



APMAS 25-YEAR JOURNEY

Empowering Communities

2001-2026



2001

Registered as a Public Society on 14 June



2002

Launched Mahila Sadhikaratha, a Telugu monthly magazine



2003

Developed rating tools for SHG Federations and Cooperatives



2004

Kick-started formal GO-NGO collaboration in AP with a state-level workshop



2007

Anchored the ENABLE Network to strengthen the SHG ecosystem across India



2009

A Watershed Year for APMAS : Six mega watersheds sanctioned by the Govt of AP



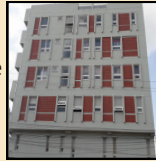
2011

Played a pivotal role in the design of NRLM - through the erstwhile Planning Commission



2012

Organised the National Conference on SHG Federations under the ENABLE Network



2014

Established own Office cum Training Centre



2016

Implemented action research project on Maternal, Newborn, and Child Health in urban slums



2019

Organised a South-South Cooperation exchange for GIZ partners from Africa & Asia



2020

Empanelled as a CBBO by NABARD, SFAC, and NCD for promoting FPOs in AP, Bihar & Telangana



2021

Instituted National Awards for the Best Performing SHG Federations



2024

Acceleration of FPOs into Thriving Business Entities and promotion of the Bharath Alliance for FPO Acceleration (BAFA)



2025

Public - Private - People Partnership (P4)- Zero Poverty Initiative of the Govt of AP with support of MEIL & Adani Foundation

Vision: APMAS emerged as orchestrator of livelihoods ecosystem for resilient & diverse self-reliant institutions led by marginalised women, farming and indigenous communities resulting in social and economic transformation.

Mission: By 2030, APMAS, a cutting-edge resource organisation, engaged in multiple stakeholder partnerships for systematic change; Innovating and demonstrating sustainable livelihoods institutional models impact one million households through:

- Co-creating and promoting quality standards and benchmarks
- Capacity & Capabilities development
- Ecosystem services - Access to Technology, Finance, Market & Infrastructure
- Interface among women-led and diverse community institutions
- Integration of Nutrition, Health, Education & WASH services
- Evidence based policy advocacy





25 Years of MAHILA ABHIVRUDDHI SOCIETY (APMAS) 25 Key Milestones

2001: Laid the foundation for SHG Quality, Capacity Building & Advocacy

2002: Organised a one-day consultation for SERP, with NGOs across the states on the lessons learnt in the SHG sector

2003: Evaluated SHG Federations in AP and shared insights at a national forum

2004: Conducted a National Study on the 'Financial Analysis of SHGs in India' for CGAP

2005: Began supporting urban SHGs and Federations under MEPMA

2006: Initiated Livelihood Promotion through the SCALE Project

2007: Training support to SHGs in Thailand through the Raks Thai Foundation

2008: Piloted SHG Self-Regulation and expanded footprint to Bihar, Uttar Pradesh & Odisha

2009: Expanded thematic focus to Urban Water and Sanitation programme

2010: Organised a State-Level meeting to address the MFI crisis in Andhra Pradesh

2011: Supported the Bihar Government & the Delhi Mission Convergence in NGO Empanelment

2012: Conducted a feasibility study for establishing the Stree Nidhi as a financial institution for SHG Federations

2013: Hosted the International CBMF Course with Coady International Institute, Canada

2014: Promoted Integrated Farming Systems in Anantapur & Chittoor districts

2015: Implemented the Green Innovation Centre programme in Andhra Pradesh

2016: Promoted 'Model Villages' in Telugu States

2017: Three FPOs promoted in Anantapur & Chittoor districts

2018: Resource Support Agency for NABARD-promoted FPOs in Telugu States

2019: Launched Climate Smart Villages in Anantapur. Provided technical support to Cooperatives in Myanmar.

2020: Anchored GO - NGO Collaboration for COVID-19 Relief Operations

2021: Initiated WASH programme in Telugu States

2022: Promoted & Advocated for all Women FPOs

2023: Engaged Urban SHGs to Improve Nutrition and Health Outcomes for Women and Adolescents

2024: Initiated a landscape based approach for natural farming

2025: Enabling Ecosystem for FPOs in India & Advocating State level policies

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