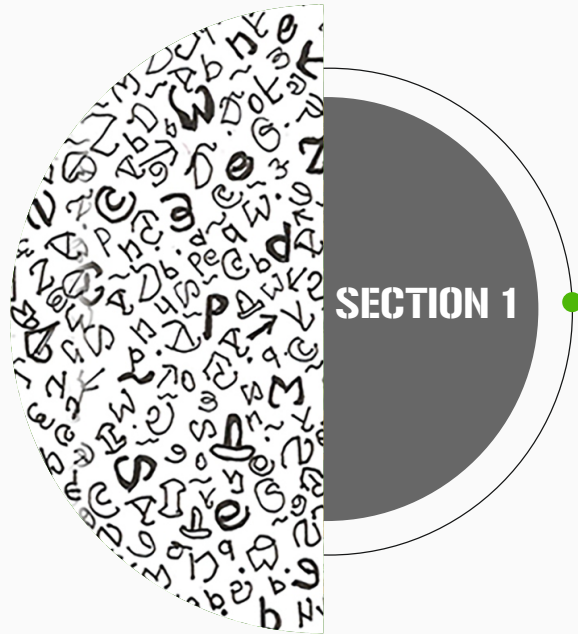
A Casebook of Learning, Leadership & Local Wisdom

Across 17,570 Villages:
India's Indigenous Story of Impact



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MESSAGE FROM THE EXECUTIVE TRUSTEE

THE YEAR OF MANY DOORWAYS: LEARNING THROUGH ENTRY POINTS



“THE YEAR OF MANY DOORWAYS: LEARNING THROUGH ENTRY POINTS”



Fifteen years ago, we began with a simple but resolute belief — that the power of a community lies in its ability to act collectively, to speak in its own voice, and to shape the systems that serve it. That belief has only deepened over time, and this year — perhaps more than any before — has shown us what’s possible when we open many doorways, but walk through them with the grassroots at the center.

This report is not just a summary of projects; it is a collection of case studies, each representing a lived experience, a struggle, a breakthrough. We’ve chosen this format deliberately. Because for us, 2024–25 was not about a single theme. It was about discovering how education, nutrition, agriculture, culture, governance, and Indigenous knowledge — each in their own way — became powerful entry points for collective action.

What we’ve learned is that when you start from where people are, when your actions are rooted in their priorities, a different kind of alignment begins to happen — one that connects field realities to policy spaces, stories to strategy, and hope to actual systems change. This is the philosophy behind Atmashakti 2.0 — a shift from isolated interventions to a deeper, interconnected ecosystem of grassroots-led transformation.

After 15 years in this journey, we chose to step out. To collaborate beyond boundaries, to listen to other voices in the Indigenous ecosystem, and to test whether our approach could hold its own across geographies, languages, and layers of governance. We found that it could — not because it was perfect, but because it was real, relevant, and rooted.

We also realized that the players in the Indigenous development ecosystem remain limited. And so, the responsibility on us is not just to intervene, but to amplify, document, and share what we are learning — with governments, donors, academic institutions, and global partners. That’s why this report is structured as a casebook: so it can be used as a learning product, not just an annual summary.

Through this year, we’ve tried to keep our center alive — the communities we work with, the leadership they offer, and the wisdom they hold. Every time we entered a new geography, launched a campaign, or engaged a stakeholder, we asked ourselves: Does this serve the people at the edge? The answer guided our action.

And the response we received — from Sarpanches using digital tools, to women leading nutrition revolutions, to schoolchildren painting their dreams — has been both validating and humbling. Our interactions with government departments, civil society allies, funders, and global networks have not only strengthened our resolve, but made it clear: there is space for grounded, people-first models to influence systems at scale.

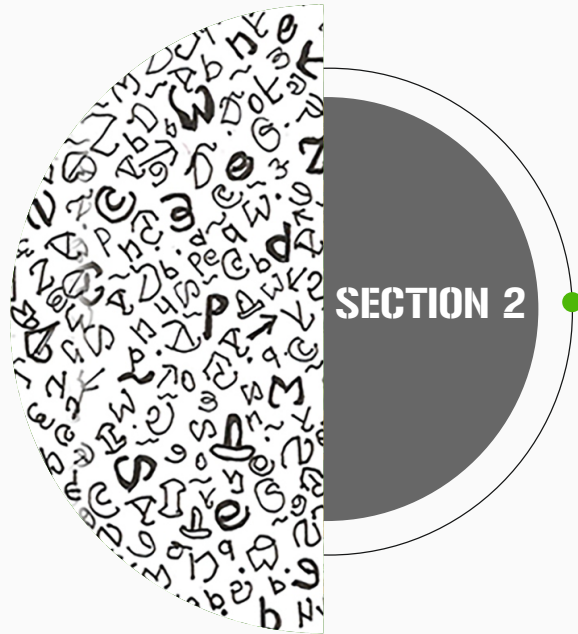
We no longer shy away from dreaming big. We know now that if your roots are deep and your listening is honest, the dream doesn’t float away — it takes shape in the soil.

This year has reminded us that impact doesn’t always look like a single number. Sometimes, it looks like a collective pause to reflect. A grandmother singing a forgotten song. A girl leading her village hockey team. A postcard reaching a minister. A fellow Sarpanch finally logging in.

As you read this report — these stories, shifts, and strategies — I invite you to see them not just as results, but as a blueprint of what’s possible when grassroots knowledge is given a platform, and when action flows from the bottom up.

With hope, gratitude, and renewed purpose,

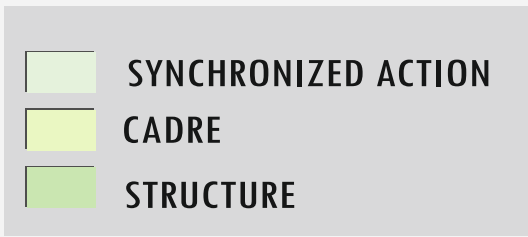
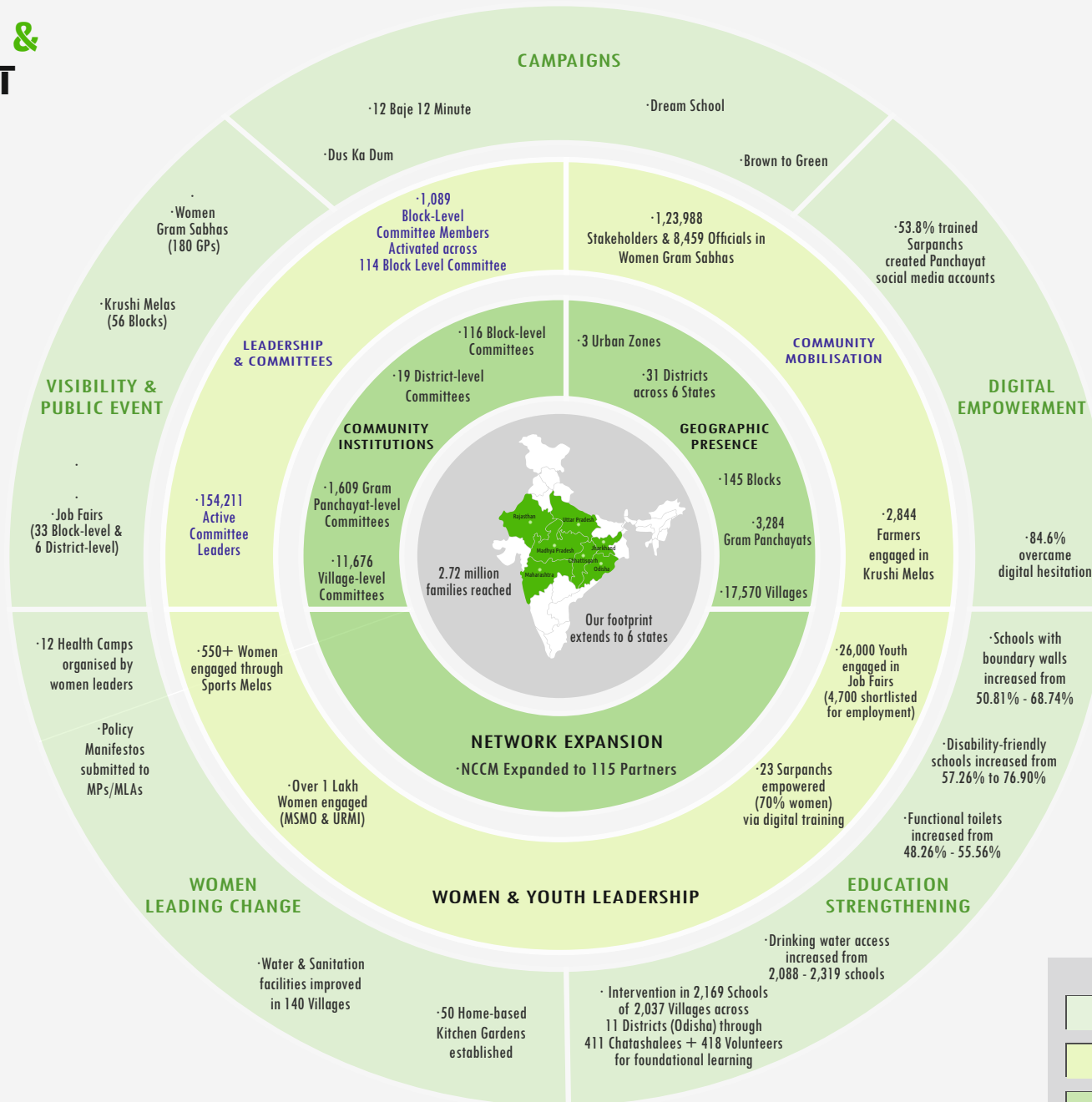
Ruchi Kashyap
Executive Trustee

