

## **Sunrise Andhra Pradesh - demand for a level playing field:**

Andhra Pradesh having lost significant resource base after division, is finding it difficult to compete with its revenue surplus neighbouring developed states. Despite odds, the government is committed not only to overcome the difficulties but to convert the crisis into opportunity and efforts are on to lay solid foundation for a 'Sun Rise Andhra Pradesh'. The government is relentlessly making efforts to bring the development agenda back on track. The overarching plan is to achieve inclusive growth through efficacy in implementing the government programmes and their outreach to the poorest and marginalized sections of society.

## **Vision 2050 – the new development paradigm:**

The vision of the government is to make Andhra Pradesh as one of the first three high-performing States in India by 2022 and the best state in the country by 2029 and finally to make Andhra Pradesh as the best destination in the world by 2050. In our endeavour to ensure that growth with equity remains the core agenda, government has started drafting the long term Vision document that will usher in a new development paradigm leveraging the opportunities arising due to renewed growth climate. The government is committed to eliminate poverty, reduce economic inequalities, and make our society healthy, happy and clean.

## **Missions Mode - A Game Changing and Holistic Approach**

As part of holistic and long term development strategy, plans are afoot to provide basic social & economic infrastructure, create human and institutional capacity and focus on the growth areas in identified sectors for increased resource use efficiency through a mission-based approach. The Government of Andhra Pradesh has launched

Mission Based Approach for leveraging the sectoral strengths to propel the state into higher growth bracket.

Several welfare and developmental structures put in place during all these years have proven to be inadequate, calling for a game changing and holistic approach in a Mission mode. The business as usual approach without really striving to find alternative mechanisms to development and growth oriented governance has caused slippage on the achievement of ultimate goals of a welfare society. The need of the hour therefore is to set up core infrastructure in a mission mode in a citizen-centric and business-centric environment through better governance.

The Government realizing the importance of an intensive development approach has constituted seven Missions that would seamlessly work to achieve vision outcomes with measurable targets. The seven Missions would ensure a bottom-up planning and lay special emphasis on the backward areas of the State to achieve equitable growth and development. The Missions would strive towards overcoming structural inadequacies, creation of citizen-centric and business-centric environment through transparency and good governance.

The development process of the state has witnessed implementation of several schemes/programmes aimed at improving infrastructure and the welfare of people. Despite concerted efforts, gaps between the realized outcomes and ultimate achievable potential continue to exist. Inadequate institutional capacity, missing coordination among the departments and lack of targeted approach have been identified as the key obstacles in achieving the desired outcomes. The missions will have special focus on the backward areas as mentioned in the A.P. Re-organization Act, 2014.

Each mission will work through a logical framework

or result framework approach and will have clearly defined objectives, components, implementation timelines and milestones as well as measurable outcomes. The crux of the mission approach is to attain optimum levels of performance in identified sectors with increased resource use efficiency.

### Seven Missions:

The seven missions, namely, Primary Sector Mission, Social Empowerment Mission, Knowledge and Skill Development Mission, Urban Development Mission, Industry Sector Mission, Infrastructure Mission and Service Sector Mission, while ensuring all stakeholder participation, will lay foundation for a rapid growth momentum. Two missions, namely, Primary Sector Mission and Social Empowerment Mission have already been launched and the other missions will be in place soon.

### Broad focused areas under seven missions:

1. **Primary Sector Mission** – drought proofing, energy efficient irrigation, value addition, supply chain strengthening

The Mission focuses on:

- Micro irrigation;
- Soil nutrient fortification especially micro nutrient;
- Reducing wastage in horticulture crops through efficient post harvest management;
- Augmenting the cold storage, processing capacity especially for the horticulture crops and fisheries for all major crops; and
- Commercial forestry and related industry.

