



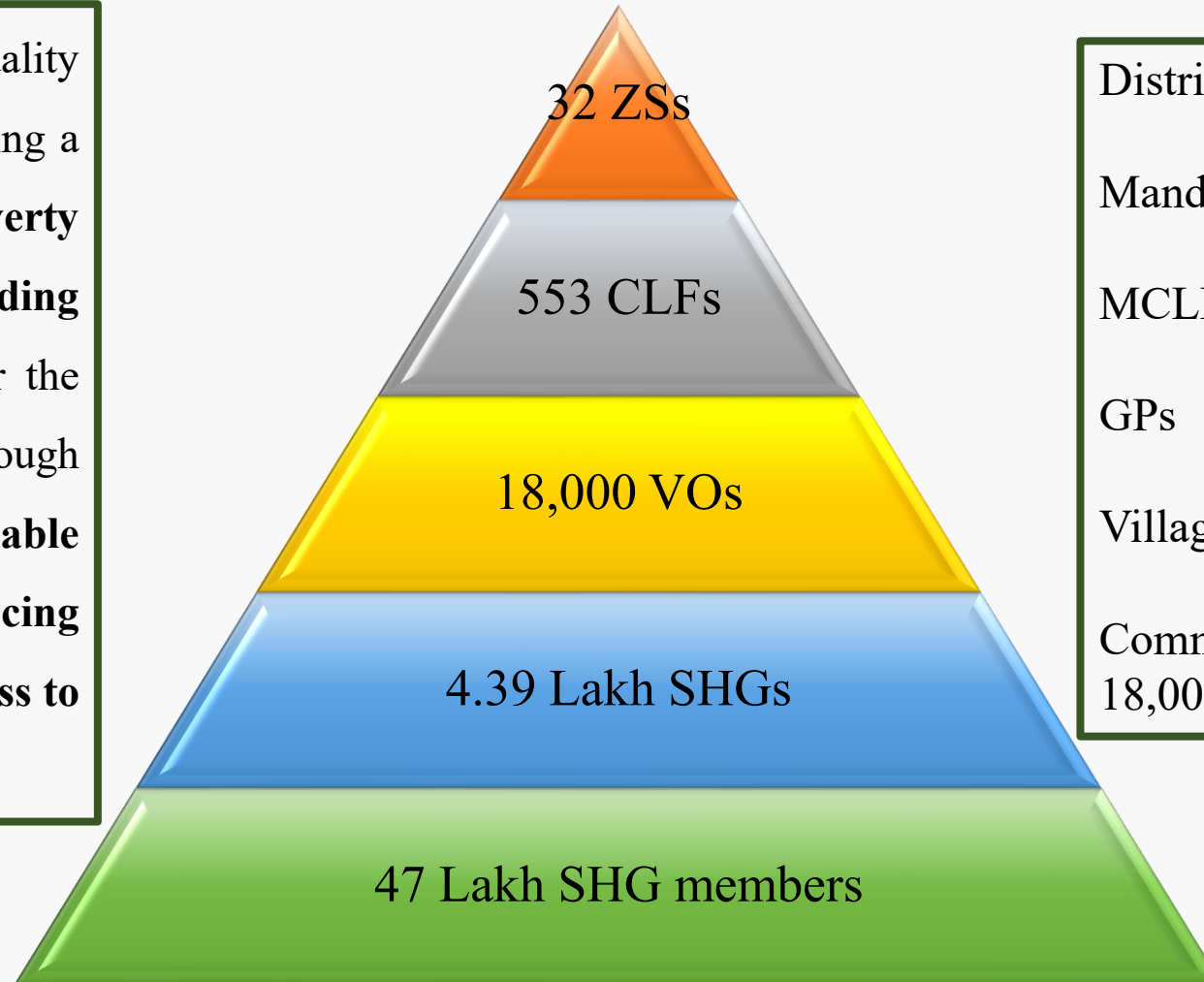
TELANGANA

Society for Elimination of Rural Poverty (SERP)



Society for Elimination of Rural Poverty (SERP)

Aims to improve income and enhance quality of life of rural households through adapting a **comprehensive multi-dimensional poverty** alleviation strategy focused on **building strong and sustainable institutions** for the poor, **leveraging financial resources** through financial institutions, **promoting sustainable and diversified livelihoods**, **enhancing human development**, and **ensuring access to social safety nets** and entitlements.



