



# SASHAKT 2.0

Guided by Experience.  
Driven by Collective Action











Supported by



Implemented by





ସଶକ୍ତ ପ୍ରକଳ୍ପ - ୨.୦ : ମହିଳା ଓ କିଶୋରୀମାନଙ୍କ



ପୁଷ୍ଟିକର ଖାଦ୍ୟ ଗର୍ଭବତୀ  
ସୁସ୍ଥ ମା ଓ ଶିଶୁ ନିମା

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# सशक्त 2.0

## SASHAKT 2.0

Guided by Experience.  
Driven by Collective Action





**SHRI GOUTOM  
CHAKRABORTY**  
CEO, GAIL Gas Limited

## MESSAGE

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### **Beyond Business: GAIL Gas Commitment to Inclusive and Community-Centered Development**

At GAIL Gas Limited, we believe that the true impact of business extends beyond infrastructure and technology, it lies in empowering communities and improving lives. Our Corporate Social Responsibility (CSR) strategy is rooted in meaningful, practical initiatives that address real challenges, especially in areas where access to health, education and nutrition remains limited.

Project Sashakt 2.0 in Ganjam, Odisha, exemplifies this commitment. Implemented by IPE Global Centre for Knowledge and Development (CKD) with support from GAIL Gas, the project is a targeted intervention to combat the high prevalence of anemia in Beguniapada and Ganjam blocks in Ganjam district, covering six Gram Panchayats. With anemia affecting over half the women and children in the region, the initiative aims to break the intergenerational cycle of malnutrition by addressing its root causes and fostering sustainable behavior change.

Through health and nutrition education, anemia testing camps and awareness sessions, the project empowers adolescents, pregnant and lactating mothers, caregivers and local change agents including Self-Help Groups (SHGs) and youth groups. By dispelling myths and misconceptions, it promotes informed decision-making and strengthens community resilience.

As part of Project Sashakt 2.0, 150 nutri-gardens across key community centers and homes are being established to promote improved nutrition. These gardens, cultivated with locally sourced seeds, aim to enhance the intake of fruits and vegetables, driving positive health and dietary habits, especially among children and adolescents. Supported by training and resources, this initiative empowers communities to grow nutritious food sustainably within their own spaces.

We are proud to support a program that integrates education, health and community participation. Project Sashakt 2.0 reflects our unwavering commitment to inclusive and sustainable development and highlights the power of collaboration between organizations, local institutions, and stakeholders.

Through initiatives like this, we strive to create lasting impact, ensuring that knowledge and support reach those who need it most and contributing to stronger, healthier and more self-reliant communities.









## ASHWAJIT SINGH

Founder & Managing  
Director of IPE Global Ltd.

# MESSAGE

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## Building on Insights. Moving Forward Together: SASHAKT 2.0

Project Sashakt 2.0 marks an important step towards long-term change in the communities of Ganjam. It builds on the learnings of Project Sashakt and continues to advance collective action for improved health indicators. As Margaret Mead once said “Never

doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

At IPE Global Group, we believe in making development a ground reality by expanding human capabilities, opportunities, and choices by driving impactful projects to foster sustainable development and inclusive growth. Through Project Sashakt 2.0, women and girls are learning about health and nutrition—knowledge that can improve their well-being and that of their families. By combining education with practical activities, the project creates visible improvements in daily life and helps communities take ownership of their own development.

What sets this initiative apart is its hands-on approach, involving the community at every stage to ensure that the changes are meaningful and lasting. Women and girls, equipped with information and confidence, are becoming key agents of change in their households and neighbourhoods.

I am confident that Project Sashakt 2.0 will continue to make a positive difference, offering a model for community-led development. With the support of our partners and stakeholders, we look forward to building healthier, more informed, and empowered communities across Ganjam.













# MESSAGE

## SASHAKT 2.0: Connecting Health, Education, and Action for Lasting Impact

Project Sashakt 2.0 reflects our commitment to improving the lives of women and girls by connecting health, education, and community action. At CKD, we believe that real change happens when communities are engaged, informed, and supported to make choices that improve their well-being.

The project empowers women and girls in Ganjam by actively involving them in transformative, hands-on initiatives such as nutri-gardens, recipe demonstrations, and community-led discussions. By translating nutritional knowledge into daily practices, the approach fosters lasting behavioral change and strengthens community resilience. This model not only improves health outcomes but also builds local capacity, making the impact both sustainable and scalable.

What makes Project Sashakt 2.0 unique is its focus on community ownership. By actively involving local leaders, families, and participants, the project strengthens the role of women and girls as agents of change. It demonstrates how health and education can come together to create positive outcomes that touch entire communities.

Project Sashakt 2.0 emerged as a response—designed not as a one-time intervention, but as a layered strategy that brings together detection, care, nutrition, and dialogue. Anchored in three core pillars—the project combines community engagement, service delivery, and behavioural change, ensuring that those often missed by conventional systems are reached, supported, and empowered.

