



పట్టణ పేదరిక నిర్మూలన సంస్థ-ఆంధ్రప్రదేశ్.

Mission for Elimination of Poverty in Municipal Areas

Department of Municipal Administration & Urban Development, Govt A.P

4th & 5th Floors, Sri Lakshmi Narasimha Paradise, Beside: D-Mart, Tadepalli, Guntur Dist. - 522 501.



**O/o.Mission Director,
AP MEPMA, Tadepalle.**

Notice

Roc. No. MEPMA-11022/15/2025, 17 -09-2025

Sub: AP-MEPMA – Livelihoods – 2025-26 -Invitation for Expression of Interest (EOI) for developing District-specific livelihood sectors to promote women-led entrepreneurship and employability among urban SHG families in Andhra Pradesh – Reg

AP MEPMA proposed to invite Expression of Interest (EOI) from the eligible and experienced agencies/organizations to collaborate in developing District-wise Sector Development and Sector/ Sub-sector-wise Entrepreneurship Models and also improve the per capita income of the SHG families through different entrepreneurship models and promote employability among the SHG families aligned with DAY-NULM, PMSVANidhi, Ministry of MSME guidelines and other related Central Government schemes.

1. Background

The Government of Andhra Pradesh, under the visionary leadership of the Hon'ble Chief Minister, has launched the **"One Family One Entrepreneur (OFOE)"** mission aimed at creating at least one entrepreneur in every family, with a focus on building sustainable women-led enterprises through the Self-Help Group (SHG) platform.

The **Mission for Elimination of Poverty in Municipal Areas (MEPMA)** is a Society established by the **Government of Andhra Pradesh** under the Municipal Administration & Urban Development (MA&UD) Department, with the core objective of improving the **socio-economic conditions of the urban poor**.

MEPMA works through a **community-driven approach**, primarily empowering **Self-Help Groups (SHGs)** and their federations to achieve **sustainable livelihoods and self-reliance**. Over the years, MEPMA has played a vital role in transforming the lives of **urban poor communities**, with a strong emphasis on **women empowerment, financial stability, social inclusion, and sustainable urban development**.

SHGs as Engines of Livelihoods and Sustained Community Strength:

Self-Help Groups (SHGs) in Andhra Pradesh have evolved into a strong **four-tier** institutional structure comprising **SHGs** at the grassroots, Slum Level Federations (**SLFs**), Town Level Federations (**TLFs**), and Zilla Urban Samakhyas (**ZUS**), enabling collective strength, financial inclusion, and livelihood promotion.

With **2.7 lakh groups and 22.6 lakh active members**, SHGs have built a robust **corpus of nearly ₹6,000 crore**. Out of **2.74 lakh SHGs**,

nearly **1.72 lakh (63%)** are more than 10 years old, showing maturity and long-standing presence.

95% SHG members are in the **20–59 working age group**, indicating strong potential for livelihood activities and 79% SHG members are literates.

SHG network—anchored by SLFs, TLFs, and ZUS—provides strong governance, mentoring, and market linkages, making SHGs not just financial collectives but engines of **sustainable livelihoods and household income enhancement** in urban Andhra Pradesh.

SHGs in urban areas accessed **₹58,000 crore in bank credit**, which is increasingly channelled into income-generating activities with initiatives like **“Lakhpati Didis”** showcase pathways for women-led entrepreneurship. About **63% of SHG members are engaged in livelihood activities**, split into **36% in self-employment** and **27% in wage employment**. **MSME registration** (Udyog Aadhaar) is provided to urban SHG enterprises, enabling formal recognition and easier e-commerce integration and 1.40 lakh SHG enterprises have been registered as MSMEs.

In accordance to MEPMA’s mandate for facilitating market linkage through e-commerce and physical markets to help SHG products reach wider audiences, SHG products are being **onboarded onto ONDC (Open Network for Digital Commerce) platforms**, giving them national-level market access. 63% of SHG members use smartphones and 40% are already transacting via UPI, laying the foundation for digital sales.

MEPMA SHGs have Achieved 1 Guinness World Record and 3 World Records Union titles for executing 1.37 Lakh SHG product transactions (worth ₹2.16 Cr) via ONDC.

