

**INFORMATION MANUAL UNDER THE RIGHT TO INFORMATION
ACT, 2005**
(Updated in August , 2011).

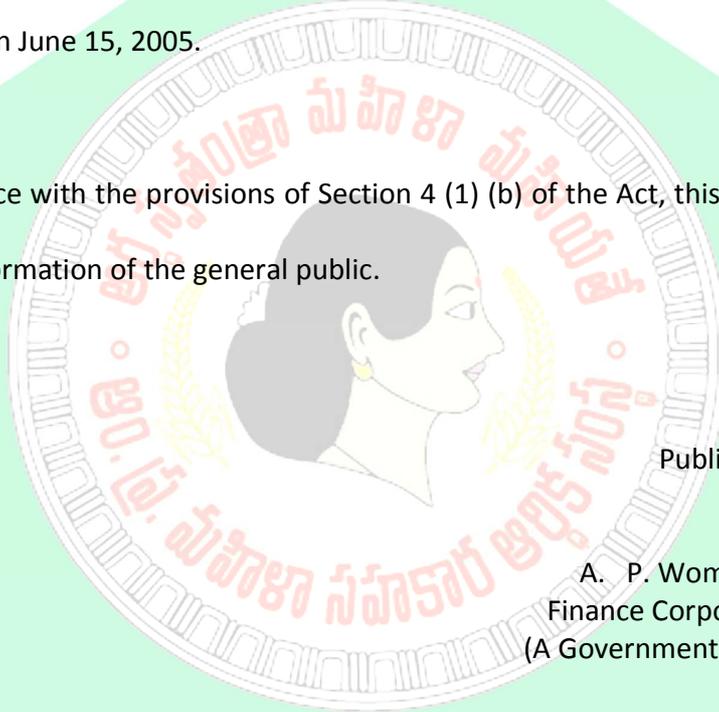


A. P. WOMEN'S COOPERATIVE FINANCE CORPORATION Ltd
8-3-222, VENGALRAONAGAR, AMEERPET HYDERABAD
Ph: 04023736842, 43 Fax: 04023732597 Web - www.apwfcf.org

PREFACE

In order to provide for greater transparency and accountability in the functioning for “public authorities”, the Right to Information Act, 2005 (RTI) has been enacted by the Government of India. The Act entitles the citizens to obtain certain information pertaining to public authorities, subject to compliance with prescribed procedure under RTI Act, 2005. The Act has been notified on June 15, 2005.

In compliance with the provisions of Section 4 (1) (b) of the Act, this information manual is published for information of the general public.



Public information officer

A. P. Women's Cooperative
Finance Corporation Ltd
(A Government of A.P. Undertaking)

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CHAPTER – I

INTRODUCTION

1.1 BACKGROUND:

In order to ensure transparency and accountability in the functioning of public authorities and with a view to confer right to citizens for obtaining information pertaining to functioning of public authorities, the Information Act, 2005 (hereinafter referred to as “RTI” or “Act”) has been enacted. Section 4 (1) (b) of the Act confers right on citizens to obtain information pertaining to functioning of public authorities and for this, every public authority is required to appoint State Public Information Officer (s) and Assistant State Public Information Officer (s), wherever applicable, for processing of information requests from citizen. Under any circumstances if the citizen could not get the information sought for by him, he may approach the Appellate Authority.

1.2 OBJECTIVE OF THE HAND BOOK:

The Andhra Pradesh Women’s Cooperative Finance Corporation is a Government of Andhra Pradesh undertaking and functions as a part of the Department of Women Development, Child and Disabled Welfare was established in the year 1975 registered on 18/03/1975 wide T.A.No.693/75 under the provision of section 7, of AP Co-operative societies Act.1964.with the aim of empowerment of women on the eve of International Women’s Year. During the year 1987 the role of APWCFC was broadened with the establishment of The District Resource Center, one in each of the 23 districts of Andhra Pradesh These Centers were known Durgabai Mahila Sisu Vikasa Kendrams (Women Training Centers) each one of which is set up in approximately 10 acres of land with all the required infrastructure facilities. Since its inception 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.

As prescribed under section 4 (1) (b) of the Act, the office of the Managing Director A.P. Women Finance Corporation Ltd., hereby publishes the prescribed information relating to constitution

and functioning of the office of the Managing Director A.P. Women Finance Corporation Ltd., The matter contained in this manual is meant for information of general public. Apart from these, the citizens are entitled under the Act, to obtain other information from the Department. Procedure for obtaining information from the department duly following the procedure prescribed is incorporated.

TARGETED USERS:

This manual is meant for information of citizens, civil society organizations, public representatives, officers and employees of public authorities.

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This manual is meant for information of citizens, civil society organizations, and public representatives, officers and employees of public authorities.

Names and addresses of Key contact Officers

For facilitating information requests from citizens, the following officers are Designated by the Corporation and all information requests shall be addressed to the State Public Information Officer (PIO).

PARTICULARS DESIGNATION

Sl.No.	Particulars	Designation
01	Marketing Manager, Office of the APWCFC, 8-3-222, Vengalrao Nagar, Ameerpet, Hyderabad 500 031. PH: No.040 – 23736842, 238 736843	Public Information Officer.
02	Superintendent, Establishment Office of the APWCFC, 8-3-222, Vengalrao Nagar, Ameerpet, Hyderabad 500 031. PH: No.040 – 23736842, 238 736843	Assistant Public Information Officer
3.1.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, Etcherla, Srikakulam Ph. No.: 9390317160, 08942-231147	District Public Information Officer
3.2.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, V.T.Agraharam, Vizianagaram Ph. No.: 9390317158, 08922-255619	District Public Information Officer
3.3.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, Mudasorlova, Pineapple Colony, Visakhapatnam	District Public Information Officer

	Ph. No.: 9390317155, 0891-2715332 , 2010670	
3.4.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, Bommuru, Rajahmundry, East Godavari. Ph. No.: 9390317153 , 0883-2417487	District Public Information Officer
3.5.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, Tadikalapudi (V) Via. Eluru, Kamavarapukota Mandal, West Godavari Ph. No.: 9390317151, 08823-258432	District Public Information Officer
3.6.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, Nimmakuru, Pamarru Mandal, Krishna Dist.- Ph. No.: 9390317149, 08674-237257	District Public Information Officer
3.7.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, Opp. Zilla Parishad office, Guntur Ph. No.: 9390317147, 0863-2234004	District Public Information Officer
3.8.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, Tirchunur Road , Postal Colony, Tirupathi Ph. No.: 9390317141, 0877-2238088	District Public Information Officer
3.9.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, Prasannayapally (V), Ramakrishna Nagar, Repetedu Mandal, Engineering College Road, Anantapur Ph. No.: 9390317139, 08554-272485	District Public Information Officer
3.10.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, Mariyapuram, Ramaraju Pally (V), R.V. Nagar (Post), Kadapa Ph. No.: 9390317137, 08562-241779	District Public Information Officer
3.11.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, State Home Kurnool, Near Govt. General Hospital, Kurnool Ph. No.: 9390317135, 08518255782	District Public Information Officer
3.12.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, State Home, Mahaboobnagar Ph. No.: 9390317134, 08542-276833	District Public Information Officer
3.13.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, Madikonda, Warangal Ph. No.: 9390317118, 08702559266	District Public Information Officer
3.14.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, Khanapur Haveli, Tekulapalli, Near Indiranagar Colony, Khammam Ph. No.: 9390317116, 08742-225153	District Public Information Officer
3.15.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, Endaluru Donka, (via) Santhanuthalapadu Mandal, Ongole Ph. No.: 9390317145, 08592-276679, 08592-200005	District Public Information Officer
3.16.	District Manager, Vedayapalem, Gandhinagar, Nellore.	District Public

	Ph. No.: 9390317143, 0861-2322309	Information Officer
3.17.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, Perkit, Armoor Mandal, Nizamabad Ph. No.: 9390317123, 08463-222308	District Public Information Officer
3.18.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, Gollaguda, Besides Bottling Unit, Miryalaguda Road, Nalgonda Ph. No.: 9390317113, 08682-244416	District Public Information Officer
3.19.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, Chilkur (V), Moinabad (M), RR Dist Ph. No.: 9390317131, 9000789026, 08413-235206	District Public Information Officer
3.20.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, LMD Colony, Timmapuram, Karimnagar Ph. No.: 9390317120, 0878-2223247	District Public Information Officer
3.21.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, Chincholi, 'B' Sanragapur (M), Via Nirmal, Adilabad Ph. No.: 9390317126, 08734-256266	District Public Information Officer
3.22.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, Beside Allwyn Factory, Sangareddy Ph. No.: 9390317128, 08455-276836	District Public Information Officer
3.23.	District Manager, Durgabai Mahila Sisu Vikasa Kendram, Kukatpally, Hyderabad Ph. No.: 9390317129, 040-20040278	District Public Information Officer
04	Managing Director Office of the APWCFC, Office of the APWCFC, 8-3-222, Vengal Rao Nagar, Ameerpet, Hyderabad 500 031. PH: No.040 – 23736842, 238 736843	Appellate authority

PROCEDURE FOR OBTAINING INFORMATION

This information manual contains information about organization and functioning of APWFC. If any person is desirous of obtaining any other information, he shall make an information request to the PIO. The applicant is required to comply with the following conditions:

- The applicant shall be a citizen of India.
- As a proof of citizenship, any one of the following documents may be attached to the information request.
 - Ration Card
 - Pan Card
 - Driving License
 - Electricity Bill
 - Passport document
- The information request shall be made in writing. The information request can be in one of the following three languages. The amount payable for information at Rs.1/- per page.
 1. Telugu
 2. Hindi
 3. English
- Applicant shall pay the prescribed fee
- The Applicant has to pay for the information sent through Reregistered Post Acknowledgement.
- Applicants belonging to below poverty line (BPL) Category need not pay the fee. For claiming exemption from payment of fee under BPL category, the applicant shall attach a copy of Ration Card as a proof. The request for information will be generally processed within the time period under the Act. Section 4 (1) (b) (i)

PARTICULARS OF ORGANISATION, FUNCTIONS AND DUTIES

ADDRESS: Office of the APWCFC, 8-3-222, Vengalrao Nagar, Ameerpet, Hyderabad -500 031.

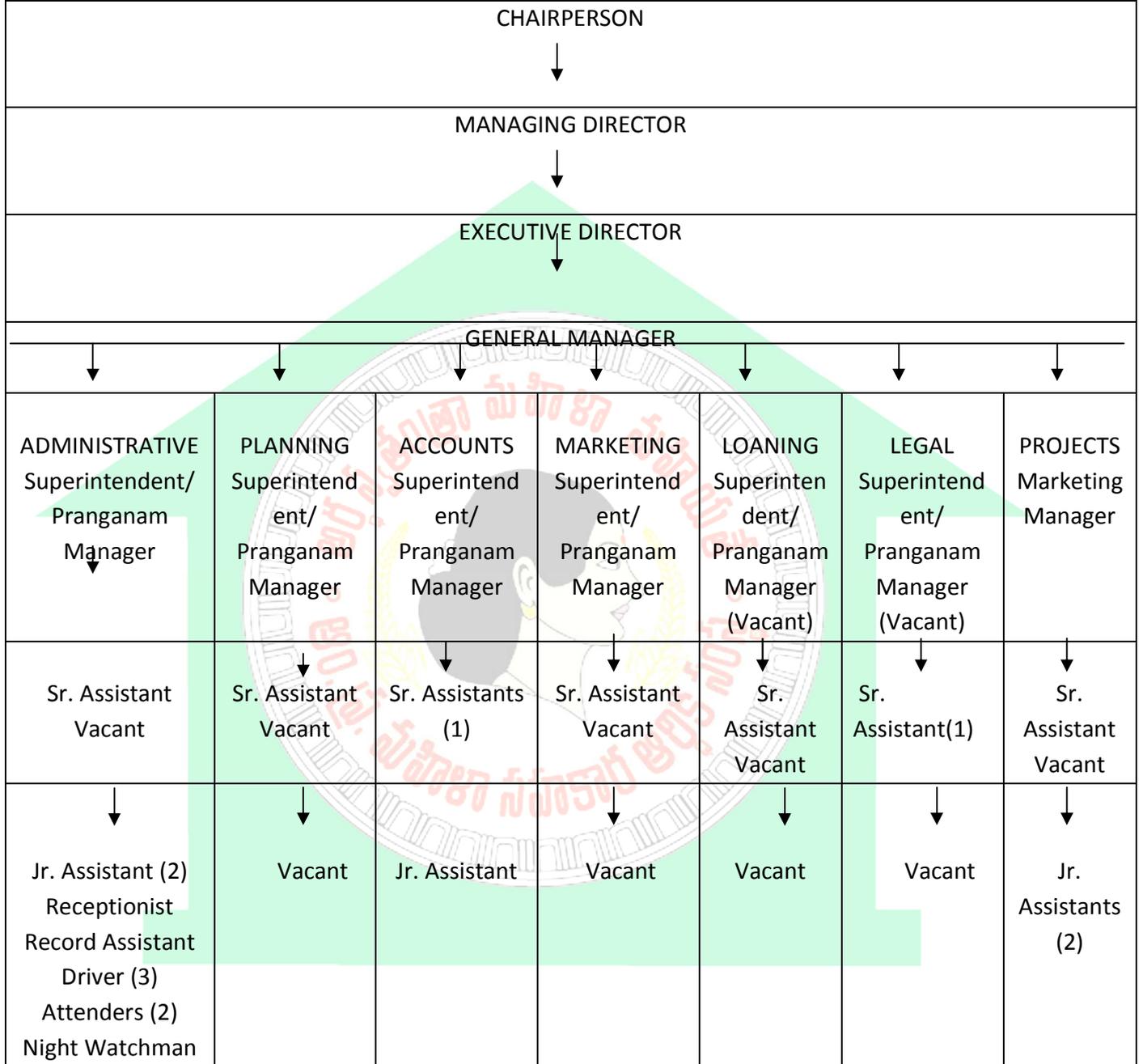
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Office of the APWCFC deals with the following matters:

