Rural Inclusive Growth Projects – Andhra Pradesh & Telangana
**Project Objective:** Enable selected poor households to **diversify and enhance sources of income** and secure **increased access to human development services and social entitlements.**

- **Livelihood Development:**
  - Livelihood Promotion through a value chain approach in key livelihood sectors

- **Access to Entitlements:**
  - Leveraging existing institutional platform to ensure reliable and universal access to entitlements

- **Human Development:**
  - ‘Life cycle approach’ to the achievement of MDGs in Health and Education

- **Technical Assistance, ICT and Partnerships:**
  - Leveraging innovations, best global / national experiences and technologies for implementing each of the above 3 pillars

**2014 - 2019**

**HHs with diversified livelihoods and MDGs achieved**
Project Components

Component 1: Value Chain Development
Component 2: Human Development
Component 3: Access to Entitlements
Component 4: TA, ICT & Partnerships
Component 5: Project Implementation Support

Project will be implemented in 150 most backward mandals of each the 2 states
Component 1: Value Chain Development

- **Sub Component 1: Rural Value Chains**
  - **Building Producer Organizations**: Economic mobilization of producers, Provision of Productive Infrastructure at farm gate
  - **Strengthening Production Systems**: High quality seed/planting material, optimal cropping solutions, community led extension systems, Traceability Systems
  - **Market Linkages**: Focus on high value horticulture and livestock value chains, End to end Value Chain Partnerships with private sector linkages, Access to price and market information

- **Sub Component 2: Rural Retail Chains**
  - **Promoting KRuSHE Mart**: Branding existing kirana stores of SHG women as KRuSHE Marts, Ensuring access to business Development Services (BDS), Expanding Product Offering, Logistics and Distribution Arrangements and Market Activation, Aggregation and Collective Purchase
  - **Promoting production Enterprises**: Promotion of local value addition enterprises (linking KRuSHE Marts with producer groups) and community enterprises
Component 2 : Human Development

Sub Component 1: Strengthening the supply of key services
- Community monitoring, Strengthening the training architecture for line department staff, integrated/convergent (involving village organization & line department staff) MIS at the village level to monitor health and nutrition indicators flexible funds for specific technical assistance for line departments.

Sub Component 2: Strengthening the Demand for Key services
- Develop and implement village level human development plans, Communication for behavior and social change, increasing accountability of

Sub Component 3: Access to sanitation services
- Saturation approach to cover all households and rural institutions, strengthening linkages between village Organizations with Gram Panchayats & Village Water and Sanitation Committees

Sub Component 4: Linkage with Value Chains
- Making nutrient rich snacks available through nutri-shops, Counseling and encouraging farmers on better nutrition practices through Farmer Field Schools (FFS), family and food centers for female wage seekers
Component 3: Access to Entitlements and Social Protection

Sub Component 1: Delivery of Services and Entitlements

- Setting up of One Stop Shop (Mee-Seva + BC Services) at the village level
- Setting up of Direct Benefit Transfer cell at the State level for Integration of beneficiary databases across departments, negotiate with banks and BC companies and ensure real time monitoring

Sub Component 2: Pilots on delivery of specialized services

- Piloting Accessible Neighborhood Centers & mobile therapy centers for the disabled, setting up of community managed family counselling and de-addiction services, gender sensitization including BCC campaign of last mile service delivery providers especially the PRI representatives

At least 5 Lakh poor households are covered by social security programs through an integrated mission mode approach while addressing the last mile
Component 4: ICT, Technical Assistance and Partnerships

- **Sub Component 1: Information and Communication Technologies (ICT)**
  - Extensive use of IT devices and enabled mechanisms, Information bureau for integrating stand-alone applications into a real-time system, Business intelligence services and data analytics

- **Sub Component 2: Partnerships**
  - Conducting Solutions Marketplaces, Knowledge Events leading to the financing of Public-Private-Community Partnerships

- **Sub Component 3: Technical Assistance to line departments**
  - Staffing support, Deployment of ICT equipment to improve data integrity and data analytics, strengthening the MIS within these line departments, periodic tracking of the quality of services at the household level

- **Sub Component 4: Setting up Centre of Excellence and Knowledge Management**
  - Holding Knowledge events for low incomes states in the country, Training and developing staff, community professionals from these low income states, developing best practice sites and immersion locations in A.P
C 5: Project Implementation Support

• Creation of a dedicated project management unit for the project and recruitment of dedicated teams including experienced professionals from the market for the key components

• Put in place the following key systems for project implementation
  • Monitoring, Evaluation and Learning Systems
  • Financial Management System
  • Procurement Management System
  • Governance and Accountability System