



ANNUAL REPORT- MART ACADEMY

2024-25

1. Organizational Overview

MART Academy is a dynamic, development-oriented institution working across India to enhance livelihoods, foster entrepreneurship, and promote sustainable rural development. Grounded in participatory and pro-poor principles, the organization is committed to inclusive, scalable, and impact-driven initiatives that bridge gaps in agriculture, allied sectors, and market systems.

MART Academy is a non-profit organization registered in 2018 under Section 8 of the Companies Act, 2013. As a sister concern of MART Global Management Solutions LLP, its mission is to address the socio-economic development needs of disadvantaged individuals living in both rural and urban areas by implementing targeted, impact-driven initiatives designed to mitigate challenges and conditions.

The organization places particular emphasis on vulnerable and marginalized communities, working on to empower them through a range of initiatives aimed at creating sustainable livelihoods. MART Academy adopts a holistic approach to development, focusing on key areas such as reducing distress migration, addressing gender disparities, and promoting financial literacy. Additionally, it offers skill development and vocational training programs designed to equip individuals with the tools needed to enhance their socio-economic status and overall quality of life.

The organization's leadership comprises a team of seasoned development sector professionals with extensive experience in areas such as sustainable livelihoods promotion, inclusive marketing, and rural development. By leveraging sustainable business models, MART Academy aims to drive long-term positive change, creating pathways to self-reliance and economic empowerment for the communities it serves

2. Message From The Co-Founder

Dear Stakeholders, It gives me great pleasure to present this year's annual report, reflecting the dedication, resilience, and collaborative spirit that has defined our journey over the past year. As we continue our mission to create sustainable livelihoods and empower communities, I am filled with immense pride and gratitude for the unwavering support and trust placed in us by our partners, clients, and the communities we serve.

Our partnerships have been the cornerstone of our success. I extend my deepest appreciation to our partners and our local stakeholders for their unwavering support in implementing impactful projects. Together, we have made significant changes in enhancing the socio-economic well-being of farmers, unemployed youths, and SHGs at different project locations of Odisha. The projects we have undertaken, from empowering women-led SHGs, incorporating farmer owned entities (FPOs) to promoting sustainable agricultural practices, are practical examples to what we can achieve when we join hands with a shared vision.

I would also like to acknowledge the tireless efforts of our team at MART Academy. It is your commitment, hard work, and passion that have enabled us to deliver meaningful change, in whatever projects we have implemented in the past year. From facilitating capacity building trainings to establishing producer companies, your dedication has ensured that our interventions leave a lasting impact on the lives of those we serve.

To our beneficiaries and communities, thank you for placing your trust in us and for accepting the opportunities that our projects offer. Your willingness to learn, cooperate and grow have been inspiring, and we feel proud to be a part of your journey towards greater economic independence and resilience.

As we look ahead, we remain committed to deepening our impact and building on the progress of this past year. With the continued support of our partners and the hard work of our team, I am confident that we can achieve even greater milestones together. Thank you once again for your support, and I look forward to another year of progress and shared success.

Warm Regards,
Ramesh Chandra Jena
Co-Founder

3. Key Thematic Areas:



4. Program Implementation Highlights

MART Academy operated multiple field-based initiatives during FY 2024–25 that focused on:



5. Key Project Implemented in the current Financial Year

| Project Name | Client | Year | Geography | Target communities |
|---|---|--------------------------------|--|------------------------------|
| JEEVIKA JYOTI- Livelihoods Enhancement through Agri & Allied intervention in Kujang Block of Jagatsinghpur District, Odisha | TPCODL under Tata Power CSR | May 2025- April 2026- on going | Odisha | Small and Marginal farmers |
| Improving Income of Farmers Through Upscaling Existing Vegetable Cultivation and Introducing Exotic Vegetable Cultivation Using a Cluster Approach and Market Linkages for Remunerative Pricing | SBI Foundation | 2023-2025 | Odisha | Marginal & Small farmers |
| Strengthening Food Sovereignty for Indigenous People through a community based, gender sensitive, and participatory food security model | Terre de Homes & BMZ | 2025 (2 months) | Odisha | Tribal communities |
| Scoping Study for Agri-Entrepreneurship Insights | Global Alliance for Mass Entrepreneurship | 2025 (3 months) Ongoing | PAN India with focus on Andhra Pradesh and Maharashtra | Micro and Nano Entrepreneurs |
| Mid term Evaluation of Good Farming Good Food Programme | Solidaridad | 2024 (2 months) | Madhya Pradesh | Marginal & small farmers |
| Needs Assessment, Livelihoods Opportunity Mapping and Intervention Plan for Project Displaced Families | Arcelor Mittal Nippon Steel India (AM/NS) | 2024- active | Jagatsinghpur district, Odisha | Displaced Families |
| Livelihood Intervention in Sripura Village | EPSILON CARBON | 2024(3 months) | Jharsuguda | Project Affected Families |