- i) Plan, promote, undertake and assist programmes of agricultural development, animal husbandry, marketing, processing, supply and storage of agricultural products, small scale industry, village industry, cottage industry, trade, business or any other activity which will enable its members to earn a better living and help them to improve their standard of living.
- ii) Undertake a massive programme of employment oriented Agro-industries, cottage and small scale industries, Village industries etc. by providing technical know-how, managerial assistance, financial assistance, and any other form of assistance, which may be required in achieving the above objective including providing of necessary financial guarantees to its members.
- iii) Provide working capital to the members by advancing loans and cash credits.
- iv) Co-ordinate, supervise and control activities of affiliated Societies and individual members indebted to the Corporation or who obtained supplies and services from the Corporation.
- v) Act as the Agent of the Government for procurement, supply and distribution of agricultural or other products or other goods as and when required to do so.
- vi) provide facilities for survey, research or study of the problems relating to cottage and village industries, small business to asses potentialities of village, cottage and small scale industries and scope of their development with a view to promote such industries and business for the purpose of providing employment to its members especially, the occupational groups among them.
- vii) Arrange for publicity and marketing of the finished products manufactured by the members if necessary by opening show rooms, emporiums, exhibitions etc.
- viii) Invest or deposit surplus funds of the Corporation in accordance with Section 46 of Andhra Pradesh Cooperative Societies Act 1964.
- ix) Issue bonds and debentures for raising resources for fulfilling any of the objectives of the Corporation.
- x) Generally to purchase, take on lease or in exchange, hire or otherwise acquire any real and personal property and any rights or privileges which the Corporation may think necessary or convenient for the purpose of its business and in particular land and buildings, casements, machinery-plant and stock in trade.
- xi) To rent or own godowns or undertake construction of godowns on behalf of affiliated societies to facilitate the grant of loans to members and the sale of their produce or storage of raw materials and manufactured goods.
- xii) To provide for the welfare of persons in the employment of the Corporation and families including wives, widows of such persons, by establishing provident or other funds, by grant of money, pensions or other payments towards educational and medical relief;
- xiii) To encourage self help, thrift and cooperation among the affiliated societies and their members;

To do all other things as are incidental to or conducive to the attainment of the above objects.

ORGANISATIONAL CHART



CHAPTER – 1

NAME OF THE CORPORATION:- “ANDHRA PRADESH WOMEN’S CO-OPERATIVE FINANCE CORPORATION LIMITED”

ORIGIN:

In mid 70's, the Government of Andhra Pradesh have felt that there is a need to empower the needy poor, destitute and deserted Women in the society. As such they have decided to establish a State Cooperative Finance Corporation for the economic upliftment of women on the occasion of International Women's year, 1975. They have, therefore, ordered that a State Finance Corporation called “The Andhra Pradesh Women's Cooperative Finance Corporation” be formed with immediate effect with Head Quarters at Hyderabad. It was also further ordered that the Corporation would undertake specific productive and employment oriented programmes for the benefit of all classes of Women and the economic upliftment shall be in the fields of Agriculture, Animal Husbandry, Industries etc. Government have, therefore, sanctioned a grant of Rs.10.00 lakhs for utilization as margin money and the Corporation would raise money from Banks by drawing of suitable schemes (G.O.Ms.No.210, E & SW Dept., dated 05/03/1975--- Annexure – I).

The Corporation was registered on 18/03/1975 vide T.A No.693/75 under the provision of Section (7) of A.P. Cooperative Societies Act 1964 (ACT VII of 1964- Annexure – II).

The primary duty of the Corporation is to undertake economic upliftment of Women in the State.

G.O.Ms.No.210 Employment and Social Welfare (H1) Department dated 05/03/1975 and Bye-Law No.3 of BYE LAWS of the A. P. Women's Cooperative Finance Corporation Limited, Hyderabad.

The Corporation is functioning at Hyderabad and its area of operation extends to the entire State of Andhra Pradesh.

The Corporation has a Chairman and Board of Directors its Head to supervise and direct its activities. The Principal Secretary to Government/The Secretary to Government, Women Development, Child Welfare and Disabled Welfare Department or non-official is the

Chairman/Chairperson of the Board of Directors of the Corporation. The following officials are the other members of the Board of Directors.

1. Commissioner of Industries on nominee Member
2. Commissioner/Director of Social Welfare or his nominee Member
3. Commissioner/Director of Tribal Welfare or his nominee Member
4. Commissioner/Director of Animal Husbandry on his nominee Member
5. Joint Secretary to Government , Women Development, Child Welfare and Disable Welfare Department Member
6. Joint Secretary to Government Finance and Planning (Finance) Department Member
7. Joint/Additional Registrar-Incharge of Weaker Sections/ O/o RCS., A.P., Hyderabad. Member
8. Managing Director, A. P. Women's Cooperative Finance Corporation Limited Member/Convenor
9. Commissioner/Director of Women Development and Child Welfare, A. P., Hyderabad Member

It has under it, DURGABAI MAHILA SISU VIKASA KENDRAMS headed by District Managers in all the (23) Districts of the State, Working Women's Hostels in few Districts and production units attached to all Pranganams in the Districts.

CHAPTER – 2

EVOLUTION:

Government of Andhra Pradesh recognizing the need to empower the needy poor, destitute and deserted women in the society, established A. P. Women's Co-operative Finance Corporation (APWCFC) in 1975 under Co-Op Societies act for Economic and Social upliftment of rural women through Micro Financing, to promote tiny enterprises .

During the year 1986-87, Corporations activities have been broadened with Government of Andhra Pradesh starting a novel scheme known as "Telugu Bala Mahila Pragathi Pranganam" renamed as "Durgabai Mahila Sisu Vikasa Kendram" (DMSVK) to have comprehensive institution providing integrated services for Women to impart training in different trades and courses and make them competent to gain economic empowerment by way of self/wage employment to support the family needs.

Corporation mission is to build financially sustainable integrated services for rural women. It supports local initiative, and trust that local practitioners and institutions are best able to decide the right service, as well as the most appropriate delivery mechanisms, that will move the rural women from survival to growth.

The Development Partners who have supported the Corporation in achieving the mission are A P State Government, NABARD, SIDBI, and Government of India, through the Women & Child Development Department under different schemes, Netherlands embassy and the District line departments.

CHAPTER – 3

PRESENT ROLE:

APWCFC through its 23 DMSVKs promotes different traditional and non-traditional economic activities among the poor and deprived women. All the Mahila Vikasa Kendras are in rural areas in each of the 23 districts of Andhra Pradesh and are equipped with training equipment, stay and boarding facilities, and administrative set up.

Major Activities of the Corporation

- **Structured Training of women in vocational courses and trades through Durgabai Mahila Sisu Vikasa Kendrams(DMSVKs) with Certification of Courses under the MES scheme of GOI**
- **Facilitating in getting Micro finance to meet the credit needs of women entrepreneurs for setting up micro or tiny enterprises**
- **Facilitating Marketing to Women entrepreneurs through exhibitions, trade fairs, and buyer seller meets, design and display centers, etc. and Taruni Brand on franchise**
- **Management of Working Women's Hostels.**
- **Coordination of NGOs involved in Women Empowerment Programmes.**

DMSVKs are

- A Nucleus Resource Centre created in 1987.
- Occupies about 10 acres land.
- Hostel with dormitory facility with capacity to house 200 women.
- Headed by District Managers with Administrative and Qualified Training personnel.
- Extensive Infrastructural facilities available:
 - Office Building
 - Training class rooms for theory and practicals
 - Training cum production Centers
 - Work Sheds
 - Dormitories
 - Dining Hall & Kitchen
 - Staff Quarters
 - Crèche

ACTIVITIES OF THE DMSVKs

- Vocational training Programmes
- Entrepreneurship Development Programmes (EDPs), Sensitization Programmes
- Demonstration programmes
- Production Activities
- Integrated Girl Child Labour Rehabilitation Programme
- Anganwadi Training Centers
- Incubators
- Mother Units
- Business Counseling Centers
- Land Development
- Marketing

A BRIEF DESCRIPTION ON THE STRUCTURED INPUTS

Structured capacity Building trainings to rural Women through Mahila Vikasa Kendrams

The structured Integrated approach of trainings given through these Mahila Vikasa Kendrams in the State consists of basic Skill Up gradation through Vocational Training Programmes, Entrepreneurial ship Development Programmes/Sensitization Programmes, Demonstration Programmes, Production Units, , Incubators, Mother Units, Nursery and Horticulture, Marketing and Business Counseling Centers.

The other major intervention and support programmes taken up through these centers are Residential bridge Schools for Girl Child Labour Rehabilitation, Anganwadi Training Center (AWTCs) for refresher course to the field functionaries of Woman Development and Child Welfare Department.

Skill Upgradation Vocational Training Programmes:

Residential training is imparted in district specific trades with Market oriented syllabus/course contents using Wide variety of training methodologies such as Group discussions, role plays, panel discussions, interactive session, Field visits/exposure tours, Guest lectures, Personality development & spoken English courses linked up with employment Placement through self employment and wage employment.

The broad traditional and nontraditional trades and courses so far taken up are

Traditional And Non Traditional Trades

Fashion Technology, Block Printing Plastic Wire Handicrafts, Hosiery, Lace Making (Ghanpur, And Narsapur), Hand Embroidery And Zardosi, Leather And Rexene Products, Jute Products, Foot Wear, Nursery Raising And Grafting Technology, Beauty Culture, etc

Courses

Computer Applications, Desk Top Publishing, Pre Primary Teachers Training, Community Health Workers, Multipurpose Health Workers, Printing Technology, Screen Printing, Electronic assembling, electrical appliances repairs and maintenance Canteen Management, House Keeping, Bee Keeping etc

Entrepreneurship Development Programmes (EDP)/ Sensitization Programmes:

Entrepreneurial, managerial & accounting skills are imparted to the women trained in various vocational training programmes. Some of these programmes are conducted with assistance from NABARD under the REDP scheme and from other line department, dovetailing with various schemes PMRY, CMEY, SGSY, SGSRY etc.

Sensitization programmes to tackle the issue of gender discrimination and insensitivity towards women is conducted to field functionaries of various departments and women groups involving the line departments in the District such as Women Welfare Dept., Health & Family Welfare DPEP, Women Empowerment Dept., etc.

Demonstration Programmes:

Demonstration programmes are intended to conduct one day exposure cum training in some trades like floral arrangements, embroidery, saree rolling bakery, fabric painting, pot painting, fast food, preparation of jam jellies, squashes etc. for the house wives.

Production Units:

The Production units have been set with a vision that they provide gainful employment to ex-trainees besides contributing for the self sustainability of Mahila Vikasa Kendrams to name a few Printing, Screen Printing, Bakery, Dress Making, Leather Articles, Soap Making etc. are functioning. (2) Major units - Off-Set Printing and Screen Printing units are functioning in the premises of Head Office.

Incubators:

Incubators have been setup with the equipment/machinery available in the Mahila Vikasa Kendrams to facilitate those women who have entrepreneurial skills but lack finance to set up their own units. It is available on nominal rent basis to encourage women entrepreneurs and women groups for starting their production prior to establishing their own units.

Mother Units:

Mother Units have been set up to facilitate those women who have the skill but lack entrepreneurial skills. These centers provide transfer of technologies, training to women, quality control and production techniques. Women manufacture the products in their households with semi finished raw materials given through these centers, and send them back for ultimate packing, pricing, branding and marketing.

Nursery and Horticulture

Every Mahila Vikasa Kendrams has 4 to 6 acres of land vacant for development for optimum utilization of vacant land Medicinal Plants, Fruit gardens, Flower orchids, Aquaculture, Nursery; Kitchen garden etc. are grown depending on the suitability of the soil.

Marketing Initiatives through Taruni Resource Center

Taruni Resource Center has been set up with a vision to create marketing platform to the products produced by rural women by providing and to give continuous skill up gradation and guidance, this would Eliminate Middlemen and improve bargaining power. Through this center Facility for design development and brand management, exposure to modern marketing and sales techniques would be provided through Exclusive workshops, seminars to buyer & seller meets. and exposure to social development aspects are also provided

Business Counseling Centers

These centers are established to provide information and guidance to women and assist them in forwarding their proposal for setting up enterprises as per the procedural requirements of various financial institutions.