2. **Social Empowerment Mission**- improving health, education service delivery, regulatory mechanism, inclusive and equitable growth

The Mission focuses on:

- Ensuring quality education, healthcare and nutrition for all citizens in order to achieve the Millennium Development Goals (MDGs) and/or other global indicators like Sustainable Development Goals that are being developed by United Nations;

- Ensuring women empowerment and safety;
  - Monitoring the quality of services and improving living standard of citizens;
  - Networking with organizations, which are innovative and have set up models of good work; and
  - Ensuring specific focus on the disadvantaged sections of the society -- especially the Scheduled Castes and Scheduled Tribes, Backward Classes and Minorities and economically poor sections of other Castes -- to ensure growth with equity.
3. **Knowledge and Skill Development Mission** – ensuring quality education, employable skills, industry collaboration

The Mission focuses on:

- providing quality service to a consumer and enhance his experience for services availed through the lifecycle
- ensuring employability of graduating students from educational and vocational institutions
- reorganising the employment exchanges as the career development centers
- identifying the industry needs and establishing commensurate vocational centers to meet the identified requirements through strengthened industry collaboration,
- initiating the capacity building and skill development for the already employed persons to improve the quality of services

4. **Urban Development Mission**- cities and towns as engines of growth and development, planned and balanced urbanization to accelerate growth and reduce poverty, urban renewal in a mission mode

The Mission focuses on:

- Establishing 3 mega cities and 10 smart cities;
- Develop a roadmap for sustainable urban development by improving transportation, housing, expanding opportunities and living

standards;

- Financial resource mobilization strategies for sustainable urban development;
- Solid waste management and treatment of wastewater; and
- Pedestrian and cycling friendly clean and green urban spaces.

**5. Industry Sector Mission** – strengthen unorganised sector, enhancing manufacturing contribution to GSDP, industry parks

- The Mission would focus on:

Prepare a roadmap to substantially increase the share of industrial sector for sustainable economic development and to make Andhra Pradesh an attractive destination for national and global investment by improving the ease of doing business;

- Making SEZs, NIMZs and industrial corridors operational with world class infrastructure;
- Making location-specific industrial parks operational;
- Strengthening and enhancing the productivity of unorganized sector, providing access to health/insurance support systems to the workforce;
- Establishing electronics manufacturing hub and;
- Reforming the land acquisition policy and industrial policy

**6. Infrastructure Mission** – port-led development, industrial growth corridors, logistic hubs, road connectivity, ease of doing business:

The Mission would focus on

- Operationalizing port-led development and establishing road connectivity to the hinterlands in the northern and eastern parts of the country;
- Establishing and upgrading airports/airstrips;

- Developing the Vizag-Chennai and Chennai-Bangalore industrial corridors.
- Positioning the State of Andhra Pradesh as a national/international logistics hub.
- Establishing 4-lane district-to-district road connectivity;
- To establish inland waterways, especially National Waterway (NW-4)
- Establishing networked state wide grids for water, power, fibre-optics, gas and roads; and
- Provision of quality power to agriculture, industry, domestic and commercial establishments.

**7. Service Sector Mission** - enhancing job opportunities, IT based Governance, tourism

The Mission would focus on enhancing job opportunities and boosting GSDP through the following growth engines:

- Preparing a strategy and action plan for enhancing job opportunities and boosting GSDP through sectors like tourism, construction, hospitality, financial services, education, IT, and other allied activities;
- Developing identified tourism circuits
- Harnessing the potential of education and health sector to offer high quality services to other states and countries;
- Achieving growth in IT sector through Electronics & IT Sub-Mission, Innovation & Capacity Building Sub-Mission and e-Governance Sub-Mission
- Development of Information Technology Investment Regions
- Making all G2C (government to customer) and G2B (government to business) services available online and on mobile; and
- Achieving significant share in national IT exports and promoting electronics manufacturing.

## Campaign modes and grids

Government have also launched five campaign modes, namely, Pedarikam Pai Gelupu, Polam Pilustondi, Badi Pilustondi, Neeru-Chettu and Swacha Andhra Pradesh and these programmes are turning out to be central in harnessing the strength of the Self Help Groups and to generate employment, create awareness, improve water-use efficiency and inculcate cleanliness among citizens. Through the Neeru-Chettu programme launched from Thambalapalle village in Chittoor district on 19<sup>th</sup> February 2015, government have kick-started measures for water conservation, improve ground water table level to make the State drought-proof within five years.

The Missions and campaigns along with the five proposed grids covering water, power, road, gas and digital system will set the stage for a globally competitive and healthy Andhra Pradesh.

## Participatory development systems

With the inspiration derived from the earlier rounds of Janama Bhoomi programme, the government have launched Janmabhoomi – Maa Vooru program in October, 2014. The response was very encouraging. The essential by-product of this people-centred initiative was the micro plan data on 24 essential social indicators. Periodic monitoring of the progress under these indicators will help design strategies, especially on the health related outcomes.

