



GLIMPSES OF APMAS JOURNEY FOR TWO DECADES

2001 - 2021



www.apmas.org

APMAS BOARD OF DIRECTORS AS ON 1 APRIL 2021

| # | Name | Position | Affiliation |
|-----|---------------------------------|--------------------|---|
| 1. | Mr. K. Madhava Rao, IAS (Retd.) | Chairperson | Former Chief Secretary to Govt. of AP |
| 2. | Ms. Mahpara Ali | Vice Chairperson | Former CGM, SBI |
| 3. | Mr. Jayesh Ranjan, IAS | Member | Principal Secretary IT, E&C, Govt. of TS |
| 4. | Mr. Chiranjiv Choudhary, IFS | Member | Principal Chief Conservator of Forests, (CAMPA, SF), Government of AP |
| 5. | Ms. Mukti Bosco | Member | CEO, Healing Fields Foundation |
| 6. | Mr. P. Mohanaiah | Member | Former Chief General Manager, NABARD |
| 7. | Ms. Savita Mahajan | Member | Former Dy. Dean, Indian School of Business (ISB) |
| 8. | Mr. NV Ramana | Member | Former CEO, BASIX and ITC Group |
| 9. | Prof. Shambu Prasad | Member | Faculty, IRMA |
| 10. | Prof. Sudha Rani | Member | Professor, Ambedkar University |
| 11. | Dr. W.R. Reddy, IAS (Retd) | Member | Ex DG, NIRD & PR |
| 12. | Mr. T.C.S Reddy | Ex-Officio Members | MD & CEO, APMAS |
| 13. | Ms. A Kalamani | | Consultant, APMAS |
| 14. | Mr. N. Madhu Murthy | | Executive Director, APMAS |
| 15. | Ms. Meera Shaik | | Director, Telangana State Development Planning Society (TSDPS) |
| 16. | Ms. Kamalamma | | TLF President, Srikakulam, AP |
| 17. | Ms. Usha Rani | | ZS President, Nizamabad, Telangana |
| 18. | Ms. Suvarna | | TLF President, Adilabad, Telangana |
| 19. | Ms. Shanti Kumari | | ZS President, East Godavari, AP |

MESSAGE FROM THE CEO

It's been an honour and a privilege to be the Founder & CEO of APMAS leading from the front for 20 long years with unflinching support from the Board of Directors, Staff and Donors! APMAS, a national level resource organization, has been engaged in supporting sustainable women self-help groups (SHGs) and their federations for the past 20 years in India. We have also been associated with the farmer producer organizations (FPOs) for almost a decade now, providing capacity building and necessary incubation & business development support. We have gained considerable insight, experience and learning from our work with SHGs, SHG federations, FPOs, the landless and their institutions. APMAS played a pivotal role in developing training modules & capacity building manuals on SHGs, SHG federations, FPOs and other related topics to design & conduct high quality training of trainers programs. APMAS facilitated Government – NGO collaboration at District, State and National Level to achieve synergies. We have over the years been able to shape our thinking and strategies to address the constraints and challenges faced by communities and have expanded geographically and sector wise too.

The past years have been very purposeful and impactful. The year 2020 saw significant improvement in our policy engagement at the national level through our collaboration with NABARD, NRLM and SFAC. We have worked with the state governments of Andhra Pradesh, Bihar and Telangana on policies related to FPOs, and mainstreaming systems of self-regulation among the SHG Federations and FPOs. ENABLE Network, anchored by APMAS, has been deeply engaged in capacity building and policy advocacy related to SHG federations and FPOs.

Among several challenges that we faced as an organisation, the most challenging was the outbreak of the Corona virus and the subsequent lock down in March 2020. In spite of the Covid 19 situation, we have been able to break new grounds and have several achievements to our credit, in expanding and deepening our interventions. APMAS took up relief activities and enabled our FPOs to undertake business activities focusing on collective marketing of tomatoes and other perishable commodities and reorganized the interventions to cope with the pandemic. APMAS is now working with FPOs and their federations to provide relief operations during the 2nd wave of the covid 19 and playing a lead NGO role at the State level in AP for GO – NGO Collaboration.

All our efforts were complemented and aided by the exemplary guidance received from our Board, which allowed APMAS to remain relevant in the context of the changing development scenario. We gratefully acknowledge the support and cooperation received from our donors, partners, communities and key stakeholders. On the occasion of completing 20 years of memorable journey, we as a National Level Resource Agency are inspired and committed to achieve greater heights playing a strategic role facilitating the social & economic empowerment of underprivileged communities with the continued support from our partners and collaborators. The key milestones achieved during our 20 years journey have been captured in this notebook. We seek the blessings, valuable guidance and support from all the stakeholders to make our journey over the next 20 years much more impactful and relevant.

