



WELFARE, GROWTH AND GOVERNANCE

Strategies for Sunrise Andhra Pradesh



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WELFARE, GROWTH & GOVERNANCE

The chapter is centred on three core pillars: welfare, growth, and governance. By prioritizing these interconnected domains, Andhra Pradesh can create a sustainable and equitable future for its citizens.

The welfare pillar is dedicated to enhancing the overall quality of life by ensuring universal access to essential services including healthcare, education, and social protection. The growth pillar focuses on stimulating economic expansion through strategic investments, fostering innovation, and generating employment opportunities. The governance pillar is committed to establishing a transparent, accountable, and efficient administrative framework to facilitate the effective implementation of policies and programs.

Through a concerted and holistic approach that addresses these key pillars, Andhra Pradesh aspires to emerge as a model state in terms of development and governance. By establishing a robust foundation for long-term growth and prosperity, the state can achieve its vision of becoming a developed economy.

WELFARE - FARMER, YOUTH, WOMEN AND WEAKER SECTIONS

Andhra Pradesh recognizes welfare schemes as essential components of a comprehensive development strategy. By providing a safety net for vulnerable populations, such as women, children, farmers, and marginalized communities, these programs create a solid foundation for sustainable economic growth. When strategically integrated with initiatives fostering entrepreneurship, including Self-Help Groups (SHGs), startups, and Micro, Small, and Medium Enterprises (MSMEs), welfare becomes a catalyst for economic diversification and job creation. This synergistic approach ensures that the state's growth trajectory is not only robust but also equitable and resilient.

The overarching goal is to create an environment where every citizen has the opportunity to contribute to and benefit from the state's prosperity. This welfare strategy is specifically designed to empower women, SHGs, youth, and farmers, who represent key segments of the population. The following interventions are proposed to achieve this objective.

MAHA SHAKTI: Empowering Women and Self-Help Groups

To bolster welfare and growth simultaneously, the Maha Shakti initiative aims to provide substantial financial support to women, school-going children, and essential services. Women aged 18-59 will receive a monthly stipend of Rs. 1500, and each school-going child will receive Rs. 15000 annually. Additionally, families will benefit from three free cooking gas cylinders per year and free bus rides. Furthermore, a comprehensive action plan, allocating Rs. 3.5 lakh crore over five years through bank linkage will empower women and Self-Help Groups



(SHGs). This initiative also targets the creation of 20 lakh Lakhpati Didi (wealthy sisters) to uplift families economically.

YUVAGALAM: Empowering Youth with Employment and Skills

The Yuvagalam initiative focuses on providing employment opportunities and skill development to the youth of Andhra Pradesh. Over five years, the plan aims to create jobs for 20 lakh young individuals while offering a monthly unemployment allowance of Rs. 3000. To facilitate entrepreneurship, 50 lakh Mudra loan accounts will be opened with a total allocation of Rs. 65,000 crore. Additionally, a comprehensive skill census and skilling program will be implemented, alongside the establishment of Mega District Skill Centers (DSC) and an Annual Job Calendar. Emphasis will also be placed on higher education and job opportunities abroad.

ANNADATA: Agricultural Support and Infrastructure Development

To ensure the welfare of farmers and sustainable agricultural growth, the Annadata initiative encompasses various measures. Farmers will receive Rs. 20,000 per year in support, along with a promise of nine hours of uninterrupted power supply and free installation of solar pump sets. Further, drip irrigation will be heavily subsidized by 90%, and efforts will be made towards interlinking rivers and completing the Polavaram Project. Additionally, a three-year cycle for the restoration of minor irrigation tanks will be established, alongside the implementation of a digital stack for agriculture.

INTI INTI KI NIRU: Rural Infrastructure and Basic Amenities

Under Inti Inti Ki Niru, the focus is on providing basic amenities to rural households. Drinking water connections will be provided to the remaining 25 lakh rural homes, ensuring access to clean water.

BC Welfare: Empowering Backward Classes

The BC Welfare initiative seeks to uplift backward communities through various measures. This includes enacting the BC Protection Act, providing old-age pensions from the age of 50, restoring 34% reservation for BCs in local bodies, establishing corporations for 140 BC castes, and allocating Rs. 10,000 crore for the Aadharana scheme for self-employment.