We are proud to see the project making a tangible difference in Ganjam. Our hope is that Project Sashakt 2.0 will continue to inspire similar initiatives, showing that informed, engaged, and empowered communities are the foundation of sustainable development.



**M K PADMA KUMAR**

Chief Mentor, Centre  
for Knowledge and  
Development (CKD)







## SEEMA GUPTA

Lead, Centre for  
Knowledge and  
Development (CKD)

# MESSAGE

## Breaking the Anaemia Cycle, Building Resilience: The Promise of SASHAKT 2.0

At CKD, we believe that adolescent health and maternal well-being are the foundation of strong and resilient communities. When young people and mothers are healthy, entire families and societies flourish.

Project Sashakt 2.0 focuses on one of the most urgent public health challenges—anaemia among pregnant women, women of reproductive age, and adolescents. Through testing camps, awareness activities, and community education, Sashakt 2.0 takes a comprehensive approach to breaking the cycle of anaemia. The project is not limited to spreading information. It helps communities make informed choices and build skills to weave nutrition, health, and daily wellness in their everyday lives.

Equally important has been the involvement of teachers, Self Help Groups, PRI members, and local leaders. Their participation creates an supportive environment where women and adolescents feel encouraged and confident to take charge of their health. In many cases, they become role models who inspire others in their families and neighbourhoods.

We are committed to improving adolescent and maternal health by working closely with communities, partners, and local institutions. Project Sashakt 2.0 reflects our belief that when people are informed, engaged, and supported, they can drive their own progress.

Our vision is simple but powerful: a future where every woman and adolescent has the knowledge, strength, and confidence to lead a healthier and more fulfilling life. More than a programme, Sashakt 2.0 is a blueprint for transforming both health systems and community mindsets. By combining early detection, practical care, and shared responsibility, it is turning the vision of an anaemia-free generation into a lived reality in Ganjam.









## GAIL Gas Limited, Ganjam

GAIL Gas Limited, Ganjam was authorized on September 2018 under PNGRB's 9th CGD bidding round. It consists of 19 Nos of charged areas (CA) for which GGL is committed to supply natural gas to consumers. CGS (City Gas Station) is situated at IPS 3 terminal through which the odorized gas is supplied. The network is supplied through 8" steel pipeline from GAIL - IPS3 station of Srikakulam Angul Pipeline (SAPL). Steel pipeline network of around 52 KMs is underway and is expected to be completed soon. Mother plant for supply of PNG/CNG in the area is planned inside Tata Steel Special Economic Zone (TataSEZ) situated on the highway near Brahmpur.

GGL is committed for spreading gas network in the entire Ganjam district with the support of state administration for which already 3 Nos of CNG stations are operational in the city of Brahampur. Further GGL is planning to set up further CNG stations in the area. GGL is already started laying MDPE network and after setting up of District Regulatory Stations (DRS). Thus GGL shall be ready to supply Pipeline Natural Gas (PNG) to Industries, Commercial entities and Domestic customers. By steadily expanding its infrastructure and surpassing its work programme milestones, GAIL Gas Ganjam is helping to break dependency on conventional fuels, reduce carbon emissions, improve the quality of life for communities across the region and thus contributes towards achieving smart city targets as per the directives.



GAIL Gas Limited

नों के लिए किफायती  
प्रदूषण मुक्त ईंधन

PM  
एसीई के लिए आसामवेह,  
सुरक्षित एवं सुविधाजनक ईंधन



## GAIL Gas Limited – CSR Efforts



**Accessible Healthcare:** GAIL Gas has expanded healthcare access through health camps across rural and aspirational districts, delivering essential services like eye check-ups, maternal care and treatment for critical illnesses. Support to government hospitals includes ICU upgrades and vital medical equipment, strengthening public health infrastructure in underserved areas.



**Child Nutrition and Maternal Health:** Focused on combating malnutrition, GAIL Gas runs community-based programs for children, adolescents and pregnant women. Initiatives include nutrition awareness, supplemental feeding and support for mid-day meals in schools to improve health outcomes.



**Education Empowerment and Inclusive Learning:** GAIL Gas enhances educational infrastructure in government schools by providing digital classrooms, furniture and learning tools. Support extends to marginalized children's through drop-in-centres. Also, providing comprehensive free residential coaching for competitive exams, to talented yet underprivileged students.



**Skilling and Sustainable Livelihoods:** The company promotes skill development and self-employment through vocational training, particularly for persons with disabilities and women. Initiatives focus on digital literacy, financial inclusion and climate-resilient livelihoods.



**Sanitation and Public Health Infrastructure:** To improve hygiene and public health, GAIL Gas has built toilets, sanitation blocks and restrooms for sanitation workers, while ensuring clean drinking water access in schools and public areas.



**Women Empowerment and Menstrual Health:** CSR efforts include menstrual hygiene awareness, nutrition education and training for women and girls. Programs empower women as community leaders through digital, financial and solar technology training.



**Environmental Sustainability and Public Utilities:** GAIL Gas supports eco-friendly initiatives like biogas plant installations and tree plantation drives. It also invests in public infrastructure such as community centers, urban sanitation and beautification of public landmarks.