Best



CS Reddy
1 July 2021

DONORS AND PARTNERS (PAST)



Department for
International
Development



FORDFOUNDATION



Michael & Susan Dell
FOUNDATION



SIR DORABJI TATA TRUST
AND THE ALLIED TRUSTS

Brot
für die Welt

HÖRMANN



inVent
Capacity Building International, Germany



সোনালীয়া-বাঁকুড়া
West Bengal State Rural Livelihoods Mission (WBSRLM)



BILL & MELINDA
GATES foundation

COADY
INTERNATIONAL INSTITUTE
ST. FRANCIS XAVIER UNIVERSITY

DONORS AND PARTNERS (PRESENT)



giz

Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Aide à l'Enfance
de l'Inde et du Népal

DGRV **unicef**

AUROBINDO

EY Foundation



UBS



HEIFER
INTERNATIONAL

HSBC



NAFED
National Agriculture Cooperative
Marketing Federation of India Ltd



SFAC
लघु कृषक
कृषि व्यापार संघ



HMWSSB
HYDERABAD METROPOLITAN
WATER SUPPLY & SEWERAGE BOARD



DONORS AND PARTNERS (PRESENT)



Samunnati[®]
Invested in Your Growth



SVP SOCIAL VENTURE PARTNERS[®]
Providing investment funding to nonprofit organizations to increase their social and environmental impact.



CALENDAR 2021

| January | | | | | | | February | | | | | | | March | | | | | | |
|---------|----|----|----|----|----|----|----------|----|----|----|----|----|----|-----------|----|----|----|----|----|----|
| S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| 31 | | | | | 1 | 2 | | 1 | 2 | 3 | 4 | 5 | 6 | | 1 | 2 | 3 | 4 | 5 | 6 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 | 28 | | | | | | | 28 | 29 | 30 | 31 | | | |
| April | | | | | | | May | | | | | | | June | | | | | | |
| S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| | | | | 1 | 2 | 3 | 30 | 31 | | | | | 1 | | | 1 | 2 | 3 | 4 | 5 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 25 | 26 | 27 | 28 | 29 | 30 | | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 27 | 28 | 29 | 30 | | | |
| July | | | | | | | August | | | | | | | September | | | | | | |
| S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| | | | | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | | 1 | 2 | 3 | 4 | |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 | 29 | 30 | 31 | | | | | 26 | 27 | 28 | 29 | 30 | | |
| October | | | | | | | November | | | | | | | December | | | | | | |
| S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| 31 | | | | | 1 | 2 | | 1 | 2 | 3 | 4 | 5 | 6 | | | 1 | 2 | 3 | 4 | |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 | 28 | 29 | 30 | | | | | 26 | 27 | 28 | 29 | 30 | 31 | |

CALENDAR 2022

| January | | | | | | | February | | | | | | | March | | | | | | |
|---------|----|----|----|----|----|----|----------|----|----|----|----|----|----|-----------|----|----|----|----|----|----|
| S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| 30 | 31 | | | | | 1 | | | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 | 27 | 28 | | | | | | 27 | 28 | 29 | 30 | 31 | | |
| April | | | | | | | May | | | | | | | June | | | | | | |
| S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| | | | | | 1 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | | | 1 | 2 | 3 | 4 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 | 29 | 30 | 31 | | | | | 26 | 27 | 28 | 29 | 30 | | |
| July | | | | | | | August | | | | | | | September | | | | | | |
| S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| 31 | | | | | 1 | 2 | | 1 | 2 | 3 | 4 | 5 | 6 | | | | | 1 | 2 | 3 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 | 28 | 29 | 30 | 31 | | | | 25 | 26 | 27 | 28 | 29 | 30 | |
| October | | | | | | | November | | | | | | | December | | | | | | |
| S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| 30 | 31 | | | | | 1 | | | 1 | 2 | 3 | 4 | 5 | | | | | 1 | 2 | 3 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 | 27 | 28 | 29 | 30 | | | | 25 | 26 | 27 | 28 | 29 | 30 | 31 |

Personal Memoranda

Name

Office Address

.....

Telephone Personal

Mobile No. Fax No

Email

Residential Address

.....

Telephone Blood Group

Height Weight on

Car/Motor Cycle No

Driving Licence No

Saving Bank A/C No

Current A/C No.....

PASSPORT

Passport No Issued On

To be renewed On

INSURANCE POLICIES

No Due Date

No Due Date

CREDIT CARDS

Type No Exp. Date

Type No Exp. Date

Type No Exp. Date

IMPORTANT CONTACTS

Doctor Bank Manager

Insurance Agent Travel Agent

APMAS JOURNEY DURING THE YEAR 2001

- Registered as a public Society on 14 June 2001 and became functional from 1 July 2001 with a 21-member governing Board, headed by Dr. P Kotaiah, former chairperson of NABARD and Sri. CS Reddy as the founder & CEO
- A five-year business plan was developed with the support from Dr. Sanjiv Phansalkar and submitted to DFID (Department for International Development, UK) and CARE India in July 2001 for approval and channelizing DFID funds through CARE
- Developed partnerships with APRLP (Andhra Pradesh Rural Livelihoods Project) and Andhra Pradesh District Poverty Initiatives Project (APDPIP) and Society for Elimination of Rural Poverty (SERP), Andhra Pradesh
- Began work in three core areas; Quality Assessment (Rating), Quality Enhancement (Capacity Building) and Research & Advocacy in support of SHG movement
- Started work in three pilot districts; Adilabad, Kadapa and Prakasam and subsequently expanded to the adjoining districts to improve the quality and sustainability of the SHGs
- Conducted SHG Status Study in Adilabad, Kadapa and Visakhapatnam districts, covering 291 SHGs