The SHG profiling highlights the diverse strengths, financial capacities, and untapped potential of women’s collectives across districts. While SHGs have built strong foundations of savings and credit, the next step is to **develop district-specific livelihood sectors** that align with local resources, markets, and skills. By promoting **women-led entrepreneurship and employability** through tailored interventions, MEPMA can transform SHGs into engines of inclusive growth.

Key Programmes and Activities

- **Bank Linkages & Financial Inclusion:** Facilitating access to credit for SHGs and promoting savings, financial literacy, and creditworthiness.
- **Entrepreneurship & Livelihoods Promotion:** Supporting micro-enterprises, start-ups, and skill-based enterprises through Self Employment Programmes (SEP) and livelihood enhancement initiatives.
- **One Family One Entrepreneur (OFOE):** A flagship initiative aligned with the Hon’ble Chief Minister’s vision, aiming to create **at least one entrepreneur in every family**.
- **Entrepreneurship Action Plan (EAP 2025-26):** Targeting creation and upgradation of **30,000 livelihood units**, with structured support for SHG women entrepreneurs.

- **Livelihood Promotion Cell (LHP):** A dedicated platform offering **51+ livelihood options**, enabling SHG members and their families to directly choose and set up enterprises with financial and institutional support.
- **MoUs with National & State-Level Institutions:** Partnerships with **45+ organizations, NGOs, and companies** to provide training, CSR support, technical know-how, and market linkages.
- **Digi-Lakshmi Centres:** Women-led **digital service and business outlets** in partnership with CSC, and India Post Payments Bank, enabling access to e-commerce and financial services.
- **Health & Nutrition Initiatives:** Launch of **Sakhi Suraksha** aims to conduct **1 lakh health screenings** for SHG women (35+ years), addressing chronic diseases, nutrition, and mental health.
- **Social Security & Welfare:** Extending coverage of **social protection schemes**, including pensions, insurance, and Ayushman Bharat Digital Health Cards.
- **Market Linkages & Branding:** Promoting SHG products under “**AVANEE**” brand, setting up **Trupthi Canteens, Neighbourhood Business Units**, and **MEPMA bazaars** for sustainable market access.
- **Green & Social Initiatives:** “**Women for Trees**” under AMRUT Mitra, “**Women for Water**” management programmes, and other climate-resilient livelihood initiatives.

Through these initiatives, MEPMA continues to be a catalyst of change for urban SHG women and their families, fostering entrepreneurship, financial inclusion, health security, and social empowerment. Its efforts are central to the vision of building a self-reliant, inclusive, and economically vibrant urban Andhra Pradesh.

To further strengthen this ecosystem, MEPMA proposes to invite Agencies, Institutions, Firms, NGOs, and Companies with proven expertise and financial resources to collaborate in developing District-wise Sector Development Plans and Sector/Sub-sector-wise Entrepreneurship Models, aligned with DAY-NULM, DJAY-S, PMSVANidhi, Ministry of MSME guidelines and other Central Government schemes.

2. Objective of the EOI

- To design and implement District-wise Sector Development Plans for SHG-led enterprises.
- To identify credible partners to develop **sector and sub-sector-specific entrepreneurship models** for SHG members.
- To facilitate **livelihood enhancement programs** and enable SHG members to establish **sustainable enterprises as MSMEs**.
- To utilize **Central Government funds, CSR contributions, and private financing** for scalable women-led entrepreneurship.

- To implement innovative and sustainable models that align with the **OFOE mission**.
- To promote entrepreneurship development through skill building, innovation, and technology adoption.
- To contribute directly to the OFOE mission and improve the per capita income of SHG families.

3. Scope of Work

The selected Agencies/Institutions will:

1. **Conduct District-wise Sectoral Mapping and develop one cluster for women-led entrepreneurship for each district:** Identify viable sectors and sub-sectors as mentioned in the following table.