The Other Major Intervention and Support Programmes Conducted through the Mahila Sisu Vikasa Kendrams

Residential bridge Schools for Integrated Girl Child Labour Rehabilitation Programme:

This Programme is undertaken to mainstream the girl child Labour working with hazardous and non-hazardous industries and school dropout through the bridge school. Bridge course is conducted for 100 children per annum through each District center. These programmes are conducted with assistance from ILO and DPEP

Anganwadi Training Center (AWTCs):

These training centers imparting training to Anganwadi Supervisors, workers and helpers of ICDS projects

Bilateral Project

Corporation has also implemented a Bilateral Project Andhra Pradesh Training of Women in Agriculture and Allied Sectors (ANTWA): Post Harvest Value Addition and Enterprise Development project Aimed at promoting the holistic development of women, Small, Marginal & Land Less Agricultural labour by exposing them to relevant technologies and entrepreneurial skills for greater access to information and resources and technology in agriculture and allied sectors. The Project area 12 districts Srikakulam, Vizianagaram, Visakhapatnam, Prakasam, Chittoor, Cuddapah, Ananthapur, Kurnool, Khammam, Nalgonda, Warangal, and Rangareddy. Project was implemented during , 2001 to March, 2004 the Activities, were Capacity Building Training cum Production Centers (TCPCs) Construction of Haats and Institutional Buildings.

II. Construction and Management of Working Women's Hostel (WWH)

With an intention of creating a safe and secured living accommodation for working women the Corporation had with the assistance of Government of India .(18) WWHs have been sanctioned and out of which 14 WWHs are completed. 10 WWHs are managed by WD & CW Dept., and 4 are managed by APWCFC. Construction of (4) WWH buildings are in progress.

III. Coordination of NGOs Programmes:

Corporation is the Nodal agency for Processing of NGOs proposals for setting up of employment cum income activities with the financial assistance of Government of India. As a nodal agency along with processing Implementation and Monitoring of the projects are also done.

IV. Micro finance Programme

Corporation felt that providing the economic sustainability of women through economic empowerment it was felt by the Corporation that mere imparting vocational training programs does not help women as they are not able to utilize the skills acquired as they fall under two broad categories, one those with trade skills but lack of financial support. The second category of women is the target women for consideration for the proposed Micro Finance Program.

MILE STONE ACHIEVED

Responding to the need of women over two decades has made timely interventions by introducing

- Production centers for giving an opportunity for the trainees to fine tune their skills for perfection to earn while they learn.
- Facilitating to upgrade marketing skills by providing design development branding, pricing packing and product diversification through Taruni recourse center.
- Introducing Incubator concept to those women who have the entrepreneurial skills and wishes to have a launching pad to introduce their products are given an opportunity to test market their product by producing them with the machinery equipment of the DMSVK on a nominal charges and after acceptance of the product in the market to ground their unit. Corporation also facilitates in getting linkages with appropriate financial institutions.
- Introduced Mother Unit concept for those women who have the basics skill and do not possess the entrepreneurial skills the product is standardized the pricing packing and marketing of the product responsibility is taken up the Corporation to give an opportunity for women to operate from their houses.
- Registered as VTP (Vocational Training Provider) with Employment and Training GOI and Certification of courses under Modular Employable Skills stream
- Facilitating the trained women to seek financial assistance to set up their micro enterprises by duly tying them up with the various financial schemes of the Government like the PMEGP under the KVIC, SC, BC ST & Minorities Corporations as per their eligibility criteria.
- Constructed 18 Working Women's Hostels and 8 out of them are run by the corporation.
- Nodal agency for coordinating the NGOs involved in Women Development Programmes.

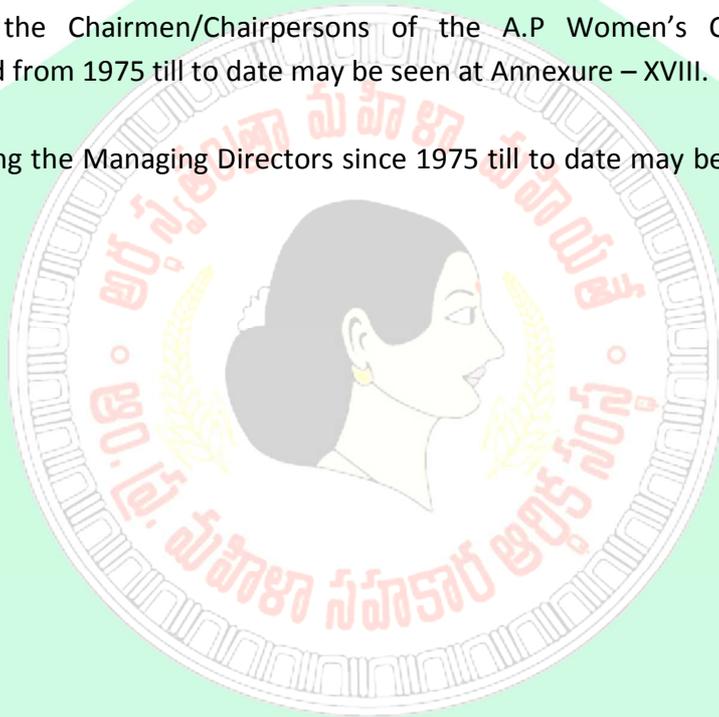
CHAPTER-4

ORGANISATIONAL STRUCTURE:

The Corporation has no Regional or District Level Offices under its control. The concerned Collector will act as the Chairmen of the District Level Committee. The DURGABAI MAHILA SISU VIKASA KENDRAMS are manned by the District Managers. The Regional Deputy Directors of the Women Development and Child Welfare Department will act as the Inspecting Officers, on behalf of the Corporation to supervise and guide the District Level Committees and DURGABAI MAHILA SISU VIKASA KENDRAMS.

A chart showing the Chairmen/Chairpersons of the A.P Women's Cooperative Finance Corporation Limited from 1975 till to date may be seen at Annexure – XVIII.

A statement showing the Managing Directors since 1975 till to date may be seen at Annexure – XIX.



CHAPTER - 5

ROLE OF EACH CATEGORY

1. CHAIRMAN/CHAIRPERSON AND BOARD OF DIRECTORS

Board of Directors of the Andhra Pradesh Women's Cooperative Finance Corporation Limited, Hyderabad is the supreme policy making body in respect of the objects for which the Corporation was incorporated under the Andhra Pradesh Cooperative Societies Act, 1964 (ACT 7 of 1964). The Board has a Chairperson as its head, who presides over the meetings of the Board of Directors of the Corporation. (vide Bye-law No.21 of the Bye-laws of the Corporation).

The Board takes policy decisions and issues suitable instructions to the Managing Director. The Board shall consist of 18 persons, of whom 6 shall be elected by the General Body from among the delegates of affiliated "A class" share holders and the rest shall be nominated by the Government. It consists of both official and non-official members.

Any subject of an urgent and important nature not included in the agenda, except the amendments to bye-laws, may with leave of the house be taken up for discussion. When leave is refused, the subject so brought up shall be deemed to be the subject for discussion at the next meeting.

2. CHAIRMAN/CHAIRPERSON:

The Chairman/Chairperson shall have a general control overall the affairs of the Corporation. He/She shall preside over all the meetings of the General Body, except that convened by the Election Officer, under Rule 22 of the Andhra Pradesh Cooperative Societies Rules, 1964 and all the meetings of the Managing Committee.

FUNCTIONS & RESPONSIBILITIES OF MANAGING DIRECTOR

1.ORIGIN:

The Government while ordering the registration of the Corporation under the A.P.Societies Act, 1964 have ordered that the Board of Directors shall consist both Official and Non-Official members and indicated that the Director of Women and Child Welfare shall be the Ex-Officio Managing Director of the said Corporation (vide G.O.Ms.No.210 E & SW Dept., dated 5.3.1975). Bye-Law No.20 of the Bye-Laws of the Corporation also provides that the Government shall appoint an Officer of the Government as Managing Director came in to existence.

The purpose for which the post of Managing Director is create d is to ensure and make him/her responsible to the Board for implementing the resolution of the Board and the General Body. He/she also is made responsible for the Executive Administration of the Corporation.

2.POSITION WITH THE CORPORATION:

The post of Managing Director has come into existence in the year 1975 and there is no change in its position .

The Managing Director is the top most Chief Executive Officer of the Corporation and can take independent decisions.

3.FUNCTIONS:

The Managing Director has got both Administrative, Supervisory and Financial Functions as indicated below:

- The Managing Director shall have a seat on the Board and shall responsible to the Board for implementing the resolutions of the Board and the General Body.
- The Managing Director shall be responsible for the Executive Administration of the Corporation.
- He/She shall be the Officer to sue or to be used on documents executed in favour of the Corporation shall be in her name.
- She/he shall be the custodian of all the properties of the Corporation and shall also arrange the custody of the properties and cash belonging to the Corporation by subsidiary regulations through sub-ordinate staff.
- Have power for and on behalf of the Corporation to open and

- To buy; sell pledge, endorse and transfer promissory notes Government and other securities standing in the name and held by the Corporation.
- To sign endorse and negotiate cheques and other negotiable instruments and to sign all receipts and other documents connected with the business of the Corporation.
- To arrange for the holding of the meetings of the board and the General Body.
- To cause the maintenance of all the Accounts and Registers as prescribed under the Cooperative Societies Act and registrar or the bye-laws and submission in time such returns as are prescribed.
- To cause inspection of all the affiliated societies.
- To exercise necessary control over all the members of staff working the Corporation.
- To arrange all that is necessary for carrying on General the day to day administration of the Corporation, to rent and take on lease any building or premises or site for location of officer institution connected with the Corporation and sanction rents at market rates.
- He /She shall appoint promote or take on deputation of all the staff within the sanctioned scale of establishment to all the post s which carry the scale of pay of Rs.50000-10600 and below.
- He /She shall be competent to transfer all officers of the Corporation. He /She shall also be competent to award punishments including dismissal from service.
- He /She shall also have power to suspend any employee.
- He /She shall determine from time to time the powers duties and responsibilities of various employees.
- He /She shall be competent to make all purchases and incur expenditure upto Rs.50,000/- for capital expenditure and Rs.40,000/- for revenue expenditure at a time and any expenditure incurred in promotion and registration of the Corporation.

In addition to the above, the Government have ordered the following special financial powers to the Managing Director, (Vide G.O.Ms.No. 87 WD, CW&L Dept., dated 21.5.1992 (Copy of G.O. may be seen in Annexure – 1)

- i) If the value of purchased of any item is Rs.5,000/- and less, purchases can be made without calling for any quotations.
- ii) If the purchases value is above Rs.5,000/- and upto Rs.25,000/- purchases can be made by calling for minimum three quotations duly accepting the lowest quotation, in all normal circumstances. If the purchases value exceeds Rs.25,000/- purchases
- iii) Shall be made by calling tenders through News papers notification and with the approval of the purchase committee, constituted by the Government.

EXECUTIVE DIRECTOR

1. ORIGIN:

The Government in G.O.Ms.No.29 WD & CW Dept., dated 02/11/1987 have sanctioned the creation of one post of Executive Director in the Andhra Pradesh Women's Cooperative Finance Corporation Limited, Hyderabad. Since then, the post is continued and there is no change (a copy of G.O.Ms.No.29 WD & CW Dept., dated 02/11/1987 may be seen in Annexure – 2).

2. POSITION WITH THE CORPORATION:

The post is being continued from 1987. The post is meant to assist the Managing Director, except to the extent of powers have been delegated to him/ her.

3. FUNCTIONS:

The Executive Director has got supervisory and Administrative functions. He/ she has to deals with all subjects relating to the Corporation, District Level Committees, Durgabai Mahila Sisu Vikasa Kendram in the State.

He/she has been delegated the following Financial Powers by the Managing Committee:-

- i. To sign and issue cheques up to a limit of Rs.5,000/- with Joint signature of Administrative Officer or Junior Accounts Officer
- ii. To conduct inspections of District Level Committees and Telugu Bala Mahila Pragathi Pranganams etc. whenever required.
- iii. To make purchase incurring expenditure up to Rs.3,000/- towards capital and Rs.2,000/- towards revenue expenditure in each case and any other expenditure incurred for promotion and development of the activities of the Corporation.
- iv. To sanction the employees Casual Leaves, E.L. annual increments, additional charge arrangements and to take disciplinary action where required.
- v. To sanction salary advance and Tour advances to non-gazetted employees.
- vi. To sanction T.A. Bills of the staff after approval of Tour diary by Managing Director.
- vii. To sanction monthly pay bills and other arrears claims of the staff.
- viii. To sanction funds for District Level Committees, Durgabai Mahila Sisu Vikasa Kendram and Head Office Limits with the approval of Managing Director.
- ix. To deal with petitions concerning service matters of NGOs.
- x. To sanction vehicle advances in excess of Rs.1,000/- and educational, medical allowances and other advances required by the staff with the approval of the Managing Director.

4. ORGANISATIONAL JURISDICTION:

The Organizational Jurisdiction of the Executive Director extends to entire State.