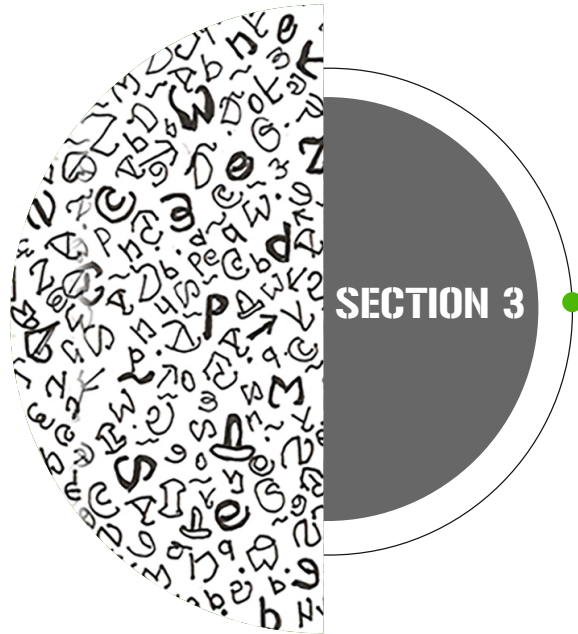


REACH, COVERAGE & SNAPSHOT IMPACT



REACH, COVERAGE & SNAPSHOT IMPACT





CASE STUDY COLLECTION

ENTRY POINTS OF CHANGE

DREAM SCHOOL CAMPAIGN – TRANSFORMING SCHOOLS, RECLAIMING IDENTITIES

Context

Atmashakti has been working on education since 2016, when during the Manifesto Campaign, millions of households in remote rural Odisha demanded that political parties prioritize school infrastructure in their election manifestos. This advocacy had a significant impact in 2019–20, when the “Mo Shiksha Swastha Mo Adhikar... Jawab Do Mo Sarkar” campaign led to the appointment of 1,781 teachers in rural schools across Odisha.

We believe in a three-pronged approach to improving infrastructure, services, and behavioral change. Yet, despite provisions under the Right to Education (RTE) Act, many schools remained under-equipped, limiting children's futures. To understand the scale of these challenges, Atmashakti surveyed 2,000 schools across 17 districts, assessing 10 key parameters including classrooms, drinking water, kitchen space, toilets, playgrounds, boundary walls, electricity, and minor repairs.

To address these gaps, on July 17, 2024, we launched the “My Dream School” Campaign across 12 districts, 58 blocks, and 114 schools. This initiative not only highlighted infrastructure issues but also actively involved students, parents, School Management Committees, local governance bodies, and government officials. Through drawing and essay competitions,

awareness drives, and direct community engagement, the campaign encouraged children to express their vision for better schools while addressing critical challenges like infrastructure and dropouts.

The campaign's success showed that with collective effort, schools can transform from mere institutions into nurturing, inclusive, and empowering spaces for every child.

What We Did

School Infrastructure Monitoring and Advocacy

- Conducted physical monitoring in 2,169 schools, focusing on water, sanitation, and learning conditions.
- Raised infrastructure demands through video testimonies and village resolutions.
- Repairs and upgrades implemented: 3 new boundary walls, toilet repairs in 5 schools, drinking water restored in 13 schools, and kitchen/tube well

repairs.

My Dream School Campaign

- Reached 114 schools across 58 blocks in 12 districts.
- Activities included drawing and essay competitions (2,900+ students), hygiene sessions, SMC meetings, and village education meetings.
- Collected 80+ video testimonies highlighting school gaps and aspirations (20 from Mayurbhanj).

Community Engagement

- 34 village education meetings with resolutions passed.
- 25 parent-SMC meetings and 18 Chatashalee centre visits.
- Regular digital reviews and planning with district teams via Google Meet.

Resource Mobilization

- 560 classrooms constructed or renovated.
- 215 solar-powered water tanks installed.
- 789 school toilets repaired and 350 new toilets built.



- 1,120 schools received learning materials and furniture, benefiting 100,000+ students.

Signature Story

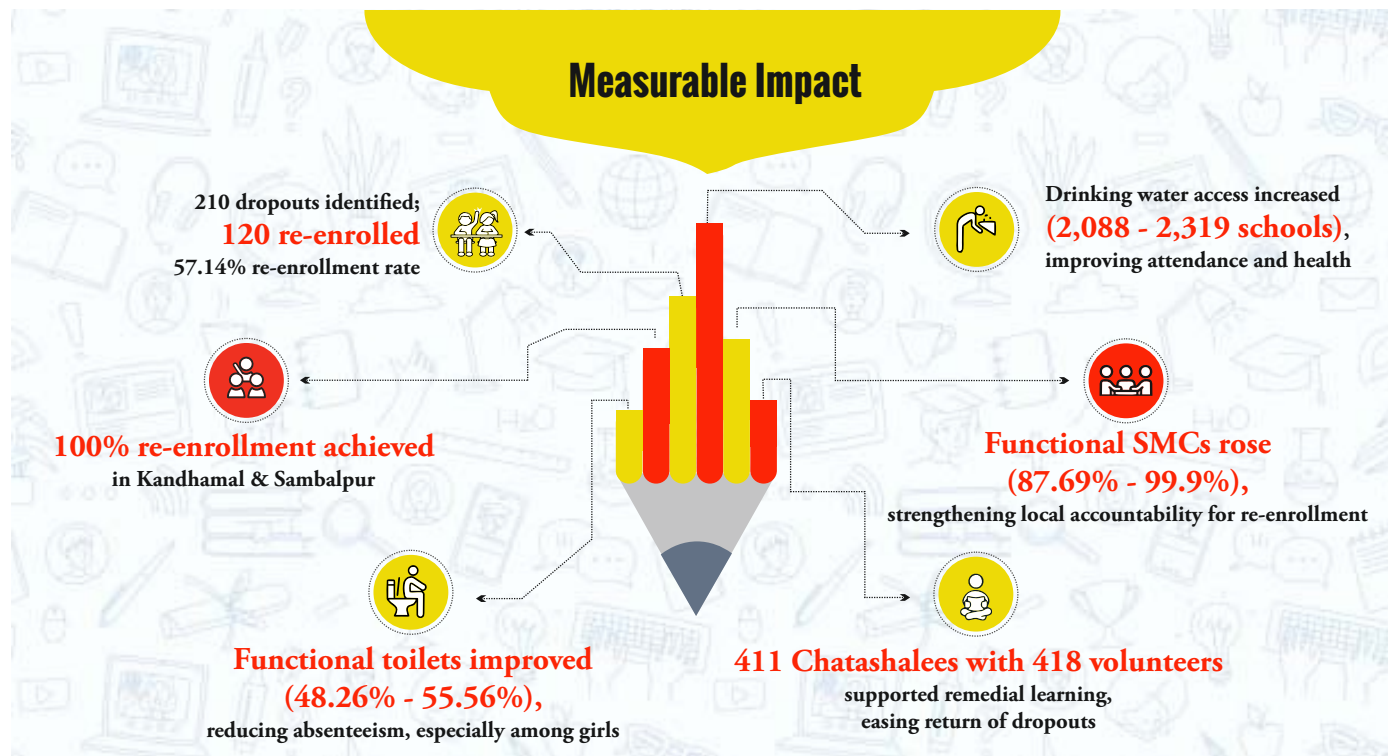
Golaya Guda Reimagines its School

Golaya Guda is a small Adivasi village in Odisha, located between two hills near the Chhattisgarh border. It is 7 kilometers from the nearest Gram Panchayat and over 100 kilometers from the district office. The Government Primary School in the village had many problems. With only two teachers and 47 students from classes 1 to 5, the school had very basic facilities, no proper classrooms, and very little support.

Change started with the My Dream School Campaign, led by Atmashakti. The campaign brought everyone together, Village Level Committee members, the School Management Committee, and local villagers, to ask one important question- What kind of school do we want for our children?

This shared vision led to action. The community submitted a request to build new classrooms, which was approved by the district authorities. Now, the first part of that dream is becoming real, with classroom construction underway and a budget of Rs. 1 crore sanctioned for the work.

