



Financial empowerment of **BC, SC, ST and Minority women** in the age group of **45-60 years** will be achieved through the financial assistance thereby enabling **livelihood enhancement** and thereby **improving their living standards**.

## 2<sup>nd</sup> Instalment Grievances Status

Pending payments under process

• 81,562

GSWS Grievances raised

• 3, 32,852

District wise YSR Cheyutha Financial Assistance Details					
S.No.	District	1st Installment Paid Details		2nd Installment Paid Details	
		No. Of Beneficiaries	Amount distributed (Rs.in Crs.)	No. Of Beneficiaries	Amount distributed (Rs.in Crs.)
1	Anantapur	201177	377.21	202292	379.30
2	Chittoor	190427	357.05	187654	351.85
3	East godavari	240119	450.22	228914	429.21
4	Guntur	212785	398.97	211907	397.33
5	Krishna	206610	387.39	206393	386.99
6	Kurnool	198217	371.66	193638	363.07
7	Prakasam	143044	268.21	140800	264.00
8	Spr nellore	143406	268.89	139121	260.85
9	Srikakulam	192208	360.39	186877	350.39
10	Visakhapatnam	210405	394.51	201953	378.66
11	Vizianagaram	159910	299.83	152702	286.32
12	West godavari	184358	345.67	175228	328.55
13	Ysr kadapa	117445	220.21	114347	214.40
<b>TOTAL</b>		<b>2400111</b>	<b>4500.21</b>	<b>2341826</b>	<b>4390.93</b>



## Livelihoods Promoted

1st year

Name of the Activity	Activity Established	Up front Support in Cr.
Retail Shops	78000	438.75
Cow & Buffalo	134103	757.80
Sheep & Goat	82556	458.82
Total	2,94,659	1655.37

2nd year

Name of the Activity	Target	Progress
Textiles / Apparels	20507	1875
Live Stock( Including Aasara)	233167	51050
Back Yard Poultry	65000	3931
Retail Business	28988	3365
Non Farm Livelihoods	20049	7600
Farm Livelihoods	81500	37489
Total	449211	105310

## Beneficiaries opted Livelihood with Cheyutha - 2<sup>nd</sup> installment

S. No	Activity	No. of Beneficiaries
1	Agriculture	766756
2	Horticulture	55123
3	Fishery	49699
4	Live Stock	572084
5	Petty Business(Including Retail Business)	238088
6	Textiles	134789
7	Handicrafts	14516
8	Forest Products	456
9	Jewellery	7003
10	Food products	121671
11	Paper and plastic products	3313
12	Toys	2760
13	Chemicals and minerals	2429
14	Leather	1796
15	Personal Consumption	342177
16	Others	29166
	<b>Total</b>	<b>23 41 826</b>

## District Wise YSR Cheyutha- Rural Retail Stores Grounding Status 2020-21

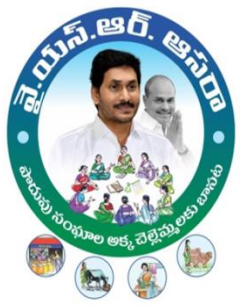
S No.	District Name	No of Mandals	No Of Village Secret ariats	Rural retail stores grounding status		Financial Assistance provided		Vendor codes created stores(HUL, P&G,ITC, RELIANCE)	Live Stock			
				Target	Achievement	No of stores Provided Financial Assistance	Amount in Cr.		Targets	Loans Sanctioned	Grounded	% of Grounding
1	Anantapuramu	63	896	2565	2670	2278	10.88	2462	34912	35881	35140	97.93
2	Chittoor	65	1035	2832	3097	2468	11.8	2084	14862	19853	16472	82.97
3	East Godavari	62	1271	3375	4153	3965	20.48	2248	19736	22723	21375	94.07
4	Guntur	57	872	2328	2803	2543	11.28	3567	17318	18639	17642	94.65
5	Krishna	49	846	2508	2617	2479	12.38	2772	8278	9248	8250	89.21
6	Kurnool	54	885	2523	3150	2752	12.05	5776	16111	21617	19409	89.79
7	Nellore	46	665	1869	2108	1847	9.44	1260	19862	26226	22152	84.47
8	Prakasam	56	884	2445	2678	2659	12.67	1394	5667	6841	6288	91.92
9	Srikakulam	38	835	2358	2689	2535	12.04	2790	8497	9549	9234	96.70
10	Visakhapatnam	39	739	2067	2349	2314	9.74	4563	8140	10741	9954	92.67
11	Vizianagaram	34	664	1827	2167	2115	8.77	1826	13404	14607	13905	95.19
12	West Godavari	48	938	2649	2838	2813	14.07	1101	7234	8067	7487	92.81
13	YSR Kadapa	50	633	1830	1969	1886	8.53	1194	10166	12039	10889	90.45
	<b>Total</b>	<b>661</b>	<b>11163</b>	<b>31176</b>	<b>35288</b>	<b>32654</b>	<b>154.15</b>	<b>33037</b>	<b>184187</b>	<b>216031</b>	<b>198197</b>	<b>91.74</b>