In line with this thinking, the Janmabhoomi – Maa Vooru program has become the basis for the innovative participatory development initiative “Smart Village-Smart Ward towards Smart Andhra Pradesh” launched by the government across all the Gram Panchayats and Wards in the state. “Smart Village-Smart Ward towards Smart Andhra Pradesh” initiative envisions transformation of all the villages and wards through achieving global standards in terms of the 20 non-negotiable development commitments. Encouraging response is evinced from Non Resident Indians, Non Resident Villagers, People's representatives, Non Government Organisations, Corporates, senior government officers and others to become partners in this development endeavour.

## Encouraging Economic growth

Despite deficit rainfall and weak finances, the growth matrices of the important sectors of the state's economy have been quite satisfactory in the current year, largely due to the growth enabling policies put in place by the government in the recent past. Reflecting the positive impact of these initiatives, the state, as per the advance estimates, has recorded a growth rate of 7.21% in 2014-15. All the three sectors, namely, Agriculture, Industry and Services have shown encouraging growth. With the revised base (2011-12), the growth rate is likely to further go up by more than 1.2%, thus exceeding our national average growth rate of 7.4% by 1%. For achieving comprehensive development, the government is working out District-wise growth strategies.

Despite a deficit rainfall of 36.34% resulting in severe drought, the Agriculture sector grew at 5.90% and Industries sector grew at 5.25% during 2014-15. Fisheries subsector with abundant potential in the state, grew at 17.3%. In tune with the spirit of “Make in India” initiative of the Union Government, Manufacturing subsector has shown decent performance. Services sector which continued to be the prime contributor, registered a growth rate of 8.48%. Reflecting a perceptible surge in the standards of living, the Per capita Income of Andhra Pradesh, which currently stands at an impressive level of Rs. 90,517, is expected to grow even faster.

## Double digit growth - Growth engines

Andhra Pradesh state is envisaging a double digit growth and identified nearly 40 growth engines spreading across Agriculture, Industry and Services sectors of the economy, which together account for 80% of the total Gross State Domestic Product. Paddy, Maize, Groundnut in agriculture, Chillies, Banana, Mango in horticulture, Milk, Meat and Egg in Livestock and above all Marine and Inland prawn and fish under Fisheries sector are some of the key identified growth engines that are projected to register a quantum jump in value addition.

## Mandal Domestic Product – A Pioneering effort

In order to make micro planning and policy making more useful, the government has embarked on compilation of Mandal Domestic Product. This

exercise has been successfully piloted in two districts – East Godavari and Ananthapuram. Work in respect of other districts is underway.

### **Agriculture and Allied sectors**

Farmer is the backbone of the Nation. The government's concern centers around reviving the agriculture sector and help the farming community. The farming sector, subjected to frequent crises, remains the major source of employment, supporting lakhs of farm families. The Primary Sector Mission launched by the government will address the farm related issues like enhancing value addition from horticulture, livestock and fisheries and shortages in storage space including cold storages. E-Marketing being put in place to eliminate the mediator's involvement will improve linkage between farmers, food processors and retailers.

The State has rich Livestock resources with 291 lakh Livestock and 815 lakh Poultry providing livelihood to about 46 lakh farm families. The livestock sector, nearly contributing 6.5% to the state economy, added Rs.33,600 Crores in 2013-14, to the state economy. The State is also one among top producers of Meat with an output of 4.89 lakh Metric Tonnes. Our Milk production stands at 90.83 lakh Metric Tonnes.

Fisheries sector is identified as one of the growth engines for rapid socio and economic transformation of Andhra Pradesh. The state is endowed with bountiful resources such as vast coastline, immense brackish water potential and productive inland water bodies, Ponds, Tanks, Reservoirs, Rivers and Lakes. Fisheries sector contributes 5.42% to the state GDP. Andhra Pradesh stands first in India in total fish/prawn production & value of fish/ prawn produced in India.

The government is keen to make Andhra Pradesh the aquaculture capital of the world and a marine processing hub of the country. Efforts are made to make the state number one in terms of processing capacity, value addition and highest exports of seafood.

The priority of the government is to enhance water use efficiency for increasing irrigated area. The Polavaram project, which will be the life line of Andhra Pradesh, has been declared by the Centre as

National project. All-out efforts will be made to complete this dream project by March,2018. Government have identified six irrigation projects namely, Pattiseema Lift irrigation scheme, Tatipudi, Handri-Neeva, Galeru Nagari, Veligonda and Vamsadhara projects to complete them on priority.