Districts : 32
Mandals : 540
MCLFs : 204
GPs : 12,769
Villages : 10,909
Community Cadre:
18,000

Credit Support - Bank Linkage



- SHGs are set to access **₹1 lakh crore** through Bank Linkage & Stree Nidhi in the next 5 years.
- In 2024-25, Credit linkage of Rs. 25,456.96 Cr. Completed for SERP and Stree Nidhi
- In 2025-26, Rs.3417.24 Cr achieved till date.

Ims Zilla Samakhya Buildings Under Speed Project

- Telangana government has sanctioned Zilla Samakhya buildings in **22 districts** under SPEED Initiative with a total cost of Rs.110 Crores (@5 Crores per building) in 2024.
- Each building will have 2 floors (15,000 sq. ft.) for meetings, training, marketing, and livelihood/economic activities.
- Works started in all districts with Mancherial district currently progressing at roof level



Indira Mahila Shakthi Canteens

IMS Canteen Service is an initiative of Telangana Government to setup community-based canteens in Telangana. This initiative empowers SHG women in rural and urban areas by establishing a network of community-based canteens across the state in institutions like Secretariat, Collectorates (IDOC), Registration Offices, Municipal Offices, Courts, Colleges, Hospitals, Temples & Tourism Spots, Industrial Parks, etc.



- (216) SHG members are trained in Canteen Management and Chef Training at National Institute of Tourism and Hospitality Management (NITHM) Hyderabad.
- At present, (106) canteens have been established at IDOCs, Govt. Hospitals & other Govt Offices in the State, employing more than (145) individual SHG women, generating ₹72,000/month income each



Solar Power Plants

- Govt. of Telangana is implementing the establishment of Solar power plants in all districts through Self Help Groups (SHGs) or its nodal agencies viz., Village Organizations (VOs) etc. facilitated by SERP.
- The idea behind implementation through SHGs is to empower women in upcountry areas, provide them additional source of Livelihood, support State / National target in achieving non-fossil fuels by 2030, and produce clean energy generation.
- Involving women in renewable energy sector will empower them economically and socially.

- MoU entered between TGNPDCL, TGSPDCL and TGREDCO.
- In the initial phase, 8 acres of land is identified in all districts for setting up of 2 MW Solar Power Plants. In order to lessen the burden of repayment on rural SHG members, loan at low rate of interest is sought.



Purchase and Hiring of Buses by Mandal Mahila Samakhyas for Hiring to TGSRTC

- Mandal Mahila Samakhyas will be procuring and hiring buses to TGSRTC under IMS Scheme
- 600 buses will be procured and supplied to Mandal Mahila Samakhyas.
- In phase-I ; 151 buses funded ₹36.00 lakhs per bus, with a total funding of Rs. 54.36 cr.
- Received first instalment of Rs. 1,04,89,668/- to Mandal Samakhyas @Rs. 69,468/- per MS.



Indira Mahila Shakthi Bazaar

- The Government of Telangana has allocated a space for 106 shops at Shilparamam Night Bazaar, Hyderabad, to SERP Telangana, with the objective of promoting rural SHG products in urban areas through retail outlets operated by SHG entrepreneurs.
- These shops have been allotted to women entrepreneurs for the sale of handloom, handicrafts, and food products made by women

- IMS Bazaar's future vision is to enhance its appeal and functionality, transforming it into a corporate-style shopping mall that offers a premium experience. The focus is on beautification, modern infrastructure, and an improved shopping environment. To increase footfall, strategic publicity campaigns will be launched, attracting a diverse customer base.
- Rs ₹1 Cr worth goods sold.