SHG Livelihood Activities by Sector

Sector	Sub-Sector	Activities
Primary	Agriculture	<ul style="list-style-type: none"> • Agriculture-based products • Livestock • Nursery • Backyard Ornamental Fish Rearing Units • Fish Kiosks • Nursery
Secondary	Manufacturing/Processing	<ul style="list-style-type: none"> • Embroidery & Dyeing • Flour and Oil Mills • Handicraft Units (i.e. Kalamkari, Kondapalli, Etikoppaka Toys) • Handlooms and Textiles Manufacturing Units • Imitation Jewellery / Artificial Jewellery / One Gram Gold Shop Unit • Jute Bags/Cloth Bags/Non-Woven Bags Making Unit • Coir-based products under the circular economy • Lace Manufacturing Unit • Millet Manufacturing Unit • Paper Plates Making Unit • Sweets, Snacks, Bakery Unit • Readymade Tailoring Units with the latest equipment and technologies • Food Processing Units
		<ul style="list-style-type: none"> • Dairy Unit • Exclusive Egg Selling Unit • Kirana Stores • Fancy Shop • Herbal Retail Shop • Home Decorated Retail Shop • Hotel/Restaurant/Canteens

Secondary	Trading	<ul style="list-style-type: none"> • Marine Retail Shop • Meat Shop (Chicken & Mutton) Unit • Cloth trade • Medical Shop • Shoe Shop Unit • Vegetable/Fruit/Flower Selling Retail Shop • Xerox, Books, Stationery Shop Unit • ARAKU Coffee Shops/ Tea Shops
Tertiary	Services	<ul style="list-style-type: none"> • Barber (Hair Style) Shop Unit • Beauty Parlour Setup • Bike, Car Servicing Shop Unit • Centring Work Instruments Shops Unit • Computer and Mobile Shops Unit • Laundry / Dry Cleaning Unit • Nursery School, Kindergarten, Pre-Primary, Playschool, and Crèche • Package Drinking Water plant • Photo / Video Studio • Service Providers (Home Appliance Repairers) • Shamiyana/ Tent House • Transport Vehicles (Passenger & Commercial) • Laundry, • Repairs, • Beauty & Wellness

2. **Develop Sector Development Plans:** Prepare actionable roadmaps for enterprise creation and scale-up.
3. **Create Employment** for SHG women and their family members through different self-employment and wage employment programs, and also extend technical guidance and mentoring.
4. **Entrepreneurship Development Programs:** Design and implement training, mentoring, and capacity-building modules for SHG women and their families.
5. **Train and handhold SHG women** and family members in business development, value addition, and market linkages.
6. **Financial Linkages & Convergence:** Mobilize Central funds, CSR contributions, and leverage MEPMA's platforms for credit linkages.
7. **Digital onboarding & promotion of e-commerce,** effectively utilised forward & backwards linkages, and centrally sponsored schemes.
8. Creating a market for SHG products and services, and providing possible access for collaboration in MEPMA.
9. **Technology & Market Access:** Facilitate access to advanced technologies, digital platforms, and national/international markets.
10. **Sustainability Framework:** Establish systems for ongoing handholding, monitoring, and impact measurement.

4. Eligibility Criteria

Mandatory:

- Registered legal entity (Institution/ Organization/ Agency/ Company/ NGO).
- Minimum 5 years of experience in livelihood promotion/ entrepreneurship development/ cluster development.
- Minimum two projects in livelihood promotion, cluster development and entrepreneurship development with Community-Based Organisations.
- Should be able to pool up own/CSR funds for promoting the livelihood programs.
- Average annual turnover of ₹2.00 Crore during the last 3 years (2022-23, 2023-24 and 2024-25).

Desirable:

- Proven experience in large-scale livelihood/entrepreneurship/value-chain projects supported by the Government or multilateral agencies.
- Demonstrated partnerships with private sector/CSR firms for livelihood development.
- Strong domain expertise in MSME promotion, value chain development, and market linkages.

5. Support from the Government of Andhra Pradesh

- Access to **MEPMA platforms** at the State, District, and ULB levels.
- Facilitation of convergence with banks, MSME schemes, and line departments.
- Institutional support for mobilization of SHG women.
- Policy guidance and monitoring framework for successful implementation.

6. Funding Model

- Government of Andhra Pradesh will provide **institutional facilitation and access**, but **no direct financial assistance** from State resources.
- The program will be implemented on a self-sustaining basis by the selected agencies using Bank Linkage, Central Government funds (to be mobilised by the identified institutions), CSR funds, and private investments.
- Care should be taken to minimise financial implications left to the SHG women.