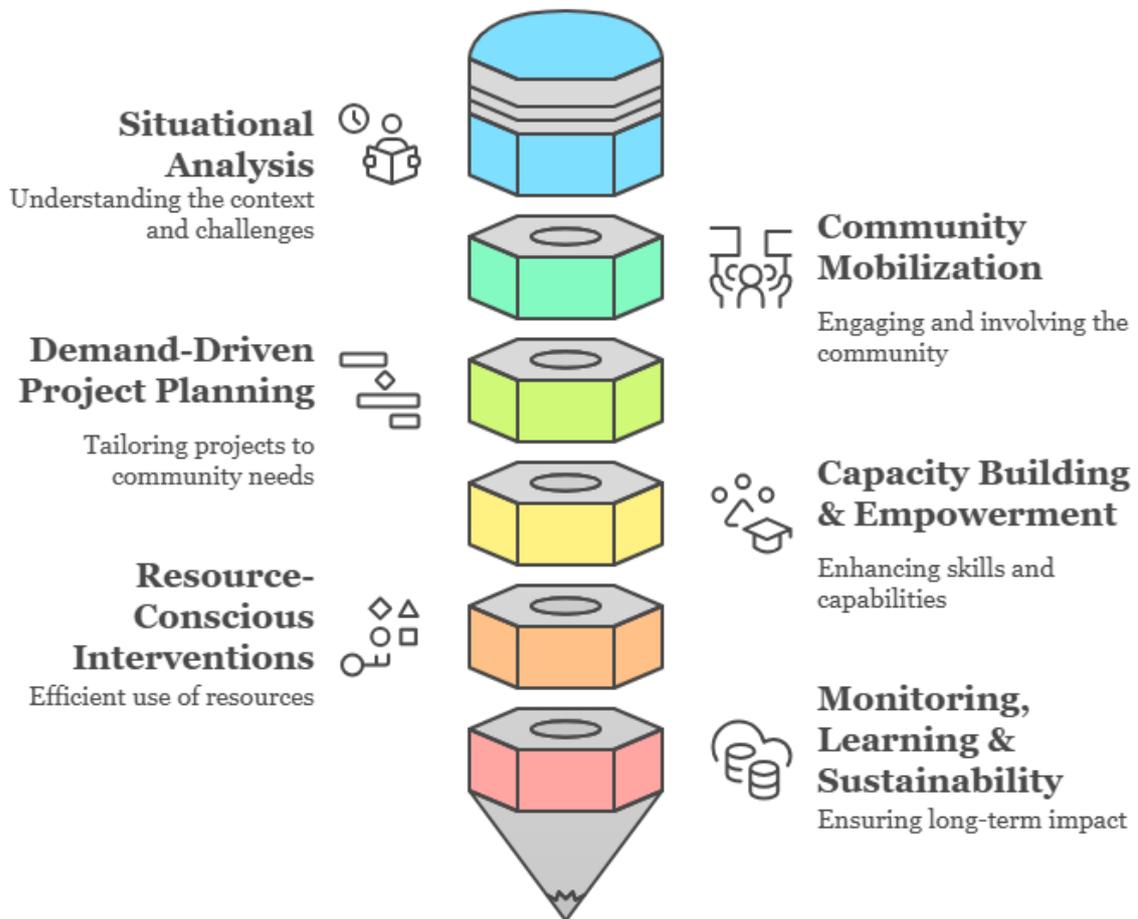
6. Management & Team (Key Personnel Profiles)