APMAS Founding Directors



Dr. P. Kotaiah



Dr. Nandita Ray



Mr. C.S Reddy



Mr. Vijay Mahajan



Mr. S.P. Tucker, IAS



Mr. K. Raju, IAS



APMAS JOURNEY DURING THE YEAR 2002

- Brought out Mahila Sadhikaratha, a Telugu Monthly Magazine of APMAS on women's empowerment and poverty reduction and the magazine is regularly published till date
- Launched APMAS website and has been periodically updated
- Organized a state level consultation workshop on Quality Assessment System and for developing a rating tool for SHG Federations in July 2002
- Developed SHG Federation Quality Assessment Tool called 'GRADES' for rating and initiated the process of conducting independent rating / grading of SHG federations
- Supported SERP to conduct a one-day state level consultation with NGOs from 16 Velugu (SERP) districts. As an outcome of this consultation, APMAS conducted a study on 'lessons learnt' in GO-NGO collaboration during July-August 2002 in the Phase I districts of Velugu - Adilabad, Ananthapur, Chittoor, Vizianagaram and Srikakulam
- On the request from North Eastern Region Community Resource Management Society (NERCRMS), Shillong, a study was conducted to assess Micro Finance Institutions (MFIs) of Ukhrul District in Manipur
- FCRA registration was done on 30 October 2002 to enable APMAS receive foreign funds



APMAS JOURNEY DURING THE YEAR 2003

- A formal understanding was reached with SERP to establish and nurture District Resource Persons (DRPs) to support capacity building of Velugu / SERP staff
- Conducted the first National Workshop on SHG Federations in collaboration with major stakeholders to facilitate sharing and learning among all concerned and to evolve a set of best practices and policy guidelines for SHG federations
- Carried out a situational analysis of self-help groups of women to evolve a sustainable institutional model for the networking of SHGs in the APUSP Towns
- Two principal donors DFID and CARE appointed external consultants to evaluate the performance of APMAS and to indicate areas of development
- Assessed the status of SHG Federations in Andhra Pradesh and a paper was presented in the workshop organized by NIPCCD and coordinated by Sa-Dhan
- Worked in collaboration with MANAGE and Department of Agriculture, Government of Andhra Pradesh to develop guidelines for the formation of Rythu Mitra Groups (RMGs)
- Conducted a study on quality of SHGs & microfinance in AP for Andhra Bank
- Conducted three studies on quality of SHGs at a national level and SHG bank-linkage study in 8 districts of Andhra Pradesh



APMAS JOURNEY DURING THE YEAR 2004

- Began initiatives in the area of livelihoods promotion in collaboration with Aga Khan Foundation (AKF) and developed a detailed strategy and work plan to begin the work under the outreach component of the SCALE programme
- Initiated the concept of building high quality and vibrant Mandal Samakhyas of SHGs to serve as Model Mandal Samakhyas in 11 mandals of 5 districts in Andhra Pradesh
- Facilitated a two-day State Level Workshop on 'GO-NGO Collaboration' attended by Late Dr. Y.S. Rajasekhara Reddy, the then Chief Minister of AP, Shri. D. Srinivas, Minister for Rural Development, Secretaries and Commissioners of various departments of the government of erstwhile Andhra Pradesh and 200 NGO representatives
- AP livelihoods status study was initiated to collate the approaches and promotional practices of various programs implemented by the Government of AP
- Constituted a 'Consultative Forum' consisting of SHG Federation members from 23 districts of Andhra Pradesh to provide inputs for shaping policies and the decision-making process at its Board level
- Conducted a national level study for CGAP on 'Financial Analysis of SHGs in India: A Value for Money'



APMAS JOURNEY DURING THE YEAR 2005

- Began collaborating with MEPMA (Mission for Elimination of Poverty in Municipal Areas) for promotion and strengthening of SHGs and their federations in urban areas of Andhra Pradesh
- Started providing capacity building support to SERP in 14 clusters (8 districts) Pileru, Palamaneru, Chittoor, LR Palli, Aluru, Guntakal, Nallamada, Makthal, Gadwal, Parigi, Chevella, Kamareddy, Chennur and Bejjur
- Provided capacity building services to improve the quality of the SHGs & SHG federations at three levels; cluster, district and state – with different degrees of intensity
- Supported SERP in facilitating vision building exercise for five SHG Federations in Ananthapur, Guntur, Kurnool and Chittoor districts of Andhra Pradesh
- Published three booklets on SHG Federations registered under APMACS Act, 1995
- Taken up 19 outside assignments focusing on analyzing and strengthening the SHGs and SHG Federations



