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Mahila Abhivruddhi Society



APMAS works with the Self-help Groups (SHGs) and their Federations, Farmers Organizations, Cooperatives, and other forms of Community Based Organizations (CBOs), and Self-Help Promoting Institutions (SHPIs) who believe in and respect the spirit of self-help and consider as a guiding principle for its work. APMAS began its journey on 1st July 2001 in erstwhile Andhra Pradesh with a purpose of strengthening the SHG movement and subsequently expanded its horizon programmatically and geographically across the country.

APMAS has a diversified Board with representation from the government, financial institutions, academic & research institutions, NGOs (non-government organizations), SHG federations, farmer organizations and eminent individuals. The Board ensures effective governance and transparent systems, besides providing exemplary guidance in a programmatic areas and establishing strategic collaborations with key development players.

APMAS is headquartered in Hyderabad and has thirteen field offices across the states of Andhra Pradesh, Telangana and Bihar. It has about 100 full-time staff and 14 consultants responsible for implementation of various projects. APMAS has its own 30,000 SFT building in Hyderabad with office space and residential facilities for conducting training programs and events.

APMAS's work is guided by the following values, vision, mission and strategic goals.



APMAS VALUES

- Self-reliance
- Concern for quality
- Continuous learning
- Transparency and accountability
- Gender equality and social inclusion
- Promotion of participation and democracy

VISION 2030

APMAS emerged as orchestrator of livelihoods ecosystem for resilient and diverse self-reliant institutions led by marginalized women, farming and indigenous communities resulting in social and economic transformation

MISSION

By 2030, APMAS, a cutting edge resource organization, engaged in multi-stakeholder partnerships for systemic change; innovating and demonstrating sustainable livelihoods institutional models impacts one million households through:

- Co-creating and promoting quality standards and benchmarks
- Capacity and capabilities development
- Ecosystem services - Access to technology, finance, market, infrastructure
- Interface among women-led and diverse community institutions
- Integration of Nutrition, Health, Education & WASH services
- Evidence based policy advocacy

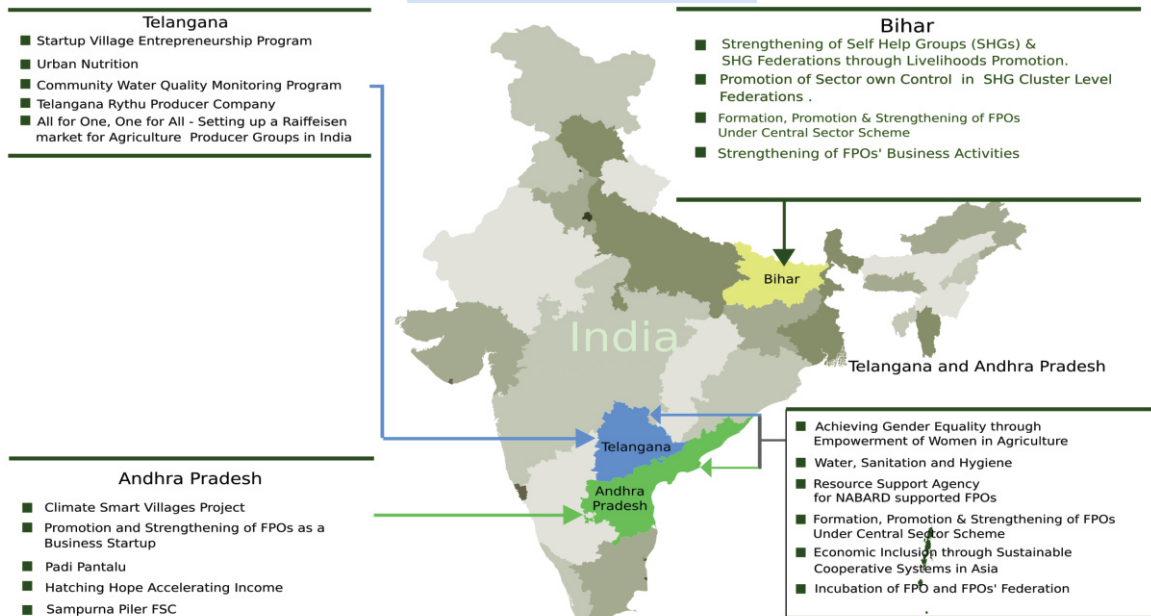
GOALS

1. APMAS emerged as partner of choice, within & outside India, for Governments, Academic Institutions, Donors, Corporates, NGOs, Community Institutions and other key stakeholders through capacity building, incubation, mentoring and knowledge management
2. Self-reliant livelihoods institutions, demonstrating high quality standards, engaged in partnerships and linkages resulting in their member households becoming resilient to cope with risks and shocks
3. At least 1000 self-reliant and democratic institutions of SHG Federations, FPOs and FPOs Federations providing range of services resulting in tripling of income for their member households
4. Gender mainstreaming resulting in women's leadership and decision making at household and institutional level and asset creation for at least one lakh women
5. Member households of APMAS incubated community institutions access their rights and entitlements and utilize services of health, education, nutrition and WASH resulting in improved quality of life

Journey of APMAS

In the initial years, APMAS's work of promoting autonomous and self-reliant people's institutions resonated well with the policies, priorities and programs of National and State Governments and that of NABARD. In these 22 years, APMAS trained more than 500,000 professionals and paraprofessionals in support of the self-reliant institutions using comprehensive training modules that were built on field experience and learning using participatory training methodologies. In partnership with the German Cooperative Confederation called DGRV, APMAS developed a "Sector Own Control" System to support SHG movement to become autonomous and self-reliant. For the last one decade, APMAS has been focusing on promoting and strengthening FPOs, to become viable business organizations. Another dimension of APMAS's work is demonstration of innovative pilots and integrated development programs in the areas of WASH, nutrition, education and women-led livelihoods enterprises and working towards villages becoming models and climate smart.

APMAS Program Area



Outreach

APMAS is directly present in three states (Andhra Pradesh, Bihar and Telangana) reaching 1 lakh Households through FPOs and 2.62 lakh Households through SHGs. APMAS works with 221 FPOs & 5 FPO federations and 34,766 SHGs & 3,706 SHG federations. In addition to this, APMAS is providing handholding and mentoring support to Producer Organization Promoting Institutions (POPIs) in Andhra Pradesh and Telangana.

Our Donors



Our Partners & Collaborators



Way forward

Over twenty two years, APMAS has made a successful, yet a very challenging journey, in realizing its vision for the empowerment of marginalized women and deprived communities and thereby contributing to poverty reduction initiatives. Our priorities for coming years are:

- Continue to building social capital in SHG and livelihoods sectors
- Create models and innovations in promotion and strengthening of farmer producer organisations as business enterprises for undertaking value chain interventions; and becoming a resource centre and a strategic player in providing technical services to FPOs
- Promote climate resilient agricultural initiatives to mitigate climate change
- Strategic partnership with national and international institutions in the areas of capacity building, research studies etc
- Leverage partnerships with the private sector, accessing CSR funds for working with farmers organisations as a breakthrough and innovative pilots focusing on improving human development indicators
- Continue to play a strategic role in working with the government contributing to the poverty reduction initiatives

We are undoubtedly committed and passionate in playing a catalyst role for years to come and making our paths democratic, participatory and justice leading to the empowerment of women, underprivileged communities and ensuring inclusive development and growth. Such a journey is definitely possible with the guidance from our learned and eminent Board members, support from our efficient staff and cooperation from our development partners and most importantly our communities.



APMAS

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