Through these focused initiatives, GAIL Gas Limited continues to drive inclusive development and sustainable community progress across India.







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A Visual Voyage into Sashakt's 2.0 Collaterals

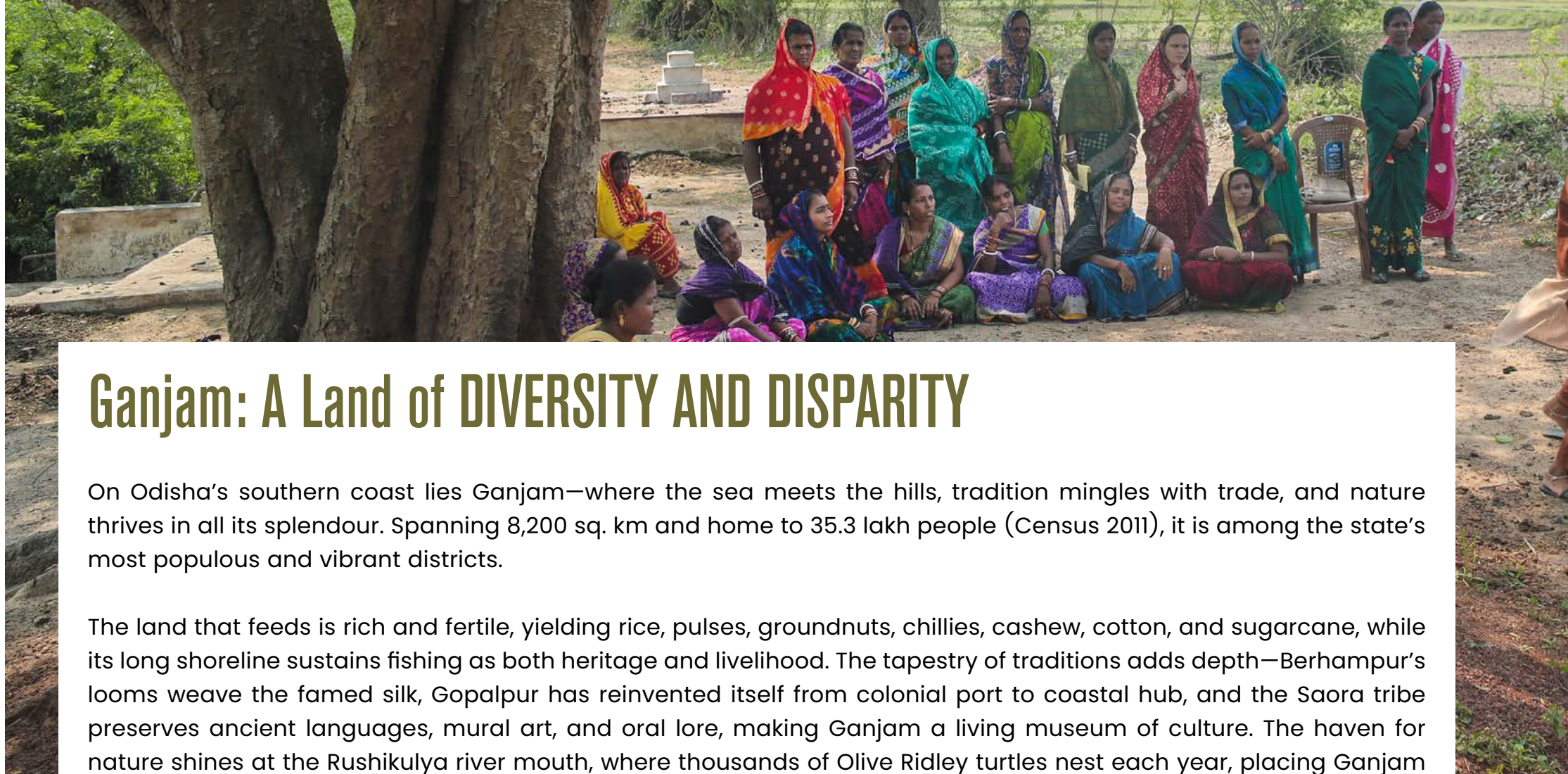
48



The Way Forward

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## Ganjam: A Land of DIVERSITY AND DISPARITY

On Odisha's southern coast lies Ganjam—where the sea meets the hills, tradition mingles with trade, and nature thrives in all its splendour. Spanning 8,200 sq. km and home to 35.3 lakh people (Census 2011), it is among the state's most populous and vibrant districts.

The land that feeds is rich and fertile, yielding rice, pulses, groundnuts, chillies, cashew, cotton, and sugarcane, while its long shoreline sustains fishing as both heritage and livelihood. The tapestry of traditions adds depth—Berhampur's looms weave the famed silk, Gopalpur has reinvented itself from colonial port to coastal hub, and the Saora tribe preserves ancient languages, mural art, and oral lore, making Ganjam a living museum of culture. The haven for nature shines at the Rushikulya river mouth, where thousands of Olive Ridley turtles nest each year, placing Ganjam on the world's ecological map.