APMAS JOURNEY DURING THE YEAR 2006

- Commissioned an independent assessment of APMAS by Prof Hans Dieter Siebel, Koln University, Germany and based on the recommendations, developed five-year strategy for promoting Sector Own Control (SOC) / Self Regulation of SHG system in India
- As per the new business plan developed for 2006-2011, APMAS Vision was modified to suit its decision to consolidate in Andhra Pradesh and expand to other States. The New Vision envisaged was: "A sustainable Self Help Movement in India".
- Initiated Late Sri Smarajit Ray memorial lecture series on 19 November 2006. The first memorial lecture was delivered by Dr. Y. Venugopal Reddy IAS (Retd.), the then Governor, Reserve Bank of India on Rural Banking
- DFID-India, APMAS and Centre for Good Governance (CGG) jointly conducted three regional workshops on "Creating awareness & effective implementation of RTI Act 2005"
- Livelihood initiatives started in five clusters with the support of Aga Khan Foundation as part of SCALE programme
- Entered into a technical collaboration with inWEnt and DGRV, Germany for developing a 'sector own control' (SOC) model for SHG federations
- Explored diversified funding opportunities since DFID/CARE core support came to end by December 2006



APMAS JOURNEY DURING THE YEAR 2007

- The concept of the National Network of Resource Organizations (NNROs) to strengthen the SHG movement in the country was evolved and piloted. APMAS played a proactive role as the coordinating agency of the NNROs. The Ford Foundation provided support to NNROs as a pilot phase.
- Established SHG Learning Centre to conduct various flagship training programs and workshops, with the funding support from DFID/CARE and AKF India
- Sector Own Control (SOC- Swayam Niyamtrana Udyamam (SNU) in Telugu) is a new initiative aimed at self regulation of SHGs and their federations with the funding support from inWEnt and DGRV, Germany in February 2007
- Undertook an international assignment to strengthen and provide capacity building support to Community Based Microfinance Institutions (CBMFIs) in Thailand at the request of Raks Thai Foundation
- Facilitated a week-long Policy Delegation to Germany to learn from the Raiffeisen system of self-regulation in the cooperative banking sector in Germany
- Published a national report on the Status of SHG Federations in India and organized a national workshop with more than 550 participants from across India
- Towards strengthening SHG institutions, signed MOU with AKRSP for extension of services to MP and Gujarat; a TOR with Orissa – Mission Sakti to support 14 BMASS (SHG federations) in Koraput and Gajapathi districts and an agreement with Sir Dorabji Tata Trust (SDTT) for support to the states of Uttar Pradesh and Bihar



APMAS JOURNEY DURING THE YEAR 2008

- Initiated CRP strategy and 21 external CRP teams have been formed and best practices were shared with SHG members in 8 districts; Ananthapur, Chittoor, Mahabubnagar, Adilabad, Kadapa, Kurnool, Rangareddy and Nizamabad
- To strengthen the SHG federation movement throughout India, APMAS took a lead role in organizing a national conference on SHG federations in collaboration with the Government of India, the Department of Rural Development of GOAP, SERP, NABARD and the National Network of Resource Organizations (NNROs) in February 2008
- Expanded the operations to other states of Bihar, UP and Orissa
- Established offices in Patna and Lucknow for implementing Sir Dorabji Tata Trust (SDTT) supported programme for strengthening SHG movement
- Signed MoU with Women Development Corporation, Bihar for three years to strengthen SHGs and SHG Federations
- Conducted a mid-term review of Swayam Niyantrana Udyamam (SNU) pilot by Dr.Wolfgang Salomo, DGRV
- CMS Bangalore has undertaken an Independent study on Assessment of Livelihood Resource Centres in Andhra Pradesh, promoted by APMAS
- Assessment of Revolving Fund component of Raks Thai Foundation/CARE Thailand was done



APMAS JOURNEY DURING THE YEAR 2009

- APMAS received approval for Rs.50 million from the Planning Commission, Government of India to construct and acquire its own premises for 'Office cum SHG Learning Center'
- NNRO underwent a major transformation from the pilot phase to a program, and in the process received a new name (ENABLE) and a vision, mission, goal and medium-term plan were developed
- Collaborated with SERP to work with twin objectives of creating a strong social capital of trained personnel and formation of 31 Resource Mandals and 62 Model VO's in 14 clusters of 8 districts in AP
- Organised a national workshop on Self Regulation System for SHG Institutions to disseminate the experience and learning from the pilot project of SNU
- Initiated a programme of providing access to clean water and sanitation to 30 slums in 3 towns as a pilot programme with the funding support of MSDF and MEMPA
- Commissioned an independent review of APMAS's support to IKP clusters by Shri.Deep Joshi and based on the recommendations, the strategy of APMAS was modified and decided to take up direct field implementation for demonstration and learning
- The year can be termed as a watershed year in the history of APMAS, it got sanctioned four mega watersheds for direct implementation in Adilabad & Ananthapur districts and signed a MoU with the Government of Andhra Pradesh
- CARE's Access Africa program team visited Andhra Pradesh in November 2009