This transformation is more than bricks and walls—it is a symbol of hope, showing that when a community comes together, even the most remote village can build a brighter future for its children.



Scalability Tip

- The campaign's success demonstrates that when students' aspirations and parents' testimonies are formally documented and circulated through digital platforms and village resolutions, it prompts faster administrative response.
- Scaling this model across other underserved regions can amplify local ownership and ensure accountability in education delivery.
- A simple toolkit comprising drawing templates, testimony formats, and monitoring checklists can enable easy replication in similar geographies worldwide.



MALNUTRITION-FREE VILLAGE: KANDHAMAL'S COMMUNITY HEALTH MODEL

Context

Kandhamal, a tribal district in Odisha, faces a severe nutrition crisis. Over 76% of children under five are underweight and 31% are stunted, among the worst in the state. Many women also suffer from anemia and lack of essential nutrients, putting mothers and children at risk.

This crisis stems from the loss of traditional diets rich in forest produce and millets, replaced by processed foods, along with poor access to health and nutrition services due to Kandhamal's remoteness. Limited frontline staff and distant health facilities make community-led solutions essential.

The Malnutrition-Free Village Campaign responds to this challenge by reviving traditional food practices, promoting nutrition gardens, empowering women and youth, distributing health kits, and linking families to government schemes. Its aim is to restore food sovereignty, strengthen communities, and improve child health in one of Odisha's most vulnerable regions.

What We Did

- Carried out intensive health interventions in 1,039 villages; distributed health kits in 731 villages across

- Tumudibandh, Kotagarh, and Daringbadi blocks.
- Reached 1.16 lakh people (children, women, elderly) through health kit distribution.
- Deployed 1,181 Swasthya Sathis (trained village health volunteers) to distribute kits, raise awareness, and support hygiene and medicine use.
- Mobilized a community-driven Revolving Fund of Rs. 7.92 lakh to restock medicine kits, managed locally.
- Integrated government schemes in 84 women-centric villages, improving access to healthcare, education, and livelihood support.

Signature Story

Tribal Villages Lead the Way

In Guma Gram Panchayat, five remote villages such as Susavatta, Pageripadi, Saperi, Radang, and Kranja struggled with poor health access, frequent disease outbreaks, and high medical costs. In 2017, the local collective Jeebika Surakhya Manch introduced a community-owned Health Kit. Each household contributed Rs. 100, creating a fund managed by trained Swasthya Sathis. Within two years, these kits treated 15–20 patients per month, reducing travel and treatment costs.



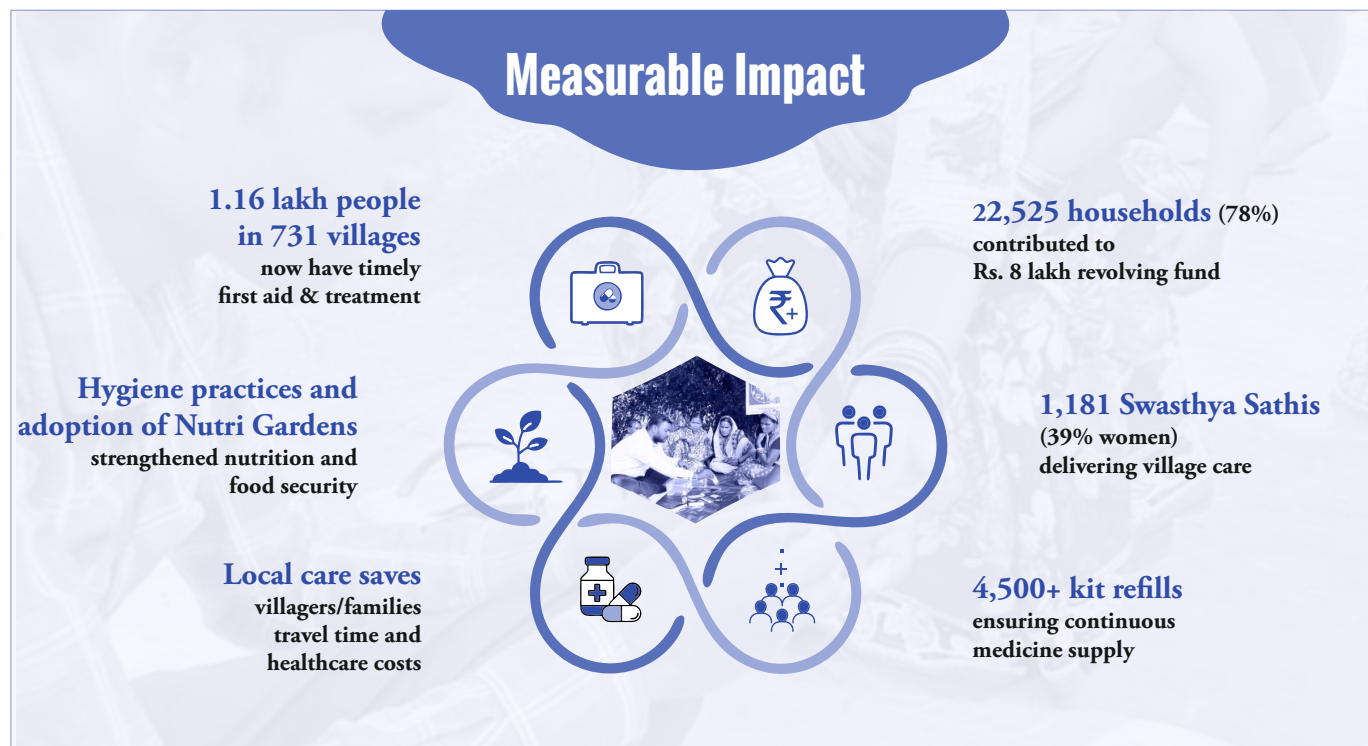
The results were transformative:

- Improved hygiene practices, including handwashing and menstrual hygiene.
- Adoption of Nutri Kitchen Gardens, improving diets and food security.
- Better uptake of government health schemes.
- Long-term behaviour change through awareness drives.

This grassroots model became a living example of health equity and resilience, showing how local leadership can transform healthcare in even the most underserved regions.

Scalability Tip

This model proves that even in remote regions, communities can build sustainable, low-cost health systems. Small household contributions sustain a revolving fund for medicines, while training local volunteers especially women creates trust and ensures lasting impact. **The Swasthya Sathi model is simple, adaptable, and a powerful example of collective action filling gaps where public health infrastructure is weak.**



MISSION BROWN TO GREEN — HARYALI KI DUSHARI KRANTI

Context

The "Brown to Green" campaign is driven by the need to address significant challenges faced by small and marginal farmers in tribal-dominated regions of India. With over 26.7 million hectares of fallow land, primarily in regions governed by the Panchayats (Extension to Scheduled Areas) Act (PESA), these lands remain unused due to issues such as water scarcity, lack of inputs, and limited awareness of second-crop farming practices.

By transforming these "brown" spaces into productive, sustainable ecosystems, the mission targets the agricultural gaps in areas where marginalized communities rely heavily on farming. A key component of the campaign is the promotion of second-crop cultivation on rice fallows, which have untapped potential for growing pulses—crops that require minimal irrigation and inputs but provide crucial nutritional value. The initiative aims to address the nutritional gaps among farmers and provide economic stability, helping to reduce migration and the challenges associated with poor livelihoods.

This mission is not only about enhancing agricultural productivity but also about ensuring the long-term sustainability of rural communities and supporting India's broader vision of economic growth. By empowering these farmers and unlocking the potential of fallow lands, the "Brown to Green" campaign plays a

vital role in transforming agriculture into a key driver of prosperity.

What We Did

- **Seed Distribution:** In collaboration with OSM and MSMO provided free government seeds (green gram, black gram, arhar) to 23,000 farmers across four core districts in Odisha in 2022. Expanded to 317,095 farmers across 15 districts by 2023.
- **Farmer Empowerment:** Promoted self-reliance by training farmers to preserve seeds for reuse, leading to 100% repeat cultivation among surveyed farmers.
- **Expansion to Six States:** In 2024-25, scaled operations to Odisha, Chhattisgarh, Jharkhand, Madhya Pradesh, Uttar Pradesh, and Maharashtra, covering 4,58,795 farmers, including PESA areas and rice fallow lands.
- **Income Enhancement:** Enabled second-crop cultivation with minimal inputs, generating an average

Rs. 15,000 additional income per farmer, a significant livelihood boost with almost no chemical fertilizers.

- **Migration Reduction:** Helped 66.4% of farmers avoid distress migration through sustainable second-crop income.
- **Digital Inclusion:** Increased Krushak Portal registration from 55% to 95.23%, making an additional 124,000 farmers eligible for PM-Kisan and Kalia Yojana benefits.
- **Sustainable Agriculture:** Promoted nitrogen-fixing pulse crops to naturally enrich soil fertility, reducing fertilizer dependency and preparing land better for subsequent paddy crops.

