

About APMAS

APMAS is a national level resource organization that is committed to enhance quality and the sustainability of the Self-Help movement in India.

Registered in 2001 as a non-governmental public society, APMAS is recognized nationally and internationally as a credible and pioneering support organization in the field of SHG Promotion. APMAS aims to meet the managerial and technical support needs of various stakeholders involved in the promotion of SHGs and SHG Federations. Since 2004, APMAS has been anchoring 2 DLRCs and providing professional support to 10 CLRCs in Kadapa and Adilabad districts to nurture them as robust and sustainable institutions to facilitate livelihood promotion around NRM.

APMAS works in 11 districts of Andhra Pradesh, the hub of the Self-Help Movement in India, and is expanding to other states within India.

The Focus Areas of work are:

APMAS's core business is building capacities of the Self Help Promoting Agencies (SHPAs) through Quality Assessment (rating), Capacity Building, Research & Advocacy and Livelihoods Promotion Services to SHGs and SHG Federations through their promoters.

As part of the Knowledge-Building and Sharing within the Sector, It is the endeavor of APMAS to provide opportunities for practitioners, donors and other stakeholders outside of AP to learn from the Andhra experience. In working towards this, APMAS is adopting a wide range of activities including piloting, training, research and consultancy. The immersion program is a major step in this direction.

APMAS ANNOUNCES



7th Batch Of National Immersion Programme on Institution Building for Livelihoods Promotion & Micro Enterprise Development

25th to 29th August, 2009

Programme Coordinator
Srinivas Chekuri
Livelihood Manager
APMAS

For further details, please contact:

APMAS

Plot No 20, Road No. 2, Banjara Hills,
Hyderabad – 500 034

Telephone: +91-40-2354 79 52/27,
9440800641 (M) ; Fax: 2354-7926

E-mail: chsrinivas@apmas.org

Website: www.apmas.org

Presently there is a sea change in the thinking and practices adopted for promotion of livelihoods of the poor. There are several approaches being followed for promoting livelihoods through various institutional forms. Andhra Pradesh is showcasing different models of promoting diversified livelihood.

Program Objectives:

1. To gain in-depth understanding of various institutional forms for promotion of livelihoods in AP.
2. To learn about various strategies for poverty reduction through micro-finance, micro-enterprise development and livelihood promotion.
3. To learn through sharing of experiences among participants.

Contents

- o Micro Finance and Livelihood finance in Andhra Pradesh.
- o Institutional arrangements for livelihood promotion, micro enterprise development,
- o Risk management in Livelihoods and social dimension to livelihoods
- o Strategies of livelihood promotion

Pedagogy

Immersion programme will be conducted through Interactive lectures, Group discussions, Cross learning through Field visits and Debriefing sessions. Sessions will be handled by renowned persons and practitioners from different agencies

Mode

Exposure visit
Group Discussions

Field Visits (2 days)

Livelihood promotion through federations, Co-operatives, Producer companies, Grameen and SHG Model
*(Accommodation to be provided in the Field)

Venue

CMTC / NI-MSME, Hyderabad

Dates and Duration

August 25th to 29th, 2009 (5 days)

Last Date for Registration

August 15th 2009

Fee

Rs. 10,000 /- (Including Accommodation, Transportation, Boarding, Consultation fee for field visit organizations, Consultation fee for APMAS and Non refundable Registration fee of Rs 500/-)

Category of Participants

Practitioners, Academicians and Donors

Mode of Payment

Programme fee should be sent in the form of a Demand Draft in favour of Mahila Abhivrudhi Society, Andhra Pradesh payable at Hyderabad. The fee should be sent along with the Nomination form on or before the last date for the registration.

Total Participants

25