APMAS JOURNEY DURING THE YEAR 2010

- Two more watersheds were taken up for direct implementation in Chittoor district
- Conducted a national level training on SHG federations and two regional workshops on Self Regulation of SHGs and SHG Federations in Kolkata and Guwahati
- The year saw the microfinance crisis engulfing Andhra Pradesh, affecting the sustainability of SHGs in the state. APMAS organised a state level meeting of SHG representatives on the MFI crisis to explore practical and realistic suggestions from the SHG members to the State Government and the ways and means to overcome the crisis
- Conducted a study on SHG Federation Structures in India – Core Elements for Achieving Sustainability by APMAS, DGRV and ENABLE with the support of GIZ and NABARD
- Efforts to have own office of APMAS cum training centre building in Hyderabad received the shot in the arm with the acquisition of 879.98 sq yards plot, at Plot 11 & 12, Tanesha Nagar, Manikonda Jagir, Pokkalawada Village, Rajendranagar Mandal, Hyderabad
- Organised an exposure visit to Germany to study the functioning of the cooperative sector for the representatives of APMAS, SERP and SHG women leaders
- State wise SHG study was initiated in eight states (AP, Assam, Bihar, Gujarat, Karnataka, Maharashtra, Rajasthan, West Bengal) with the support from ENABLE partners



APMAS JOURNEY DURING THE YEAR 2011

- Played a proactive role in promoting NGO partnership in National Rural Livelihoods Mission (NRLM) and actively supported the Planning Commission in preparing a background paper on NRLM in November 2011
- Conducted 2 national level, 10 state level training programmes and 11 flagship & immersion programmes on strengthening SHGs and SHG Federations
- Produced a promotional film on SNU (Swayam Niyantrana Udhyamam) in Telugu and a video film (Hindi version) on SHG Federation promotional processes
- Initiated an external evaluation of SNU pilot by Prof. Dr. Hans Dieter Seibel
- Scaled up of Self-Regulation (SNU) in other parts of India
- Published a Study on Failing SHG Federations
- Received approval from NABARD for a major SHG promotion programme in Bihar to promote 4,000 SHGs and SHG Federations with a support of Rs.2.72 crores for 5 years
- NRLM recognised APMAS as National Level Resource Agency
- Supported the State Government of Bihar in empanelling NGOs and Delhi Government for Mission Convergence with the World Bank funding support
- Kick-started the SHG promotion in one block each in Bihar & UP with NABARD support
- Undertaken a Feasibility Study commissioned by the Government of AP for establishing a specialized financial institution to lend to SHG federations



APMAS JOURNEY DURING THE YEAR 2012

- Promoted Sadhikaratha Foundation, a section 25 not-for-profit company, to take up consultancy assignments to complement the work of APMAS on 13 January 2012
- In collaboration with NABARD in Bihar and Uttar Pradesh, APMAS started promoting nearly 5,000 SHGs and their federations
- ENABLE network published A Hand Book For Trainers on SHG Federations
- Worked on AP Unified Cooperative Act 2012
- Introduced a novel technique of Community Water Quality Monitoring Programme first of its kind in urban India in association with Hyderabad Metropolitan Water Supply & Sewerage Board (HMWS&SB) in Hyderabad slums
- Commemorating its fruitful and vibrant journey in the first decade, APMAS brought out a souvenir in English, titled "APMAS A Decade and Further ...A Resourceful Journey through Self Help". On the eve of celebrating its first decade Mahila Sadhikaratha' 'Special Issue' was brought out. Both these commemorative publications were released on 18 July 2012, on the occasion of the Smarajit Ray memorial lecture
- Organised a National Conference on Community Based Approaches for Inclusive Growth under the aegis of ENABLE, the national network of seven like-minded resource organisations and APMAS as the anchor agency in Hyderabad from 13 to 15 December. More than 400 delegates from 17 states representing around 80 organisations participated in the mega event.



APMAS JOURNEY DURING THE YEAR 2013

- In collaboration with the Coady International Institute, Canada organised an International Certificate course on Community Based Microfinance (CBMF) in Hyderabad during 11 to 23 February 2013
- Organized a dozen national level and almost equal number of state level conferences & workshops on SHGs and SHG Federations in Hyderabad, Mumbai, Delhi, Kolkata, and Guwahati
- As a resource organization for 'National Rural Livelihood Mission' (NRLM), APMAS got the opportunity to facilitate 'West Bengal State Rural livelihood Mission' (WBSRLM)
- The 'Paryavekshana Samakhya', in Kamareddy cluster anchored by APMAS in Nizamabad district, got its legal entity through registration, the first of its kind in the state
- NRLM recognised Kamareddy Resource Cluster and it geared up to select and impart training to CRPs to take up capacity building processes in other states
- A tripartite agreement was signed between APMAS, MEPMA and the Planning Department, GoAP to provide strategic support to MEPMA in strengthening its decision support systems for effective implementation of the urban SHG programme, and enabling the SHG institutions to become sustainable and overcome challenges in the realm of urban poverty in the state
- A research study on 'Quality and Sustainability of SHGs in Urban Areas of Andhra Pradesh and Telangana' was conducted by APMAS under the sponsorship of Government of undivided Andhra Pradesh and MEPMA