## Partner wise activity details with time lines

Sl. No	Name of the Firm	Activity to be taken up	Districts Covered	Beneficiaries to be Covered	Income per month	Time Line for completing scoping Study
1	AJIO Reliance	Textiles- Apparel Ready made, Foot wear	13 Districts	40000	For every Rs.10,000 business profit Rs. 4000	December 2021
2	Mahindra TOP & Kheyti	Promotion of Shade nets	9 Districts	1500	Monthly Rs.7000 income (Starting)	December 2021
3	TANAGER	Horticulture Products Promotion, Value Addition Products, Marketing	East Godavari, Visakhapatnam, West Godavari, Anantapur	30000	Average Rs. 10,000	Completed
4	GRAMEENA VIKAS KENDRA (GVK)	Backyard Poultry ,Mini Poultry, Waste to worth, Organic Farming - Cotton	East Godavari- Rampachodavaram, West Godavari, YSR Kadapa, Vizianagaram.	30000	Average Rs. 10,000	December 2021
5	GIAN	Grass Root Innovations- Farm /Non Farm Livelihoods	Chittoor, YSR Kadapa, Visakhapatnam, Vizianagaram .	20000	Average income Rs. 10000 to 15,000	December 2021
6	P&G and NIINE	Supply of Hygiene Sanitary Napkin Units	13 Districts	40000	Average Income Rs. 2000	Completed
7	Kalgudi	Digital Marketing of both Farm and Non Farm Products	13 Districts	200000	Average Income Rs. 10,000	November 2021
8	AP Food Processing Society	Andhra Pradesh is implementing PMFME scheme from July 2020 to support the growth of the micro & nano segment through formalisation	13 Districts	40000	Average Income Rs. 10,000	December 2021
<b>Total</b>				<b>4,01,500</b>		

## Partner wise Achievement for YSR Cheyutha-Aasara Livelihoods Report 2021-22

Sl.No	Company/Firm	Activity	Sub-Activity	Target	Achievement as on 30.11.2021
1	Reliance, ITC, P&G	Rural Retail Business	--	28988	3365
2	AJIO Business	Textile Business	--	20507	1875
3	AP Food Processing Society	Food Processing units established	--	10049	7600
4	Grameena Vikas Kendram	Regenerative farming ( Cotton)	--	3000	540
		Backyard Poultry	Fattening Farmers	5492	145
			Breeder Farmers	100	20
		Waste to worth		2000	
5	Tanager	Cashew Apple Value Addition	Processing& Marketing	1200	260
		Cashew Kernel	Processing & Marketing	500	140
6	Kalgudi	Non-Farm Activity	Online Products	10000	9315
		Farm Activity(Mirchi)	Mirchi Marketing	5000	2217
7	Mahindra/Khetyi – Horticulture Dept.	Shade Net Promotion	Production & Marketing	500	263
8	Animal Husbandry Department	Live Stock - YSR Cheyutha/Aasara	(Cow, Buffalo & Sheep, Goat)	233167	51050
		Backyard Poultry Units	--	65000	3931
9	GIAN	Innovations	Coconut Processing units/Straw Making, Banana fiber extraction units	120	--
10	Other Activities promoted by SERP in Financial Coordination with Streenidhi	--	--	200000	98831
<b>Total</b>				<b>585623</b>	<b>179552</b>



This measure will improve and reinforce the Women Empowerment efforts and strengthen the economic development of poor SHG women in the state of Andhra Pradesh.

### YSR AASRA Total Loan Amount O/S as on 11.04.2019 and 1st Inst & 2nd Inst Paid Details

Sl. No	District	Total Loan O/S as on 11.04.2019			1st Installment details		2nd Installment details	
		SHGs	Members	Amt in Cr	SHGs	Amt in Cr	SHGs	Amt in Cr
1	Anantapur	59341	584807	1808.78	58878	449.22	59341	455.17
2	Chittoor	71086	656942	2728.16	70635	678.36	71086	685.72
3	East Godavari	94682	916587	2990.77	93129	736.79	94682	758.59
4	Guntur	74637	730173	2461.25	73829	609.63	74637	621.00
5	GVMC	22285	225149	604.25	21538	145.90	22285	156.23
6	Kadapa	40598	394145	1353.53	40346	336.75	40598	340.02
7	Krishna	64938	646277	2358.01	63883	581.40	64938	597.61
8	Kurnool	51670	502583	1235.53	51122	306.16	51670	311.60
9	Nellore	39727	380635	1206.23	38895	295.89	39727	307.23
10	Prakasam	58006	567858	1808.75	57496	448.90	58006	455.47
11	Srikakulam	52013	556263	1514.87	51695	376.80	52013	380.63
12	Visakhapatnam	41706	436208	1248.31	41209	309.49	41706	314.67
13	Vizianagaram	43446	472634	1105.36	43203	275.19	43446	277.49
14	VMC	9503	93799	327.78	9126	79.40	9503	84.49
15	West Godavari	72894	711479	2764.98	72540	688.88	72894	693.61
	<b>Total</b>	<b>796532</b>	<b>7875539</b>	<b>25516.56</b>	<b>787524</b>	<b>6318.76</b>	<b>796532</b>	<b>6439.52</b>

The entire SHG loan amount outstanding of Rs.25,579 Crs as on 11.04.2019 pertaining to 8,00,042 SHGs will be reimbursed in four equal instalments.