Poor To Rich: Economic Empowerment and Social Security

The Poor to Rich initiative aims to double the per capita income by 2029 and strengthen social security. This includes initiatives such as the P4 Concept, which focuses on increasing family



income through skill development and asset creation. Additionally, there will be an increase in old-age pensions to Rs. 4000, free electricity up to 200 units, the establishment of Anna Canteens, and free sand for construction

| | |
|-------------------|--|
| MAHA SHAKTI | |
| | <ul style="list-style-type: none"> • 1500 pm to women 18-59 years • 15000 per school-going child • Three free cylinders • Free Bus Ride • Women and SHG- action plan for 3.5 lakh cr for 5 years • 20 lakh Lakshpati Didi |
| YUVAGALAM | |
| | <ul style="list-style-type: none"> • Jobs to 20 lakh youth in five years • 3000 per month unemployment allowance • Mudra Loan – 50 lakh accounts and Rs 65,000 crore • Skill Census and Skilling • Mega DSC and Annual Job Calendar • Higher education and job abroad |
| ANNADATA | |
| | <ul style="list-style-type: none"> • Rs 20000 per year support • 9-hour uninterrupted power supply • Free installation of solar pump sets • 90% subsidy on drip irrigation • Interlinking of rivers • Polavaram Project Completion • Minor Irrigation tank restoration on a 3-year cycle • Digital Stack for Agriculture |
| INTI INTI KI NIRU | |
| | <ul style="list-style-type: none"> • Drinking water connection to the remaining 25 lakh houses in rural areas |
| BC Welfare | |
| | <ul style="list-style-type: none"> • B C Protection Act • Old Age Pension from 50 years • Restore 34% reservation for BCs in local bodies • Corporations for 140 BC Castes • 10000 cr for Aadharana scheme for self-employment |



| Poor To Rich | |
|--------------|--|
| | <ul style="list-style-type: none">• P4 Concept – Per Capita income - more than double from Rs 2.41 lakh in 2024 to Rs 5.4 lakh by 2029• Family as a unit - Skill and Assets• DBT and multiplying its value• Housing• Increase in Old Age Pension to 4000• Free electricity up to 200 units• Anna Canteen• Free sand |



GROWTH LEAD BY- KNOWLEDGE, INNOVATION AND START-UP, COAST LED GROWTH INCLUDING BLUE ECONOMY

In Andhra Pradesh's dynamic action plan for 2029, growth is the cornerstone of progress, fuelled by innovative strategies and targeted initiatives. Embracing a coast-led growth model, the state should tap into the vast potential of its coastline through the Blue Economy, aiming to drive economic expansion while preserving marine ecosystems. Districts should be transformed into growth centres, each with a focused strategy to attract investment and promote industrial development. From fostering aquaculture and marine culture to bolstering logistics and infrastructure, Andhra Pradesh should lay the groundwork for a robust economy that thrives on innovation and sustainability.

| | |
|--|--|
| Power | |
| | <ul style="list-style-type: none"> a. 247 Power b. Local Grid – Local Production and Consumption c. Reduction in power tariff d. Solar Capacity addition XX GW including rooftop e. Solar Pump sets f. Wind Power capacity addition XX GW g. Green Hydrogen and ammonia |
| Technology Innovation and Start-Up | |
| | <ul style="list-style-type: none"> a. Knowledge Hub – 10 Center of Excellence b. Start-Up Hub at Amravati c. 2/4 Foreign University campus |
| Infrastructure | |
| | <ul style="list-style-type: none"> a. Infrastructure vision of AP – Ports, Airports, ORR, Metro, Expressway, hinterland connectivity, Beach Road, b. Coast lead growth and Blue Economy c. Amravati Restart d. One or two Digital centres per Mandal with high-speed connectivity for skilling and work from home e. Three IT Towers f. 1 World Trade Center g. Cultural Arena h. BOOT Model for roads within the district. i. Amravati Anantapur Express Way j. Faster completion of ports and airports |
| Investment and Industrial Corridors | |
| | <ul style="list-style-type: none"> a. Review and fast pacing of investment MoUs |



| | |
|------------------------|--|
| | <ul style="list-style-type: none"> b. Review of locations nodes of Industrial corridors as some are changed during 2019-24 c. VCIC – 3 Nodes d. CBIC – 1 Node e. HBIC – 2 Node |
| MSME | |
| | <ul style="list-style-type: none"> a. MSME units and plan for 6 lakh crore including priority lending and Mudra loan b. 20 ODOP c. Skilling d. Hosting on ONDC for marketing of products e. Digital stack of MSME |
| Economic Cities | |
| | <ul style="list-style-type: none"> a. Eight Urban Clusters b. 10 economic cities |

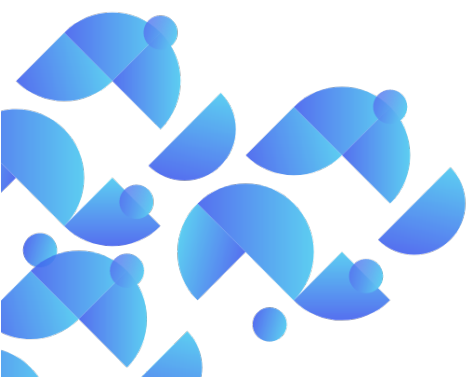
Coast-led growth and economic cities growth strategies have been explained in other chapters.