Signature Story

A Transformation Rooted in Seeds

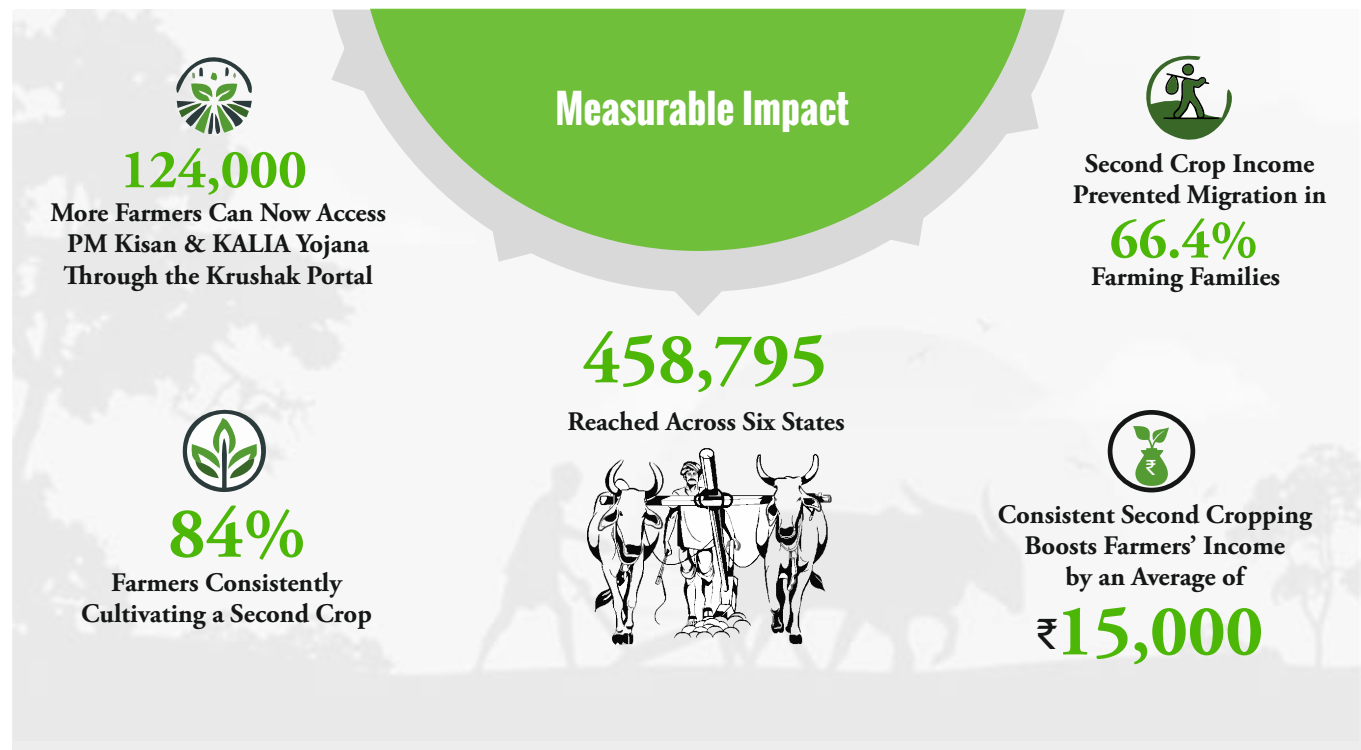
Ashok, a smallholder tribal farmer from Boudh district in Odisha, where agriculture is largely rain-fed and families often rely on just one crop a year. After the Kharif harvest,



her land, like most in the region, remained fallow. For Ashok, this meant six months of zero income and pressure to migrate to Surat in search of work.

The scenario changed in 2022, when Asoka became one of the 23,000 farmers who received 8 kilograms of green gram seeds through Atmashakti's intervention under the rice fallow management program. With little prior experience and no irrigation, he decided to try growing a second crop during the Rabi season.

His effort paid off. From just 0.9 acres, Asoka harvested 154 kilograms of green gram, earning Rs. 15,000, a return that exceeded 50 days of MGNREGA wages and came with no chemical inputs or hired labour. Today, Ashok saves his own seeds, for the first time in years, he stayed at home not just to farm, but to lead a good social life. One small seed changed not just his land, but his life.



Income Generation:

- In 2024, farmers who repeated cultivation using preserved seeds **reported an average income of Rs. 15,000 from 154 kg of crop yield** (green gram and black gram) on 0.9 acres of land.
- New farmers in 2023 (2,283 participants) **saw an average income of Rs. 10,921 with 119.4 kg of yield from 6.4 kg of seed sown.**

Migration Reduction:

- 66.4% of farmers reported no migration in their families** due to the income generated from second crops.

Sustainability and Soil Health:

- Pulses like green gram and black gram are nitrogen-rich, which improves soil fertility and helps grow paddy with less fertilizer.
- The second crops were grown with minimal labor and no chemical fertilizers, offering an environmentally sustainable solution.

Farmer Registration:

- The number of farmers registered under the Krushak Portal **increased from 55% to 95.23%, making an additional 124,000 farmers eligible** for benefits under government schemes like PM Kisan Yojna and Kalia Yojna.

ERROR 404 SARPANCH NOT FOUND EMPOWERING LOCAL GOVERNANCE THROUGH DIGITAL ENGAGEMENT IN MAYURBHANJ

Context

India's Digital India movement has made major strides through initiatives like Digital India 2.0, Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDISHA 2.0), and National Digital Education Architecture (NDEAR), aiming to create a digitally empowered society. Yet, a wide digital divide remains, especially in rural areas. According to the National Statistical Office (NSO) and Internet and Mobile Association of India (IAMAI), 42% of rural citizens lack digital literacy, and 57% face connectivity issues, limiting their access to e-governance services. In Odisha, only 15% of rural households have internet access, and fewer than 10% of PRI leaders in tribal regions are digitally literate.

The absence of digital access is starkly evident in Mayurbhanj. A recent study by Atmashakti revealed that among the district's 404 Sarpanches, 43% struggle to access online government services, while 23% have no access. This severely limits their ability to serve their communities effectively. Most Panchayats remain digitally disconnected, reflecting the familiar "Error 404: Page Not Found." Without basic digital skills, Sarpanches are unable to communicate with citizens, access welfare schemes, or address public grievances, rendering local governance less transparent, less responsive, and ultimately less effective.

"Error 404 – Sarpanch Not Found" is an innovative initiative introduced by Atmashakti seeks to bridge this gap. By equipping Sarpanches and PRI members with essential digital and social media skills, the initiative aims to bring local leaders back online and make governance more transparent, citizen-centric, and robust. Aligning with PESA principles and Local Sustainable Development Goals (LSDGs), this initiative will enable data-driven decision-making, strengthen grievance redressal mechanisms, and ensure that no village is left behind in India's digital revolution.

What We Did

Empowered grassroots governance leaders such as Sarpanches and future Tech Sathis to use digital tools,

smartphones, and social media (especially X/Twitter) for civic engagement, grievance redressal, and transparent governance.

- Conducted Digital Literacy Training for 23 Sarpanches and measured their learning through pre- and post-training assessments.
- Created easy-to-use tools like a Sarpanch Handbook, pre/post training questionnaires, training videos, and materials developed in local language.
- Created a fun and practical training that mixed theory, hands-on sessions, quizzes, group activities, and small contests like the Follower Challenge, Sticky Note Boards, and Chocolate Rewards.
- Trained participants on using social media like



WhatsApp, Facebook, and X/Twitter, and taught them how to follow government pages, use hashtags, and share photos and videos.

- Created a selection pipeline for Tech Sathis like young, mobile, digitally aware grassroots youth for long-term digital handholding.

