

Strategies for sustainable Rural Development: Evaluating the Effectiveness of the Society for Elimination of Rural Poverty in Andhra Pradesh

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Introduction

The Society for Elimination of Rural Poverty by the Government of Andhra Pradesh, India, has been a cornerstone in the state's efforts to alleviate rural poverty and promote sustainable development. The organization focuses on empowering rural communities, particularly women, through various interventions aimed at reducing poverty, enhancing livelihoods, and fostering social and economic resilience.

About the Rural Value Chains Component: Using a value chain approach centered on enlisting and bolstering farmer producer organizations (FPOs) around certain commodities to provide technical and market links, the project will collaborate with about 2,50,000 small and marginal farmers.

The following will be done by the project as part of this strategy: Create and fortify farmer producer groups of small and marginal farmers centered on an anchor commodity as a means of giving them access to markets and technical assistance.

Create community-based initiatives to increase production, such as farmer field schools. In partnership with government agencies, academic institutions, and the private sector, increase the availability of planting materials, seeds, and breed development services. Establish small-scale productive infrastructure for local value addition to support agri-service centers.

About the Rural Poverty Elimination Society (SERP): Through self-managed groups, the government of Andhra Pradesh hopes to empower underprivileged communities to overcome all social, economic, cultural, and psychological hurdles as part of its women's empowerment and poverty eradication program. This strategy has been spearheaded by the Autonomous Society for Elimination of Rural Poverty (SERP), which was supported by the Andhra Pradesh government in 2000. As a result, poverty has significantly decreased and social capital has grown. SERP has been carrying out the Velugu program throughout the state for over ten years. The goal of this community-driven, state-wide initiative to reduce rural poverty is to reach all of the state's impoverished rural families. The primary goal is to empower the state's rural poor, especially the most impoverished.

Background:

Alleviation policies of South Asian States, another highly significant event was held in Annapolis, USA, when the World Bank and the SAARC secretariat conducted a workshop to examine the study. Coincidentally, Mr. Henning Karcher, Chief of the UNDP's Regional Bureau for Asia and

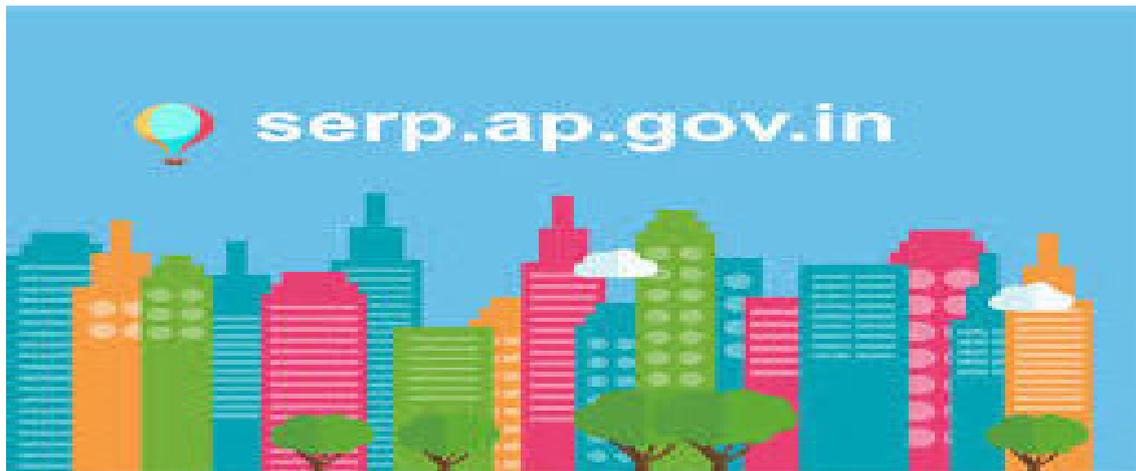
the Pacific (RBAP), attended the workshop. A month later, he asked me to speak at the cluster meeting of the UNDP resident representatives in Kathmandu about the Poverty Commission's concept of social mobilization. During that discussion, the UNDP requested me to assist in operationalizing the concept of popular mobilization in South Asian countries, which led to the creation of the South Asia Poverty Alleviation Programme (SAPAP). It was a difficult task,

I had no idea what I was getting myself into when the Pakistani foreign secretary called me late at night in Gilgit in 1992 to tell me that I had been nominated by the country's prime minister to serve on the Independent South Asian Commission on Poverty Alleviation. It proved to be one of my most fruitful and pleasurable tasks, and it had a significant impact on how I would develop in the future.

