



EMPOWERING COMMUNITIES AND TRANSFORMING RURAL LIVELIHOODS



ABOUT APMAS

Mahila Abhivruddhi Society, Andhra Pradesh (APMAS) is a not-for-profit national level resource organization working for the empowerment of people's institutions such as women's Self Help Groups (SHGs), SHG Federations, Farmer Producers Organizations (FPOs) and other Community Based Organizations (CBOs) who believe in and practice self-help, mutual benefit and self-responsibility as guiding values.

VISION

Self-reliant people's institutions result in reduced poverty and inequalities.



MISSION

Promote and strengthen the institutions of women, farmers and other marginalised communities for realising their full potential towards achieving sustainable development and inclusive growth.



THRUST AREAS

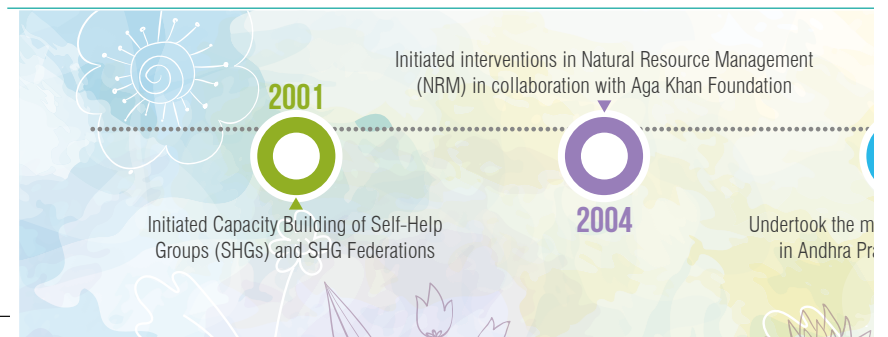
- Build social capital through promotion & strengthening of self-help organisations
- Natural Resource Management (NRM) and Livelihoods
- Innovations and pilots for learning & up-scaling
- Research and Advocacy (R & A)



ENRICHING LIVELIHOODS

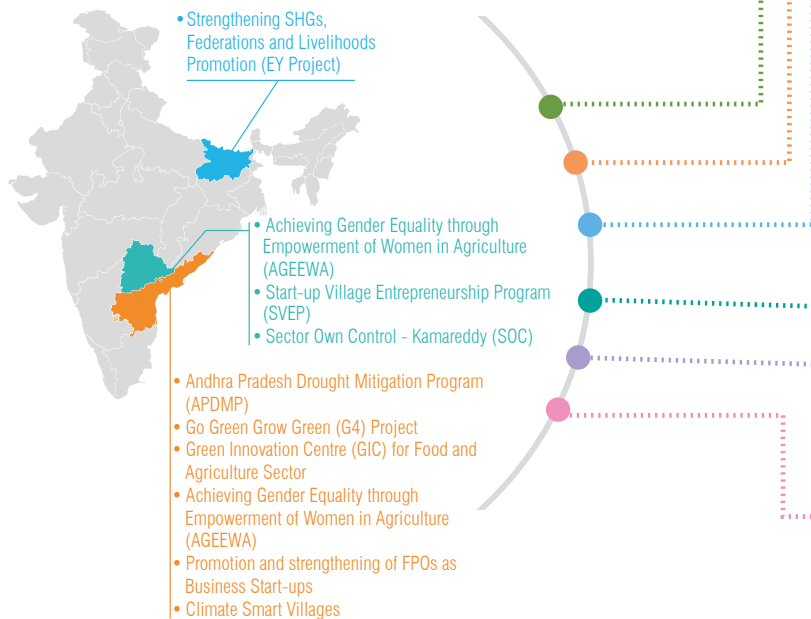
APMAS has had a widespread experience in enriching rural livelihoods across India over the past seventeen years. Impetus gained through our efforts to financially empower rural women has led us to work towards empowering the poor and marginalized communities through promotion of farm and non-farm livelihoods in rural areas. Institution building, productivity enhancement, value-chain interventions and promotion of climate-resilient and sustainable production systems are the major themes of our work.

Currently, APMAS outreach is about 30,000 farm households across India through a variety of livelihood programs. One of our main interventions includes promoting FPOs as autonomous and self-reliant farmer-owned business organisations engaged in reducing expenditure and risks, increasing yields and sale price, thereby increasing farmers' income. We enable FPOs to provide services such as inputs provision, financial, technical & market linkages, advisory services. Our flag-ship interventions also include promoting all-women FPOs, promoting farm and non-farm livelihoods through self-help groups and their federations, and nurturing rural enterprises by promoting entrepreneurship amongst rural youth and women.



OUR INNOVATIONS

APMAS FPO Incubation Centre is one-stop-centre to provide incubation and nurturing support to FPOs to develop these institutions into viable and sustainable enterprises by partnering with FPOs and FPO promoting and supporting agencies. It provides institution development services such as planning, statutory compliance, management, governance and capacity building to strengthen these institutions. It also provides augmentative services such as financial linkages, marketing and technical assistance to develop business potential of these FPOs.



Farmer Service Centres (FSC) have been set up by FPOs to offer wide range of services to farming community. It provides a variety of services such as productivity enhancement services (which include provision of seeds, fertilizers and micro-nutrients, pheromone trap, mechanization); agricultural advisory services, technological knowledge, facilitation services and value addition & marketing services such as establishing market linkages, processing units, warehouses. It also provides veterinary services to ensure well-being of farmers' livestock.