The jewel and paradox is Chilika Lake, Asia's largest brackish lagoon and a UNESCO-recognized Ramsar site. While it sustains migratory birds, Irrawaddy dolphins, and fisher families, much of its fish leaves the district. Local diets remain rice-heavy, with too little protein or vegetables—leaving anaemia and undernutrition as quiet, persistent challenges.

Ganjam is thus both abundance and contradiction—a district where ecological and cultural riches endure, more mothers are delivering safely in institutions, and immunization rates are steadily rising – yet, nutrition remains the Achilles' heel of Ganjam's health story.





# GANJAM

## The Intervention District

### Anaemia in Ganjam: The Numbers Tell the Story<sup>1</sup>

#### Women of Reproductive Age (15–49 yrs)



#### Pregnant Women



#### Children under 5



#### Adolescent Girls (anaemic)



● Intervention Blocks – Ganjam & Beguniapada

<sup>1</sup>The District Nutrition Profile (DNP) and NFHS-5













## Beyond the Data– What Fuels the Crisis

In Ganjam, fields are fertile and rivers brim with fish, yet the everyday plates of women and children tell a story of hidden hunger, deeper social, cultural, and systemic barriers. Girls married too young trade classrooms for kitchens, stepping into motherhood with fragile health. Meals are mostly rice, with little space for pulses, vegetables. Ironically, despite thriving fishing livelihoods, fish often leaves Ganjam's shores for markets elsewhere, rarely making it to local plates. Silent anaemia creeps in, often unnoticed until pregnancy, binding generations of women in fatigue, frailty, and futures cut short.





Numbers alone don't tell the full story of anaemia in Ganjam. Through long conversations in courtyards and village meetings, women shared how their plates are filled mostly with rice, while vegetables, pulses, or eggs are a rarity. Many admitted to skipping breakfast so that children and men could eat first. Girls spoke of learning about anaemia in schools, but said supplies of iron tablets were irregular. Men, on the other hand, often didn't see it as a health problem at all. Frontline health workers told us that even though testing kits are available, very few people come forward—anaemia is a silent burden, noticed only when fatigue becomes unbearable or during pregnancy. Poverty and distance from markets make diverse foods hard to reach, while cultural taboos keep women and girls from eating freely. Yet, in every discussion, hope surfaced—women welcomed ideas like nutri-gardens, Tiranga Thalīs, and community testing camps, seeing in them a chance to break the cycle for the next generation.



In a region where anaemia has quietly burdened generations, Sashakt 2.0 began planting seeds of health and hope. Implemented in Beguniapada and Ganjam blocks, the programme set out to disrupt the cycle of intergenerational anaemia and empower families with knowledge, services, and resources for better health. Designed carefully based on insights from the field—listening to women, adolescents, and frontline workers—the approach responds to the real challenges and aspirations of the community. Its impact unfolds through three living pillars.

Through nutrition education, communities are unlearning old myths and discovering practical ways to nourish themselves. With nutri-gardens, families are growing leafy greens and iron-rich foods, and with recipe demonstrations bringing colour and life back to their plates. And through testing and screening camps, the invisible burden of anaemia is being revealed, offering adolescents, women, and mothers the chance to seek care and reclaim their strength. Together, these pillars are showing that anaemia is not destiny, but a challenge that can be faced, overcome, and transformed into hope for the next generation.

By rooting solutions within the community, Sashakt 2.0 is equipping those who carry the burden of the challenge with the power of solution. The project reaches those who matter most—women, adolescents and leverages change makers like panchayat leaders, SHG and NRLM groups, and men—creating a ripple of awareness that spreads beyond individuals. Knowledge flows naturally: from adolescents to peers, mothers to children, and leaders to entire communities. Step by step, Sashakt is nurturing a lasting culture of health.

- **2500+ Pregnant & Lactating Women** screened for anaemia, and overall health.
- **580+ Women learnt nutritious recipes** from locally available food, taking forward diet diversity in the community.
- **1,500+ Mothers & Caregivers:** informed about healthy eating habits for self and their families.
- **800+ Adolescents engaged in schools** and educated about anaemia and adopting nutritious diet.



## AWARE



## ASSESS



## ADOPT















# Building Awareness: Initiating Dialogue

Anaemia often hides in silence—unspoken in families, unacknowledged in communities. **Sashakt 2.0 turned that silence into dialogue.** Women, men, adolescents, and local leaders came together to speak openly about health, diet, and anaemia prevention. **Self-Help Group members, Panchayati Raj Institution representatives, teachers, and youth** were **equipped to propel these conversations**, turning nutrition into a shared responsibility for the whole community.

In village lanes and panchayat offices, **bright wall paintings** carried messages of healthy eating and iron-rich diets. **Street plays and mobile video vans** used relatable characters, music, and humor to spark reflection and discussion. These mid-media efforts embedded the importance of nutrition and anaemia prevention deep into community life—messages that will continue to echo through daily life well beyond the moment.

