

### 5 campaigns:

As a follow up action for the Missions, the government has decided to launch the following four campaigns.

- ***Pedarikam Pai Gelupu (Winning over poverty)***
- ***Polam Pilustondi***
- ***Badi Pilustondi***
- ***Neeru – Chettu***
- ***Swacha Andhra***

### ***Pedarikam Pai Gelupu (Winning over poverty)***

- The overall strategy would be to look beyond growth and focus on generation of employment to the millions of the youth in the State. This would eventually result in a faster reduction in unemployment and poverty through skill development and also help bridging multiple divides. A growth rate of 8% and above requires significant acceleration in growth in agriculture, mining, registered manufacturing, construction and in services.
- Agricultural growth has always been an important component for effecting inclusiveness. However, the task of providing additional jobs to the growing labour force rests on manufacturing, construction and services sectors.
- Self Help Groups have contributed immensely for reducing the poverty. Self-help movement through savings has been taken up on a massive scale for poor rural women. The success of Self Help Groups in Andhra Pradesh has been a national model and presently has 6.66 lakh groups covering 69.54 lakh of poor rural women.

### ***Polam Pilustondi***

The State Government has launched an Innovative Programme “ Polam Pilusthondi” with an objective to strengthen the extension reach to nearly 7.6 million farmers doorstep for increasing productivity in agriculture and allied sectors and to increase income of the farmers.

- The programme provide effective extension services to farmers through farmer led extension and continuous interaction with farmers using scientific approach with ultimate aim of increase in farm productivity.
- The Polam Pilusthondi programme is being conducted for two days in a week in each mandal duly covering two villages on each day by the Agricultural Department i.e, on Tuesday and Wednesday along with the officials of the allied departments and scientists of the Agricultural, Horticultural and Veterinary universities with the consent of the people representatives.
- The Mandal wise visit schedules have been prepared and advance intimation has already been given to the concerned peoples' representatives. The peoples' representatives viz., Hon`ble Ministers, MPs, MLAs, ZPTC, MPP, MPTC, Gram sarpanch, AMC chairman and Bankers are being invited to participate in the programme.
- District officers are identifying the clusters of villages / individual village for spearheading growth in each sector. In each village, the programme starts with a field visit followed by the Grama Sabha and farmer scientist interaction.
- The Agriculture and allied departments will prepare the list of production gaps / issues identified in 2-3 major crops/other activities and interventions to be taken up in the village to be visited. Thus, village / mandal specific plans will be prepared for the benefit of farmers.
- The Farmer-Scientist interaction programme will focus on the technological gaps identified in the Village Action Plan and also on the emerging issues in respect of Agriculture/Horticulture/Animal Husbandry/Dairy/Fisheries sectors.
- A review will be conducted during the next meeting in the same village on the action taken on the issues discussed in the previous meeting. A common proforma will be developed to record the minutes of the meeting by the Mandal Agril. Officer for online reporting after completion of the programme. Issues of crop/ pest/ diseases will be posted on the AGRISNET web site for seeking advice from the scientist.

- After launching, the programme was conducted in two spells and for four days (12th & 13th and 19th and 20th of Aug. 2014) covering 5261 villages in 661 mandals involving 2.42 lakh farmers.

### ***Badi Pilustondi***

- 'Badi Pilustondi' was launched on 25.07.2014 in Anantapuramu District, the programme went on from 25th July to 2nd August 2014 in the state.
- As per the RTE Act 2009, education is the right for the children belonging to the age group of 6-14.
- Every child should complete elementary cycle as per RTE, Elementary cycle means, upto class VIII.
- In the present AP state comprising 13 districts, the dropout for boys is 19.37 while the dropout for girls is 18.95 hence the average dropout rate is 19.16.
- Some Private Schools are still running without recognition and hence these figures are not reflected.
- Some private schools though they are covered by DISE survey only few sections information given by private schools due to their vested interest in disclosing total strength of students.
- There is also lot of migration from rural areas to urban cities like Hyderabad, Bangalore, Chennai etc.
- Child Tracking System was introduced during the last year where all the enrolled children data is entered and being maintained name wise instead of number wise.
- The enrolment every year is done into 1st class which is the target for enrolment. The expected child wise population is and also taking the births registered in Anganwadi schools/ Health Departments and these figures are kept as target for enrolment. This year the target fixed for enrolment for AP is 6,38,835 and the actual enrolment as on 31st July 2014 is 6,33,787 in Class-I.
- During the Badi Pilustondi programme, out of the OSC identified i.e., 31,286, 25,923 are enrolled in last five days of the programme either in regular schools or KGBVs or NRSTC/ RSTC and also Urban Deprived Hostels leaving the balance of 5,363.