### **Capacity building**

The government is committed to provide power tools, fishing nets and other kits to the people depending on their nature of trade. The weaving community will be specially focused. As a part of giving fillip to the handloom sector, common work sheds and society buildings have been sanctioned. Re-imbusement subsidy on purchase of hank yarn, dyes and chemicals is being offered to the handloom weavers cooperative societies. Skills will be imparted to all the Backward Class people engaged in different activities.

Women's self help groups and DWCRA of the state of Andhra Pradesh were once a global success story which through social mobilization, community empowerment and capacity building became critical in the poverty eradication strategy. Empowering the groups to be active partners in the economic progress of the state is once again going to be strategy of the government

### **Key infrastructure**

The government is planning to improve the physical infrastructure which is essential to sustain the growth momentum. As a part of its long term agenda, the state government has identified key infrastructure areas such as Energy sector, Natural gas, port development, airports, tourism, metro rail and other urban infrastructure. The necessary clearances for industrial proposals will be cleared in 21 days through Single Desk System with ease of doing business under the e-biz initiative using technology.

### **Energy sector**

Andhra Pradesh is one of the three states in the Country selected for implementation of “Power for All” programme. Government of Andhra Pradesh is committed to supply 24X7 quality, reliable and affordable power to all domestic, commercial and industrial consumers and will also ensure 7 hours of free power supply to farmers. AP Discoms have

already tied up sufficient power for the year 2015-16.

The government is giving big thrust to renewable energy, particularly Solar and Wind. Significant quantum of Wind and Solar Energy would be added in the year 2015-16. Two Ultra mega Solar Parks of 1000 MW capacity each are being set up by National Thermal Power Corporation in Ananthapuram and Kurnool respectively. 10,000 Solar pumpsets will be provided to farmers during 2015-16. The energy conservation and efficiency measures adopted by the government will help in a big way. All the domestic incandescent bulbs are being replaced with Energy efficient LEDs in the State.

### **Natural gas**

One Floating Storage Re-gasification Unit LNG Terminal at Kakinada in association with GAIL India, GDF Suez and Shell will be set up. AP Gas Development Corporation is laying gas pipelines from Kakinada to Srikakulam, Tumkur to Tirupati and another pipeline from Vijayawada to Nellore. It is the endeavour of the Government to extend gas pipeline to each and every household over a period of time.

### **AP to become the logistic hub:**

A model of Port-led development is being evolved in the state. The long coast-line of 974 kms will become the gate-way of the State's prosperity. The government will connect the Ports with the hinterland through road and rail net work. Inland and coastal water ways will be developed as major transport routes. Andhra Pradesh will be made the logistic hub and gateway to South East Asia. Government has plans to develop four new ports in the State during 2015-16.

### **Airports**

The Government is planning to develop one Green Field International Airport at Bhogapuram, near Visakhapatnam, besides modernization of three existing Airports at Tirupati, Vijayawada and Rajahmundry to International standards and development of six 'No Frill Airports'.

### **e-biz - ease of doing business**

To reinforce our commitment to make Andhra Pradesh a globally competitive and responsive

industrial hub, the state government have introduced a system of Single Desk Clearance under e-biz to enhance the ease of doing business in the state to make it a competitive destination for investments. Necessary permissions and clearances will be accorded in 21 days time under this system. The e-Biz project envisages a G2B (government-to-business) interface/portal to serve as a one-stop-shop for delivery of efficient services to investors and industries. We are also working on ensuring ease of doing business by simple procedures and deleting redundant laws and rules.

### **Urban infrastructure**

Government is keen to develop urban infrastructure in the State including mega convention centres, International Schools, Sports Complexes and Golf Courses. A large number of companies from Japan have started visiting the State.

Works relating to the mega food park in Chittoor district, mega aqua foodpark near Bhimavaram and mega weavers' cluster in Guntur district are in progress. Mega agriculture food parks, Electronics & Hardware parks, Minor ports, Domestic air terminals, Textile parks, Aqua processing units have been proposed as part of 'district wise strategy for 'Industrial Promotion & Employment Generation'.