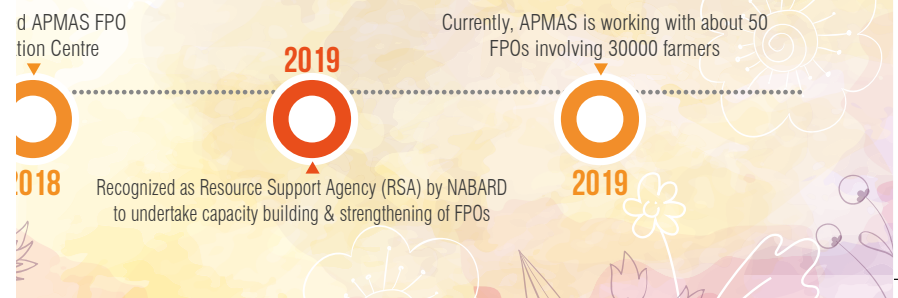
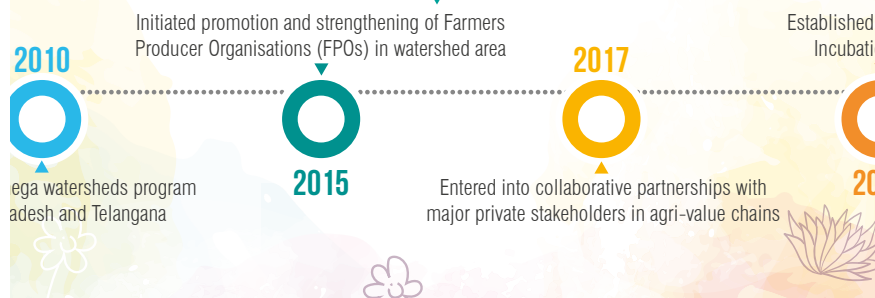
Model Vegetable Nurseries have been set up to grow high-quality seedlings that shall benefit farmers, by providing technical and financial support to these nurseries. Some of the interventions introduced in these nurseries include placement of double-door system, 40 mesh UV stabilized insect proof net, weed mat, good water management, quality coco-peat media, pro-trays, pest and disease management.

Climate Information Centres have been set up to create and maintain information database on hydrological and meteorological data such as weather forecasts, soil quality; provide tools to support decision making at the farm level on aspects such as crop selection; manage custom machine hiring services and community seed multiplication units; provide access to extension services such as market price data and access to other support agencies; support the farmers' use of ICT tools by providing mobile phone based information and advice system; and strengthen the informal networks of the socio-economically weak and disadvantaged groups within the farming community.

Collective Procurement and Marketing: The FPOs promoted by APMAS receive support to undertake input procurement and output marketing. FPOs procure and supply agricultural inputs to farmers at affordable prices. FPOs collaborate with retail chains like Metro Cash & Carry, BigBasket, MORE, Waycool and others to undertake collective marketing of farmers produce. FPOs are linked to Price Support Scheme (PSS)/ Minimum Support Price scheme (MSP) for procurement of oil seeds, pulses and cereals. This is a one of its kind initiative undertaken by APMAS promoted FPOs in Andhra Pradesh and Telangana.

Custom Hiring Centres (CHC) have been set up by FPOs to offer farm equipment and machinery on rental basis to farmers who cannot afford to purchase high-end agricultural machinery and equipment. The CHCs play a pivotal role in introducing high technology agricultural machinery to even small farmers with the objective to boost crop production, improve quality, timeliness and efficiency of agriculture operations. This also offsets the adverse economies of scale due to high cost of individual ownership and expands mechanized activities during cropping seasons in large areas especially in small and marginal holdings and places with low farm power availability.

OUR MILESTONES



OUR INTERVENTIONS

Promotion of Farmer Producers Organizations (FPOs)



Capacity Building and Institution Building (CB & IB)



Promotion of Climate-Resilient Agricultural Practices



Promotion of Model Vegetable Nurseries



Promotion of Farmer Field Schools and Demo Plots



Collective Procurement of Inputs



Collective Marketing



Collaborations with Retail Chains and Corporates



Research and Advocacy (R & A)



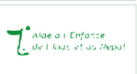
APMAS is recognized as Resource Support Agency (RSA) by NABARD to undertake capacity building and strengthening of NABARD promoted FPOs. APMAS is an empanelled Project Implementing Agency under SERP Telangana for implementation of Start-up Village Entrepreneurship Program. It is also selected as an implementing agency by Dept. of Horticulture, GoAP to promote and strengthen FPOs as business start-ups.

APMAS also has MoUs with a variety of institutions such as IRMA, MANAGE, NIRD&PR, NIMSME, SERP and IPE for promotion of FPOs and livelihoods. At field level, APMAS has strong ties with Community Resource Persons (CRPs), Community Based Organizations (CBOs), Non-governmental Organisations (NGOs), Krisha Vigyan Kendras (KVKs) and various government departments across India.

We aspire to position ourselves as a strategic player in promotion and strengthening of people's institutions and their livelihoods across the country and in the developing countries of Africa and Asia.



OUR DONORS AND PARTNERS



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