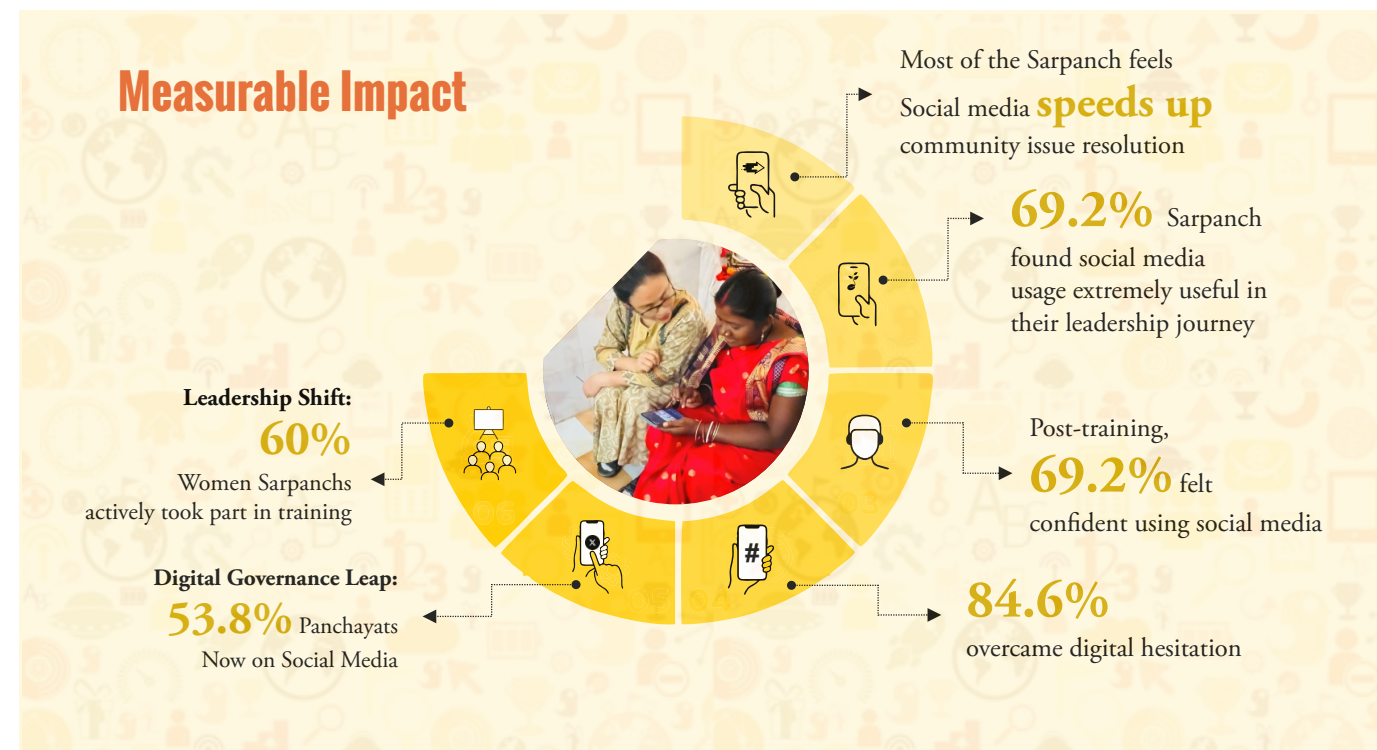
Signature Story

Empowered to Lead and Equipped to Change - Manini Bisual Becomes the Face of Rural Digital Governance

In the tribal village of Baradihi in Odisha's Mayurbhanj district, Sarpanch Manini Bisual is breaking new ground. A member of the Bathudi tribal community and a homemaker with formal education only till Class 6, Manini was first elected in 2017, and re-elected unopposed in 2022. Her leadership is rooted in empathy, commitment, and deep trust from her people.

Early in her tenure, Manini tackled key issues like ensuring pensions for 60 elderly residents, securing food entitlements for 20 families, and connecting every home to electricity under the BPL scheme. She became an effective and reliable leader, solving ration problems, helping people get job cards under MGNREGA, and conducting regular Panchayat meetings to resolve local concerns.

In 2025, Manini joined a digital literacy training program by Jana Jagruti Manch with support from Odisha Shramajeebee Manch and Mahila Shramajeebee Manch Odisha. During training, she was introduced to Twitter (X) as a tool to raise local issues and connect with government officials. With guidance from local



“Tech Sathis,” she began documenting local issues, posting photos, tagging officials, and demanding timely action.

Manini now uses her handle not just to raise problems, but to mobilize her community. She encourages villagers to send her videos and photos of local issues, which she amplifies online.

Manini's journey is a powerful example of change, from a rural homemaker to a digitally empowered leader. She proves that in today's context, leadership means taking action, ensuring access, and using every available tool to serve the people. Through her efforts, a remote tribal

Panchayat is now a model for community-driven, tech-enabled governance.

Scalability Tip

Digital empowerment at the last mile requires more than one-time training.

Blended learning, peer support, and local help are key for impact:

- Peer support (Sarpanch + Tech Sathi) provides personalized help.
- Local content (language, visuals, practice) improves retention.
- WhatsApp group moderation keeps momentum.

Scaling this model can close digital gaps in rural areas, but it must adapt to local culture, language, and needs.

DUS KA DUM – TEN DAYS OF COLLECTIVE WILL, ONE VISION FOR CHANGE

Context

The Dus Ka Dum Campaign is a transformative 10-day mass mobilization and fundraising initiative led by local Sangthans. The name “The Power of Ten”, captures the spirit of collective action and solidarity within a concentrated period. Through this campaign, community members come together to raise resources, demonstrate their strength, and advocate for rights and entitlements. More than just a fundraising drive, it serves as a platform to bring people's voices into decision-making spaces and strengthen community ownership over development processes.

In rural Odisha, marginalized communities still face systemic neglect in accessing resources, entitlements, and platforms to voice their concerns. Local Sangthans have bridged these gaps by mobilizing people, demanding accountability, and driving equitable development, but they need greater visibility, financial sustainability, and bargaining power to scale their impact. The Dus Ka Dum Campaign responds to this need by mobilizing local contributions in cash, kind, labor, and food while strengthening Sangthans' legitimacy, negotiating power, and collective voice across Odisha.

What We Did

Resource Mobilization

- Built a membership base of 16,653 households,

raising Rs.19.94 lakh.

- Mobilized Rs. 5.21 crore in local contributions (cash, kind, labor, food).
- Secured Rs. 63,589 solidarity support from allies.

Community Engagement & Governance

- Organized 180 Special Women Gram Sabhas across 16 districts, engaging 1.23 lakh stakeholders, 1,318 Sangathan leaders, 764 PRI members, and 8,459 officials.
- Conducted 56 Krushi Melas, 306 Gram Sabhas on second-crop awareness, and farmer-media-CSO events at district level.
- Held 31 block-level and 5 district-level job fairs,

mobilizing 26,000+ rural youth.

- Reactivated community committees: 6,454 VLCs, 579 GPLCs, 86 BLCs, and 8 DLCs.
- Facilitated issue-based advocacy through Gram Sabhas, focusing on water, sanitation, and social security.

Signature Story

Opening Doors: How Job Fairs Became Gateways to Hope for Rural Youth

In the tribal belts of Odisha, where unemployment and migration often silence aspirations, a quiet wave of opportunity began to rise. What started as strategic



meetings with district authorities under the Sangathan Visibility Program soon grew into a powerful mobilization of youth dreams.

In the third quarter, job fairs were no longer just events, they became movements. Backed by District Collectors, Employment Officers, OLM, and ORMAS, fairs were planned across 16 districts to make rural youth visible to the formal economy.

Grassroots surveys identified 4,700 young aspirants, their skills and interests mapped with the support of PRI members, block officials, and Mission Shakti leaders. The momentum spread quickly: 31 block-level job fairs in Koraput, Gajapati, Kalahandi, Balangir, and Kandhamal drew 11,000 youth into counseling, skill-matching, and career pathways.

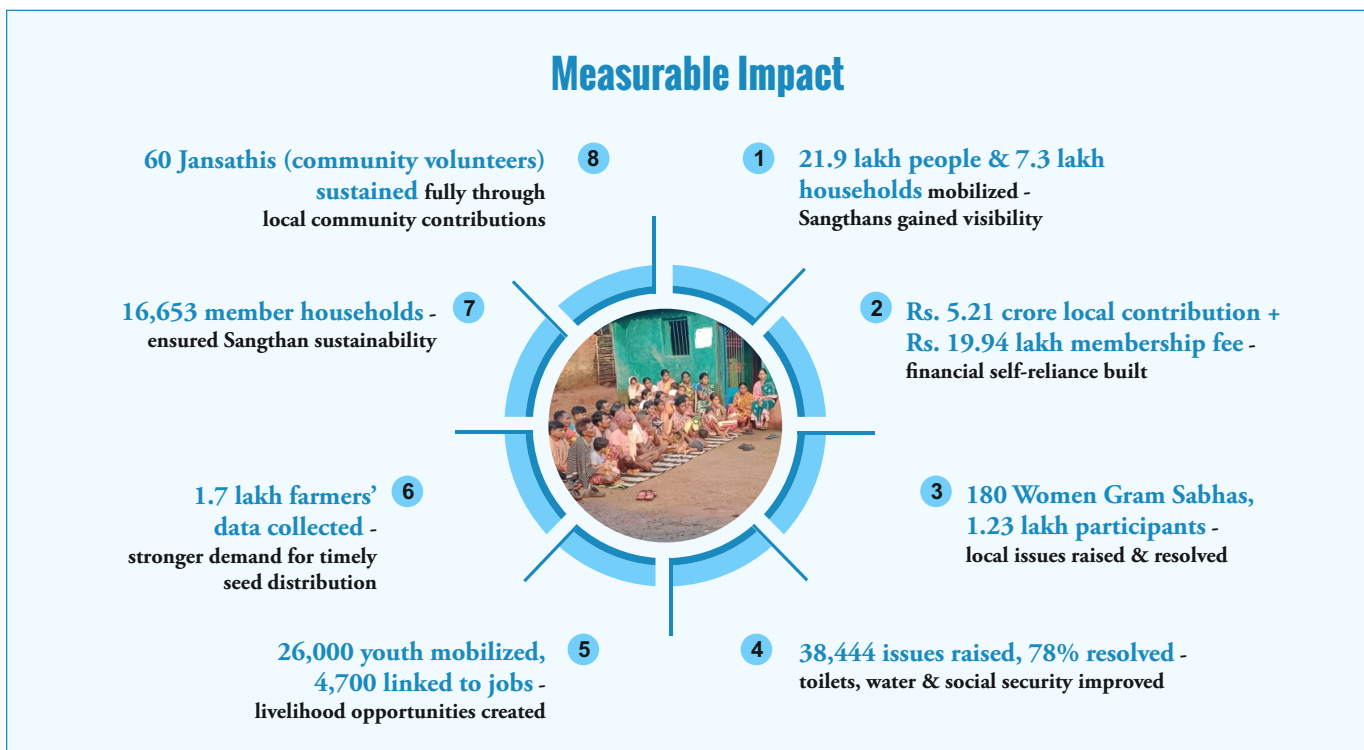
The movement peaked with five district-level fairs in Malkangiri, Koraput, Rayagada, Gajapati, and Balangir, where over 15,000 youth participated, many facing formal job interviews for the first time.