GENERAL MANAGER

1. ORIGIN:

One post of Technical Assistant was created by the Board in the Corporation on 30/10/1984 for a period of 6 months, on a consolidated pay of Rs.2,000/- per month. On 29/03/1985 the post was re-designated as Technical Advisor, on consolidated pay of Rs.2,000/- per month.

2. POSITION WITH THE CORPORATION:

The post is meant to assist the Managing Director in the discharge of his duties and has no powers to take independent decisions. He/she has to obtain orders of the Managing Director on all issues.

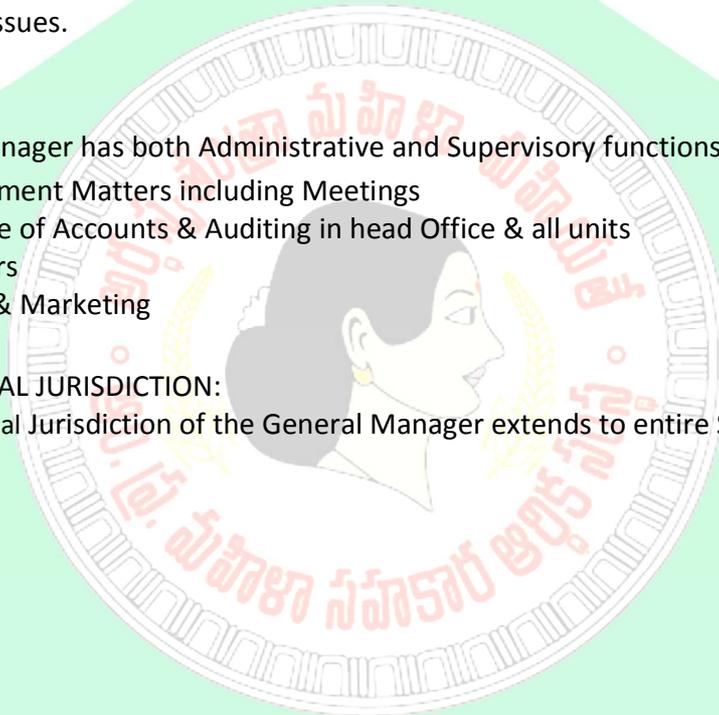
3. FUNCTIONS:

The General Manager has both Administrative and Supervisory functions as indicated below:

- i. All Establishment Matters including Meetings
- ii. Maintenance of Accounts & Auditing in head Office & all units
- iii. Legal Matters
- iv. Production & Marketing

4. ORGANISATIONAL JURISDICTION:

The Organizational Jurisdiction of the General Manager extends to entire State.



DEVELOPMENT OFFICER

1. ORIGIN:

The post of Development Officer was created by the Board of Management in their resolution No.4 dated 08/10/1975. Since then, the post is being continued.

2. POSITION WITH THE CORPORATION:

The post is meant to assist the Managing Director in the discharge of his duties.

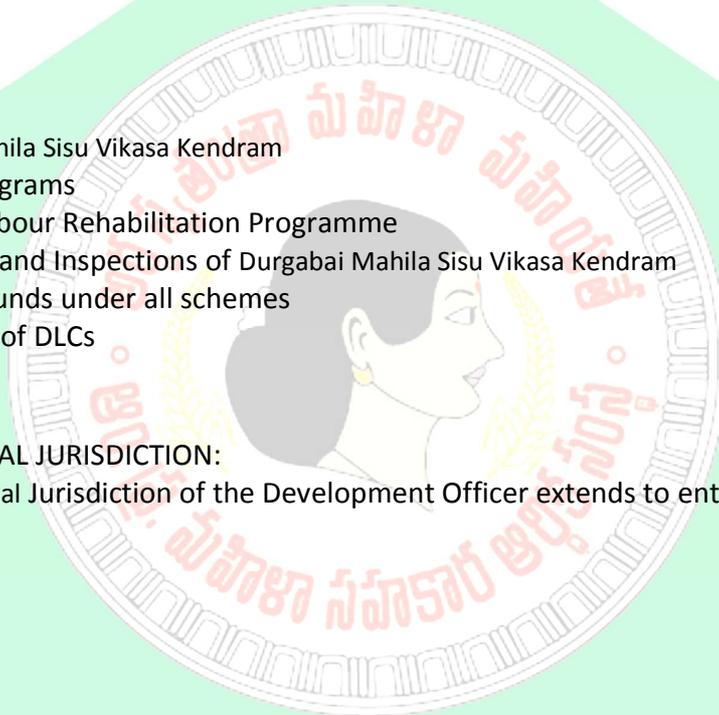
The post has no powers to take independent decisions and has to obtain orders of the Managing Director.

3. FUNCTIONS:

- i. Durgabai Mahila Sisu Vikasa Kendram
- ii. Training Programs
- iii. Girl Child Labour Rehabilitation Programme
- iv. Supervision and Inspections of Durgabai Mahila Sisu Vikasa Kendram
- v. Release of funds under all schemes
- vi. Functioning of DLCs
- vii. Projects.

4. ORGANISATIONAL JURISDICTION:

The Organizational Jurisdiction of the Development Officer extends to entire state.



ADMINISTRATIVE OFFICER

1. ORIGIN:

The post of Superintendent was upgraded to the post of Administrative Officer as per the Board Resolution No.9 dated 30/10/1984.

2. POSITION WITH THE CORPORATION:

The post is meant to assist the General Manager, Executive Director and Managing Director, in the proper discharge of their duties.

3. FUNCTIONS:

- i. Vehicle Maintenance, Annual Inspections, Internal Audit etc.
- ii. Establishment matters of the Head Office, District Level Committees, Durgabai Mahila Sisu Vikasa Kendram, Board Meetings & Vehicle Maintenance

4. IF HELP IS REQUIRED:

If help is required, the Administrative Officer has to approach the General Manager.

5. ACCOUNTABILITY:

The Administrative Officer is accountable to the General Manager / Executive Director / Managing Director.

6. PERIODICALS AND REPORTS:

7. &

8. FORMS AND REGISTERS

The periodicals and reports to be obtained by the Administrative Officer from the subordinate Officers are as indicated in Proforma 1 to ___ (copies of proforma also enclosed). The periodical to be submitted to Government of India by this functionary is at proforma – XXV. The Administrative Officer has to obtain progress of the expenditure on plan schemes and will have in turn to submit periodicals on progress of expenditure on plan schemes to the State Governments. These are all common periodicals to be submitted to the Government by all the Government Departments and State owned Corporations and Undertakings.

JUNIOR ACCOUNTS OFFICER

1. ORIGIN:

One post of Cooperative Sub Registrar was sanctioned by the Board of Management on 13/05/1975 to look after and manage the Accounts of the Corporation. This post has been re-designated as Junior Accounts Officer by Board of Management on 08/10/1975.

2. POSITION WITH THE CORPORATION:

This post is meant to assist the Managing Director, Executive Director, General Manager & Administrative Officer in the day to day administration of the Corporation, particularly in proper maintenance of Accounts. This post has no powers to take independent decisions and has to obtain orders of the Managing Director/ Executive Director/ General Manager/ Administrative Officer on all matters.

3. FUNCTIONS:

She/he has the following functions:-

He is in overall incharge of the Accounts of the Head Office, District Level Committees, Durgabai Mahila Sisu Vikasa Kendram, Audit and Rectification of all defects, correspondence with Banks and Financial Institutions and Budget, Loans and Advances, Annual Inspections, Internal Audit etc.

4. ORGANIASATIONAL JURISDICTION:

The Organizational Jurisdiction of the Junior Accounts Officer extends to entire State.

5. IF HELP IS REQUIRED:

If help is required, the Junior Accounts Officer has to approach the Accounts Officer and General Manager.

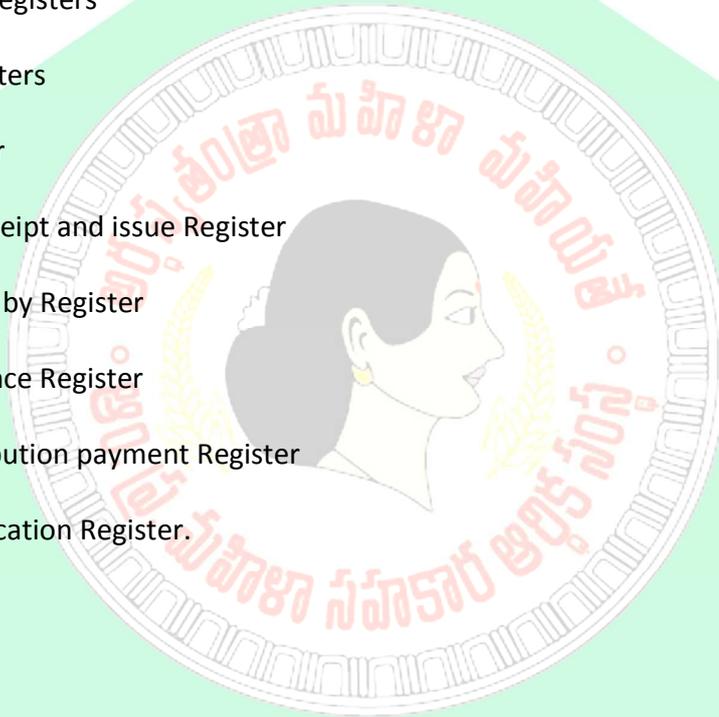
6. ACCOUNTABILITY:

The Jr. Accounts Officer is accountable to the Administrative Officer/ General Manager.

7. FORMS AND REGISTERS:

A list of Registers and Forms to be got maintained by this functionary are indicated below:

1. Cash Book
2. General Ledger
3. Subsidiary Registers
4. TA Bill Registers
5. FDR Register
6. Cheques receipt and issue Register
7. Due to, Due by Register
8. Pay aquittance Register
9. E P F contribution payment Register
10. Audit rectification Register.



MARKETING MANAGER

1. ORIGIN:

This post was created on 29.09.1986 by the Board / Managing Committee.

2. POSITION WITH THE CORPORATION:

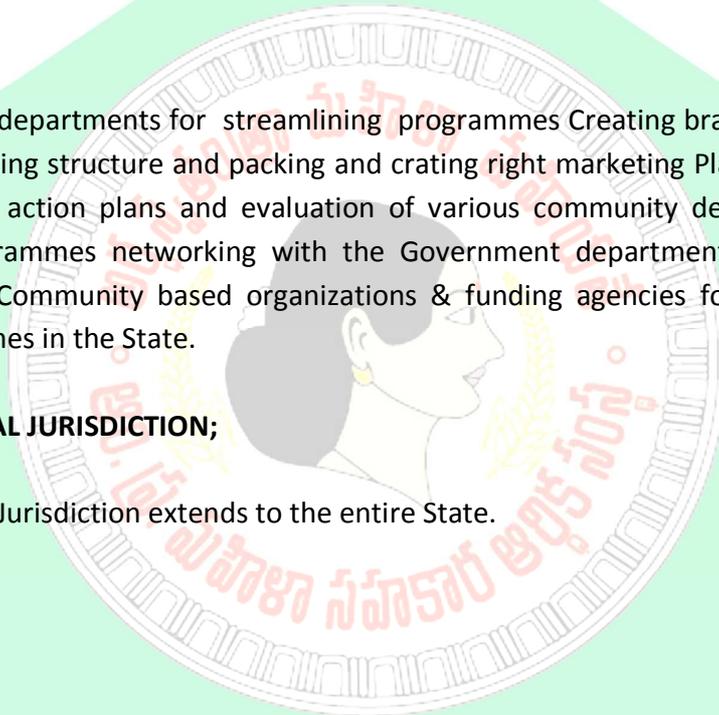
This is a state level post the duties are identifying and setting up of vocational training programmes by preparing need based district specific projects to be sanctioned through Govt. of India schemes.,

3. FUNCTIONS:

Convergence with departments for streamlining programmes Creating brand for the products, quality control, pricing structure and packing and crating right marketing Platforms, Preparation of project reports, action plans and evaluation of various community development and skill development programmes networking with the Government departments, NGOs, Voluntary organizations and Community based organizations & funding agencies for implementing the schemes/programmes in the State.

4. ORGANIZATIONAL JURISDICTION;

The Organizational Jurisdiction extends to the entire State.



SUPERINTENDENTS/PRANGANAM MANAGERS (8):

1. ORIGIN:

One post of Superintendent was sanctioned by the Board of Management on 13/05/1975 and two posts of Superintendents were sanctioned by Board of Management on 20/02/1996.

Five posts of Pranganam Managers were created by the Board of Management on 13.10.1988 to manage the Telugu Bala Mahila Pragathi Pranganams for the I phase of Pranganams and later on a decision was taken not to recruit Pranganam Managers for II & III phase Pranganams as such these posts have been abolished during 1992 and the services of the 5 Pranganam Managers are been utilized as Superintendents of various subjects in the Head Office.

2. FUNCTIONS:

These are common categories and perform the same nature of duties, and are head of various sections within the Corporation like, Planning, Establishment, Legal etc., or wherever they are posted. The main duty is to supervise the work of the Ministerial Staff like Sr. Assistants, Jr. Assistants, Typists, Drivers and Class-IV Staff of the Corporation.