An Independent South Asian Commission for Poverty Alleviation (ISACPA) was founded during the 1991 Colombo summit of the South Asian Association for Regional Cooperation (SAARC). As a result of the Commission's proposals, the Dhaka Declaration aimed to end poverty by the year 2002. In 1993, following the SAARC heads of state's adoption of the commission's main recommendation.

Objectives of the study

1. understand the poverty levels
2. To assess the efficiency of the scheme
3. create awareness about serp



As mentioned earlier, the recommendations of the ISACPA led to the Dhaka Declaration with the goal of eradicating poverty by 2002. The India component of the project, titled "Institutional Development at the Grassroots for Poverty Alleviation," started in 1994 with a focus on enabling the voiceless to articulate their needs. The project sought to alleviate poverty by handing over the organization and management of developmental affairs to the village communities. The

project used thrift as an entry point. Programmes were largely implemented through local NGOs and grassroots people's institutions. The political intent of SAARC leaders turned into a reality because a well-tested model for poverty alleviation existed in the northern areas of Pakistan in the form of the Aga Khan Rural Support Programme (AKRSP).

The origins of the Andhra Pradesh District Poverty Initiative Project (APDPIP), and the later Andhra Pradesh Rural Poverty Reduction Project (APRPRP), lay in Indian women's savings-and-loan associations and the UNDP supported by the SAPAP, which grew out of the Dhaka Declaration. These approaches were also based on experience elsewhere in South Asia, including the Rural Support Programmes in Pakistan and the Self-Help Affinity Groups implemented in Karnataka, Andhra Pradesh, and Tamil Nadu by the NGOs MYRADA and PRADAN. In India, during the decade prior to the SAPAP, there was increasing concern about the failure of anti-poverty programmes to reduce the number of rural poor. There were a number of problems with these programmes including poor targeting, weak management, lack of complementarities, and wasteful subsidies. The state's public spending on social development was low and declining. Social indicators were weak and below the national average. Some 30% of the population lived below the poverty line, and malnutrition in children up to 6 years old was about 30%. Notwithstanding some earlier experience in India with women's selfhelp groups and joint lending, there was limited availability of credit partly due to the high cost and risks of lending in rural areas to households with small borrowing needs and climatic variability. Line agencies were weak with a limited capacity for providing support and services for the poor. Agricultural productivity needed to be raised to enhance livelihoods. There had been a bank-funded economic restructuring project (Cr./Ln.49385/IN), but it had been unable to achieve direct coverage of the more vulnerable households. The government of Andhra Pradesh recognized the need for improved policies and the development of more effective institutions, as well as an approach that empowered poor rural communities, particularly women. In 1999, seeing the success of the SAPAP, the state embarked on a programme based on a 2020 vision strategy. Central to the strategy was the development of women's self-help groups (SHGs) that would be linked to commercial banks to increase the flow of, and reduce the cost of, credit. All line agencies were to adopt more responsive approaches to communities. To meet this need the SAPAP had introduced a programme strategy inspired by the AKRSP model relying on the triad of social organization of the poor to be facilitated through "social guidance"; skill development to nurture inherent capacities and potentialities to widen the basket of opportunities for the poor; and capital formation for improved quality of life and overcoming hunger, destitution, and deprivation on a sustainable basis through regular savings and judicious capital investments. The project initially covered 695 households in 20 Mandals 2 in three drought-prone districts of Andhra Pradesh – namely, Anantapur, Mahbubnagar, and Kurnool. As per the 1991 census, the population of the 20 Mandals covered was 824,113 and consisted of 156, 274 households.



Founding structure:

The disadvantaged communities shall be empowered to overcome all social, economic, cultural and psychological barriers through self-managed organizations. They will attain higher productivity with improved skills and asset base and utilize resources to full potential and gainful access to services. Our mission is to enable the disadvantaged communities perceive possibilities for change and bring about desired change by exercising informed choices through collective action

The Society for Elimination of Rural Poverty (SERP) was established by the Government of Andhra Pradesh (GOAP) as a sensitive support structure to facilitate poverty reduction through social mobilization and improvement of Livelihoods of rural poor in Andhra Pradesh.