For thousands, these fairs were more than job opportunities. They were recognition, visibility, and a signal that their future truly mattered.

Scalability Tip

Encourage Local Ownership for Scalable Impact

- The Dus Ka Dum Campaign showcases how grassroots resource mobilization, through small, consistent community contributions and solidarity efforts, can build large-scale ownership and resilience.
- Instead of relying solely on external support,



encouraging regular local contribution (both monetary and in-kind) not only sustains community-led programs but strengthens accountability and participation.

- This approach can work in other regions too, especially where strong community bonds and local leaders like Jansathis are present. The main idea is to turn contribution into a shared responsibility, not just a one-time activity.



INDIGENOUS YATRA – UNLOCKING THE POWER OF LOCAL WISDOM

Context

In the face of growing health disparities, cultural erosion, and environmental challenges, the Indigenous Yatra is a timely movement to reclaim and revitalize the traditional wisdom of India's tribal communities. Indigenous populations, 8.6% of India's people, face severe malnutrition, especially among women, and high maternal mortality rates. Yet, these communities hold rich knowledge in health, nutrition, and sustainable farming that is fast disappearing due to generational disconnects and the dominance of modern systems.

The Yatra, led by Atmashakti, NCCM, and 50 grassroots organizations, aims to preserve this wisdom by promoting traditional agriculture, protecting desi seeds, and reviving local healing practices. It strengthens food security, climate resilience, and cultural identity, while advocating for self-governance under frameworks like PESA.

Launched on International Human Rights Day, the Yatra also serves as a platform for global-local collaboration—connecting Indigenous knowledge with modern policy and research. In doing so, it offers a more inclusive, sustainable development path that places Indigenous communities at the center of their own futures.

What We Did

- The Indigenous Yatra, launched on 10th December 2025, is a pioneering effort to document and promote the knowledge of 300 Indigenous communities across 14 tribal states, integrating their wisdom into sustainable development through traditional medicine, agriculture, ecology, culture, and governance.
- A Pilot Study (January 2025) introducing a framework to preserve traditional practices and elevate community knowledge as a key driver of sustainable development.
- A Focused Study (February 2025) in 6 states with four tribes (Chero, Gond, Bhil, and Ho), focusing on

Healing, Nutrition and health and agricultural practices creating a platform for learning, knowledge exchange, and data collection.

- A 6-State Consultation (March 2025) involving 350+ stakeholders, resulting in the formation of State Yatra Working Committees in Odisha, Chhattisgarh, Madhya Pradesh, Jharkhand, Uttar Pradesh, and Rajasthan.
- Collaborations were initiated with UNICEF, XISS, IIHMR, BR Ambedkar University, AIGGPA, TRIFED, state departments, and media outlets to embed Indigenous knowledge in mainstream development discourse.



Signature Story

The Sacred Superfood of the Ho Tribe

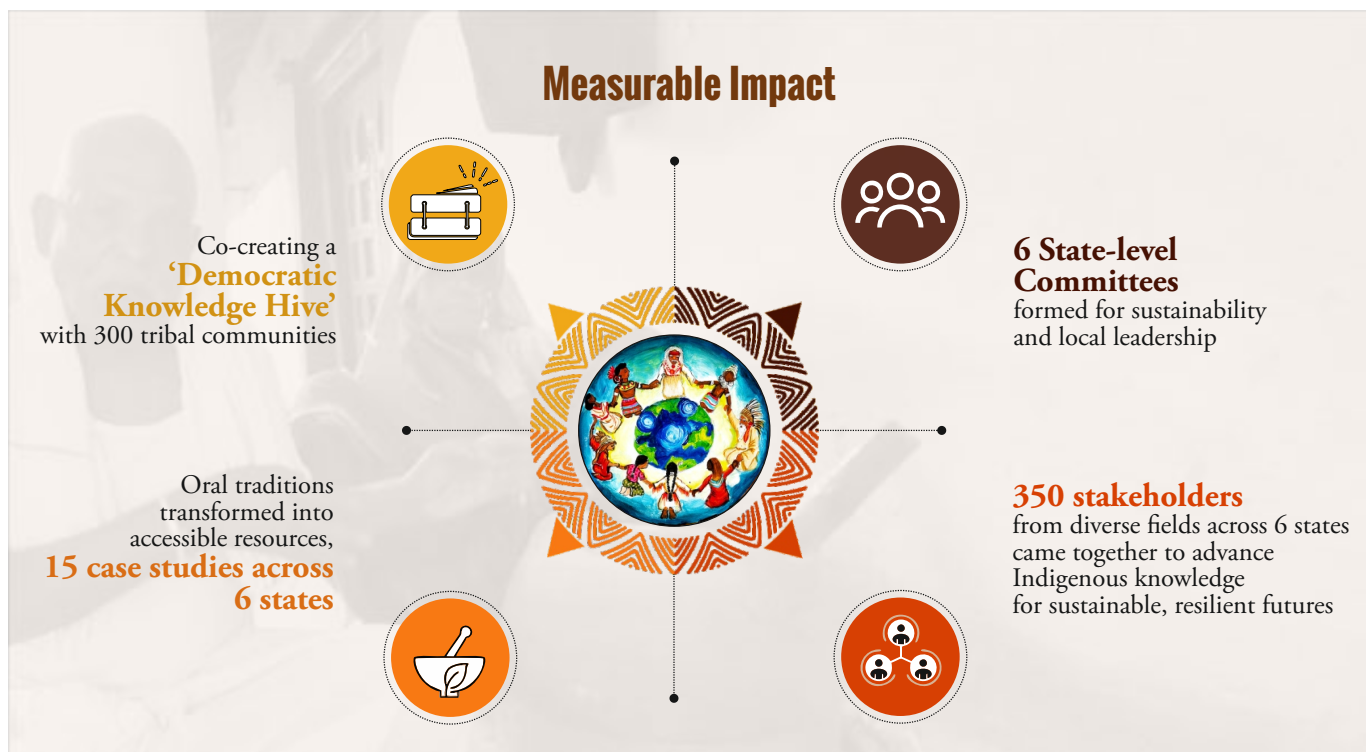
As the Indigenous Yatra journeys through tribal heartlands, it highlights the Mahua tree, central to the Ho tribe in Kuchai Block. With over 30,000 trees spanning 2,000 acres, families harvest approximately 400 kg each season, ensuring a steady supply of nutrition, cooling properties, and year-round food security.

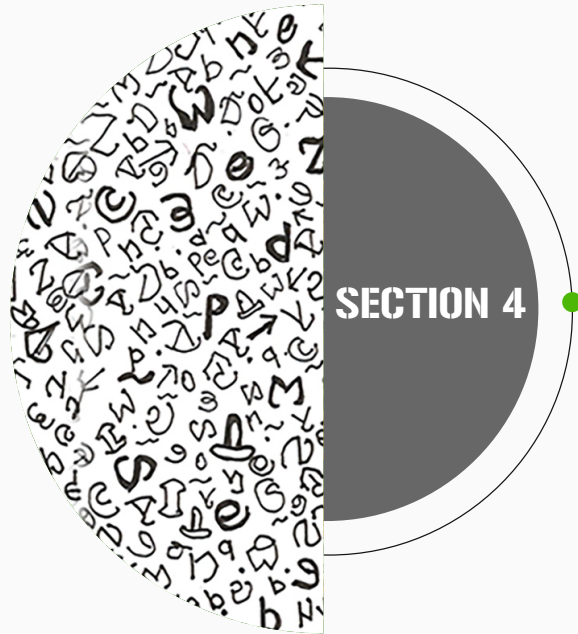
Mahua also heals (skin remedies, cooking oil), sustains livelihoods (flower trade, fertilizer, liquor), and carries deep spiritual value, with the first bloom offered during Baha Parv. For the Ho community, Mahua is not just a resource but a symbol of ecological wisdom, cultural pride, and social unity, symbolizing the Indigenous Yatra's vision to preserve Indigenous knowledge for resilience and sustainable futures.