APMAS JOURNEY DURING THE YEAR 2014

- The dream of APMAS to function from its own 'Office cum Training Center' came true in mid January and started functioning from its present address in Manikonda, Hyderabad
- Under Bihar 'Support Program for Urban Reforms' (SPUR) the consortium of APMAS and Sadhikaratha Foundation got a contract to promote and strengthen 9000 women SHGs, 45 CLFs and one state-level federation in 45 towns of Bihar.
- Entered into MOU with Bread for the World to take up a three-year project 'Promotion of Integrated Farming Systems and Farm based livelihoods ("G4 – Go Green, Grow Green")' starting from April 2014 to March 2017 in Ananthapur and Chittoor districts. First ever FPO was registered under this project in Nallamada mandal of Ananthapur district.
- Conducted the Capacity Building Needs Assessment (CBNA) of Primary Agriculture Cooperative Societies (PACS) for GIZ as part of the Rural Financial Inclusion Program
- Under active implementation of APMAS, Nallamada Mega Watershed in Ananthapur district of Andhra Pradesh received two DWMA state level awards - Adjudged first best in fund utilization category and second best in maintenance
- Coordinated with the government of Andhra Pradesh in organizing a meeting with NGO representatives of the state addressed by then Honourable Chief Minister Sri Nara Chandra Babu Naidu on Smart Village/SMART Ward initiative of the government. Also organized three regional workshops at Ananthapur, Vijayawada and Visakhapatnam and one state level workshop in Hyderabad on Swachh Bharat Gramin.



APMAS JOURNEY DURING THE YEAR 2015

- Conducted a study titled 'Understanding the SHG Programme as a Tool for Socio-economic Empowerment of Women in India and Low Income Countries' for DFID and IPE Global
- SERP entered into a MoU with West Bengal State Rural Livelihood Mission (WBSRLM) to facilitate Resource Block strategy in one block (Pathar Prathima) of South 24 Parganas district. APMAS on behalf of SERP provided technical and implementation support to WBSRLM in operationalising Resource Block strategy focusing on formation of new SHGs, strengthening existing SHGs and revival of defunct SHGs.
- Green Innovation Centre pilot phase started from September 2015 onwards with the objective of promotion of FPOs to enhance production, productivity and profitability of 3000 farmers' especially small and marginal farmers in Ananthapur and Chittoor districts
- Cooperative agreement between Welthungerhilfe.V. (WHH), HUNDEE (Oromo Grassroots Development Initiative) – Ethiopia, DGRV – Germany and APMAS for Capacity Building Needs Assessment of Cooperatives and Unions
- Organised a national workshop in collaboration with DGRV on 'Women SHG movement: Making self-reliance meaningful through self-regulation' on 1&2 December 2015
- APMAS facilitated 'Swayam Sahayata Samuh' (SSS) in Ismailpur village of Kaler block in Arwal district, Bihar was adjudged the Best SSS and received award from NABARD
- The 'Best NGO Award' from Telangana Government on the eve of its first anniversary was presented to Ichoda watershed in Adilabad district



APMAS JOURNEY DURING THE YEAR 2016

- APMAS initiated yet another project titled 'Maternal and Newborn Child Health' (MNCH) with the support from Bill and Melinda Gates Foundation (BMGF) in Tirupati & Ongole towns in Andhra Pradesh and Greater Hyderabad Municipal Corporation (GHMC) in Telangana
- APMAS with the support of corporate funding took up a challenging task of transforming villages into Model Villages by adopting community driven sustainable models in three villages; Gagillapur (Medchal-Malkajgiri district, Telangana), Borpatla (Sangareddy district, Telangana) and Peyyalapalem (Nellore district, Andhra Pradesh)
- Established partnership with Hörmann KG for developing Gagillapur village in Ranga Reddy district as a model over a period of five years
- Signed an agreement with Welthungerhilfe, Myanmar with the support of DGRV for Designing Savings and Loans products for SHG Federations promoted in HtanTabin Township
- Facilitated regional workshops in Ananthapur, Vijayawada and Visakhapatnam in April 2016 on Swachh Bharat for NGOs and concerned line departments
- The study on SHG Loan Utilization and Women Empowerment in Andhra Pradesh and Telangana was carried out for MEMPA
- National Corporate Social Responsibility (CSR) hub accorded the status of partner agency to APMAS to avail public sector funding
- Facilitated district level workshops on Smart Village & Smart Ward in ten districts in the state of Andhra Pradesh