3. IF HELP IS REQUIRED:

If help is required, they have to approach the concerned Officer under whom they are working.

4. ACCOUNTABILITY:

They are accountable to the concerned Officer under whom they are working.

5. PERIODICALS AND REPORTS:

&

6. FORMS AND REGISTERS

They have to ensure that such of the registers and forms that are required to be maintained, are properly maintained and such of the periodicals and reports that have to be obtained from the concerned subordinates are obtained and submitted to the concerned authorities.

SENIOR ASSISTANTS/ SENIOR INSPECTOR/ ACCOUNTANT

1. ORIGIN:

Four posts of Sr. Assistants were created by the Board as indicated below: -

1. One post 13.05.1975
2. One post on 20.11.1976
3. Two posts on 29.09.1986
4. One post of Senior Inspector/ Accountant on 16.05.1979

2. POSITION WITH THE CORPORATION:

They are Ministerial posts to assist the Officers in the running of the Administration. They do not have independent powers and have to approach the concerned Officer, under whom they are working.

3. FUNCTIONS:

- (a) **Senior Assistants:** They have to assist the Superintendents/ Pranganam Managers in all matter of Head Office, District Level Committees, Durgabai Mahila Sisu Vikasa Kendram Establishment Matters, Board Meetings, House Keeping, Examination Cell, TA Bills of Pranganams, Budget Releases, Expenditure related to Durgabai Mahila Sisu Vikasa Kendram including Girl Child Labour and connected workshops programmes etc. Any other work entrusted by the concerned Officer/Superintendent/Pranganam Managers.
- (b) **SI. Accountant:** Cash books, Cheque inward, Outward, Bank/Audit, Accounts of the Head Office, District Level Committees, Durgabai Mahila Sisu Vikasa Kendram, Audit defects. Any other work entrusted by JAO.

JUNIOR ASSISTANTS

1. ORIGIN:

These posts were created by the Board as detailed below:-

1. One post of Jr. Assistant was created on 31.08.1982
2. One post of Jr. Assistant was created on 29.09.1986
3. One post of Jr. Assistant was created on 30.06.1992

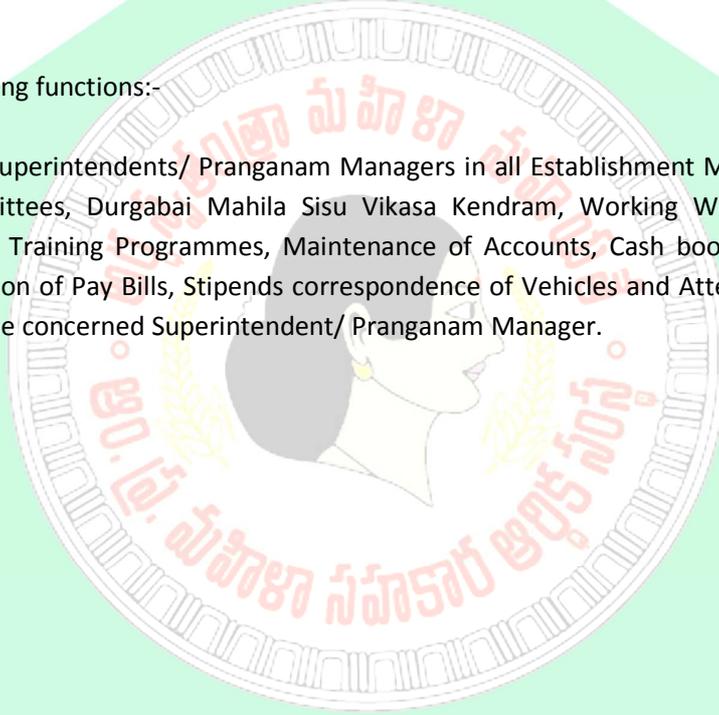
2. POSITION WITH THE CORPORATION:

These are Ministerial service posts meant to assist the Superintendents / Sr. Assistants.

3. FUNCTIONS:

They have the following functions:-

They have to assist Superintendents/ Pranganam Managers in all Establishment Matters of Head Office, District Level Committees, Durgabai Mahila Sisu Vikasa Kendram, Working Women's Hostels, Plan, Loaning Programme, Training Programmes, Maintenance of Accounts, Cash book of Units and Taruni Showroom, Preparation of Pay Bills, Stipends correspondence of Vehicles and Attendance registers. Any other entrusted by the concerned Superintendent/ Pranganam Manager.



RECORD ASSISTANT (1):

His main duty is to stitch the records given by the sections and maintenance of the records in a systematic and proper way in the Record Room. Any other work entrusted by the concerned superiors.

DRIVERS (3):

Their main duty is to drive the vehicles depending upon their categorization like Heavy Vehicles/Light Vehicles. They have to maintain the vehicles in proper and trim condition. They have to attend to getting any repairs done, when required. They have to maintain the Log Book, showing the consumption of Oil and Mileage. Shall also attend to any other work entrusted by the concerned Officer.

ATTENDERS (3):

They belong to the Class-IV category of the employees. Their main duty is to carry the files from the sections to the Officers and vice-versa. Keep the Officer's cambers in neat condition and wait at the chambers of the concerned Officer. Shall attend to any other work entrusted.

WATCH MAN (1):

His main duty is to keep watch and ward at the Corporations Office. Responsible for proper security of the properties of the Corporation. Any other work entrusted by the Superiors.

SWEEPER (1):

His/Her main duty is to sweep the premises of the Corporation and keep neatness within the premises. Shall attend to any other duty entrusted by the superiors.

DURGABAI MAHILA SISU VIKASA KENDRAM

DISTRICT MANAGERS

1. ORIGIN

Originally, the Board has sanctioned the post of District Managers in 20 Districts of the State (except Hyderabad, Kurnool & Mahaboobnagar and one post was created for conducting examinations at Sri.Padmavathi Mahila University) these posts have been re-designed as District Managers, Durgabai Mahila Sisu Vikasa Kendrams by the Board of Directors on 29.7.1997.

2. POSITION WITH THE CORPORATION

These are the Chief Executive posts in the Pranganams meant to assist the Managing Director in all financial and administrative matters

3. FUNCTIONS

The following shall be the functions and responsibilities of the District Managers:

- i. To work under the control and supervision of the Managing Director in particular for all financial and administrative matters.
- ii. To be the controlling and supervising authority for all the Corporation staff employed in the Pranganam, and to draw and disburse their salaries, honorarium, leave etc. in accordance with the relevant rules, and to initiate disciplinary action against them as necessary.

**DELEGATION OF ADMINISTRATIVE POWERS TO PRANGANAM OFFICER
(DISTRICT MANAGERS)**

S.No.	Item	Powers delegated to DMs
01.	Sanction of leaves	Upto (9) days C.L. and (5) days sick Leave on production of Medical Certificates.
02.	Passing the TA Bills	TA Bills of all staff (only actuals) subjected to limitation of Rs.500/- TA expenditure except the TA Bill of DMs and PMs which will be approved by Managing Director.
03.	Appointment by Direct	Selection of all cadres by District recruitment Level Selection Committee and appointing authority is Managing Director.
04.	Appointment of Instructors On daily wages in the trades/ courses of urgent nature	Daily wage employees subject to urgency in the trades/courses with the approval of the Project Director, DRDA and to obtain ratification orders from Managing Director.

UD ACCOUNTANTS

1. ORIGIN

These posts of UD Accounts were created by the Board of Directors for (19) Districts in the State (except Mahaboobnagar, Kurnool, Hyderabad & Warangal) and one additional UD Accountant post was created at Tirupathi to look after examinations work is indicated below

9 posts on 13.10.1998

5 posts on 25.01.1991

4 posts on 18.11.1991

2 posts on 30.06.1992

2. POSITION WITH THE CORPORATION

These posts are meant to manage and maintain the accounts of the Pranganams in a systematic and proper way. They do not have independent powers and have to obtain orders of the District Managers on all issues

3. FUNCTIONS

Maintenance of Cash Book, General Ledger, Cheque issue Register, Fixed Deposit Register, Pay Bill Register, Stipend aquittance Register, TA Bill Register, Institutional Charges Register, Cash Book Receipt, Audit & Audit Defects, Maintenance of Vehicles and Buildings, Preparation of Receipts and Payments Statement and any other work entrusted by the District Manager from time to time.

JUNIOR ASSISTANTS CUM TYPISTS

1. ORIGIN

These posts were created by the Board for 20 Districts (except Hyderabad, Kurnool & Mahaboobnagar) as indicated below;

13 posts on 13.10.1988

2 posts on 25.01.1991

4 posts on 18.11.1991

1 post on 25.02.1993

2. POSITION WITH THE CORPORATION

These posts were meant to manage and maintain certain registers of the Pranganam in a systematic and a proper way and also attending the type work of the Pranganam. They do not have any independent posers and have to obtain orders of the District Managers on all issues.

3. FUNCTIONS

Maintenance of Attendance Register, Leave Register, Preparation of Monthly Periodicals and submit to Head Office, DRDA and other Agencies work, Maintenance of Telephone Register, Stamp Account Register, Dispatch Register, Electricity Master Register, Certificates for Trainees, Rehabilitation Register, Trade/ Course wise. Pranganam correspondence and any other work entrusted by the District Manager. They have to attend to typing work.

STORE KEEPERS

1. ORIGIN

The posts of Store Keepers were sanctioned by the Board of Directors as indicated below (except Kurnool, Mahaboobnagar & Hyderabad);

- 13 posts on 13.10.1988
- 2 posts on 25.01.1991
- 2 posts on 18.11.1991
- 2 posts on 30.06.1992
- 1 post on 25.02.1993

2. POSITION WITH THE CORPORATION

These posts were meant to manage the stores of the Pranganams. They do not have any independent powers and will have to obtain orders of the District Managers on all issues.

3. FUNCTIONS

1. Central Stock Register for Machinery/Furniture/Raw-Materials/Tool-Kits etc.
2. Subsidiary stock Register (trade, course-wise)
3. Stock Issue Register
4. Finished goods stock Register
5. Daily Sale Register (cash credit)
6. Bill Books
7. Purchase Committee Minutes Registers
8. Pranganam Advisory Committee Minutes Register
9. Stationary Stock Register
10. Tool-kit Issue Register

MATRONS

1. ORIGIN OF THE POST

These posts are created by the Board in 20 Districts (except Kurnool, Mahaboobnagar & Hyderabad) as indicated below

13 posts on 13.10.1988

2 posts on 25.01.1991

2 posts on 18.11.1991

2 posts on 30.06.1992

1 post on 25.02.1993

2. POSITION WITH THE CORPORATION

They are responsible for the safety and well being of the residents of the Pranganam. They will have to obtain orders of the District Managers on all issues and have to work under the overall supervision of the District Managers.

3. FUNCTIONS

The functions and responsibilities of the Matron are:

- i. The Matron shall reside in the Pranganam and be responsible for the boarding and lodging of the residential trainees
- ii. To be incharge of the stores, provisions and hostel equipment
- iii. To draw up in consultation with the trainees leader and with the approval of the District Manager daily menu charts and supervise cooking and serving of food
- iv. To maintain records of accounts of all provisions purchased and utilized under her signature and that of the leader of the trainees and get them checked by the District Manager once in a week
- v. To maintain a list of authorized visitors, and get it attested by the District Manager
- vi. To be responsible for supervision of the place (set apart for the visitors) during visiting hours and ensure that no unauthorized person meets the trainees.
- vii. To maintain register showing number of inmates taking food

ANMS/ CRECHE TEACHERS

1. ORIGIN

These posts were created by the Board for 18 districts (except Hyderabad, Kurnool, Mahaboobnagar, Ongole & Nellore) as indicated below:

- 13 posts on 13.10.1988
- 2 posts on 20.01.1991
- 2 posts on 18.11.1991
- 1 post on 25.02.1993

2. POSITION WITH THE CORPORATION

These posts are meant to teach the inmates of the Hostel in the Pranganam and also to look after the children, when they are kept in the Crèche. They have to obtain orders of the District Manager on all matters.

3. FUNCTIONS

The functions and responsibilities of the Crèche and Balwadi Teacher are:

- i. To discharge their functions as Teachers and work under the control and supervision of the Pranganam Officer.
- ii. To conduct pre-basic classes in the balwadi/ Crèche for the children between 3 to 6 year and 0-3 years respectively as per the syllabus and time table
- iii. To evince keen interest and use right techniques in teaching various methods, by use of teaching aids
- iv. To prepare the teaching lessons well in advance
- v. To indent on the District Manager and obtain necessary provisions for the feeding programme
- vi. To maintain accounts and furnish the same to the District Manager every month
- vii. To account for the equipment of Balwadi/Creche.
- viii. To maintain all records including attendance registers
- ix. To exhibit the essential qualities of a teacher such as tact efficiency, affection creativity, enthusiasm and responsibility
- x. To conduct adult education classes to the inmates in the evening, as assigned by the Pranganam Officer (Balwadi Teacher only)
- xi. To maintain cordial relations not only with the children, but also with the staff and District Manager
- xii. To carry out the instructions/duties allotted by the District Manager from time to time
- xiii. Maintaining of Records and Registers.