## 30+

Community Meetings Leading  
Conversations that matter

## 80,000+

Lives touched with messages  
for lasting impact























## Assessing the Silent Enemy: Unmasking Anaemia

Sashakt 2.0 brought anaemia testing straight to the heart of villages, reaching the historically marginalized women and adolescents, who need it the most. These camps went beyond simple screening—participants received **iron supplementation, and personalized guidance on diet, and healthy practices**, accompanied by **Nutrition Packs** (containing iron-rich fruits and laddoos made with nuts). They also received **first aid kits** with antiseptic lotion, cotton gauze, sanitary napkins, and self-monitoring tools to help families build healthier habits in their daily lives and **self-monitoring tools** to help families weave better habits into daily life. **ANMs, ASHAs, and AWWs played a central role**, guiding families, supporting the testing process, and ensuring follow-up care.

By putting anaemia into the light, families could see it for what it truly is—a real, manageable concern. This opened the door to **timely care, informed choices, and healthier tomorrows**, ensuring that knowledge turned into action and hope found a lasting place in everyday life.

# 2,500+

Individuals Screened for  
anaemia in 15 camps



## Sumitra Nayak

### *A Journey Towards Health*

My name is **Sumitra Nayak**, I am 16 years old, and I live in Belpada village, Ganjam. Recently, a health camp was organized in our village under **Project Sashakt 2.0**, where I got my anaemia test done. The results showed that I have mild anaemia.

The project team explained the problems caused by iron deficiency and taught us about proper nutrition. They also provided iron-rich foods, including citrus fruits. Since then, I have started paying attention to my diet and even advise my family about healthy eating.

I feel happy that we received the right information and support at the right time. I am grateful to the Sashakt team for telling me about WIFS as well. I take the weekly supplement in school, and encourage my friends to take it too, this has helped me take charge of my health and wellbeing.























## Adopting: Cultivating Dietary Diversity

Sashakt 2.0 guided communities from awareness to action. In courtyards, backyards, and community spaces, **Nutri-Gardens** began to flourish, brimming with nutritious, seasonal vegetables. These gardens showed that healthy food need not be distant or expensive—it can grow right outside one's home.

**Agriculture experts trained community members**, equipping them with the skills to maintain year-round harvests of iron-rich produce. Alongside the gardens, **nutrition recipe demonstrations** brought the “Tiranga Thali” concept to life—a balanced plate of grains, greens, and pulses sourced locally.

Community members, especially women, learned to combine simple, familiar ingredients into healthier meals. By cultivating gardens and preparing balanced plates, households were empowered to make practical, lasting changes, anchoring nutrition firmly within daily life.

# 580+

**Women Equipped to** *turn knowledge into everyday practice*

# 150+

**Nutri-Gardens established** *Bringing nutrition closer to home*



# Anemia Screening Camp

Beguniapada, Ganjam, Odisha

16<sup>th</sup> April, 2025





## Kuni Gouda

### *Spreading Awareness, One Meal at a Time*



In Barida village, Beguniapada Block, Kuni Gouda is an active member of a local self-help group. Kuni recalls enthusiastically about her journey with Sashakt 2.0., “Before joining the project, I didn’t know that fatigue and weakness among women could often be caused by anaemia. The team explained the symptoms—constant tiredness, dizziness, and low blood levels—and how proper nutrition “Tiranga Thali” can prevent or correct it.”

Kuni now shows women how to include green vegetables, lentils, dairy, and fruits in daily meals often explaining the symptoms of anaemia, how to test and treat it. “We are grateful to the Sashakt 2.0 team for showing our village how to simply defeat the silent monster of anaemia,” she says with pride.











# VOICES FROM THE FIELD

## Smrutirani Patra *Cultivating Health and Community*

In Gada Humma village, Ganjam, Smrutirani Patra serves as the caretaker of a Nutri-Garden established under Sashakt 2.0 - an initiative introducing villagers to the practical benefits of growing their own vegetables and nutritious foods. Smrutirani explains, "Through the Nutri-Garden, we learned how to use our home yards or empty spaces to grow spinach, fenugreek, okra, bottle gourd, tomato, chili, lentils, and beans. Sashakt 2.0 team taught us that these vegetables are rich in iron, which helps prevent anaemia and improve our health."

She adds, "Now, we include fresh vegetables from the garden in our daily meals, and we can feel the difference in our food. My family helps in maintaining the garden, and our neighbours also participate and enjoy the produce."

The initiative has inspired others in the community as well. Smrutirani reflects, "This project has strengthened both our health and community bonds. Many neighbours have started their own gardens after seeing our example. We are grateful to GAIL Gas Limited, CKD, and the Sashakt 2.0 team for their support and guidance."









40 **MANIFEST 2.0** Guided by Experience. Driven by Collective Action.

ଶୁଣେଇ ଚାଉଳ

ମାମୁଡ଼ା

ପାଚଡ଼ା

ମେଘ

ଅଙ୍ଗନୱାଡ଼ି କେନ୍ଦ୍ର

That's all you're worried about? Look here... this is our Poshan Vatika!

