

Swarnandhra 2029
Towards A Healthy, Educated and Happy Andhra
Social Empowerment Mission

Government of Andhra Pradesh (GoAP) headed by Honorable Chief Minister, Sri Nara Chandra Babu Naidu garu, has instituted the Social Empowerment Mission vide G.O.Ms.No.20, Planning (VIII) Department, Govt. of Andhra Pradesh dt: 26.09.2014 in order to create a Knowledge Society by developing a citizenry possessing quality education, optimum health and nutrition, built on the pillars of equity, gender equality and participation, to successfully and sustainably achieve the *Swarnandhra* Vision 2029.

The Social Empowerment Mission (SEM) attempts to provide an enabling environment and create opportunities to significantly improve the overall life and well being of the people of Andhra Pradesh. The Mission will attempt to significantly impact the Human Development Indicators (HDI) of the State by addressing the systemic and structural disadvantages that several groups of people, especially SC, STs, women, girl children, people with disabilities and minorities face.

The Social Empowerment Mission Advisory group meeting was held on 23.02.2015 and all the (9) Departments involved in Social Empowerment Mission were requested to prepare Action Plan for the year 2015-16. Accordingly, Social Empowerment Mission Annual Action Plan for 2015-16 was submitted to the Government for approval.

- **Vision:** *Ensuring Social Empowerment, Equity and Social Justice for all round **Human Development** to lead a Healthy and Happy life*

The newly restructured State of Andhra Pradesh aims to be the leading State in country in providing the best quality Healthcare, Nutrition, Education, Drinking Water and Sanitation to all its people in the most equitable manner. Through the Social Empowerment Mission, the Government of Andhra Pradesh aims to create a Knowledge Society by developing a citizenry possessing quality education, optimum health and nutrition, built on the pillars of equity, gender equality and participation, to successfully and sustainably achieve the *Swarnandhra* Vision 2029.

The Mission Focus Areas

The Mission will pilot and implement newer initiatives to achieve faster improvements importantly in the following ten areas.

1. Improving Mother Health
2. Enhancing Child Health
3. Improving Nutrition

4. Trauma care and Non Communicable Diseases as Diabetes and Heart Disease
5. Sending every child to school
6. Ensuring children complete 12 years of schooling
7. Providing life skills for overall development
8. Providing Safe Drinking Water and Sanitation to all
9. Increasing Age at Marriage
10. Eliminating Discrimination at Birth

Mission Targets

To achieve global standards of social development, the State of Andhra Pradesh has set targets for relevant departments to be achieved over ensuing five years.

Indicator	Present Status	2015	2019
HDI	0.698		
MMR (per 100,000 live births)	92 (2011-2013, MoHFW, GoI)	<85	<60
IMR (per 1000 live births)	39 (SRS 2013)	<25	<12
Under 5 Malnutrition (Moderate)	27.3 %	<25%	<15%
Gross Enrollment	99.86%	100%	100%
Retention of Children upto Class 8 th	80.84%	95%	100%

The Mission Approach

The Mission brings the following nine government departments which work in the social domain together to create a joint, consolidated response and user friendly service delivery. This group will be supported by subject experts from the Tata Institute of Social Sciences in designing, developing and implementing newer evidence based interventions.

- a. Health, Medical, and family Welfare
- b. Women, Child, Disabled, and Senior Citizens
- c. School Education
- d. Rural Development
- e. Panchayati Raj & Rural Water Supply
- f. Social Welfare
- g. Tribal Welfare
- h. BC Welfare
- i. Minorities Welfare

The Mission activities will focus on addressing externalities in solving people's problems. For example, departments concerned with health, nutrition, drinking water and sanitation will converge their services in schools to contribute to creating a wholesome environment for learning. The Mission will enable this coordination. Outcomes of efforts of all these departments will be measured accordingly while incorporating happiness index.

The Government is working earnestly to significantly improve the quality of services and to make them better, accessible, and affordable. Keeping the citizen in focus, the systems will be made more responsive and accountable.

Alongside, the Government will endeavour to strengthen people's participation in governance. The Village Level Community Committees will be empowered to take decisions in matters that concern them.

Through sustained efforts of the Government, and its partnership with People, the Mission aims to achieve its goals of creating opportunities and services for its people to lead a healthy and happy life.

Hon'ble Chief Minister conducted a Review meeting on Action plan, Indicators & and Targets for 2015-16 for the Dept. of Women Development & Child Welfare and Government issued the G.O. Rt. No. 93 dt: 02.05.2015 approving Annual Action Plan for 2015-16 and activities and strategies to achieve set goals during 2015-16.

What does it mean for the general public?

- ✓ **Nearer, better, fully staffed, responsive health facilities**
 - ✓ **Coordinated community outreach and smoother services delivery**
 - ✓ **Improved drinking water and sanitation facilities**
 - ✓ **Enhanced nutrition services for mothers, children and adolescents**
 - ✓ **Safer environments for women, children and disabled in all institutions**
 - ✓ **Enhanced skills for livelihood, living and individual growth**
 - ✓ **Nearer and better equipped schools**
 - ✓ **Better quality education in government schools**
 - ✓ **Participatory and responsive governance**
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A developed society where every individual grows up in a healthy environment, physically and mentally to his/her full potential and achieve their aspirations through responsible and accountable behavior towards their respective families and societies.
