



Press Note – 25th April 2020

APMAS COVID-19 Relief Operations

About APMAS

APMAS (Mahila Abhivruddhi Society, Andhra Pradesh), is a national level not-for-profit organization (NGO) headquartered in Hyderabad, promoting & supporting women SHGs, SHG federations & Farmer Producer Organizations (FPOs) since 2001. It has partnership projects with Andhra Pradesh and Telangana governments as well as Bihar. As a capacity building & mentoring organization, APMAS has initiatives in almost all Indian states and considerable international engagements. It also provides technical support to NRLM (National Rural Livelihood Mission). Besides many other projects being presently implemented by APMAS, it has promoted 37 'Farmer Producer Organizations' (FPOs) in Ananthapuram, Chittoor and Kurnool districts of Andhra Pradesh and Kamareddy and Yadadri districts of Telangana. APMAS also implementing a maternal and child health project in the urban areas of Hyderabad, Tirupati and Ongole.

Sri K. Madhava Rao, IAS (Retired) former Chief Secretary of undivided Andhra Pradesh is the Chairman of APMAS board and Sri CS Reddy is the Founder CEO and Managing Director. For more details about APMAS and its work, please visit www.apmas.org

APMAS is intensively and proactively undertaking COVID -19 relief operations in a mission mode since 27th March 2020. APMAS staff is working with local NGOs who have a strong field presence as well as with volunteers to distribute fruits, vegetables, food items and hygiene kits to stranded migrant labour, old age homes, orphanages and slum dwellers. The migrant labour, who may not have ration cards or other personal identifications are reached with relief material. Primarily, Aurobindo Pharma Foundation, Azim Premji Philanthropic Foundation and GIZ, Germany are providing financial support for the relief efforts in response to COVID-19 pandemic.

- A total of 65.5 metric tonnes of food material worth Rs. 29.53 lakhs has been distributed to 4,915 needy families, mostly slum dwellers, migrant workers and other vulnerable communities, up to 25-04-2020 primarily in and around Greater Hyderabad Municipal Corporation (GHMC) in the state of Telangana and in Anantapuram & Chittoor districts of the state of Andhra Pradesh.
- Around 800 tons of Fruits and Vegetables are procured by Farmers Producer Organizations (FPOs) in Chittoor & Anantapur districts of Andhra Pradesh and Kamareddy & Yadadri districts of Telangana helping their member-farmers market their produce at relatively fair prices in this critical



situation where transportation of farm produce is a severe problem not only to individual farmers but even to farmers collectives having no proper market linkages hitherto and unaware of crisis management techniques. APMAS is paying the transportation cost with funding support from GIZ Germany under Green Innovation Centre (GIC) Project

- ➡ APMAS Chittoor regional unit Facilitated 'M-Tomato' FPO federation to supply 650 tons of tomatoes to Sun-Sip Agro Processing Industry, Srinivasapura which is near Madanapalle, thus providing market linkage to tomato farmers of Chittoor district to sell their product in these difficult times. The transportation cost is borne with the financial support of GIZ, Germany.
- ➡ Nearly 150 MTs of vegetables and fruits supplied by the FPOs promoted by APMAS to Aurobindo Pharma Ltd for distribution to their employees who are working during these difficult times.
- ➡ Taking cue from the AP Govt, initiated sales of 'Fruit Basket' programme, APMAS team supported the sales of 1,000 fruit baskets @ Rs 100 each.
- ➡ Further 750 'Vegetables & Fruits' kits were freely distributed to the needy in Valmikipuram and Kurabalakota of Chittoor district in Andhra Pradesh.
- ➡ APMAS with funding support from The Gates Foundation is providing relief in the form of dry rations & hygiene kits to nearly 2,000 families in Tirupathi & Ongole.
- ➡ APMAS also providing hygiene kits for the farmers and agriculture inputs at subsidized rates to help during this crisis period. APMAS also providing cattle for farmers in Chittoor District.
- ➡ Besides, as an organization working with and committed to the sustainable growth of farming community and promoting and Farmer Producer organizations (FPOs), APMAS, is using a multi-pronged strategy to address the severe affects of COVID -19 on the farming community.

Through policy advocacy, APMAS has been instrumental in getting a circular issued by the Government of Andhra Pradesh to agro-processing industries, basically to Tomato processing units, to give a specified minimum support price to the farmers for their produce as there was a serious glut in the market resulting in fall in prices. This resulted in not only benefitting the farmers directly but having a positive impact on processing industries to be more active.

APMAS is facilitating farmers' linkage to distant markets like Bangalore, Delhi, and Mumbai through government agencies like MOFPI, NAFED, MarkFed, APFPS and private players like Kisan Network. APMAS has been establishing linkages between FPOs and various retail chains and processing



industries like More, Big Basket, Metro and Sun-Sip etc. These linkages are helping farmers to get fair returns. These linkages are also paving way for long-term business partnerships between FPOs and market players for mutual benefit.

APMAS team is also supporting the supply & sales of Fruit Basket programme initiated by AP govt. in Ananthapuram and Chittoor districts.

About 300 migrant labour from Orissa, Bihar and Uttar Pradesh were in a state of distress in Tellapur. Professional psycho-social counseling services were provided to these construction labourers. Women's needs were also addressed by providing sanitary napkins. Awareness was built on physical distancing, hand wash techniques and building immunity through nutritious foods. Safety and nutrition materials developed by WHO and UNICEF were distributed among these workers. Teams of senior



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APMAS is thankful to its donors Aurobindo Pharma Foundation, GIZ Germany, Azim Premji Philanthropic Initiatives (APPI), AEIN Luxemburg, DGRV Germany, BMGF and BftW. Nearly 50 professional staff and another 50 community professionals & volunteers are working relentlessly to provide the relief to the most affected and vulnerable communities in Andhra Pradesh & Telangana.

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Founder CEO and MD

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