DRIVERS

1. ORIGIN

13 posts were created by Board of Directors on 13.10.1988

2 posts were created by Board of Directors on 20.01.1991

2 posts were created by Board of Directors on 18.11.1991

2 posts were created by Board of Directors on 30.06.1992

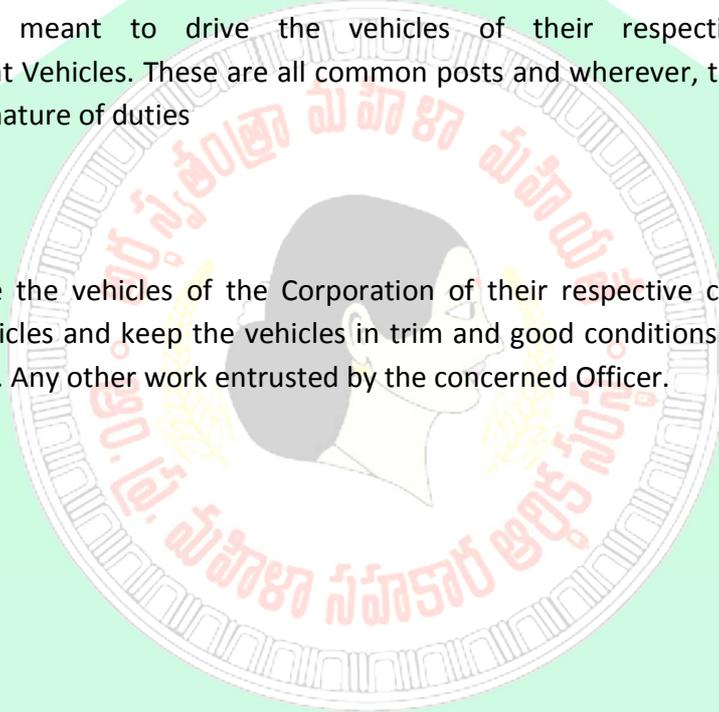
For pranganams except, Hyderabad, Warangal, Kurnool and Mahaboobnagar

2. POSITION WITH THE CORPORATION

These posts are meant to drive the vehicles of their respective categories viz. heavy Vehicles/Light Vehicles. These are all common posts and wherever, they are posted, they perform the same nature of duties

3. FUNCTIONS

They have to drive the vehicles of the Corporation of their respective categories viz. Heavy Vehicles/ Light Vehicles and keep the vehicles in trim and good conditions. Attend to repairs if any, to the vehicles. Any other work entrusted by the concerned Officer.



ATTENDER/ELECTRICIANS

1. ORIGIN

These posts were created by the Board to assist the District Managers as indicated below (except Hyderabad, Mahaboobnagar & Kurnool)

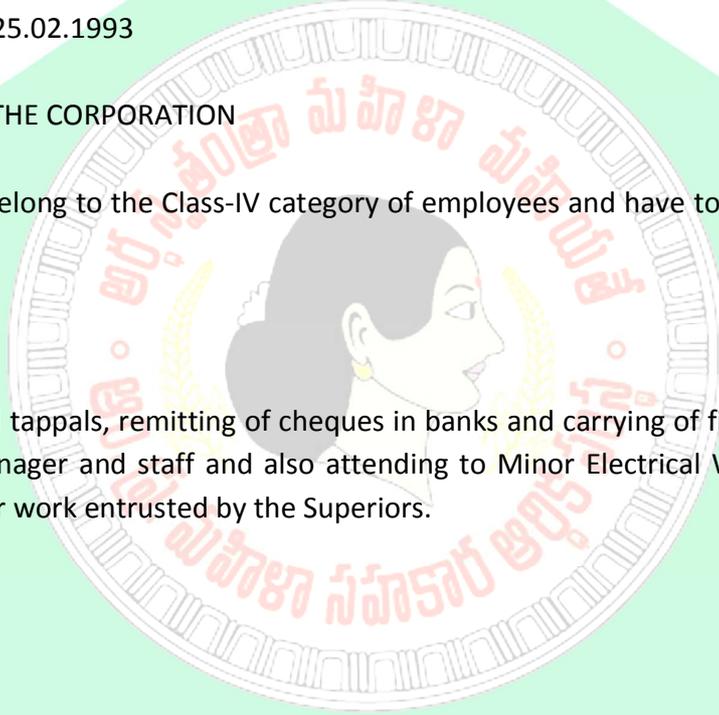
- 13 posts on 13.10.1988
- 2 posts on 25.01.1991
- 2 posts on 18.11.1991
- 2 posts on 30.06.1992
- 1 post on 25.02.1993

2. POSITION WITH THE CORPORATION

The functionaries belong to the Class-IV category of employees and have to obey instructions of the Superiors

3. FUNCTIONS

Distribution of local tappals, remitting of cheques in banks and carrying of files, attending to the calls of District Manager and staff and also attending to Minor Electrical Works in Pranganam premises. Any other work entrusted by the Superiors.



DAY/NIGHT WATCHMEN

1. ORIGIN

These posts were created by the Board in 20 Districts (except Warangal, Kurnool, Mahaboobnagar & Hyderabad and three posts for the 3 working Women's Hostels at Jubilee Hills, Kushaiguda & Kukatpally and 10 Anganwadi Training Centers) to keep watch and ward of the properties of the Pranganam, Working Women's Hostels and Anganwadi Training Centers as indicated below:

26 posts on 13.10.1988
4 posts on 25.01.1991
4 posts on 18.11.1991
4 posts on 30.06.1992
1 post on 25.02.1993
3 posts on 03.08.1998
10 posts on 15.09.1994

2. POSITION WITH THE CORPORATION

They are meant to keep watch and ward over the properties of the Pranganams, Working Women's Hostels and Anganwadi Training Centers, since they are common posts and they perform the same nature of duties, wherever they are posted.

3. FUNCTIONS

Their main duty is to keep watch and ward of the properties of the Pranganams and vehicles and properties with in the premises. Day Watch Man will also attend to Gardening work. Any other works entrusted by the Superiors.

AYAH CUM COOK

1. ORIGIN

These posts were created by the Board in 20 Districts, except Hyderabad, Kurnool & Mahaboobnagar and 3 Working Women's Hostels at Jubilee Hills, Kushaiguda & Kukatpally at the rate of 2 each to the Working Women's Hostel and 10 Anganwadi Training Centers at the rate of one each, as indicated below:

- 14 posts on 13.10.1988
- 2 posts on 25.01.1991
- 2 posts on 18.11.1991
- 3 posts on 30.06.1992
- 1 post on 25.02.1993
- 10 posts on 15.09.1994
- 6 posts on 03.08.1998

2. POSITION WITH THE CORPORATION

They belong to the menial category of employees to assist the Head of the Institution. These are also common categories and wherever, they are posted, they perform the same nature of duties.

3. FUNCTIONS

Cleaning of Hostel Vessels and preparation of food for the inmates of the Pranganam/ Working Women's Hostels/Anganwadi Training Centers and other works related to cooking and cleaning as entrusted by the District Manager/Matron of Working Women's Hostels/Coordinator. Any other work entrusted by the Superiors.

WORKING WOMEN'S HOSTELS

Matron

1. ORIGIN

These posts are created by the Board of Directors for 3 Working Women's Hostel at Jubilee Hills, Kusaiguda and kukatpally as indicated below:

2 posts on 18.11.1991

1 post on 03.08.1998

2. POSITION WITH THE CORPORATION

These posts are meant to manage the Working Women's Hostels managed by the Corporation.

3. FUNCTIONS

- i. The Matron shall reside in the Working Women's Hostel and be responsible for the boarding and lodging of the inmates.
- ii. To be incharge of the stores, provisions and hostel equipment
- iii. To draw up in consultation with the inmates leader and daily menu charts and supervise cooking and serving of food to the inmates.
- iv. To maintain records of accounts of all provisions purchased and utilized under her signature and that of the leader of the inmates and get them checked by the District Manager once in a week
- v. To maintain a list of authorized visitors, and get it attested by the concerned Officer
- vi. To be responsible for supervision of the place (set apart for the visitors) during visiting hours and ensure that no unauthorized person meets the inmates.

ANGANWADI TRAINING CENTERS COORDINATORS

1. ORIGIN

20 posts of Coordinators for Anganwadi Training Centers were created by the Board of Directors on 15.09.1994. Subsequently, one training centre at Nizamabad was closed down and during 1995 (6) units were closed down. Hence, at present 12 posts of Coordinators are available.

2. POSITION WITH THE CORPORATION

These functionaries are Heads of Anganwadi Training Centers and are meant to manage the said centers, besides undertaking teaching and training programmes

3. FUNCTIONS

The following of the functions of the Coordinators

- a. To manage the affairs of the Centre
- b. To undertake teaching and training programmes
- c. She has overall supervision of the Centre
- d. Any other work entrusted by District Manager

4. ORGANIZATIONAL JURISDICTION

His organizational jurisdiction extends to the entire Anganwadi Training Centre.

5. ENACTMENT OF RULES

“Nil” so far as this functionary is concerned.

6. CRITICAL PROVISIONS OF ENACTMENT

“Nil” so far as this functionary is concerned

7. IF HELP IS REQUIRED

If help is required, the functionaries have to approach the concerned District Manager.

8. ACCOUNTABILITY

He is accountable to the concerned District Manager

9. TARGETS FOR SCHEMES, PROGRAMMES, WORKS etc.

“Nil” so far as this functionary is concerned

10. PERIODICALS AND REPORTS

“Nil” so far as this functionary is concerned

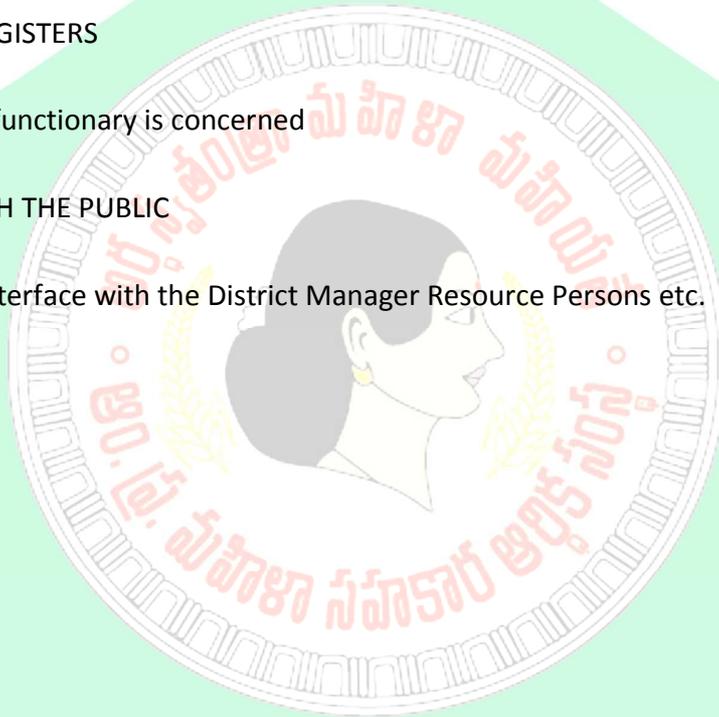
11. &

12. FORMS AND REGISTERS

“Nil” so far as this functionary is concerned

13. INTERFACE WITH THE PUBLIC

She has frequent interface with the District Manager Resource Persons etc.



INSTRUCTORS

1. ORIGIN

These posts were created by the Board of Directors on 15.09.1994. Subsequently, one training centre at Nizamabad was closed down and also during 1995 (6) units closed down. Hence, at present 24 posts are available.

2. POSITION WITH THE CORPORATION

These functionaries meant to teaching and training programmes, in the Anganwadi Training Centers. They have to work under the control of the Coordinator.

3. LISTING OUT FUNCTIONS

Their main duty is to teach the participants deputed to the training courses/ programmes by the Women Development and Child Welfare Department. Any other work entrusted by the Coordinator/District Manager.

4. ORGANIZATIONAL JURISDICTION

Her organizational jurisdiction extends to the entire Anganwadi Training Centre.

5. ENACTMENT OF RULES

“Nil” so far as this functionary is concerned.

6. CRITICAL PROVISIONS OF ENACTMENT

“Nil” so far as this functionary is concerned

7. IF HELP IS REQUIRED

If help is required, the functionaries have to approach the concerned Coordinator.

8. ACCOUNTABILITY

She is accountable to the concerned Coordinator functionally and to the District Manager administratively.

9. TARGETS FOR SCHEMES, PROGRAMMES, WORKS etc.

“Nil” so far as this functionary is concerned

10. PERIODICALS AND REPORTS

“Nil” so far as this functionary is concerned

11. &

12. FORMS AND REGISTERS

“Nil” so far as this functionary is concerned

13. INTERFACE WITH THE PUBLIC

She has frequent interface with the Coordinator/District Manager/ Resource Persons etc.



