ABC WELCOMES YOU

Coordinators Training Program
@ APHRDI, Bapatla

Jun 02, 2017
Introduction

- Under the able Leadership of Sri N. Chandrababu Naidu, Hon’ble Chief Minister the Brahmin Welfare Corporation has been established on 5th Dec 2014
Introduction...

• Vision
  o Build a vibrant Organization to serve the marginalised Brahmin Community members in AP by providing financial, intellectual and physical resources for their overall development which includes Education, Skill Building, Entrepreneurship, Welfare and Cultural life on a sustainable basis in a selfless and inspirational manner and also inculcate a sense of belonging to the community for improving cohesiveness, morale and pride

• Values
  o **Big Thinking, Resource Leveraging, Attitude (+ve), Hard Work, Modesty, Integrity and Neo Thinking**
Board of Directors

• Sri IYR Krishna Rao, IAS (Retd) Chairman, Former Chief Secretary of Government of A.P.
• Sri JSV Prasad, IAS, Prl. Secy., Revenue (Endowments)
• Smt. YV Anuradha, IAS, Commissioner, Endowments
• Sri Gumma Nagaraju, Srikakulam
• Sri Duvvuri Suresh, E.Godavari
• Sri Yamijala Narasimha Murthy, W.Godavari
• Sri KVSR Subba Rao, Vijayawada
• Smt. Nepaka Padmavathi, Guntur
• Sri D V Syama Rao, Anantapur
ABCites

- Sri Venkat Changavalli, Advisor (former MD)
- Sri G Bhavani Sankar G, General Manager
- Sri K Venkata Sastry, General Manager
- Sri V Subrahmanya Sarma, Integrator for Entrepreneurship schemes
- Sri YS Murty, Consultant, Communications
- Sri D Sai Satish, Accounts Officer
- Sri K Pavan Kumar, Manager, IEC
- Smt. V Bala Tripura Sundari, Manager, Admin
- Smt. M Vishnu Priya, Admin Executive
- Sri A Sivarama Krishna, DPO
- Sri V Vital, DEO
- Interns for Scrutiny and BROs for Vani BRC
District Coordinators

- Sri S Raghunadha Rao, Anantapuram
- Sri Chitrapu Hanumantha Rao, Chittoor
- Sri Rani Srinivasa Sarma, East Godavari
- Sri Siripurapu Sridhar Sharma, Guntur
- Sri E Janardhan Rao, Kadapa
- Sri V Balaji, Krishna
- Sri G Mahesh, Vijayawada
- Sri Samudrala Hanumantha Rao, Kurnool
- Sri V Bhuvaneswari Prasad, Nellore
- Smt. K Kusuma Kumari, Prakasam
- Sri KVSKJA Sarma, Srikakulam
- Sri V Purushothama Raju, Visakhapatnam
- Sri KVSK Prasad, GVMC
- Sri Peri Ramayya Pantulu, Vizianagaram
- Sri Surampudi Kamesh, West Godavari
## Constituency Coordinators

<table>
<thead>
<tr>
<th>District</th>
<th>No. of CCs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anantapur</td>
<td>12</td>
</tr>
<tr>
<td>Chittoor</td>
<td>8</td>
</tr>
<tr>
<td>East Godavari</td>
<td>13</td>
</tr>
<tr>
<td>Guntur</td>
<td>14</td>
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<tr>
<td>Kadapa</td>
<td>8</td>
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<tr>
<td>Kurnool</td>
<td>9</td>
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<tr>
<td>Krishna</td>
<td>6</td>
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<tr>
<td>Nellore</td>
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<tr>
<td>Prakasam</td>
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<tr>
<td>Srikakulam</td>
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</tr>
<tr>
<td>Visakhapatnam</td>
<td>7</td>
</tr>
<tr>
<td>Vizianagaram</td>
<td>3</td>
</tr>
<tr>
<td>West Godavari</td>
<td>11</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>109</strong></td>
</tr>
</tbody>
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Process (4 As)

- Awareness (Meetings, Website- [www.andhrabrahmin.ap.gov.in](http://www.andhrabrahmin.ap.gov.in), Facebook, WhatsApp, Leaflets and Brochures, Scheme Guidelines Booklet, Media coverage)
- Application (Online registration, SMS, Vani BRC, Scrutiny, reuploads, Selection Committee)
- Award (Online transfer, SMS, CM’s letter)
- Alumni ([ABC Beneficiary Club](#)) for long term Association
Innovation

- First Govt. Welfare Corporation for Brahmins in the World
- Names of the Schemes (Bharati ... SindhuTai)
- Coverage of Schemes for all age groups
- Extensive use of IT (End-to-end online process from registration to payment) led to transparency and zero middle men
- Vani BRC (1800 108 3579) for Customer connect, service and support
- Cash-less online transfer to beneficiary
- Minimal Admin Expenses 2.8%
- Hon’ble CM’s letter to Beneficiaries
- Mail from ABC
- Land Protection Cell
Schemes of ABC

• Education
  o Gayathri Scheme for Academic Excellence
  o Bharati Scheme for Education
  o Vedavyasa Scheme for Vedic Education

• Coaching and Skill Building
  o Vasishta Scheme for Coaching
  o Dronacharya Scheme for Skill Building

• Entrepreneurship
  o Chanakya Scheme for Swayam Upadhi (Antyodaya, Abhyudaba and Abhivrudhi)
  o Chanakya Scheme for SME
Schemes of ABC...

- **Welfare**
  - Kashyapa Scheme for Food and Shelter
  - Garuda Scheme for Funeral Expenses
  - Bhargava Matching Scheme (Community Hall and Aaramakshetram)

- **Donation Schemes**
  - Sri Krishna Sudama Endowment
  - Akshaya Brahmana Nidhi
  - Prakasam Volunteers Scheme
    - (Samaya, Vastu, Naipunya Daanam)
  - Sindhu Tai Sapakal Scheme for Education of Orphans and Persons with Special Needs
Performance

• Beneficiaries
  o 11,108 in 2015-16
  o 33,162 in 2016-17
  o 33,200 estimated for 2017-18

• Amount disbursed to beneficiaries
  o Rs. 32 Cr. in 2015-16
  o Rs. 58 Cr. in 2016-17 so far
  o Rs. 60 Cr. is estimated for 2017-18
Responsibilities of Coordinator

• SPOC for ABC and ABC-CS
• To meet local MLAs / MLCs and other Leaders and appraise them on the Corporation activities and share the beneficiaries list
• Awareness (Schemes and activities) and Application Registration Support
• Co-ordination (Brahmin Organizations, Govt., SHGs)
• Energize (community for sense of belonging and pride)
• Facilitate (Awareness, Alumni, eLITe and Media meetings, Motivational lectures, Skill Building activities, Survey, etc.)