State Insurance Schemes for SHG Women

Loan Bhima	Pramada Bhima
<ul style="list-style-type: none">• Effective from 14.03.2024• Members availed loan under SHG Bank Linkage are eligible• Maximum loan outstanding covered ; Rs. 2.00 lakhs per member• Eligible for death due to any reason	<ul style="list-style-type: none">• Effective from 14.03.2024• Applicable to SHG members death in the event of accident• Sum insured Rs. 10.00 lakhs• Age limit 60 years

Status of Loan Bhima & Pramada Bhima Claims as on 07-07-2025

S. No.	Particulars	Loan Bhima	Pramada Bhima
1	No. of clams registered	5474	419
2	No. of Claims settled	2663	204
3	Amount settled (Rs. Cr.)	21.25	20.40
4	Balance claims to be settled	2811	195
5	Total Amount required (Rs. Cr.) *	42.87	35.30

*** Claims were settled from amounts released Rs.23.51 Cr. towards Loan Bhima and Rs.25 Cr. towards Pramada Bhima by SERP – To be reimbursed to SERP**

IMS Stitching centers

- State Government has entrusted stitching of School uniforms to the SHG women tailors.
- 2,308 tailoring centers have been established.
- 37.59 lakh uniforms have been stitched by SHG women Tailors to (7) departments including Education and other Welfare department.
- 29,680 SHG tailors are involved in the activity and gained Rs.28 Crores towards stitching charges.
- 30.24 lakh uniforms is the target for FY 2025-26 involving 32,000 women



IMS Petrol pumps

- Petrol pumps are being established in collaboration with Zilla Mahila Samkhyas and BPCL corporation.
- The first petrol pump in the state was opened in Narayanpet. It is run by ZMS Women setting a Women President to lead big businesses, with a goal to become Crorepatis.
- MoUs with IOCL, BPCL and HPCL.
- One petrol pump at Narayanpet generating ₹4–5 lakh monthly; expansion proposed across 32 districts.



IMS – Livestock Livelihoods

Mobile Fish Retail Outlets (MFRO)

Mobile Fish Retail Outlets are sanctioned to the SHG women and the JLG groups in convergence with Fisheries Department under Pradhan Mantri Matsya Sampada Yojana to 32 beneficiaries @one per district at a unit cost of Rs.10.00 lakhs and the subsidy portion is Rs. 6.00 lakhs (60%).



- 64 more MFROs have been sanctioned by the Director, Fisheries Dept., Telangana @ 2 per district.
- Training sessions conducted at NITHM for 31 Mobile Retail Fish Outlets (MFRO) beneficiaries on Fish recipes.
- 31 MFROs are operational and earning an average of Rs.3,000 per day.

ICRISAT

- Revitalizing Rural Livelihoods through Establishment of Inclusive Agro-Processing Business Models and Entrepreneurship Development in Telangana state
- Facilitate establishment of 2,500 Agro Processing Units.
- The PMU and regional coordinators are in place. Brainstorming with field formations on the scope of agro-processing centres across the districts.



State Level Federation

- 85 FPOs facilitated a business turnover of ₹149.5 Cr through Be'nishan FPO—a state-level federation. This includes ₹84.69 Cr from paddy and ₹64.81 Cr from other agricultural commodities such as custard apple pulp, mangoes, red chilli, maize, and turmeric.
- 30+ Modern Retail Traders such as Ratnadeep, Reliance, Walmart etc
- E-commerce platforms - Flipkart, Big Basket, Zepto, Swiggy, Country Delight



- Agro processing industries - Plant Lipids Pvt. Ltd. (Largest exporter of Oleo Resins), Scoops, Yellow & Greens, Poultry Feed Manufacturing units like KJL, Sneha, AR Agros, Telugu Foods, Sudeep Foods etc.,
- Major commodities handled so far are
 - Fruits (Mango, Custard Apple, Watermelon etc) and Vegetables
 - Paddy, Rice, Pulses and Maize



Raising and Accelerating MSME performance-(RAMP) program

- The project is dedicated to empowering 1500 Self-Help Groups and 500 women led start ups by transforming them into Micro, Small, and Medium Enterprises (MSMEs) by supporting Licenses registration, e-marketing, Marketing support, etc
- An MoU was signed by SERP with **ALEAP** and **WE-HUB** for implementation of RAMP program in the State.