OTHER INFORMATION

1. ORIGIN

There are certain other categories or persons engaged by the Corporation under various schemes, though no posts have been actually created by the Board of Directors or the Government, to start and run various schemes approved by the Government for which funds are provided by the Government or other Funding Agencies like NORAD, DRDA, SC, BC Corporation, Municipal Administration etc. as indicated below

- a. Trade/ Course Instructors in Durgabai Mahila Sisu Vikasa Kendram
- b. Teachers under Girl Child Labour Rehabilitation Programme in DMSVKs

All the above persons are being engaged on payment of honorarium and as soon as the scheme is wound up by the Government / other agencies their services are terminated.

2. ORGANIZATIONAL JURISDICTION

Their Jurisdiction extend to the Pranganam/District

3. LISTING OUT FUNCTIONS

- a. Trade and Course Instructors &
- b. Teachers under GCL Programme

They have to chalk out the teaching programme and ensure completion of the syllabus prescribed for the course/trade

4. ENACTMENT OF RULES

"Nil" so far as these functionaries are concerned

5. CRITICAL PROVISIONS

Nil

6. IF HELP IS REQUIRED

If any help is required, they have to approach the District Manager/ Project Directors of District Women and Child Development Agency.

7. ACCOUNTABILITY

They have accountable to District Manager/Project Directors of District Women and Child Development Agency.

8. INTERFACE WITH PUBLIC

They have frequent interface with District Manager/Project Directors of District Women and Child Development Agency and Women and Children who approach them with problems.

CHAPTER – 6

SERVICE CONDITIONS

The special Bye-Laws are framed as per Bye-Law No.29 regulating Service Condition of the Employees.

GENERAL:

All employees shall discharge their duties loyally, honestly and faithfully and their whole time shall be at the disposal of the Corporation.

ATTENDANCE:

- i) Every employee shall be at work by 10.30 a.m. and a 10 minutes grace time will be given up to 10.40 a.m. If any employee reports to work after 10.40 a.m. he has to sign in Late Register maintained for this purpose. The Late Registers will be closed by 11.30 a.m and any employee reports after that he/she has to apply ½ day Casual Leave for his absence for that session. Only three late comings are allowed in a month and every late one day Casual Leave will be deducted from the account of the individual. Where there is no Casual Leave balance at his Credit the period of leave so forfeited may be treated as such leave as the Managing Director determines. However, 3 late permission of one hour duration allowed in a month excluding the late comings without permission up to 11.30 a.m and after that if employee reports the period has to be treated in ½ day Casual Leave.
- ii) No employee shall after reporting for work be found absent from his place of work during the working hours without the permission of his immediate superior or otherwise necessary disciplinary action will be taken as deemed fit in this connection.
- iii) A movement register will be maintained in the office and all the employees who wish to leave the office during working hours with prior permission of the superior has to enter the purpose for leaving the office, the time of leaving and reporting back to office. The immediate officer who has given permission has to make his initials in the Register. Further, the employees who are leaving the office during the working hours on Corporation work have also to enter in the Register, their purpose of leaving the office, leaving time and reporting time. The attenders who goes out for distribution of letters or any other office work must also enter the details and the initials of the immediate Superior and then only they have to go on other duty.
- iv) No employee shall be absent himself from duty without obtaining prior permission of the authority competent to sanction his leave except under unavoidable circumstances beyond his control, of which he/she should furnish explanation to the satisfaction of the said competent authority.
- v) No employees should leave the office before 5.00 p.m. except of-course with prior written permission obtained from the immediate officer. This permission restricted to 3 times in a month and after that ½ day leave will be deducted from his leave account for leaving office early.

ABSENCE FROM HEAD QUARTER:

An employee shall not absent himself from his Head Quarters, except on duty, without obtaining prior permission of the competent authority.

SECRECY:

Every employee shall maintain the strict secrecy regarding the Corporation's affairs and the affairs of its constituents and shall not divulge, directly or indirectly, any information of a confidential nature either to a member of the public or of the Corporation's staff unless compelled to do so by writing by a superior officer in the discharge of his duties.

COMMUNICATION WITH PRESS:

No employee shall make a statement to the press on any matter of a political or controversial nature or make public or publish any document paper or information, which may come into his possession in his official capacity.

EVIDENCE BEFORE COMMITTEES OR ANY OTHER AUTHORITIES:

- 1) No employee shall except with the previous sanction of the Managing Director and except as provided in 32 (ii) give evidence in connection with any enquiry conducted by any persons, committee or authority.
- 2) Nothing in this shall apply to;
 - a) Evidence given at an enquiry before an authority appointed by the Corporation, the Government Parliament or by a State Legislature: or
 - b) Evidence given in any judicial enquiry: or
 - c) Evidence given at any departmental enquiry ordered by the Corporation.

TAKING PART IN POLITICS AND ELECTIONS:

Except in so far as may otherwise be specifically authorized by any law, no employee shall be a member of, or be otherwise associate with, any political party or any organization which take part in politics, or against any political movement or activity or stand for election without the permission of the Managing Director as a member of a local authority or a legislative body or Corporative Society.

DEMONSTRATION AND STRIKES:

An employee is prohibited from participation in any demonstration or resorting to any form of strike in connection with any matter either pertaining to his conditions of service or otherwise in contraventions of the provisions of law or rule for the time being in force.

ACCEPTANCE OF GIFTS:

An employee shall not without the previous written permission of the Managing Director solicit or accept directly or indirectly, or permit any member of his family to accept any gift, gratuity or reward or any such offer from any person or firm having dealings with the Corporation or from any subordinate employee, GIFTS of trifling value given as wedding presents, etc, up to an amount of Rs.20/- are, however, exempt from the purview of this.

SUBSCRIPTION:

No employee shall except with the prior written permission of the Managing Director ask for or accept contributions to, or other wise associate himself with the raising of any funds in pursuance of any object whatsoever, except as sanctioned by any law if the land or rule or order of the Corporation.

OUTSIDE EMPLOYMENT OR PART TIME WORK:

- i) No employee shall accept, solicit or seek any outside employment or office, whether stipendiary or honorary, or undertake part time work for a private or public body or a private person, or accept fee therefore without the prior written permission of the Managing Director. The Managing Director may grant sanction only in exceptional cases when she is satisfied that the work can be undertaken without detriment to his official duties and responsibilities. The Managing Director may in cases in which he thinks fit to grant such sanction stipulate that any fee received by the employee for undertaking the work shall be paid in whole or in part, to the Corporation
- ii) The restrictions specified in the above Para do not, however, apply to honorate work of a charitable nature or occasional work of a literary, artistic or scientific character undertaken by an employee subject to the condition that his official duties do not thereby suffer. Even such type of work shall not be undertaken or shall be discontinued, if undertaken when so directed by the corporation.

PRIVATE TRADING OR BUSINESS:

No employee shall engage in any commercial business or pursue either on his own account or the life Insurance Corporation of India nor shall he be connected with the formation or management of a Joint stock Company or a firm.

SPECULATION IN STOCKS, SHARES etc.,:

An employee shall not speculate in stocks, shares, securities or commodities of any description; provided that nothing in this rules shall be deemed to prohibit an employee from making a bonafide investment of his own funds in such manner as he may consider necessary.

HOLDING OR COURSING IMMOVABLE PROPERTY

- i) No employee shall except with the previous written permission of the Managing Director acquire ant immovable property by purchase or gift of otherwise either in his own name or in the name of any person. This does not, however, apply to the acquisition or possession of an interest as a trustee, executor or administrator only.
- ii) An employee, who does not own a house or a site for house when requires a house or site for his residential purpose without the previous permission of the Managing Director shall inform the Managing Director immediately after such acquisition.

RESTRICTION ON BORROWINGS AND INVESTMENTS:

- i) An employee shall not borrow money from or in any way place himself under a pecuniary obligation to broker or an employee of the Corporation subordinate to him or any firm or person having dealing with the Corporation.
- ii) No employee shall make nor permit any member of his family to make any investment likely to embarrass or influence him in the discharge of his official duties.

INSOLVENCY AND HABITUAL INDEBTEDNESS:

- i) An employee shall avoid habitual indebtedness and shall be liable to discharge on being adjudged or declared insolvent unless he proves that such indebtedness or insolvency is the result of circumstances beyond his control and does not proceed from extravagance or dissipation.
- ii) An employee who applied to be, or is adjusted, or declared insolvent shall forthwith report the fact though his immediate superior to the Managing Director.

EMPLOYEES ARRESTED FOR DEBT OR CRIMINAL CHARGES:

- i) An employee who is arrested for debt or on a criminal charge, may, if so directed by the Managing Director, be considered as under suspension from the date of his arrest, and shall be allowed to receive the payment admissible to him under suspension as laid down in special bye-law No.55 until the termination of the proceedings against him when an adjustment of his pay and allowances shall be made according to the circumstances of the case and in the light of the decision as to whether his absence is to be accounted for as period on duty or leave, the full pay and allowances being only in the event of the employee being acquitted if all charges and treated as on duty during the period of his absence. An employee who is committed to prison for debt or is convicted of any offence involving moral turpitude shall be liable to dismissed.
- ii) Where a conviction of an employee is set aside by a higher court and the employee is acquitted honorably he shall be reinstated in service.

Explanation: In this Rule the expression termination of proceedings shall mean the decision of the level court, which first finally dispose of the case. Committal or conviction shall mean committal or conviction by the lower court or any of the appellate courts, and it shall be open to the Corporation to dismiss an employee who is committed to prison or who is convicted of a criminal charge as from the date of the order of the court that convicts him.

PRESSURE ON THE AUTHORITIES:

No employee shall bring pre-attempt to bring any political or outside influence to bear upon any superior authority to further his interest in respect of matters pertaining to his service under the Corporation.

BIGANOUS MARRIAGE:

No employee, who has a wife living, shall contract another marriage, similarly no woman employee shall contract marriage with one who is having a wife living subject to such conditions that such subsequent - marriage is permissible under the personal law for the time being applicable to him.

VIOLATION OF RULES:

Violation of any of the above mentioned rules will render an employee liable for disciplinary action.

CHAPTER – 7

MAJOR ENACTMENTS:

The Major Enactments, Rules and Regulations which govern the Andhra Pradesh Women Cooperative Finance Corporation Limited are:-

1. The Andhra Pradesh Cooperative Societies Act, 1964 (Act No.7 of 1964)
2. The Maternity Benefit Act, 1961
3. The Payment of Gratuity Act, 1972

Brief gist of the above various Acts, are indicated below:-

1. The Andhra Pradesh Cooperative Societies Act, 1964(Act No.7 of 1964):

The main aim of this Act is on the promotion of thrift, self – help and mutual aid. It also deals with registration, transfer, amalgamation, membership, management's, rights and privileges and acquisition of property etc. The Act also lays down the hierarchy of the officials under this Act with the "REGISTRAR" at the top.

Compulsory registration (Section 4): This section lays down that a "SOCIETY" which has, as its main object, the promotion of the economic interests of its members in accordance with the Cooperative Principles, or a Society established with the object of facilitating the operation of such a society, may be registered under the Act. Section 7 enables the Registrar to register a society if he is satisfied that the application conforms to the requirements laid down by the Act and the rules and that the objects of the Society seeking registration are in accordance with Section 4 of the said Act.

2. The Maternity Benefit Act, 1961:

The Act was passed to regulate employment of women for certain periods before and after child birth and to provide for maternity benefits and certain other benefits.

Registers (Section 20): Every employer shall prepare and maintain such registers, records and muster rolls and in such manner, as may be prescribed.

Under Section 4 of the said Act employment of, engagement in work, of women is prohibited during the 6 weeks period immediately following the day of her delivery or her miscarriage or not being a day earlier than 6 weeks from the date of her expected delivery. Under Section 5 of the said Act, every women shall be entitled (who has put in 80 days of service in the 12 months immediately preceding the date of her expected delivery) to payment of maternity benefit, at the rate of the average daily wage for the period of actual absence, the period immediately preceding the day of delivery.

3. The Payment of Gratuity Act, 1972:

The object of providing gratuity scheme is to provide a retiring benefit to the workmen who have rendered long and unblemished services to the employer and there by contributed to the prosperity of the employer. Gratuity shall be payable to an employee on the termination, superannuation, retirement or resignation of an employment after rendering continuous services for not less than 5 years. However, on termination of services due to death or disablement resulting from any accident or disease, the nominee of the workmen or his heirs become entitled to gratuity soon after the death. In such cases, the condition continuous service of 5 years is not required. Gratuity shall be payable for every completed year of service or part thereof in excess of 6 months at the rate of 15 days wages based on the rate of wages last drawn by the employee concerned. In respect of piece rated employee, daily wages shall be computed on the average of total wages received by him for a period of 3 months immediately preceding the termination of employment. The Act also provides for forfeiture of gratuity- partial or total as the case may be, as per provisions Section 4(a)(b).

4. E. P. F Act:

The Corporation is also operating the Employees Provident Fund Act, which is common to all Government Corporations/Undertakings and not special to this Corporation.

