

**Year of
Incorporation**



**Total Projects
Implemented**



**States in
Operation**



**Total
Outreach**



APMAS



Genesis of the Organisation and its Journey



Pamidi Kotaiah
Founder



CS Reddy
CEO

For 23 years, APMAS has enabled women-led collectives, Self-help Groups (SHGs), SHG Federations in India, and Farmer Producer Organisations (FPOs) through capacity building, policy advocacy, and field implementation. APMAS has a robust presence in Andhra Pradesh, Bihar, and Telangana.

Guided by principles of community-led development and inclusive growth, APMAS has strengthened over 50,000 SHGs, 2,350 Federations, and 500 FPOs, impacting around 500,000 families, promoting self-regulation, women's leadership, and resilience. By accelerating collectives, APMAS plays a transformative role for enabling ecosystems in climate-smart agriculture, sustainable livelihoods, women-led enterprises, agriculture value chain, health and nutrition through nationwide training and evidence-driven advocacy.

Through hands-on research, APMAS has become an influential voice in shaping policies on collectives, women's enterprises, natural farming and self-reliance. A defining strength of APMAS is its adaptability to address emerging development needs, continually refining its strategies to address challenges & opportunities. APMAS's journey is marked by collaborative endeavors with key stakeholders in Governments and NGOs, including high-level delegations to Germany and South-South knowledge exchanges with African & Asian countries. The success of APMAS is a testament to the guidance of its Board, collaborations with Donors, Partners, and a passionate team deeply connected to the communities.

APMAS remains committed to viable and autonomous collective women enterprises, creating a level playing field that fosters positive change among vulnerable communities to realize their aspirations.



“ Walking down the memory lane of 23 years as the Founder & CEO of APMAS, it has been a blissful journey filled with gratitude, innovation, excitement, curiosity, satisfaction, partnerships, massive learning, overwhelming and a realisation that still there is so much more to achieve (miles to go!). A lifetime is not enough to build sustainable collective enterprises of the marginalised, particularly women, that are vibrant & resilient enabling members to make the transformation from poverty to prosperity. ”

CS Reddy, Founder & CEO, APMAS

Major Livelihood Initiatives




1. Climate Smart Villages Programme

The project commenced in 2019 in Sri Sathya Sai district of Andhra Pradesh with an aim to improve the livelihoods of small landholders on a sustainable basis by promoting climate-resilient farming practices to reduce their vulnerability to climate change.

Major interventions include improving soil health, efficient water management, crop diversification with a focus on nutrition-sensitive crops, pest and disease management using bio-inputs, tree plantation, livestock management, and fodder promotion. The project is implemented across 18 villages, using a saturation approach to achieve visible reductions in vulnerability at both household and village levels. A crucial element is the strengthening of institutions like SHG Federations, FPOs, and Gram Panchayats. The villages are expected to become models for others to replicate, and demonstrate best practices for scaling up.

Under the project, 18 Village Climate Risk Management Committees are effectively guiding project activities and leveraging local resources, 18 SHG Federations, 3 FPOs, and 9 Gram Panchayats are ensuring climate-resilient actions that reduce vulnerabilities at household and village levels. Partnerships have been formed with 10 CSOs, 2 Agricultural Universities, and 3 Government Departments. 30 demonstration plots showcase climate-resilient practices, leading to 1,400 families adopting these methods by cultivating 4-6 crops, 3 varieties of fodder, and Nutri Gardens. 4400 farmers have benefited from the initiative.

Outcomes

 1000 acres are now under climate-resilient farming practices, 700 acres dedicated to fodder cultivation, and 30,000 trees planted

 Cost of cultivation has decreased, driven by the use of bio-inputs and reduced reliance on chemical fertilizers and pesticides

 Soil micro-nutrient levels have improved by 5%

 Household incomes have increased by 20%



2. Promotion and Nurturing of FPOs


The project initiated in 2016, involves promotion of 81 Farmer Producer Organisation (FPOs) and 5 FPO Federations in Andhra Pradesh, Telangana, and Bihar, along with technical support to another 165 FPOs promoted by other agencies across Andhra Pradesh, and Telangana. APMAS gives hand-holding support to over 230 FPOs, including 5 FPO Federations and 21 all women FPOs to develop as vibrant and self-reliant business enterprises.


APMAS has set up a, 'FPO Incubation Centre' to incubate and nurture FPOs into viable and sustainable enterprises, envisaged to evolve into a one-stop centre with systems and linkages for incubation and nurturing of FPOs, through; Indirect/Consulting Service, Membership Service, and FPO Incubation Service.

FPOs provide comprehensive agri-input services and facilitate output marketing of various crops through partnerships with wholesale and institutional buyers, while also participating in Minimum Support Price (MSP) operations. APMAS supports these efforts through multilingual training modules, operational manuals, and resources for FPO strengthening, covering governance, management, and auditing, which are widely used across the country.

APMAS champions 'Endeavouring FPOs' through workshops, training, and policy advocacy to promote women's membership and leadership in farmer organisations, supporting 20 women-led FPOs across three states and developing comprehensive training manuals and guidelines for gender-inclusive capacity building and business development.

Outcomes

 **Farmers' revenue has increased by 18–20%** due to reduced production costs and higher yields from productivity enhancement services and affordable inputs provided by FPOs

 **Increased sales, and therefore income,** have been achieved through support in marketing farm produce to premium markets





“ We own only two acres of land and have been cultivating groundnut and paddy for many years. However, we faced high cultivation costs due to the use of chemical inputs and related expenses. As a result, our net income from farming was very minimal, forcing our family to rely on labour work for sustenance. After transitioning to climate-resilient farming with support from APMAS we earn approximately ₹10,000 net income per month from vegetable cultivation and ₹ 20,000-25,000 net income per acre from millets and groundnuts. Moreover, our three cows now have sufficient fodder, enabling us to earn ₹ 20,000 per month as net income from selling milk. ”

Venkatasubamma, Community Member Nallamada