

Foreword

In response to the growing need for supporting large number of livelihoods, especially for the rural poor, the Central & State Governments as well as NGOs took up a variety of interventions. In the recent past various micro finance services have been reaching the poor through SHGs, Cooperatives, Banks, MFIs, and other financial institutions through different approaches. The provision of these services has been growing at a very rapid pace, but yet to reach many. It has also been observed that most of the investments are not yet impacting the livelihoods of the poor. In addition to the micro finance activities there are several initiatives taken up for improving the livelihoods of the poor both the government as well as that by the NGOs. There is considerable debate in the development sector to move from micro finance to livelihood finance to maximize the impact of poverty reduction efforts.

The present study has been conducted to take a comprehensive view of livelihood interventions, their different approaches and promotional practices, and to understand the impact of these interventions on people. In this process also to identify a role that major support agencies can play for promoting sustainable livelihoods.

It's a fact that, there is enormous scope for the Livelihood enhancement of the poor. Within this context, studies on livelihood promotional practices are critical to understand the successes and the shortcomings, which would aid in replicating the success and addressing the gaps. The study of Livelihood promotional practices by APMAS, ISLP-BASIX with the support of SERP and the AGA Khan Foundation is an effort in that direction. APMAS is actively disseminating the information on LH promotional practices which is useful to various stakeholders. This technical publication is a part of that effort.

This study was an ambitious one and was initiated in November 2004 and completed in March 2005. In its enthusiasm to explore in their entirety, the issues around Livelihood promotional practices, the study team led by APMAS and ISLP, collected a wealth of data. The attempt to analyze as much of the data as possible resulted in an extended period of research and discussion. Finally, in the interests of making public the information that could be acted upon, this report is being published, limiting the scope of the study to such information as directly appears to relate to Livelihood promotional practices. The full extent of data and case studies collected, without accompanying notes will be made available at cost, to anyone interested in further researching the subject. Meanwhile, APMAS hopes that this report will generate interest among livelihood practitioners. APMAS would like to undertake similar studies in future and make the reports available for reference and appropriate action both at policy and implementation level.

We hope that the Livelihood promotion and support organizations would benefit from these publications and thereby strengthen their Livelihood enhancement initiatives. We invite your opinion and suggestions on this book.

C. S. Reddy
Chief Executive Officer

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We held a series of deliberations in order to validate the data and consolidate the field level observations. We would like to extend special thanks to all the participants of the AP Livelihood learning group workshop held in Hyderabad during this period.

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Rural Livelihood in Andhra Pradesh

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Indian School of Livelihood Promotion (ISLP)

APMAS logo	ISLP-BASIX logo	SERP LoGO	Aga Khan Logo	European Commission logo
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LIST OF ABBREVIATIONS

AKF	Aga Khan Foundation
APMAS	Mahila Abhivruddhi Society Andhra Pradesh
APRLP	Andhra Pradesh Rural Livelihoods Project
CBO	Community Based Organization
CMEY	Chief Minister's Empowerment of Youth Programme
CPR	Common Property Resources
DCBC	District Capacity Building Centre
DCS	Dairy Cooperative Society
DDS	Deccan Development Society
DPIP	District Poverty Initiative Programme
HH	Households
HLL	Hindustan Lever Limited
IDPL	Indian Drugs and Pharmaceuticals Ltd.
ISLP	Indian School of Livelihood Promotion
IKP	India Kranthi Patham
MACS	Mutually Aided Cooperative Societies
NABARD	National Bank for Agriculture & Rural Development
NDDB	National Dairy Development Board
NGO	Non Government Organization
NRP	Natural Resource Management
NTFP	Non Timber Forest Produce
PACS	Primary Agriculture Cooperative Society
PDS	Public Distribution System
PIA	Project Implementation Agency
PO	People's Organization
POP	Poorest of the Poor
RMGs	Raythu Mitra Groups
SERP	Society for Elimination of Rural Poverty
SHGs	Self Help Groups
VP	Village Organization of Women Self Help Groups
VSS	Vana Samrakshana Samiti
WSC	Watershed Committee
WUA	Water Users' Association
YG	Youth Group

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