Scalability Tip

At the global level, the Indigenous Yatra is collaborating with leading experts such as ethnobotanists, cultural anthropologists, digital archivists, and other knowledge curators to document and promote Indigenous wisdom across diverse domains.

Additionally, the Yatra is actively collaborating with platforms such as The Network: Towards Unity for Health (TUFH) to build Communities of Practice (CoP) for health practitioners globally, and with the Social Innovation Journal (SIJ) to publish insights on Indigenous Enterprises.





BEFORE VS. AFTER

TRANSFORMATION SNAPSHOTS





BEFORE

AFTER



Brown to Green

38 farmers from Birapratappur, Boudh district, Odisha converted 128 acres of fallow land into green gram fields



BEFORE



AFTER

Health Kit Intervention

From Long Journey to PHCs to doorstep care for 1.16 lakh people through health kits and Swasthya Sathis in Kondhmai District of Odisha



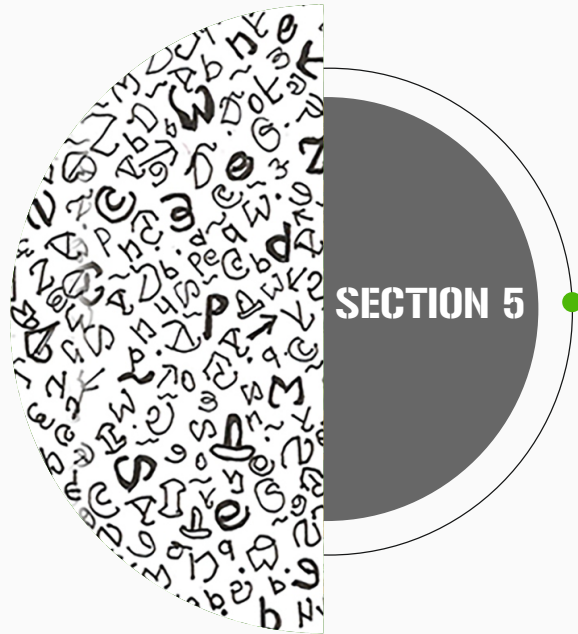
BEFORE



AFTER

404 Sarpanch Not Found

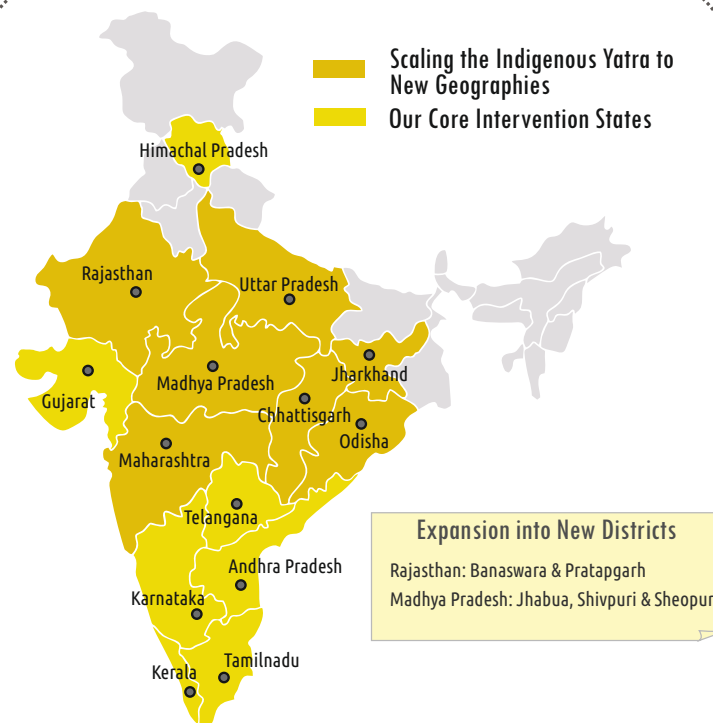
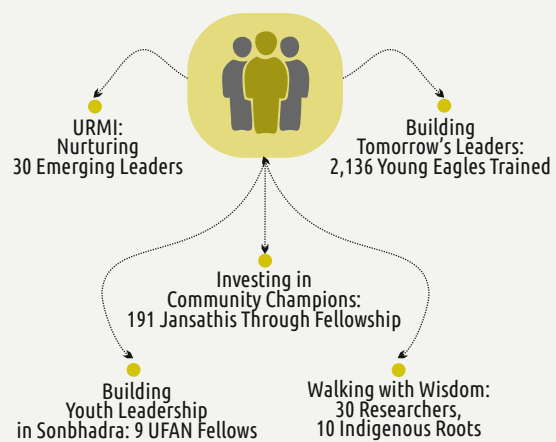
46.2% Lacked Awareness of Social Media Use
53.8% Created Panchayat Social Media Accounts Post-Training



GROWTH, EXPANSION & COLLABORATIONS



Initiating the Fellowship Journey



Entry into New Geographies

Key Collaborations

Lal's Family Trust



MICRON INSTRUMENTS
PRIVATE LIMITED



THE NETWORK
TOWARDS UNITY FOR HEALTH

SOCIAL
INNOVATIONS
Journal



A VISUAL JOURNEY OF EVENTS AND LAUNCHES

Model Village

Transforming Villages into Sustainable Model

[JULY 2024]



Krushi Mela

Block-level fairs promoting sustainable farming and farmer linkages

[AUGUST 2024]



Women Sports

Empowering Women Through Indigenous Games and Activities

[NOVEMBER 2024]



Indigenous Yatra

A Journey to Celebrate and Preserve Indigenous Wisdom

[DECEMBER 2024]



Sangini Dar

Safe spaces co-created with community for dialogue, leadership, and action

[MARCH 2025]



[August 2024]

Empowering Farmers,
Reviving Knowledge, Saving the Climate

Brown to Green



[OCTOBER 2024]

Empowering Local Governance
through Digital Engagement

#404



[DECEMBER 2024]

A Movement to
End Violence Against Women

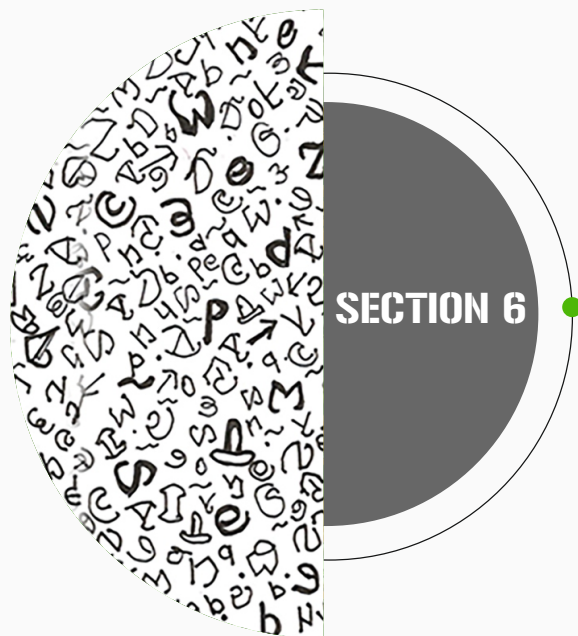
Youth for Change



[JANUARY - MARCH 2025]

