

7 Missions:

Mission Based Development Strategy– a Mission-based approach to overcome structural inadequacies, creating citizen-centric and business-centric environment through better governance:

The Government of Andhra Pradesh is launching Mission Based Approach for leveraging the sectoral strengths to propel the state into higher growth bracket.

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.

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, upon having deliberations at various levels and realizing the exigency for an intensive development approach, decided to constitute seven (7) missions in important sectors of economy, growth and infrastructure. The Missions, will ensuring a bottom-up planning eventually integrates into the Annual Plans and usher in a new development paradigm. The missions will have special focus on the backward areas as mentioned in the Andhra Pradesh Re-organisation 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.

The missions identified are:

1. Primary Sector Mission,
2. Social Empowerment Mission,
3. Knowledge and Skill Development Mission,
4. Urban Development Mission,
5. Industry Sector Mission,
6. Infrastructure Mission and
7. Service Sector Mission.

Broad focused areas under seven missions:

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

The Mission would focus 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 would focus 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 would focus 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 would focus 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 un-organised 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, 2 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) from Kakinada to Puducherry;
- 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.

Technical support to the Missions:

Each mission will have a dedicated Project Management Unit (PMU) consisting of professionals from government and from outside. The missions would function on log frames based approach with a dedicated monitoring and evaluation system linked to spatial data (Remote Sensing, Geographical Information System, Global Positioning System and State Resident Data Hub. The Swarna Andhra document would be aligned with this approach.