And

4. A.P. State Subordinate Rules
5. A.P.C.C.A. Rules

CHAPTER – 8

AREAS OF INTERFACE:

a) Interface with the Public:

The Corporation has frequent interface with the public, while sanctioning loans to the beneficiaries either by it or through the Non-Governmental Organizations. Some public also approach the Corporation for help, guidance while implementing training programmes, as well as conducting Workshops etc.

b) Interface with the State Government Departments:

The Corporation will have frequent interface with the Women Development and Child Welfare and Disabled Welfare Department of the State Government, since the Corporation is functioning under the Administrative Control of the said Department. The Corporation has also to follow the guidelines and instructions issued by the Government in the above Department. The Principal Secretary/Secretary to Government, Women Development, Child Welfare and Disabled Welfare Department is the Chairperson of the Corporation. Besides, a representative of that Department is also a member of the Management Committee.

The Corporation will have also frequent interface with the following Departments of the State Governments:-

1. Public Enterprises Department
2. Finance and Planning (Finance Wing) Department.
3. Commercial Taxes Department.
4. Commissioner/Director, Women Development & Child Welfare Department.
5. Commissioner of Rural Development.
6. Youth Services Department.
7. A.P. Nursing Council.
8. Institute of Preventive Medicine.
9. Municipal Administration Department.
10. Minority Welfare Department.
11. Chief Executive Officer, Support to Training and Employment Programme.

c) Government of India:

The Corporation also have frequent interface with the Ministry of Women and Child Welfare Department, Government of India, since that Ministry is providing financial assistance under NORAD/STEP to conduct and continue various training programmes in the Durgabai Mahila Sisu Vikasa Kendrams and also providing grants to the Non-Governmental Organizations within the State through the Corporation.

d) Other Organisation:

The Corporation will have frequent interface with the UNICEF, Central Social Welfare Board, National Institute of Public Cooperative and Child Development, Employees State Insurance Corporation, Regional Provident Fund Commissioner etc. for financial assistance and other matters.

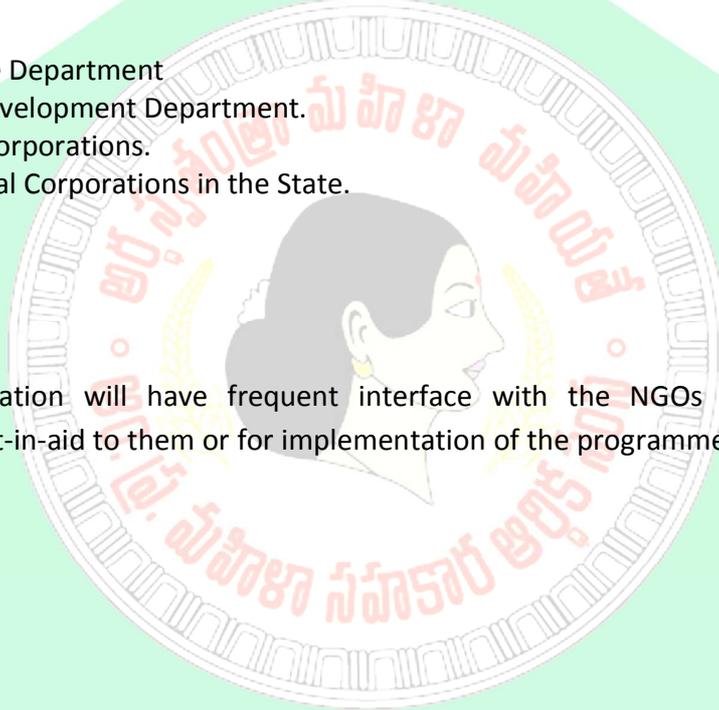
e) District Administration:

The Corporation will also have frequent interface with the following Departments of the District Administrations in respect of allotment of lands, construction of buildings for Durgabai Mahila Sisu Vikasa Kendrams and to run the training programmes etc.:-

1. Revenue Department
2. Rural Development Department.
3. SC, BC Corporations.
4. Municipal Corporations in the State.

f) NGOs:

The Corporation will have frequent interface with the NGOs in State either for sanctioning of grant-in-aid to them or for implementation of the programmes of the Corporation through them.



CHAPTER – 9

FUTURE VISION:

In a State like Andhra Pradesh the stock of natural resources varies very widely between different regions, it is a challenging task to organize all the developmental efforts in designing vocational trainings having high self-employment and employment potential for rural women in a balanced way for uniform development of rural women as a whole. Hence a brief assessment has been made in reference to the developmental potentialities of each region (district or a block) to map the resources and also provide Vocational trainings in terms of technology and market facility so as to achieve a pattern of balanced regional economic empowerment of rural women and to build marketable skills, specific vocational trainings will be designed to provide industry-specific training programmes

PROCESS OF ACHIEVING THE MISSION

The activities involved

1. Identification of Rural non-farm sector and farm-based enterprises especially suitable for rural women.
2. Mapping of type of skills available, their existing levels and interventions required for up gradation of skills are made
3. Identifying and recommending activities that match the activity potentiality with the demand pattern in the various markets such as shandy, village market and domestic market.

ACTION PLAN

Towards Empowerment of rural women Corporation proposes to emphasis on four vital aspects i.e. the **concept** integrated enterprise development through Cluster Development, the **methodology** Self Help Groups, the **appropriate delivery system** of Comprehensive integrated skill up gradation.

Strategies identified are

- Comprehensive Structured Skill Development
- Enterprise Development through Cluster Development
- Provision of Micro Credit facilities
- Placement services

These strategies will develop; existing skills proposed to be upgraded and new skills will be created. In addition, skills will be efficiently transferred to the chosen fields and factories, so that the benefits of superior skills and technology are realized.

COMPREHENSIVE STRUCTURED SKILL DEVELOPMENT

Corporation will be designing structured training as a holistic training concept. It will stress on the essential requirement for development of skill sets and upgrading training systematically. The identified Vocational training will impart specialised skills and knowledge for successful economic activities to rural women engaged in dependent employment, self-employment or subsistence work.

The design will include the following

- Combine technical and entrepreneurship training,
- Provide post-training services such as access to credit or savings programmes, business development services, training in product design and marketing and linkages to new markets. New markets, especially value chains, and also provide opportunities to adopt new technologies and production practices.
- Support rural women's networks and groups, such as cooperatives. Groups can lead to informal learning of skills and provide collective power that may be required to reach new markets.
- Complement vocational and technical training with numeracy and literacy training for the rural women who need it. Women, particularly the most disadvantaged, may also need training on gender issues and life skills, such as health and nutrition, confidence building, negotiation and leadership skills.
- Develop targeted strategies to allow rural women to access formal and non-formal vocational education and training. These include:
 - Reducing financial barriers for rural women to access skills training (for example, through stipends).
 - Providing infrastructure support and facilities, including accommodation, safe and female-friendly facilities such as, childcare services and tool kits.
 - Developing curricula that address rural women's different skill needs take into account the different kinds of indigenous knowledge and skills they have, and complement them with up-to-date knowledge and technology targeted programmes in non-traditional trades, in using new technologies.
 - Developing gender-sensitive delivery mechanisms that match rural women's different needs, such as mobile training units

- Complement vocational and technical training with numeracy and literacy training for the rural women who need it. Women, particularly the most disadvantaged, may also need training on gender issues and life skills, such as health and nutrition, confidence building, negotiation and leadership skills.

Rural Industries identified with low technology and those which are user friendly for adaptation by the rural women are:

1. Resource based - based on agriculture, horticulture, sericulture, animal husbandry, mineral, marine etc
2. Demand based depending upon production capacities to serve regional or extra-regional demand - skill based household, artistic and artisan enterprises
3. Ancillaries -making components or intermediate goods which will serve as inputs to either small, medium or large industries elsewhere.

THE BROAD SECTORS IDENTIFIED WHICH HAVE POSITIVE AND POTENTIAL GROWTH OVER NEXT DECADE ARE

Thrust sectors Identified for **Comprehensive skill up gradation trainings** which have potential for and steady growth for self and employment opportunities are

IT for Rural Women

- Rural BPO (Business Processing Outsourcing)
- DTP
- MS Office and Internet Skills
- Tally
- Dot Net
- Hardware management
- Leather & Jute Technology
 - Leather Products and Fashion accessories
 - Jute Products and Fashion accessories
- Fashion Technology
 - Readymade Garment
 - Surface Ornamentation
 - Embroidery
 - Block Printing
- Health
 - Multipurpose and community health workers
 - Lab Tech/Lab Attendant
 - Community Healthy Workers
- Printing Technology
 - Baby Offset Printing
 - Book Binding

- Beauty and Health Care
 - Basic Beauty Culture
 - Hair Styling
 - Massage Therapy

- Food Processing
 - Agri Processing
 - Fruit Processing
 - Spices Processing
 - Dehydration of Fruits and Vegetables

ENTERPRISE DEVELOPMENT THROUGH CLUSTER DEVELOPMENT

Enterprise training will be designed to help rural women to take – and manage – the risks involved in introducing progressive production technologies. Successfully integrating enterprise development into the women’s lives involves an array of integrated approaches:

- **Group membership** will reduce the perceived risks to individual women of starting up an enterprise, as the required capital and knowledge are shared within the group.

- **Training that helps women to engage successfully with larger markets** will be particularly designed to help women profit from new enterprises. Marketing training will be included in training to support quality control, capital management and price awareness, as all these factors are required to achieve a fair price.

- **Direct linkages** to markets will be provided to empower to interact with middlemen or market intermediaries on fair terms.

- Ensuring that **training in both financial management and marketing is directly relevant** in the curricula so that the women’s enterprises make good use of it.

After acquiring the needed Skills Rural women will be able to work in exports firms, garments manufacturing enterprises, real estate companies, travel agencies, tourism offices, and software development firms, among many others. In both villages and cities, they will be able to set up retail outlets, restaurants, and other such services.

The women will be facilitated in forming into product specific clusters. Cluster development approach facilitates in cost effective production strategy, saving in raw material procurement by following mass purchase policies, technology innovations, product diversification, exploration of new markets, establishments of common facility centre, etc. Among other things, this approach

also facilitates substantial economies of scale in terms of deployment of available resources for effective implementation and more sustainable results in the medium to long term.

Region wise project specific clusters will be developed in the already mapped cluster growth engines by the State at Hyderabad, Karimnagar, Warangal, Tirupati, Visakhapatnam, Vijayawada, Ananthapur and Nellore as these clusters will be connected to other major Indian cities—Delhi, Mumbai, Bangalore, Chennai, Calcutta and Bhopal—to facilitate economic activity between states for setting up such industries (e.g., food grain processing, fruit and vegetable processing, dairy, fisheries, meat processing etc.) in rural areas.

MICRO CREDIT

Micro Credit Plan with group approach will ensure that there is a collective responsibility for loans and reduces the individual risks. Corporation will play a pivotal role in facilitating credit access for groups as the initiative and responsibility for ensuring repayment remains with the group, It will be ensured that sustainability of credit can help groups to become more credit worthy , by supporting proper group formation, and providing bookkeeping and literacy support.

Corporation will be designing a Micro Credit Plan to ensure that the credit is made available for rural women duly partnering with the Developmental organisation both within the State and Central Government and also other Donor and funding agencies, as it is envisaged that the role of micro-credit is to, improve the socio and economic development of women and improve the status of women in households and communities.

Micro credit plan will be designed to facilitate promotion of small scale business enterprises and its major aim is to alleviate poverty by income generating activities among women and poor. This plan will ensure a hassle free procedure and make provision of credit through the group approach as Lack of access to credit is often more severe for women as they lack collateral. The micro entrepreneurs strengthen the women empowerment and remove the gender inequalities. Self Help Group's micro credit mechanism makes the members to involve in other community development activities also

TARUNI PLACEMENT AGENCY

The rapid expansion of service sector has thrown open huge employment opportunities to all sections of society. Although the level of unemployment remains high in AP, as anywhere else, one cannot deny the fact that the employment potential is increasing by leaps and bounds for educated as well as not- so- educated, particularly in towns and cities.

Recruitment, these days is increasingly outsourced to specialized manpower agencies, which fill up vacancies as and when the client/ organization has a requirement. Even the Govt of AP's decision to downsize the govt. employees has resulted in out sourcing some of its services to private players to reduce the burden on the State Exchequer.

All these factors have resulted in the proliferation of a number of placement agencies. But on the negative side, the absence of proper regulation led to non-uniformity in terms of hiring practices, levy of service charges, EPF payments to employees etc. The net result is that the employees recruited through these agencies are at the receiving end, with some employees in many cases having to pay two to three months of their salaries towards recruitment charges to the agencies through which they have been placed.

Keeping in view of the above scenario the Corporation proposes to start a Placement Cell in the name of 'Taruni Placements' with the objective of providing employment avenues to men and women on the basis of their qualifications & experience on one hand and providing manpower based on organizations requirements on the other.

The Placement cell will be registered under the A. P. Societies act consisting of members with a mix of trainees, out sourced employees working with the Corporation and one or two members from the industry. The Placement agency would be an autonomous body functioning with its own recourses. The Revenue generation for the agency would through membership from the prospective employers and Job seekers and Service Charges from the employers who outsource.

For easy accessibility, the Corporation will be developing a website with the address www.tarunijobs.com keeping abreast of latest technology and ensuring that it is user friendly. It will maintain the job profiles of the Industries, institutions and establishments' district wise and also will maintain the resumes of the prospective employment seekers category wise for easy accessibility bit by the prospective employer and job seeker.