Bridging Rural Youth to Jobs

Youth Employment Mela

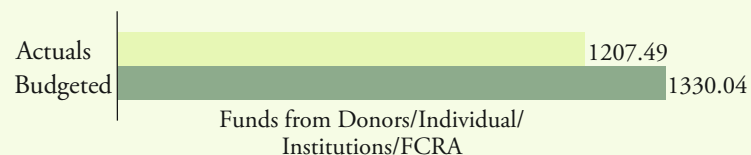


SECTION 6

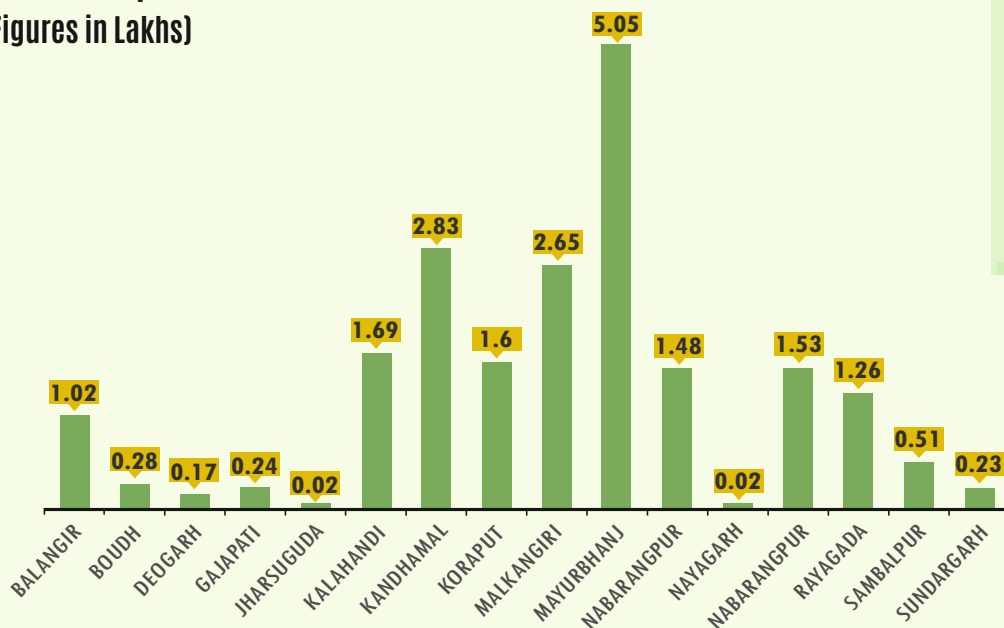
FINANCIAL SUMMARY



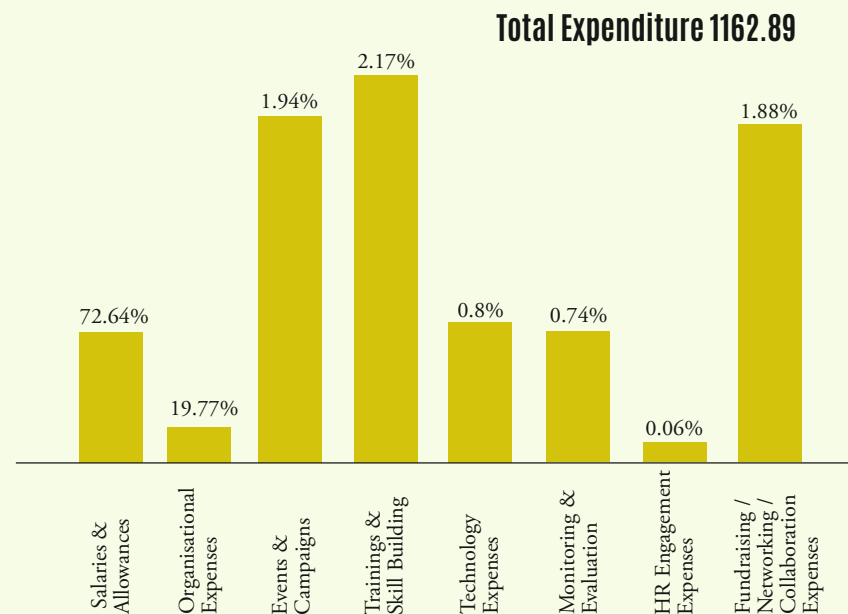
Projections Vs Actual Receipts [2024-2025]



Membership Contribution Overview (Figures in Lakhs)

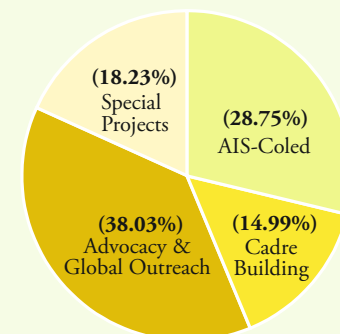


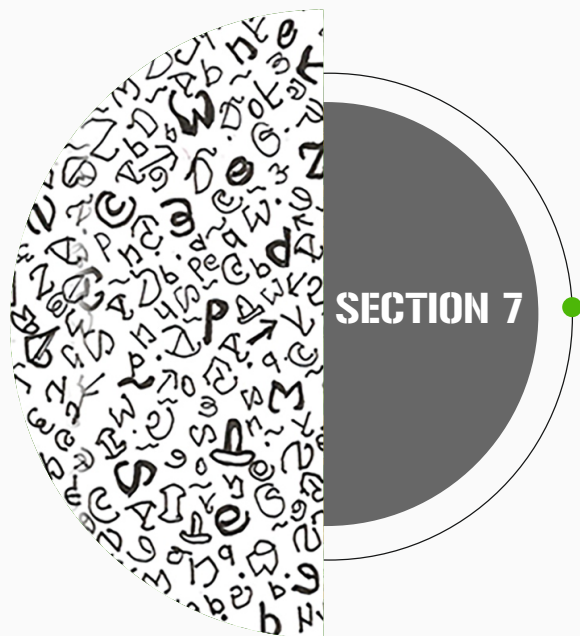
Expenditure 2024 - 25 (Figures in Lakhs)



Activity wise Expenses [2024-2025]

Categories	Expenditure
Activist Intervention Strategy (AIS)-Co-Zed	334.33
Cadre Building – Change Amplifiers	174.29
Advocacy & Global Outreach – Let's Connect (including NCCM); Expansion Underway in Five States	442.27
Special Projects-GAIT	212.00
Total	1162.8 (100%)





THE ROAD AHEAD

VISION-2025-2026





THE JOURNEY FORWARD: VISION 2025-26

“Atmashakti Academy:
Catalyzing Capacity and Community Wisdom”

“Scaling Impact:
Brown to Green, Error 404,
and UFFAN”

“Wisdom in Motion: Indigenous Yatra
Outcomes and Community Repository”

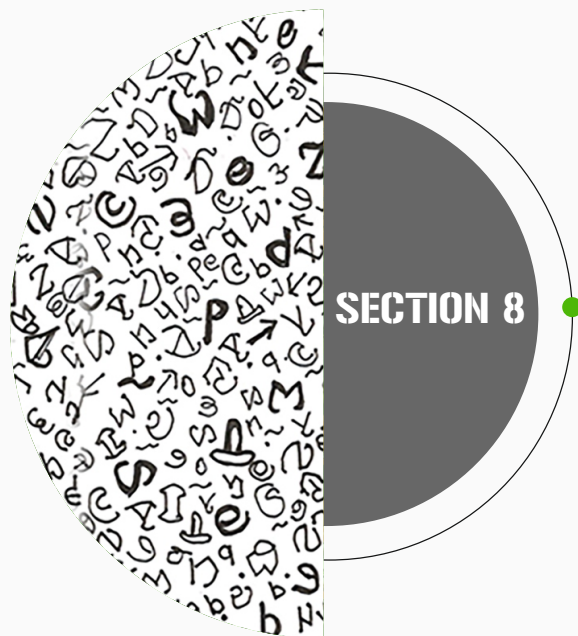
“Strengthening
Key Entry Points as Scalable Models”

Atmashakti

“Elevating Community Voices
in Global Discourses”

“Deepening state-level
partnerships”

“Preserving and Sharing Indigenous
Wisdom at the National Level”



VOICES FROM THE FIELD

TESTIMONIES & QUOTES



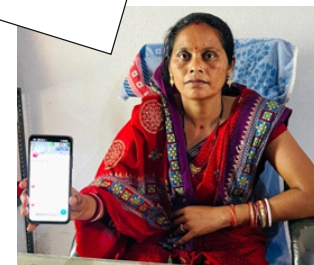
"Every time I help secure a pension, stop a child marriage, or speak up for someone silenced—I feel something shift. Not just in their lives, but in mine too. This is what change looks like. It's not just an action—it's the start of a new chapter for all of us."

- Silparani Miniyaka (URMI Leader)
Tayaput, Laxmipur, Koraput



"I used to struggle to access information or understand government schemes. But the Digital Literacy Program by Jana Jagruti Mancha changed everything. Now, I use social media not just to stay informed, but to speak up, share my work, and connect directly with authorities. It's not just knowledge—it's power. I feel confident, capable, and truly self-reliant."

– Dipali Singh, Sarpanch, Kasalda G.P., Mayurbhanj, Odisha



"Leaving my fields fallow after the paddy harvest felt like a missed opportunity. I decided to grow pulses in winter, and the extra income helped support my family and celebrate special moments. For me, change isn't just farming differently—it's about taking control of my future."

- Manish Nehru Parsa
Bortola, Kurkheda, Gadchiroli, Maharashtra



"Seeing a broken road repaired because of one tweet made me believe in the power of my voice. That's what change means to me—when hope speaks and the world listens."

- Bhajanananda Hembram, [#Warrior]
Itagada Village, Mayurbhanj



"Seeing fallow lands turn green with promise excites me. Through the Rice Fallow Management initiative, thousands of small farmers, especially from Tribal and Dalit communities, are now growing a second crop. This isn't just about income—it's about meals, pride, and renewed hope. With Atmashakti and government support, we can replicate this success across Odisha."

-Mr. C. R. Panda, ICRISAT, Odisha





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