7. Submission Requirements

Interested agencies must submit:

1. **Organizational Profile** (legal status, registration, turnover, governance).
2. **Technical Proposal** (methodology, district-wise plan, innovative approaches).
3. **Past Experience** (evidence of similar projects, client testimonials).

4. **Trainer & Expert Profiles** (qualification and relevant expertise).
5. **Financial Proposal** (costing and funding model).
6. Submissions must include **Annexure-1 (Organizational Profile)** and **Annexure-2 (Declaration)** as per the prescribed format.

EOI Submission Deadline: 30th September 2025, 3:00 PM

Submission Mode: Proposals may be submitted in sealed cover to:

The Mission Director,
AP-MEPMA,
5th Floor, Lakshmi Narasimha Paradise,
Beside D-Mart, Tadepalli, Guntur District, Andhra Pradesh.

Contact Person:
Mr. NNR Sreenivas, SMM
Mobile: +91 79016 75659

Email: mdmepma2@apmepma.gov.in

(Note: MEPMA reserves the right to accept or reject any EOI without assigning any reason and to seek additional information or clarifications, if required.)

8. Selection Process

- EOIs will be screened based on eligibility, experience, and financial capacity.
- Shortlisted agencies will be invited for presentations/discussions before a State-level Selection Committee.
- Final selection will be based on technical strength, financial viability, and innovation.

9. Important Note

- MEPMA reserves the right to accept or reject any proposal without assigning reasons.
- This EOI is not an offer but an invitation for collaboration.
- Selected agencies will be required to sign an **MoU with MEPMA** for implementation.

Encl: 1) Annexure –1: Format for Organizational Profile

2) Annexure -2: Declaration

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N TEJ BHARATH, I.A.S
MISSION DIRECTOR

Annexure –1: Format for Organizational Profile

Name of the Assignment:

Reference No of EOI and date:

A – Institutional/Organization’s Profile (Maximum 2 pages)												
1	Name of the Institution/ Organization/ Agency											
2	Postal Address											
3	Telephone: Mobile: E-mail: Website:											
4	Contact Person Name and designation with contact details											
5	Registration Number and date: Legal status: (Company, / Partnership Firm/ Cooperation Society/ Trust/ Society/ others (specify)	Provide a copy of the registration certificate, Organisation PAN, GST, & brief Profile, and the latest annual reports of last 3 years										
6	No. of completed years											
7	Financial Capacity: Average Annual Turnover must be more than Rs. 2.00 crores during the last three financial years. (Enclose audited financial reports).	Provide the turnover of organization (on the basis of the audited accounts) in the last three financial years in Indian Rupees. <table border="1"><thead><tr><th>2024-25</th><th>2023-24</th><th>2022-23</th><th>Average</th></tr></thead><tbody><tr><td></td><td></td><td></td><td></td></tr></tbody></table>			2024-25	2023-24	2022-23	Average				
2024-25	2023-24	2022-23	Average									
8	Details of the experience in livelihood promotion/ entrepreneurship development/ cluster development are required.											

S. No	Name of the Program	Client	Implemented activities	Number of members benefited (If any testimonials, please provide)	Duration of Project Implemented	Value of Contract (in INR)

Current Projects:

(Not exceeding four lines)

Briefly explain your Concept and Proposed Project Components considered for One Family One Entrepreneur.

Note: Agencies shall attach documents/brochures/corporate literature & Annual reports of the last 3 Years as Documentary Proof.

I/We declare that the information stated hereinabove is accurate.

Full Name:

Designation:

Organization:

Address:

Date:

Signature of the authorised representative.

Annexure -2

Declaration

Date:

To whom so ever it may be concern

I/We hereby solemnly take oath that I/We am/are an authorised signatory in the Institution/Organisation/ Agency and hereby declare that "Our Institution/Organisation/ Agency do not face any sanction or any pending disciplinary action from any authority against our Institution/Organisation/ Agency or partners. Further, it is also certified that our firm has not been blacklisted by any State/ Central government or any other donor/partner organisation in past.

In case of any further changes that affect this declaration at a later date, we will inform the MEPMA accordingly.

We also confirm that the details provided in our response to EOI are true. If the MEPMA finds at any time that the information provided is not correct, we shall be bound by any action that the MEPMA deems fit and appropriate, including termination.

Authorized Signatory

(with seal)