ଶାଗ, ପରିପରିବା, ଚାଲି, ଝୀର, ଅଣ୍ଡା, ମାଛ, ଗୁଡ

ଆଇଏଫଏଚ୍ ଏଚ୍ ବଟିକା (ଲୋହ ବଟିକା ସରକାରୀ ଚିକିତ୍ସାଳୟରେ ମାଗଣାରେ ମିଳେ)

And don't forget to take your IFA tablets, both now and even after your baby is born!






ସମସ୍ତ ପ୍ରକଳ୍ପ - ୨.୦: ମହିଳା ଓ କିଶୋରୀମାନଙ୍କ ସମ୍ବନ୍ଧରେ ନିମନ୍ତେ ଏକ ଗୋଟିଏ ଭିଡିଓ ଉପସ୍ଥାପନ

### ପୁଷ୍ଟିକର ଖାଦ୍ୟ ଗର୍ଭବତୀ ପାଇଁ ଅଟେ ଜରୁରୀ ସୁସ୍ଥ ମା ଓ ଶିଶୁ ନିମନ୍ତେ କରିବା ପ୍ରସ୍ତୁତି

**ହାଲୁକା ଖାଦ୍ୟ**



- ଘୃତ/ଭାତ
- ଦାଲ
- ଫଳାଣ୍ଡ
- ଫୁଲ ଗୁଡ଼ ମିଶା ବଣା
- ଫୁଲ ଚିନି ବାଡାମା
- ଘଟେକ ଫାଦ


**ଘରୁ ଉତ୍ପାଦିତ ଖାଦ୍ୟ**

- ସବୁଜ ପତ୍ରଯୁକ୍ତ ଖାଦ୍ୟ ଓ ପରିବା
- ସାଲାଡ
- ମାଛ ଏବଂ ମାଂସ
- ଆର/ଆରୁ ପ୍ରସ୍ତୁତ ଖାଦ୍ୟ ପରାଏ
- ଭଜା, ଲୁଟି, ଚିପ୍ସ

ଚେଷ୍ଟା, ଚିଟ୍, ଓ ଚକର ମଧ୍ୟ ଆପଣାନ୍ତୁ, ଉଚ୍ଚମାନତାକୁ ବୁଲେଇ ଦିଅନ୍ତୁ।

ଅଧିକ ସ୍ତରୀୟ ନିମନ୍ତେ ନିମନ୍ତେ ସ୍ୱାସ୍ଥ୍ୟକେନ୍ଦ୍ର ତଥା ଅଙ୍ଗନ ବାଡ଼ି କେନ୍ଦ୍ର ସହ ଯୋଗାଯୋଗ କରନ୍ତୁ।



### ସମସ୍ତ ୨.୦

ତତ୍ପର ଆଇ ଏସ୍ ଏସ୍ ବ୍ୟକ୍ତିଗତ ଅନୁପାଳନ ପର୍ଯ୍ୟନ୍ତ

ନାମ: \_\_\_\_\_

ବୟସ: \_\_\_\_\_

ପିତା/ସ୍ୱାମୀ କ ନାମ: \_\_\_\_\_

### ଆଇରନ୍ ଏବଂ ଫୋଲିକ୍ ଏସିଡ୍ ଟାବଲେଟ୍ ।

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ଫେବୃଆରୀ	① ② ③ ④ ⑤
ମାର୍ଚ୍ଚ	① ② ③ ④ ⑤
ଏପ୍ରିଲ	① ② ③ ④ ⑤
ମେ	① ② ③ ④ ⑤
ଜୁନ	① ② ③ ④ ⑤

କୃମିନାଶକ ଟାବଲେଟ୍ ।

ପ୍ରଥମ ମର୍ପତ୍ତା ☐








### ସମସ୍ତ ପ୍ରକଳ୍ପ ୨.୦


ମହିଳା ତଥା କିଶୋରୀ ମାନେ ସୁସ୍ଥ ତଥା ସମ୍ପନ୍ନ ହେବା ନିମନ୍ତେ ଏକ ପ୍ରୟାସ



### ପ୍ରତ୍ୟାପତ୍ତ

- ସମସ୍ତ ପ୍ରକଳ୍ପ ସମ୍ପର୍କରେ
- ଆବେଦନା କରା
- ଆବେଦନାକାର କରଣ
- ଆବେଦନାକାର ଲକ୍ଷଣ
- ଆବେଦନାକାର ପ୍ରକାର
- ଖାଦ୍ୟ ସମ୍ପର୍କରେ ପରାମର୍ଶ
- ଗର୍ଭବତୀ ମହିଳାଙ୍କ ନିମନ୍ତେ ଚିଟି ରାସ୍ତାପୂର୍ବ ସୂଚନା





# The Way Forward

*As Project Sashakt 2.0 turns its final page in this book, its story doesn't end—it simply shifts to the hands of the communities it has touched, and to the vision of what comes next.*

The path ahead is alive with possibility. Imagine anaemia testing camps not as occasional events but as regular fixtures across every high-burden block—where every woman, adolescent, and family member not only gets tested but also receives on-the-spot counselling and guidance, with a clear bridge to further care.