About serp in ap:

The Society for Elimination of Rural Poverty (SERP) was established by the Government of Andhra Pradesh (GOAP) as a sensitive support structure to facilitate poverty reduction through social mobilization and improvement of Livelihoods of rural poor in Andhra Pradesh. As per the Andhra Pradesh Reorganisation Act, 2014, SERP is divided into AP SERP and TG SERP for implementing Indira Kranthi Patham (IKP). SERP, AP, is implementing Indira Kranthi Patham (IKP) in all the 656 rural Mandals of 13 rural districts in A.P. The vision of SERP is to enable every poor family in rural Andhra Pradesh to come out of poverty and stay out of poverty. SERP works on a comprehensive multi dimensional poverty alleviation strategy by focusing equally on the Livelihoods Value Chain and Human Development Indicators. The fundamental unit of development at SERP is the rural poor households and all interventions of SERP strive to achieve essentially two outcomes - sustainable per capita household incomes of Rs.1,00,000/- per annum from multiple sources and improved Human Development Indicators. With this in mind, SERP has relentlessly worked on a unique structure of community based organization by organizing 69,31,113 rural women into 6,52,440 SHGs, 26,753 Village Organizations, 656 Mandal Samakhya and 13 Zilla Samakhya. SERP has established a unique institutional structure for the Community Based Organizations in the World. This CBOs

structure in A.P. has facilitated cumulative bank loans of Rs. 43,596.60 lakhs of commercial bank loans to SHG members, Collective Marketing to the tune of Rs. 558.17 crores resulting in a benefit of Rs.75/- to Rs.100/- per quintal to the farmers, pesticide free cultivation in 22.93 lakh acres in 2013-14 alone resulting in a saving of Rs.3000/- to Rs.15,000/- per acre to the farmers, etc. This unique model has been adopted by Ajeevika (National Rural Livelihoods Mission) at the National level in India.

Some of the other key results of Residual SERP, Andhra Pradesh are:

- 2,64,043 Persons With Disabilities (PwDs) in 27,708 exclusive SHGs for PwDs.
- 2,761 acres of fertile land with assured sources of water purchased and handed over to the rural poor.
- 32,42,185 lakh women enrolled in Abhayastham and another lakh rural poor household enrolled in JBY through the largest social security programmes in the country.
- 2,464 Nutrition and Day Care Centres established.
- 2,275 Early Child Education Centers established with 2171 students.
- 35,122 cases pertaining to women resolved.

Society for Elimination of Rural Poverty (SERP) is implementing "Velugu" - one of the flagship programmes of the Government of Andhra Pradesh to alleviate rural poverty. The programme aims to organize the rural poor women into their own institutions like Self Help Groups and their federations, Producers' Collectives etc. and also ensure their financial inclusion and livelihoods support. Value addition of available resources, improvement of SHG skills and providing market access are other services being extended by SERP for promotion of entrepreneurship among rural poor HHs.

Promotion of rural entrepreneurship in the form of individual enterprises, collectives by providing support in product development finance and marketing is also one of the major activities of SERP, Andhra Pradesh.

In order to empower the rural women artisans and to bring them above the poverty line, through access to better market and marketing systems, SERP has been supporting the organization of exhibitions under the brand name of "SARAS" an initiative of the Government of India to provide platform to the rural artisans to market their products through Exhibition. This exposure to urban markets plays a vital role in helping Rural Artisans in expansion of their market base and understanding the urban market.

Society for Elimination of Rural Poverty (SERP), Department of rural Development, Government of Andhra Pradesh which works with women Self Help Groups (SHGs) and their federations is

organizing exhibitions under the banner of "SARAS" / DWCRA Bazaar from the year 1999, for generating market linkages for the Rural Entrepreneurs.

SARAS 2018 is the 19th one which is being conducted with active support of organizations like NABARD, Mission for Elimination of Poverty in Municipal Areas (MEPMA), Andhra Bank, State Bank of India, Life Insurance Corporation of India, United Insurance Company Limited, National Jute Board etc.....



Conclusion: The society for elimination of rural poverty serp was established by the government of Andhra Pradesh as a sensitive support of facilitate poverty reduction through social impoverment of livelihood of rural poor in Ap

Vision and mission the disadvantaged communities shall be empowerd to overcome to all socio, economic, cultural and psychological barriers through self managed organaisations. They will attain higher productivity with improved skills and asset base and utilize resources to full potential and gainful access to services

The mission is to enable the disadvantaged communities perceive possibilities for change and bring about desired change by exercising imformed choices through collective action.

It mainly helps especially to the women. They are gaining income and can built their economical situations and get good place in society

Key words: self help groups,povert allevation,women empowerment,livelihood promotion etc.....

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<https://youtu.be/hddqCJxcj4k?si=dSzcsCQtrg2tnYXe>

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