Project for Synergizing Grassroot Level
RMGs, VVVCs, SHGs & Other Occupational Groups
Presented
By
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Project Development Objective

• To synergize Grassroots level Rytu Mitra Groups (RMGs), Vikas Voluntary Vahini Clubs (VVVCs), Self Help Groups (SHGs), & Other occupational groups for integrated Rural Development through Integrated Training Programmes to improve Livelihoods and quality of life of Rural Folk.

• The program aims to reduce poverty; strengthen human capital development; focus on the welfare of Farmers, Women and children in terms of livelihoods, education and health and build an equitable society in which people participate in making decisions that affect their lives and livelihoods.
Role of FFA, AP

- Need of an agency outside the ambit of the governmental realm.

- To harness the energies of various stakeholders right from the producers, government machinery, training agencies and the agriculture research agencies in a concerted manner such that it is channelized in the right direction for the benefit of the farmers and the SHGs of various types at the village level as the ultimate goal.

The Programme Process:

- To strengthen already created Rythu Mithra Groups develop into self-managed grassroots institutions through requisite Capacity building and orient them towards sustainable agricultural practices and work in tune with the market by adopting new technological developments and improve the Livelihoods.

- To improve the livelihood opportunities for the Women SHGs through the facilitation of Income Generating Activities (IGAs) and creating awareness and access to education and health services to the women at the village level.
• To integrate the various groups at the village level, viz, SHGs, RMGs and several occupational groups formed under various umbrellas and demonstrate the value of a group-based, participatory approach through useful capacity building in meeting the needs of poor communities at the village level.

• The project to achieve the demand-driven development of low-income households with well-coordinated, transparent delivery of public services at the village.

The various activities of the programme include:

• Empowering the rural poor in the self-managed grassroots organizations at the village level by strengthening them;

• Capacity building of Rythu Mithra groups and orient them towards sustainable agricultural practices and work in tune with the market by adopting new technological developments.

• Providing technical resources for the SHGs and Farmers in order to expand their asset base and livelihood opportunities;

• Mitigating risks faced by the rural poor by a participatory approach to integrated rural development;

• Geographical coverage of 60 mandals;

• Sharp focus on the Farmers and the Poor and Women groups promoted at the Village level; and Inclusion of a wide range of stakeholders including different departments of Govt. of Andhra Pradesh and the local governments.
Key performance indicators:

The main impact/outcome indicators of the Programme include:

- Empowerment of rural poor enhanced through the effective functioning of all the community-based organizations in an integrated effort for the village development.

- Household income of the poor increased and the sources of income diversified by the facilitation for the implementation of Income Generating Activities through helpful trainings.

- The quality of and access to basic services—education, health, integrated child development services improved

- Opportunity and awareness creation for increased access to credit facility and Bank linkages.

Implementation Arrangements- a glance

State Project Unit:

> The Managing Committee of FFA, AP Monitors & Provides Assistance to District & Mandal Level Organizations for Achieving the Goals

District level:

In each of the six districts, a District Management Unit would be leading the activities of the project comprising 2 persons apart from the administration team. The core skills of the two persons in the district team would include agriculture, training, community development and Gender while the professional accountants will look after the accounting part. In addition, depending on need, the district units would draw on other professional services either from a roster of experts to be maintained in each district and/or from the line departments of GOAP
Implementation Arrangements-

- Mandal Units:
The establishment of mandal level RMGs Association with mandal Samadhana Kendras would support the Field activities in each mandal. The key functions of the mandal Samadhana Kendras in the initial stages would be to disseminate trainings as per the modules devised by the project and implementing the other activities of the programme.

The core staff at the Mandal Level RMGs Associations would include three members Viz., a Program Organizer (PO), who would lead the work and 1-2 Coordinator for the training and other activities. In addition, the district management unit would engage the services of NGOs, and other Local demands as necessary, integrating them in the mandal teams. The skill mix of the mandal cells would be adjusted in response to the changing phases of the project.

- Grassroots Level Organizations:
Two representatives from the Rythu Mithra groups and three from the SHGs and other groups from each habitation to facilitate the process of mobilization, capacity building after getting trained by the Project in periodic intervals.

THANK YOU