2c. GOVERNANCE – DIGITAL, NEW ORGANISATIONS AND POLICIES

Andhra Pradesh’s governance action plan for 2029 should be architected upon a robust foundation comprising digital transformation, organizational reform, and visionary policymaking. These interconnected pillars are essential for effective governance. Through a suite of digital initiatives, including direct benefit transfers and digital platforms tailored for farmers, MSMEs, and youth, the state aims to revolutionize service delivery and foster an empowered citizenry.

Concurrently, organizational restructuring, such as the establishment of an Innovation, Strategy, and Audit Council and the appointment of sector-specific CEOs, will enhance efficiency, accountability, and responsiveness. The concept of “districts as growth centres” is a cornerstone of this strategy, empowering local administration to drive economic development through tailored district growth strategies aligned with state and national objectives.

A forward-looking policy framework encompassing areas such as Foreign Direct Investment (FDI), semiconductor manufacturing, green energy, and liquor regulation is being implemented to create a conducive environment for growth and investment. To ensure the seamless execution of these initiatives, a comprehensive organizational development strategy is imperative to build the necessary capacity and capabilities within the government.



| | |
|---------------------|--|
| Digital | |
| | <ul style="list-style-type: none"> a. Direct Benefit Transfer b. Digital stack for farmers – Credit and market c. Digital stack for MSME – Credit and market d. Digital stack for youth – skilling and job – Skill Census |
| Organisation | |
| | <ul style="list-style-type: none"> a. Innovation, Strategy and Audit Council with CM as Chairman supported by Strategy and Audit Board as Secretariat b. 6 Empowered Boards (including 3 existing) and 20-25 Task forces for operation c. New Secretary for MSME d. CEOs for Industrial Corridors, Economic Cities, Blue Economy e. DBT and Family Card Management Unit |
| Tax Reform | |
| | <ul style="list-style-type: none"> a. Tax GDP Ratio to improve by 2% points by 2029 |

ORGANISATION DEVELOPMENT

To maintain the stipulated growth rate of the economy and to avoid the middle-income trap, AP need to establish a favourable and competitive ecosystem not only for contemporary growth sectors but also for emerging growth sectors, and technologies of the future and align with the global value chain. To realise this aspiration, the best available expert support will be required at multiple levels of governance hierarchy like top-level advisory, policy-making body and implementation level. Accordingly, the following mechanism is suggested.

A. APEX BODY FOR ADVISORY & AUDIT OF PROGRESS

(Proposed)

- **Innovation, Investment and Strategy Council (IISC)** Chaired by the Chief Minister, consisting of corporates, academicians and experts of global and national repute. IISC to identify future growth areas and technologies, create a network, and coordinate with the best talent globally resulting in financial and intellectual investment in the state. Vision 2029 and 2047, Half yearly or yearly meeting
(Name of body is indicative)

B. MUTI-DISCIPLINARY COORDINATION, PLAN AND IMPLEMENTATION

- **Boards (Decision Making Body – 3 existing and 3 proposed)**
 - Eminent Person of the sector with CM as Chairperson
 - Vice Chairman
 - Vice Chairman Executive



- A professional CEO from the domain
 - Principal Secretary as convener
 - Principal Finance S and Secretary Planning as a member
 - Annual Budget
 - Travel and contracting permission.
 - Professionals hiring for research in futuristic ideas and monitoring
 - Concept note and economic evaluation.
 - ToR for Task Forces and coordination of task forces / SOP
- **Task Force (Policy and Strategy)**
 - Headed by respective Secretary.
 - External professional support as required
 - Detailing of concept/ DPR
 - Financials and action plan
 - Implementation and monitoring

(Boards and proposed Task forces under each Board are placed at annexure)

- **Professional Support**
 - **Consulting Companies**
 - For select departments like industries, CRDA
 - **In House Units of Professionals**
 - Like Vision Management Unit in Planning or Economic Development Board
 - **Individual Professionals** as may be needed by departments

C. COMMUNICATION, PERCEPTION SURVEY AND FEED BACK

- **Communication** strategy – Stakeholders, Opinion makers and others
- **Scheme Implementation Survey** for midcourse correction
- **Perception survey** for strategy management

D. **MSME** - A new Secretary is proposed for MSME for coordination of ODOP, ONDC, Digital Stack of MSME, Investment Plan and SLBC linkage, Mudra Loan, Svanidhi, Lakhpati Didi and plan for converting few of MSMEs as global MSME

E. **NREDCAP** - A senior AIS officer to be posted to coordinate huge investment in the sector, to meet the targets of Net Zero and to strategize and implement the aspiration of AP as an exporter of energy



- F. Concept notes on themes of three new proposed Boards are available separately. The Task Forces may be formed/ modified as per the emerging requirements.

