

**A.P. WOMEN'S COOPERATIVE FINANCE CORPORATION, HYDERABAD
ANNUAL REPORT FOR THE YEAR 2009-2010**

ORIGIN



The A. P. Women's Cooperative Finance Corporation was established in the year 1975 on the eve of International Women's Year with the aim of empowerment of women in the State. The Corporation was registered on 18.3.1975 vide T.A.No.693/75 under the Provision of Section 7 of A. P. Cooperative Societies Act, 1964. (G.O.Ms.No.210, dt:5.3.1975 of E&SW(III) Department.



In the year 1987 the role of APWCFC was broadened with the establishment of "The District Resource Center", in each of the 23 districts of Andhra Pradesh. These centers are called "Telugu Bala Mahila Pragathi Pranganams" now renamed as "Durgabai Mahila Sisu Vikasa Kendrams" each one of which is set up in approximately 10 acres of land with all the required infrastructure facilities.

ACTIVITIES OF THE APWCFC

Core Activities of the Corporation

- Management of Mahila Sisu Vikasa Kendrams
- Construction and Management of Working Women's Hostels.
- Coordination of NGOs Programmes.
- Production & Marketing.

Common Activities of Mahila Sisu Vikasa Kendrams

- Vocational Training Programmes.
- Entrepreneurial ship Development(EDP)./ Sensitization Programmes
- Production Units.
- Residential Bridge Courses.
- Anganwadi Training Centers.
- Land Utilization.
- Marketing.
- Processing the proposals of NGOs and Monitoring.

ACHIEVEMENTS 2009-2010

Assistance to APWCFC

Government is providing the Assistance to APWCFC towards meeting the establishment and contingent charges for the Head Office and (23) Durgabai Mahila Sisu Vikasa Kendrams.

An amount of Rs317.18 lakhs has been incurred for the purpose.

- **Vocational Training Programmes Scheme of Govt. of India, WD&CW Dept. and other Depts**

Ever since the Corporation has been actively working towards its aim. It has made a substantial progress in the years and constantly strives to perform better with the cooperation and support of one and all. The Corporation has been receiving funds from Government of India for implementing vocational training programmes under "SWAWLAMBAN Scheme, Women Development & Child Welfare Department and DRDAs, SC, ST, BC Corporation etc.

Deserted, deprived, socially and economically backward women are imparted training in various trades viz. Designing and Manufacturing of Garments, Hand Embroidery, Leather/Rexine and Jute Articles Making, Soft Toys, Beautician, Printing and Book Binding etc. and Courses viz. Computer Programming, Personal Secretary, ANM, Community Health Workers, Lab Technician, etc. in the Kendrams.

APWCFC are the **Associate Training Providers under Apex Hi-Tech Institute for conducting Modular Employable Skills Scheme**. The assessment of the Trainees will be done by an assessing team by APEX institute and NCVT certificate will be issued to the successful candidates which is approved both at National and International employment agencies.



- An amount of Rs378.03 lakhs has been incurred benefiting 20516 women beneficiaries in different fields including Adolescent Girls.

Entrepreneurial ship Development (EDP)/Sensitization Programmes



Exclusive programs are conducted at the District Resource centers or the DMSVKs to impart and develop Entrepreneurial, Managerial and accounting skills among the beneficiaries. These programs boost the moral of the women and help them learn the art of independent living.

Sensitization Programs are conducted for general awareness to the trainees about the various departments such as women welfare, DPAP, DPEP, PR, DPIIP, Medical and Health, etc.

15421 programmes have been conducted through out the State through the DMSVKs

Residential Bridge Course/Girl Child Labour Rehabilitation Program



The Corporation is implementing the program by conducting bridge courses for 60/100 children per year with the assistance of State Government/DPEP/NCLP/ILO etc.

An amount of Rs.6.78 lakhs has been incurred covering 336 children and also mainstreaming them into residential schools.