### ***Neeru – Chettu***

#### **Two aspects of the Mission are:**

- Water Conservation, which would take into account the total rainfall, surface flow and the ground water and prepare a plan to make its optimum

use by preventing wastage into the sea. The approach has to be from the ridge to the valley and the major departments to be involved in this exercise would be Irrigation, Forest, Rural Development and Ground Water; and

- Water Management, which would require making most efficient use of the conserved water for various sectors of state economy and the major departments involved in this exercise would be Agriculture, Animal Husbandry, Horticulture, Fisheries, Rural and Urban Water Supply etc.

#### **Important aspects of the Mission:**

- Carrying out the inventory of existing water harvesting structures and repairs
- Construction of new water harvesting structures using the remote sensing technology,
- Construction of recharge pits through roof water collection (especially in urban areas),
- De-silting of tanks and breach restoration and Better water management through improved agricultural practices.

#### **Drought Proofing Strategy:**

- Drought proofing strategy has to be developed by over lapping the ground water categorization mandals and drought vulnerable mandals.
- Village wise water auditing has to be done to make full use of available water and check the depletion of ground water reserves.
- Planning has to be done by giving life saving irrigation at crucial times so that the crops do not fail.
- The weather data obtained through the automatic weather stations (24 hr data and current rain fall data) made available in the APSPDS (Andhra Pradesh State Planning Development Society) website ([www.apsdps.ap.gov.in](http://www.apsdps.ap.gov.in)) should be properly utilized by the Agriculture & Irrigation departments in planning the crop production and other activities.

#### **Precision farming and Micro-irrigation & Soil nutrient Management:**

- Precision farming should be encouraged for site specific management. Micro-irrigation (drip and sprinkler) has to be encouraged to improve water productivity.
- Soil nutrient management (especially micro-nutrient management) is an important activity to improve productivity. Hence, an action plan has to be prepared on the lines of “Bhubharti” of Karnataka for preparing the soil

health cards by taking the assistance of Sri. S.P Wani, Director (Actg), ICRISAT, Hyderabad.

### **Primary Sector other than Agriculture:**

- Sectors like Horticulture, fisheries, livestock activities are contributing a huge share to the economic growth, hence the possibility of productivity improvement in these sectors has to be explored through proper evaluation of the existing status and planning. Horticulture department was asked to get the status evaluation done through independent agency for preparing the action plan for effective implementation.

### **Irrigation department:**

- Water flowing as run-off into the ocean through all major rivers and minor rivers has to be estimated by the irrigation department based on the rainfall and surface water flow in that season and maximum efforts should be made to harness this water resource and utilize it by developing proper network (with lift irrigation systems and linking with micro-irrigation systems) so that entire state can get as much surface water available as possible.
- Village wise water auditing has to be done to make most efficient use of available water and check the depletion of ground water reserves.
- Irrigation officials/engineers will be given training on implementing the activities with NREGS funds in the existing NREGS system for following the provisions of the Act and the technicalities involved in implementing the activities also will be discussed.

### **Application of Remote Sensing Technology:**

- All departments need to use the Remote sensing technology extensively in planning, monitoring and impact measurement. Planning could include identifying/mapping the water harvesting structures, assessing the ground water situation and analyzing the weather conditions etc. APSARAC should provide necessary assistance in achieving the above.

The following works have been included in Neeru-Chettu action plan of RD department.

- Water Harvesting Structures

- Soil Moisture Conservation Works
- Horticulture and Other Plantations works.
- Water Harvesting Structures
  - 1, 03,575 works were planned with a financial outlay of Rs. 2587 crores.
  - So far 32,817 works have been grounded with an expenditure of Rs. 340.50 crores.
- Soil Moisture Conservation Works
  - 47,430 works were planned with a financial out lay of Rs. 785.91 crores.
  - So far 17,850 works were put into progress with an expenditure of Rs. 81.57 crores.
- Horticulture and Other Plantations works.
  - 2, 05,880 acres were planned with a financial out lay of Rs. 1778.78 crores.
  - So far 54,957 acres plantations have been completed with an expenditure of Rs. 60.11 crores.
- Inventory of existing Water harvesting structures
  - Mobile software is provided to the Technical Assistants and Technical Officers (about 3000) to verify the existing status of the Water Harvesting structures.
  - Mandal level teams were constituted by including the Agriculture, Irrigation, Panchayat Raj, RWS and RD departments.
  - Exclusive web report is deployed to monitor the status of survey.

### **Swacha Andhra**

- The main thrust of the programme is to keep the villages clean
  - Street cleaning
  - Drainage cleaning
  - Institutions cleaning-Schools,AW,GP,Sub-centres
  - Identify & cleaning Garbage heaps & water stagnant points
  - Solid & Liquid waste management
- Awareness on construction & usage of Toilets
- Awareness on Hand Wash

- Safe handling & storage of drinking water
- Construction of ISLs in a time bound manner.