### **Tourism:**

The Vision of Andhra Pradesh tourism is to promote steady and sustained growth phase of the travel and tourism sector in Andhra Pradesh making the destinations more accessible, more attractive with many facilities and amenities for the tourists worldwide. Various tourist circuits are being planned to attract more tourists.

### **New Capital city**

Government decided to build a world-class capital city for new Andhra Pradesh near Vijayawada, which will be a ideal role model in the entire country. The first phase of the master plan of the new capital will be ready by June, 2015. The Capital Region Development Authority(CRDA) is entrusted with the development activity. Nearly 33,000 acres of land has been voluntarily given by enthusiastic farmland owners, who have become willing partners in the development of the capital.

The US Government, to support this initiative has signed MoU with the Government Andhra Pradesh for developing smart city in Visakhapatnam. Under this MoU, US Government will provide funds and technical knowledge for feasibility studies, study tours and workshops to materialize the idea into reality.

### **International collaboration**

With an aim to tap best talent available anywhere in the globe, the government is actively engaging with the governments, companies and PSUs of the countries like Japan, Singapore, USA, Australia and other nations for inviting investments and technology transfer. Australia is keen to work with AP government in the field of aquaculture and dairy industry.

### **Technology– Service delivery**

All the technology and development should necessarily help create a healthy and happy society. The government is embarking on establishing a new system of transparency in welfare programmes by using the technology. Beneficiaries of welfare pensions are now getting information relating to delivery of benefits like pension etc on their mobile phones.

### **e-Governance and IT**

E-Governance is a major initiative in bringing good governance. 100% Adhaar based system to ensure the timely delivery of intended benefits to the eligible persons is going to be the cornerstone of delivery system in the state. State Enterprise Architecture is being established to realize the vision of e-governance and to leverage technology for effective service delivery.

The Information technology policy of the state aims to achieve 5 per cent share in national IT exports. The focus will be on development of two ITIRs, promotion of 10 IT hubs, 20 manufacturing clusters and creation of five lakh jobs. The new IT policy envisages broadband connectivity to every household.

The government has taken up a programme which would develop Andhra Pradesh into an infrastructure hub in the coming years. Through the

Innovation and Start-up Policy, the government intends to create an ecosystem that produces an entrepreneur in every family. In line with the thinking of the Government of India's Digital India initiative, our aim is to create at least one home grown 'billion dollar technology' start-up.

### **Skill Development**

The government is concerned about providing employment to both the skilled and un-skilled workforce. In respect of providing jobs, we have plans to fill in the vacancies of teachers and other posts. The efforts being made by the government to attract investments and set up industries in a big way, will provide employment in the private sector and necessary skills will be imparted to the unemployed in various trades with a motto to generate maximum employment.

Reflecting our commitment to enhance job opportunities, the government have set up Skill Development Centre in Vijayawada which, as part of the Skill Mission will strive to impart enriched capacities. With the IIM at Visakhapatnam turning out to be reality, other institutes of excellence are being pushed up.

### **Climate change and Sustainability**

It is absolutely critical to ensure that the new industrial and growth propelling policies are comprehensive, balanced, equitable, and pragmatic. They should address the genuine requirements of developing states like Andhra Pradesh by providing them equitable carbon and development space to achieve sustainable development and eradicate poverty.

### **Equality**

Welfare of SCs, STs, BCs, Minorities and Women is on the forefront of the welfare agenda of the State. Sub Plans have been formulated to ensure equity and equality among the different segments of the society. Development planning in the State is focusing on formulation of programmes and policies aimed at bringing the marginalized and poor sections of society into the main stream. The government has been implementing many such programmes for social and financial inclusion.

### **Social Infrastructure:**

To facilitate coordinated functioning of various social infrastructure and human development programmes, the government has launched various innovative programmes like Janma Bhoomi Maa Vooru and Smart Village/Smart Ward towards Smart Andhra Pradesh which are being implemented through the convergence some of the existing government programmes. Education, Health, Drinking Water and Sanitation are being given adequate attention. Reduction of IMR, MMR and Mal-nutrition to the acceptable levels is a priority for

the state.

### **Establishing a happy society:**

The principal endeavour of the Government is to make Andhra Pradesh a developed state measured in terms of Citizen Life Satisfaction and Happiness Index by 2029. To achieve the vision of the people for 'Swarnandhra Pradesh' the multi-pronged strategy charted out by the government comprising Seven Mission, Five Grids and Five Programmes, will lay foundation.

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