AWTCs



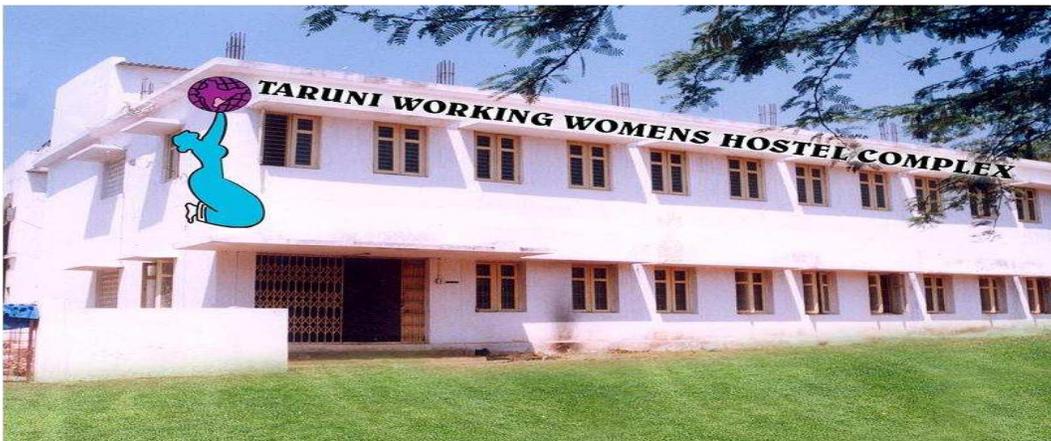
Anganwadi Workers Training Centres are established in (21) DMSVKs to impart training to Anganwadi Workers/Helpers with the financial assistance of WD & CW Department an amount of Rs.151.18 lakhs was incurred covering 18718 were benefited.

MPHW(F) Course



So far, the Health, Medical & Family Welfare Department has accorded permission to establish MPH (F) Course in (18) DMSVKs

Construction and Management of Working Women's Hostels



Corporation has constructed (18) Working Women's Hostels with the assistance of 75% share of Govt. of India and 25% share of Govt. of A.P.. Out of which, (10) Hostels at Khammam, Kurnool, Mahaboobnagar, Nellore, Rahahmandry of E.G. Dist., Visakhapatnam-I, Vizianagaram, Eluru of W.G. Dist., Srikakulam and Guntur are run by WD & CW Dept., Hyderabad. The remaining Hostels at Kushaiguda, Jubilee Hills, Nizamabad, Visakhapatnam-II, Nalgonda, Ananthapur, Karimnagar and Kukatpally are run by APWCFC. .

Maintenance of Buildings

Government have accorded sanction for utilization of 15% earmarked funds of General Revenues of ZPPs/MPPs for implementation of women and child welfare activities towards providing additional facilities, maintenance of the buildings etc. and also accorded sanction to transfer the unspent balances out of the earmarked funds at the end of the year to the Corporation.

Production Centers



By involving women groups and ex-trainees, the Mahila Sisu Vikasa Kendrams are taken up production works in printing, book binding, screen printing, bakery, garments manufacturing, leather and jut articles making, soap making etc. Production Units are providing gainful employment to ex-trainees besides contributing self-sustainability to Kendrams. Similarly two major units viz. Offset Printing Press Unit and Silk Screen Printing Unit are functioning in the premises of the Head Office.

An amount of Rs.210.00 lakhs worth orders have been undertaken in the Head Office and DMSVKs.

Marketing



In order to provide marketing of products manufactured by Kendrams, Tharuni Groups, Women Groups, Women Organizations, Mahila Mandals, Tharuni Outlets have been set up in Hyderabad and District Head Quarters.

A Tharuni Resource Centre has also been set up at Hyderabad to cater to the needs of skill upgradation of women and to provide marketing facilities to the products manufactured by women artisans, women groups, women organizations, Mahila Mandals. The main objective of this centre is to eliminate exploitation by the middle men, the trade agents and to provide better bargaining power and sustenance, to create marketing platform, giving them exposure to the modern marketing and sales techniques, for strengthening marketing. It is contemplated that this resource centre provided continuous guidance to women groups in brand management, up gradation of their skills, quality improvement, design development, standardization of products etc. Several exhibitions have also been conducted in the Centre with the financial assistance of Crafts Council of India, KVIC etc.

A total about 175 exhibitions have been conducted/participated by the DMSVKs in Districts have

Land Development



Each Mahila Sisu Vikasa Kendram has put optimum utilization with fruit gardens, flower orchards, aquaculture, nursery, kitchen gardens etc. are grown depending on the sustainability of soil.

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