Picture village squares and school grounds echoing with street plays, radio jingles, and the voices of peer educators breaking age-old myths and taboos around food and nutrition—turning behaviour change into a movement owned by the people themselves.

From the soil of small Nutri-Gardens, a larger dream is ready to sprout. What began with 150 households can grow into thousands, supported by self-help groups and the National Rural Livelihood Mission, making nutritious food not a luxury but a daily reality.

The journey ahead also calls for new allies. Fathers, panchayat leaders, and community influencers must step into the circle—not as bystanders but as champions, shaping homes and neighbourhoods that nurture health and equality.

And above all, the heartbeat of tomorrow lies with adolescents. By weaving in anaemia awareness, diverse diets, menstrual hygiene, and life skills into both school and out-of-school programmes, we equip young people with tools not just to survive, but to thrive.

Project Sashakt 2.0 has planted seeds of change. The way forward is about scaling these seeds into forests of possibility—where health, dignity, and opportunity grow together, and where every family can dream of a stronger, more nourished tomorrow.









## Key Achievements, Awards & Recognition Event

**Marking a milestone in the journey of community empowerment**, the “*Key Achievements, Awards & Recognition*” event of Sashakt 2.0 was held on **7<sup>th</sup> August 2025** at the Ganjam Block Office Conference Hall. The gathering highlighted the project’s progress and celebrated the collective spirit of collaboration. The event was graced **by Shri Keerthi Vasan V, IAS, Collector & District Magistrate**, Ganjam, alongside the CDMO, NRLM representatives, frontline workers (ASHA, ANM, AWW), and community beneficiaries. **Shri K.V. S. Prasad, General Manager, GAIL Gas Odisha**, delivered the keynote address, appreciating the impact of Sashakt 2.0 and reaffirming GAIL Gas commitment to community health. A special highlight was the flagging off of the mobile van with miking messages by the District Magistrate, symbolizing outreach, awareness, and a shared vision for healthier communities.















OFFICE OF THE  
COLLECTOR & DISTRICT MAGISTRATE  
GANJAM, CHATRAPUR  
(CONFIDENTIAL SECTION)



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Date. 07.08.25

To

Seema Gupta  
Lead  
IPE GlobalCentre for Knowledge and Development (CKD)

Subject: Appreciation for the implementation of Project Sashakt 2.0 in Ganjam  
(December 2024- August 2025)

I would like to extend my appreciation for the impactful work being carried out under *Project Sashakt 2.0*, implemented by CKD and supported by GAIL Gas Limited, in the Ganjam district.

The project's efforts to address anemia and promote nutrition through health education, testing camps, and community engagement have been commendable. By reaching to adolescent girls, women, and community members across Ganjam and Beguniapada blocks, your team has effectively addressed both knowledge gaps and behavior change around anemia, iron consumption, and dietary diversity.

CKD's collaboration with local stakeholders and its community-centric approach have received positive feedback from the field. The District Administration values your contribution and recommends expanding these interventions to reach more villages and underserved communities,

We appreciate GAIL Gas Limited for supporting this initiative and look forward to continued collaboration in improving health and nutrition outcomes in Ganjam.

Regards,

Shri V. Keerthi Vasan, IAS  
Collector and District Magistrate  
Ganjam District, Odisha



# ACKNOWLEDGEMENTS

GAIL Gas Limited, through its CSR initiatives, continues to create lasting value for communities by promoting inclusive growth, environmental responsibility, and social well-being. We extend our sincere gratitude to the GAIL Gas Limited team and GAIL Gas Odisha for their unwavering support and guidance in steering Sashakt 2.0 towards meaningful impact.

We place on record our deepest appreciation to the District Administration for its visionary leadership and continued encouragement that inspired the progress of this initiative.

Our gratitude also goes to the SHG members, PRI members, school teachers, and community leaders, whose tireless efforts anchored the project within the heart of Ganjam. Above all, we acknowledge the women, girls, and families who

## **GAIL Gas Limited**

- Shri Goutom Chakraborty, CEO
- Shri Sudhir Kr Dixit, COO
- Shri Amit Jhalani, CFO
- Shri. Sanjay Verma, GM(HR)

## **GAIL Gas Limited, Ganjam**

- Shri K.V. S. Prasad, General Manager, Odisha
- Shri Udit Ranjan Soren, Chief Manager Gail Gas Limited, Ganjam