Glimpses of 15-Days MSME Counsellors Training and Startups Selection



- It is planned to provide the training to the 500 women led start ups to become MSMEs
- 450 SHG women tailors trained as ToTs by ALEAP-RAMP on bulk cloth cutting, buttonhole making, khaja stitching, using latest technologies.
- 2,980 women tailors at District and Mandal levels trained by ToTs.



Collaboration with NI-MSME, Hyd on Capacity Building training

- An MoU was signed with NI-MSME for conduct the capacity building training i.e. Assistant Project Managers (APMs) & Community Coordinators (CCs) on models of Rural enterprises Development, Methodology for Identification of viable investment opportunities in rural areas, Achievement Motivation of SHGs towards Self-Employment, Strategies for Rural Micro Enterprise Development etc.

- Community Resource Persons- Enterprise Promotion (CRP-EP) training provided on SHGs motivation towards Self-Employment, Business Opportunity Guidance, Market Survey and List out Viable Investment Opportunities, Institutional Support and Government Schemes for the Promotion of MSME sector, Business Plan Preparation and Bankable DPRs, etc.
- Training provided to 424 CRP-EPs, 120 APMs and 80 CCs

Amma Aadarsha Patashala committee (AAPC)

- Under this program, basic infrastructure related works will be implemented, monitored, strengthened and maintained in all government schools.
- AAPC will be formed from the SHG members at the school level and the President of the Village Organization/Regional Level Federation will be the Chairperson of the Amma Adarsh School Committees.
- Currently, 27,303 works worth Rs. 510.58 crore have been completed in the state.
- Clean, safe toilets for students, school boundary walls and classroom renovation through AAPC.



CONVERGENCE

SERP Telangana is collaborating with

- a) CFTRI
 - Standardization of Telangana Traditional Foods
 - Branding & Packing support
- b) IIM Calcutta - Capacity Enhancement Programme on Rural Entrepreneurship Development
- c) NIFT - Product quality in terms of packaging, branding and marketing of SHG products
- d) IHM - Eco Tourism skill training at hotspot

- e) We-HUB - Branding of seven SHG products and preparation of Accreted Corporate Gift box
- f) IIMR - Establishing Millet Cafés
- g) KVIC - Convergence in skill development trainings and PMEGP
- h) MSME
 - Flatted factory complexes with Common facility Centers
 - Industrial Parks
- i) BITS Pilani, Hyderabad - Implementation of an incubator program
- j) NDDB and Nabkisans - DPR preparation and execution of Diary Unit Establishment

SERP Achievements

- Promoting new leadership in Village organizations (VOs), Mandal Samakhyas (MSs) & Zilla Samakhyas (ZSs) by encouraging the organisations to rotate leadership.
- Conducting elections to New Office Bearers (OBs) i.e., 17526 out of 17992 Village organizations, 533 out of 553 Mandal Samakhyas and 29 out of 32 Zilla Samakhyas.
- Providing training to 45,242 newly elected VO Office Bearers and 36,000 SHG members.

- Providing ₹57.10 Cr as Community Investment Fund (CIF) 204 Mandal Samakhya.
- Providing Rs. 6.60 Cr revolving fund to 4,403 Self Help Groups
- Making regular payments of Rs.5000/- to each Village organizations towards VO Assistants honorarium (So far Rs.104.04 Cr. Released).

THANK YOU