| Team Member Name | Profiles |
|---------------------|---|
| Ramesh Chandra Jena | <p>With over 26 years of experience, Mr. Jena specializes in project management, consulting, and strategy formulation, focusing on livelihoods promotion, agri-business, and sustainability. He has supported large-scale implementation for government, corporate, and CSR projects, impacting disadvantaged communities. He has facilitated training for professionals in the social sector and has been a guest speaker at business schools and at other forums. His consulting expertise includes assignments for World Bank, IFAD, JICA, USAID, DFID, GIZ, and state and central government programs. Internationally, he has worked in Nepal, Bangladesh, Sri Lanka, and the UK, besides having exposure in different states of India. In CSR worked for MITSUBISHI, NTPC, SBIF, JSWD, TATA Foundation, Rabo Bank Foundation, OCPL, AM/NS etc .Mr. Jena has a Management degree in Business Entrepreneurship from EDII, Ahmedabad, holds a PGDM from CAMS, and an M.Com from Utkal University</p> |
| Somanath Dash | <p>Somanath Dash, a Gold Medalist in Rural Management (Masters' Degree) with over 19 years of experience, is a seasoned development sector professional. His expertise spans Community Empowerment, Institution Building, Capacity Development, and Planning, Monitoring and Evaluation. Throughout his career, Mr. Dash has led high-impact projects across health, sanitation, poverty alleviation, FPO promotion and livelihood strengthening, with a focus on tribal and women's development.</p> |
| Amit Jassal | <p>He has been with MART for over 22 years and currently serves as the Finance Manager. He plays a vital role in managing the organization's financial systems, including accounting, payroll, taxation, and statutory compliance. Amit ensures smooth day-to-day financial operations and oversees administrative functions. He also manages employee insurance policies and coordinates with service providers for timely policy renewals and claims.</p> |
| Dr. Abhishek Samal | <p>He has over 23 years of experience in program evaluation, implementation, and management of government programs and bilateral assignments across agriculture, horticulture, animal husbandry, and rural development. His work and experience span multiple states, providing him with a thorough understanding of policies, schemes, and regulatory frameworks essential to these sectors. Dr. Samal has held leadership and advisory roles, with expertise in monitoring and evaluation, research design, and impact assessments for bilateral agencies and international NGOs. He holds a Ph.D. in Agriculture and dual Master's degrees in Social Work and Agriculture.</p> |
| Kushal Behera | <p>Kusala Chandra Behera, has done his Masters in Social Work (MSW), serves as a Project Manager at MART Academy. With over 18 years of experience in managing development and CSR sector projects, he specializes in micro-entrepreneurship and collective marketing. He has worked with over 400 SHGs, promoted 300+ individual enterprises, and facilitated value chain development, productivity enhancement, and technology-driven interventions. He brings extensive expertise in promoting sustainable micro-enterprises and collective marketing initiatives through PGs and FPCs in agri & agri-allied sector.</p> |
| Chinmayee Roul | <p>Chinmayee Roul holds a B.Tech degree with a PGD in Banking and Finance, brings diverse professional experience spanning over 10 years. She has worked in the automation, banking, and telecom sectors, before transitioning to the development sector. In her current role, she focuses on strengthening PGs, providing technical support to FPCs, marketing of agricultural produce, preparing farmer case studies & anecdotes, and managing overall project initiatives. Her expertise lies in operations, compliance, data analysis, and team management, making her a valuable team member in driving efficient project implementation and stakeholder engagement.</p> |

| Team Member Name | Profiles |
|--------------------|--|
| Dr. Anushree Singh | Dr. Singh holds Ph.D & M.Phil (Science Policy) degrees from JNU, Delhi. She has 6+ years of experience in project coordination and management and conducting baseline, midterm, need assessment, M&E and other research studies. She has working experience in Odisha, Uttar Pradesh, Andhra Pradesh, Telangana, Kerala, Chhattisgarh and is competent to undertake quantitative and qualitative analysis and documentation. |
| Hrushikesh Sutar | Hrushikesh Sutar, has pursued his PG in Development Studies from TISS, Hyderabad. He has more than 6 years of extensive work experience in development sector, managing international projects funded by BMZ Germany and CSR projects funded by Infosys Foundation, JSW Foundation among others. He specializes in project management and has expertise in promoting micro-enterprises in farm, off-farm and non-farm sectors. Hrushikesh has worked with over 600 SHGs, trained 1500+ individuals and further facilitated in promotion of multiple individual enterprises. He brings extensive expertise in promoting sustainable micro-enterprises and collective marketing initiatives through PGs and FPCs in agri, agri-allied and non-farm sector. |
| Kishore Mohanta | He holds a master's degree from OUAT, Bhubaneswar, and a bachelor's degree from Tamil Nadu Agricultural University. He has practical exposure of working with SHGs, FPCs, and various agriculture and allied sector initiatives. Before joining MART Academy, he served as a Livelihood Expert with CYSD in Th. Rampur Block, Kalahandi. Currently, he works as a Market Expert at MART Academy, leading project implementation in Balipatna Block (Khordha) and Banki Block (Cuttack). |

7. Implementation Methodology

MART Academy follows a holistic 6-step implementation strategy:



These were supplemented with sustainability planning, digital inclusion, and environmental sensitivity.

8. Major Funding Sources:



Solidaridad



**AM/NS
INDIA**

TPCODL