



WORLD BANK GROUP

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.** 2019

Livelihood Development :

Livelihood Promotion through a value chain approach in key livelihood sectors

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

Access to Entitlements :

Leveraging existing institutional platform to ensure reliable and universal access to entitlements

HHs with diversified livelihoods and MDGs achieved

2014

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



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Thank you