APMAS JOURNEY DURING THE YEAR 2017

- Established Green Innovation Centre (GIC) in Chittoor district, AP to enhance the production, productivity and profitability of farmers across the tomato value chain through promotion and strengthening of FPOs with special focus on women & youth covering 4000 farmers
- Bread for the World sanctioned the Second Phase of G4 (Go Green, Grow green) project for the period April 2017 to March 2020
- Signed an agreement with DGRV to support Welthungerhilfe, Myanmar for developing MIS for SHG federations
- APMAS Organisational Strategy 2026 was prepared and approved by the Board
- Peyyalapalem model village has achieved 12 out of 20 non-negotiables of a smart Village in just one year of the project and received 'Janma Bhoomi Maa Vooru' award from the District Collector for its outstanding work in making the village Open Defecation Free in a very short span of time
- Conducted a study to verify the status of Open Defecation in the districts of East Godavari and Vizag in two phases for the Government of AP through Swachh Andhra Corporation
- The Community Resource Persons (CRPs) developed by Kamareddy Cluster Paryavekshana Samakhya (KCPS) were instrumental for initiating SOC activities in the operational areas such as Bihar, UP, Maharashtra, Rajasthan and within Telangana
- Conducted a national workshop on the concept of Sector Own Control (SOC) with concerned stakeholders



APMAS JOURNEY DURING THE YEAR 2018

- As a Lead Facilitating Agency (LFA), initiated a Andhra Pradesh Drought Mitigation Project (APDMP) funded by IFAD & Government of Andhra Pradesh in 12 mandals of Ananthapur district
- Developed six self-learning modules on FPO Governance and Management for FPO Board of Directors in English and Telugu
- Ernst & Young Foundation approved a three-year project for strengthening SHGs & Federations and promotion of Agriculture based livelihoods in Gharka & Digawara Blocks of Bihar State
- DGRV approved a three-year project to scale up the self regulation system for the SHG movement and develop such a system for the FPOs in Telangana & Andhra Pradesh
- AEIN approved a three-year AGEEWA project for promoting and sustaining all women FPOs in 4 mandals of Ananthapur district of AP and Yadadri district of Telangana
- MoU signed with the Horticulture Department, Government of Andhra Pradesh for promoting 12 FPOs in 12 mandals of Ananthapur, Chittoor & Kurnool districts
- Our policy advocacy led to the establishment of a State Level Committee on Tomato Value Chain by the Government of Andhra Pradesh
- Organised a large consultative workshop in Tirupathi on FPOs & Tomato Value Chain in partnership with the Horticulture Department of AP Government and GIZ
- Conducted several training sessions to FPO Board of Directors and CEOs; to partners, and other POPIs and government officials on governance, management and business plan development



APMAS JOURNEY DURING THE YEAR 2019

- Developed manuals, posters and flip charts on vegetable nursery management and package of practices for tomato production in collaboration with the World Vegetable Centre and GIZ
- Carried out an external evaluation of the DGRV - BMZ funded “Self-Regulation of SHGs and SHG Federations Project”
- Peyyalapalem Smart Village in Nellore district anchored by APMAS with the support of Aurobindo Pharma Foundation received State level Best Smart Village award
- Signed contract with DGRV, Myanmar for Capacity Building of Agriculture and Financial Cooperatives
- Conducted a major research study for StreeNidhi of the Government of Telangana called ‘Feasibility and Viability of Micro-enterprises in the MEPMA area’
- Initiated a climate smart villages project in Ananthapur district with the support of AEIN, Luxembourg reaching out to 800 farmers adopting mitigation and adaptation measures
- Initiated Resource Support Agency for NABARD in AP for 54 FPOs in Rayalaseema region
- APMAS-GIZ-DGRV organized two events “South-South Cooperation: a seminar cum exposure on FPOs” for the partners of Green Innovation Centre, Food and Agriculture from African countries



APMAS JOURNEY DURING THE YEAR 2020

- Initiated intensive COVID-19 relief operations in a mission mode since 27 March 2020 in strengthening market linkages to increase remunerative prices for the farmers through FPOs and providing much-needed relief to their member-farmers and to the poor and the migrant families in urban slums of Hyderabad and in towns of our operational areas
- Signed MoU with National Association of FPOs; and organised a South India FPO workshop to address major challenges and contributed to the strategy discussions of SFAC to promote 10,000 new FPOs in partnership with NAFPO and IRMA
- Signed a formal agreement with Andhra Pradesh Food Processing Society (APFPS) for the implementation of 'Integrated Tomato Value Chain Development Project'
- Initiated Padi Pantalu project 'Achieving Food and Fodder Security through Sustainable Farming' in Kurubalakota and Valmikipuram mandals in Chittoor district of Andhra Pradesh
- Three-day workshop held on training and facilitation by David & Debbie was stimulating for our staff to be innovative and creative in designing participatory training programs
- Initiated a project of promotion of WASH practices in urban areas of AP with the support of UNICEF and credit linkage for WASH practices in AP & Telangana with the support of water.org
- Organised a National ToT on Governance and Management of FPOs
- Supported 38 Tribal FPOs and 54 MSMEs in 4 ITDA areas in Telangana under UNDP project
- Entered into partnership with Social Venture Partners (SVP); Sri Padavathi Mahila University, Tirupati and renewed MoU with MANAGE