Proposed New Boards and Task Forces

4. P4, Zero Poverty and NRI Board

1. P4
2. Skill census and Skilling
3. MSME and SHG - Digital stack and ONDC onboarding
4. NRI Coordination

5. Coast Led Growth and Blue Economy Board

1. Port Infra & governance for faster turnaround
2. Connectivity
3. Marine Fisheries
4. Aqua culture Park
5. Industrial Nodes

6. Knowledge, Technology, Innovation and Start UP Board

1. Start Up
2. Skilling - Industry and institution coordination, Career Guidance, Placement
3. Artificial Intelligence
4. Data Center, Cyber Security and Privacy
5. Bio - Science, vaccines, personalised and genome mapped drug discovery
6. Materials - Nano Technology and Designer Materials
7. Autonomous Vehicles and vehicle design
8. Sensors, Drone, IoT devices etc
9. Industrial Robotics and Precision Manufacturing
10. Fintech

Existing Boards and Proposed Task Forces

1. INFRASTRUCTURE AND INDUSTRY INVESTMENT BOARD

1. Industrial Nodes
2. Aerospace and Defense Hub
3. Pharma Park
4. Rayalaseema Auto Cluster
5. Rayalaseema Seed Hub
6. Food Processing Parks
7. Apparel Park
8. Green Hydrogen, Ammonia and Electrolyser
9. Semiconductors and Fab
10. Economic City - IT
11. Economic City - Film City
12. Energy - Tariff Reduction
13. Energy - Renewables, Agri pump sets
14. Urban Cluster
15. Finance City - Banking, Financial Services, Insurance and Fintech, SEZ(?)
16. Electronics City- Manufacturing

2. CRDA

Infrastructure, Financing, Design, Monitoring

1. Education City - Foreign University and other reputed institutions Campus
2. Knowledge City - Research, Innovation and Start-Up
3. Sports City - Sports and Cultural Arena
4. Health City - Medical tourism hub

3. Economic Development Board

1. Investment - Scouting, summit and grounding
2. FDI - Fortune 500 companies for Industrial Nodes, IT Towers, economic cities
3. World Trade Centre for offices, retail, convention and recreation

DISTRICTS AS GROWTH CENTER

The District Collectors in Andhra Pradesh are now supported by two JCs in addition to the entire administrative hierarchy. While JCs can coordinate the regulatory, welfare and routine administrative issues of the respective district, the District Collector should focus on promoting the development and progress of the district.

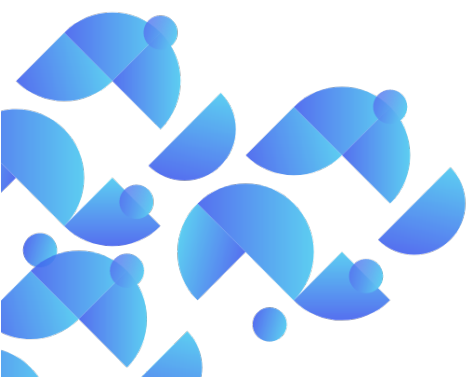
It is proposed that each district should draw up a **District Growth Strategy** covering not more than 10 growth engines, with clearly defined monitorable targets and investment plans aligned with state and national priorities. Out of the 10 growth engines to be proposed, the following 5 will be common to all districts.

1. **NREGS** - for MI tank restoration and PR/District Road repair and restoration
2. **MSME** – Coordination of Mudra Loan, Svanidhi, Lakhpati Didi and other Gol schemes, ODOP, SHG products, MSME clusters, Common Facility Center, Digital Stack for MSME, Investment and SLBC linkage, Marketing plan and ONDC.
3. **Tourism** with a special focus on temple tourism – Draw a definitive infra development plan, liaison with Temple Boards for infra and facilities coordination, and Avail Gol soft loan scheme announced in the recent Union Budget.
4. **P4**- for rural-urban infra, skilling, start-up and innovation support, district-level HNI and NRI coordination
5. **Skilling** –The skilling plan of the district including youth, SHG, MSME involving corporates, upgrading of ITI and Polytechnic, Counselling of student’s group for career, studies abroad in coordination with NRI

Five District-Specific Sectors – Similar to the Industrial Corridors, districts can specialise in specific sectors such as aquaculture, seed hub, infrastructure, economic cities etc. This specialization can help drive economic growth and attract investment to the region. By focusing on specific industries, districts can leverage their unique resources and strengths to become competitive players in the global market.

Investment Proposal – Furthermore, the District collector will have the responsibility of grounding investment proposals and resolving bottlenecks in infrastructure projects.

Professional Support –A growth Management unit of four professionals sourced from the open market will be established in each district to provide support to the District Collector. These specialists will be recruited for fields that typically lack well-established government departments, such as MSME, Tourism, P4, Start Up Coordination, and Skilling. the in departments





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