## YSR Aasara Beneficiaries Live Stock Opted 2021-22 Status

S.No.	District Name	No Of Beneficiaries	Beneficiaries Assign to RBK At VH/VD		Pre Induction at RBK		
			RBKNot Mapped	RBKMapped	Willing	Not Willing	Pending At RBK
1	Prakasam	24649	6758	17891	25	988	16878
2	Srikakulam	10899	91	10808	1	183	10624
3	Guntur	11425	1313	10112	27	141	9944
4	YSR Kadapa	21906	13650	8256	0	4	8269
5	West Godavari	7910	136	7774	0	200	7574
6	Anantapur	23137	19725	3412	6	4	3402
7	Krishna	18749	17242	1507	0	0	1507
8	Visakhapatanam	11025	9666	1359	0	0	1386
9	SPSR Nellore	13334	13048	286	0	0	286
10	Vizianagaram	13644	13614	30	0	0	30
11	Kurnool	15554	15543	11	0	0	11
12	East Godavari	4817	4817	0	0	0	0
13	Chittoor	56118	56118	0	0	0	0
<b>TOTAL</b>		<b>233167</b>	<b>171721</b>	<b>61446</b>	<b>59</b>	<b>1520</b>	<b>59911</b>

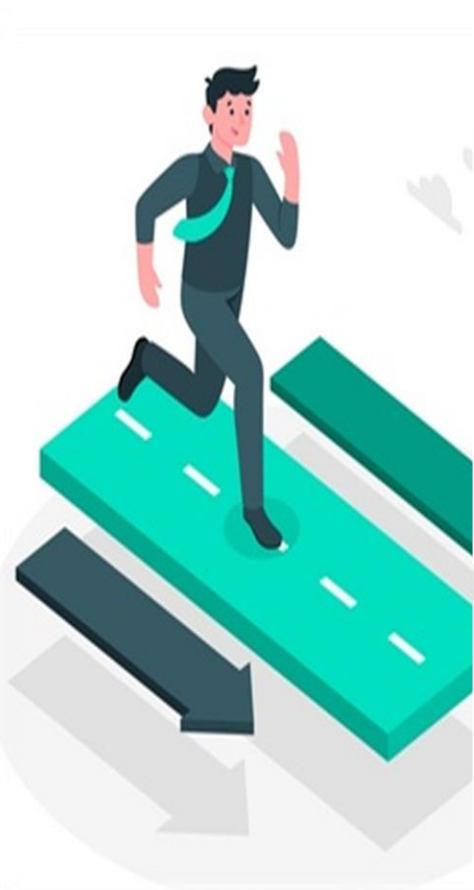
## Livelihood Activities Promoted YSR Cheyutha – Aasara Beneficiaries through Streenidhi

Year wise Streenidhi Loans sanctioned under YSR Cheyutha to the SHG women for various activities

Sl. No.	Activity Type	FY 2020-21		FY 2021-22		Total Sanctioned	
		No. of Members	Amount (Rs. In Cr.)	No. of Members	Amount (Rs. In Cr.)	No. of Members	Amount (Rs. In Cr.)
1	Agriculture Implements	37783	190.45	26381	132.31	64164	322.76
2	Auto/JEEP/Car Repair Shop	2558	12.94	1034	5.20	3592	18.14
3	Bangle Stores	182	0.92	969	1.80	1151	2.72
4	Carpentering Work	294	1.48	168	0.84	462	2.32
5	Centering/ RCC Roof Making Work	318	1.61	277	0.91	595	2.52
6	Textile Business	3489	17.65	6908	15.82	10397	33.47
7	Dairy Units	1738	8.78	5283	26.49	7021	35.27
8	Fish Nets	1007	5.08	510	2.56	1517	7.64
9	Hotel/ Tiffin Centers	1393	7.04	3077	6.46	4470	13.50
10	Retails Shops	7630	38.56	11831	24.18	19461	62.74
11	Laundry Shops	244	1.23	146	0.73	390	1.96
12	Sheep & Goat Units	6282	31.72	3659	18.34	9941	50.06
13	Tailoring Shops	1780	9.00	739	3.70	2519	12.70
14	Other Activities	7747	38.89	37849	63.41	45596	102.30
<b>Grand Total</b>		<b>72445</b>	<b>365.35</b>	<b>98831</b>	<b>302.75</b>	<b>171276</b>	<b>668.10</b>



# Way forward



Target to Cover nearly 3 lakh Beneficiaries for the FY 2021-22

Identification of Livelihood promoting Agencies for promoting various types of livelihoods/ Involve CSR Partners for livelihood promotion

Partners scoping study

Preparation of SOPs for implementation

Promotion of Uniform Branding (YSR Cheyutha/Aasara products)

Establishment of Retail Stores as sustainable model.

Development of forward /backward linkages.

Fixing of milestones

Convergence with Line Departments like Animal Husbandry, Horticulture, Agriculture, AP Food processing society, APCNF etc.,