APMAS JOURNEY DURING THE YEAR 2021

- Initiated a project 'Hatching Hope Accelerating Income (HHAI)' for strengthening two women FPOs with backyard poultry enterprises with the support of Heifer International in the district of Ananthapur
- Initiated a project "Strengthening of non-farm Rural Enterprises" with the support of HSBC as supplementary to SVEP Start-up Village Entrepreneurship Programme in Telangana
- APMAS is empanelled as a 'Cluster Based Business Organization (CBBO)' for promotion of 26 FPOs in AP, Telangana and Bihar by NABARD, SFAC and NCDC
- Received extension from NABARD as RSA for FPOs in AP
- Visioning 2030 for APMAS has been prepared based on intensive process of consultation with the staff, Board members and the stakeholders over a period of six months
- Initiated the new phase of partnership with DGRV 'WINGS' for the period 2021-2023
- Initiated promotion of Cluster level FPO Federation and agri-input centre (Raiffeisen Market) in Jangaon with the support of 'GESTE' through DGRV
- Published another set of 4 BoD self-learning modules on internal audit, accounting & bookkeeping and financial management of FPOs
- Published the BoD six self-learning modules in Kannada, Odia, Marathi, Gujarati and Hindi
- Anchoring GO-NGO collaboration in AP for COVID relief activities
- Formed cluster level FPO Federations in Kurnool and Ananthapur districts
- Organized second National ToT on Governance and Management of FPOs



APMAS Publications

| # | Publications & Productions |
|-----|---|
| 1. | Board of Directors Meeting of Village Organisation |
| 2. | Roles and Responsibilities of Board of Directors of Village Organisation |
| 3. | General Body Meeting of Village Organisation |
| 4. | A Handbook for Trainers on SHG Federation |
| 5. | The Significance of Savings |
| 6. | The Significance of Loans |
| 7. | SHG Bookkeeping |
| 8. | Reconstruction of Accounts in SHGs |
| 9. | SHG External Audit |
| 10. | Annual Planning for SHGs |
| 11. | SHG Federation Bookkeeping |
| 12. | SHG Federation Internal Audit |
| 13. | SHG Federation External Audit |
| 14. | Election Process in SHGs & Federations |
| 15. | Annual Planning for SHG Federations |
| 16. | Best Performance Award |
| 17. | Understanding Financial Statements |
| 18. | Surplus Management in SHGs & Federations |
| 19. | Fixation and Calculation of Interest in SHGs |
| 20. | Management Information Systems in SHGs |
| 21. | Management Information Systems in Federations |
| 22. | Model Annual Report of our SHGs & SHG Federations |
| 23. | Financial Management in our Federation |
| 24. | Anubhava: A Compendium of APMAS Case Studies |
| 25. | Jagriti- Farmer Producers Organisation Introduction & Rationale |
| 26. | Parikalpana – Institutional Structure & Design of Farmer Producers Organisation |
| 27. | Vinimaya – Membership In Farmer Producers Organization |
| 28. | Prerana – Governance In Farmer Producers Organisation |
| 29. | Samarthanana – Management of Farmer Producers Organisation |
| 30. | Sudharma – Legal Compliances of Farmer Producers Organisation |
| 31. | VIPANI – Output Marketing |
| 32. | SAMRIDDHI – Value Addition |
| 33. | CD – SHG Federation (Hindi – Hat Se Hat Milenge) |
| 34. | CD - Sector Owned Control (SOC) |
| 35. | SOC Posters (Telugu & Hindi and English) |
| 36. | Input and Out Marketing Posters (2) |
| 37. | Value Addition and Marketing Posters (5) |
| 38. | A Flyer on Ragi Cultivation |
| 39. | Foot-Rot Flyer on Health Management |
| 40. | Tomato Early Blight |
| 41. | Tomato Late Blight |
| 42. | Tomato Powdery Mildew |
| 43. | Tomato Best Package of Practices |
| 44. | Navadhanya System Flyer |
| 45. | Poster on Lumpy Skin Diseases – Health Management |
| 46. | Poster on Nutri/Kitchen Garden |

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 envisions “vibrant, diverse, resilient and self-sufficient local economies led by marginalized women, farming and indigenous communities”

Mission

APMAS engaged with diverse stakeholders for co-creating enabling ecosystem for self-reliant and democratic institutions at grassroots resulting in level playing ground for the women and marginalized communities and their wellbeing through:

- Building institutional capabilities
- Promotion of innovative and sustainable models
- Enabling access to technology, markets and finance
- Integration of Nutrition, Health, Education and WASH services
- Evidence based policy advocacy

Goals

- APMAS emerged as partner of choice for governments, donors, NGOs and other stakeholders contributing to enabling eco-system development
- Self-reliant community institutions engaged in partnerships and linkages resulting in their member households become resilient to cope with risks and shocks
- At least 250 SHG Federations, FPOs and other institutions become self-reliant and democratic providing range of services resulting in tripling of income for their member households
- Gender mainstreaming resulting in asset creation for women, their leadership and decision making at household and institutional level
- 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
- Capacity building of institutions supporting women, youth and marginalised communities and secondary stakeholders



HIG 11 & 12 | HUDA Colony | Tanesha Nagar (Near Dream Valley)
Manikonda | Hyderabad - 500 089 | Telangana | India
Email : info@apmas.org | Website : www.apmas.org
Tel : +91 08413 403118