## **Special Thanks**

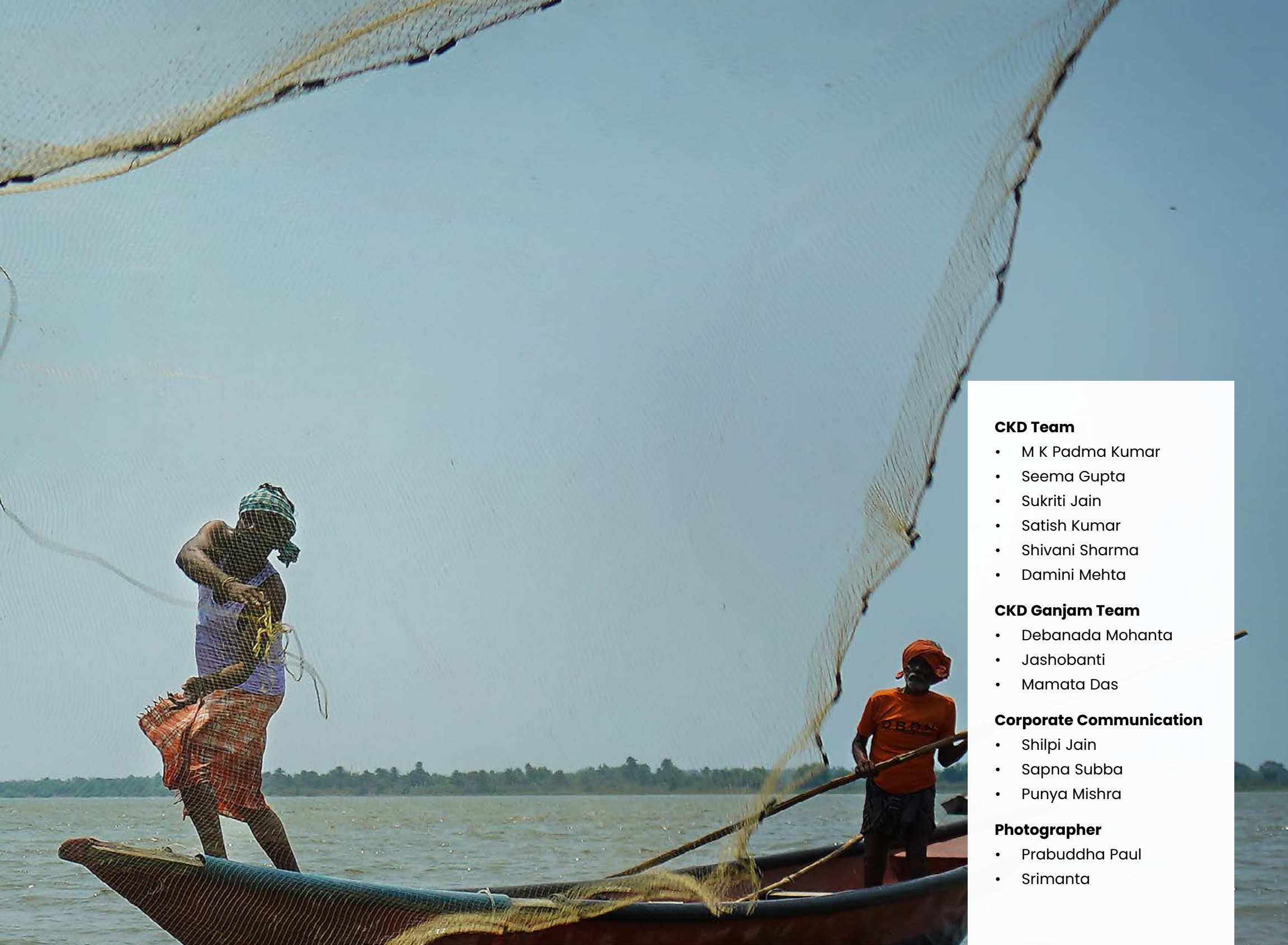
- Shri Dibya Jyoti Parida, IAS, Former Collector & District Magistrate, Ganjam
- Shri Keerthi Vasan V, IAS, Collector & District Magistrate, Ganjam
- Dr. Susanta Kumar Nayak, Chief District Medical Officer (CDMO)
- Representatives, Odisha Livelihood Mission (OLM), Ganjam
- Department of Health, Ganjam
- Department of Women & Child Development (WCD), Ganjam
- Department of Education, Ganjam
- Frontline Health Workforce (ASHAs, ANMs, AWWs, CHOs)

We thank all the champions of the programme—PRI members, SHG members, school teachers, students, women, and adolescents—for their invaluable contribution to the success of Sashakt 2.0.

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**Photo Montage:** Expanded to include pregnant and lactating mothers, caregivers, SHG members, nutri-gardens in Anganwadi centers and sub-centres, and portraits of youth influencers alongside landscapes like Chilika Lake.



**CKD Team**

- M K Padma Kumar
- Seema Gupta
- Sukriti Jain
- Satish Kumar
- Shivani Sharma
- Damini Mehta

**CKD Ganjam Team**

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- Jashobanti
- Mamata Das

**Corporate Communication**

- Shilpi Jain
- Sapna Subba
- Punya Mishra

**Photographer**

- Prabuddha Paul
- Srimanta













CKD is a knowledge-driven organisation, and our vision mission goal reflects our commitment towards empowering women, girls and children to receive equitable access to health, nutrition, education, 21<sup>st</sup>-century skills, livelihood, and employability.

CKD views developmental challenges through a gendered lens and turns them into opportunities for transformation. With an aim to leave no one behind, values of diversity, equity, and inclusion (DEI) are the overarching principles that tie our actions to our goal.

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