

## **DISTRICT RURAL DEVELOPMENT AGENCY:: KRISHNA :: MTM**

From  
Sri. P. Raja Babu., I.A.S.,  
District Collector & Exe. Chairman,  
DRDA, Krishna, Machilipatnam.

To  
All the MPDOs & MCs in  
Krishna District.

Rc.No. BL/01 /2022, Dt. 24 -07-2023

Sub:- DRDA - YSR Kranthi Padham - Krishna, Machilipatnam - Launch of 4th year YSR "Sunna" Vaddi programme by the Hon'ble Chief Minister on 26th July 2023, at Amalapuram, Dr. BR Ambedkar Konaseema District at 11:00 AM - Request to attend YSR Sunna Vaddi Launching program Live telecast with full preparedness - Regarding.

Ref:- 1) Letter. N o. 1697004 / RD . I/ A2 /2022.Dt. 20 /07/2023

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All the MPDOs & Municipal Commissioners are aware that the Government of AP has committed to the welfare and development of all segments of the society and implementing various welfare programs to benefit the poor in the state through " NAVARATNALU". As you are all aware the Government vide reference cited, the Special Chief Secretary PR&RD has informed that orders were issued for introduction and implementation of "YSR SUNNA VADDI".

The Government of Andhra Pradesh has decided to disburse 4th year interest subvention of Rs.7,353.76 Crs to the 9.48 Lakh eligible SHGs under "YSR Sunna Vaddi" programme for the FY: 2022-23 on 26th July 2023, to encourage better repayment culture and to reduce interest burden on the Rural and Urban poor SHG members.

In this connection, it is inform that the Hon'ble Chief Minister has kindly agreed to launch 4th year " YSR Sunna Vaddi " programme by the Hon'ble Chief Minister on 26th July 2023, at Amalapuram, Dr. BR Ambedkar Konaseema District at 11:00 AM. In this regard the Special Chief Secretary to Government PR & RD department has instructed to ensure live telecast of lunching of the scheme by the Hon'ble Chief Minister in Rythu Bharosa Kendaras at the village level and presence of all the SHG women beneficiaries.

The indicative programme details are as given below:-

1. The Hon'ble Chief Minister has consented to participate and launch the 4<sup>th</sup>, year YSR Sunna Vaddi disbursement programme at State level on 26th July 2023 to be conducted at Amalapuram, Dr. BR Ambedkar Konaseema District.
2. The Hon'ble Chief Minister along with concerned Hon'ble Ministers will launch the scheme by pressing the Enter Key to effect the online transfer of the amount to all the eligible SHG loan accounts and also the Hon'ble Chief Minister will address SHG women on this occasion.
3. A cheque of Rs.1,353.76 Crs will formally be handover by Hon'ble Chief Minister to the SHG members attended to the programme.

4. The Collector, Dr. BR Ambedkar Konaseema District is requested to make necessary arrangements for the State level YSR Sunna Vaddi Launch programme at Amalapuram by ensuring the presence of the large number of SHG women.
5. Similarly at the District level, Hon,ble in-charge District Ministers, Hon'ble Ministers in the District and District Collector will formally handover the YSR Sunna vaddi cheque to the SHG women and the Hon'ble CM's letter addressed to the each SHG member who has attended to the occasion.
6. At Constituency level, the Hon'ble MLAs will formally handover the Sunna Vaddi Cheque and the Hon'ble Chief Minister's letter to the SHG women in all the Constituencies.
7. It is requested to ensure live telecast of launching of the scheme by the Hon'ble Chief Minister in Rythu Bharosa Kendras at the Village level and presence of all the SHG women beneficiaries.
8. The Commissioner I&PR is requested to make necessary live telecast arrangements for the YSR Sunna Vaddi launch programme by the Hon,ble Chief Minister.
9. All the Collectors are requested to ensure the handover of the Hon'ble Chief Minister's letter to all SHG Women beneficiaries and obtain the digital acknowledgement from them.
10. All the Collectors are also requested to utilise this occasion to sensitize SHG women on various schemes implemented by the Government for the benefit of them such as Amma vodi, YSR Sunna Vaddi, YSR Aasara, YSR Cheyutha, House site pattas, Vasathi Deevena, Mana badi, Nadu-Nedu, Disha Act, Disha Bill and 50% reservation to the women in nominated posts.

All the MPDOs & MCs are therefore requested to complete the preparatory arrangements before 26<sup>th</sup> July, 2023 and attend the live telecast at Rythu Bharosa Kendras at the Village level and presence of all the SHG women beneficiaries in a befitting manner.

  
District Collector / Exe.Chairman.  
DRDA KRISHNA.

Copy to the ACs / APMs in Krishna District for necessary action.

**GOVERNMENT OF ANDHRA PRADESH  
PANCHAYAT RAJ AND RURAL DEVELOPMENT (RD.I) DEPARTMENT**

**Letter.No.1697004/RD.I/A2/2022, Dated.20/07/2023**

**From**

The Special Chief Secretary to Government.  
PR & RD Department,  
5<sup>th</sup> Block, A.P. Secretariat,  
Velagapudi.

**To**

All the District Collectors in the State,  
The Commissioner, I&PR, Vijayawada.

Sir/Madam,

Sub: APSERP – Launch of 4<sup>th</sup> year YSR “Sunna” Vaddi programme by the Hon’ble Chief Minister on 26<sup>th</sup> July 2023, at Amalapuram, Dr. BR Ambedkar Konaseema District at 11:00 AM – Request to attend YSR Sunna Vaddi Launching program Live telecast with full preparedness – Reg.

Ref: 1. Memo No. 2133152/RD.I/A2/2022. Date: 18.07.2023  
2. As per the instructions of the CMO, Government of Andhra Pradesh.

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The Government of Andhra Pradesh has decided to disburse 4<sup>th</sup> year interest subvention of Rs.1,353.76 Crs to the 9.48 Lakh eligible SHGs under “YSR Sunna Vaddi” programme for the FY: 2022-23 on 26<sup>th</sup> July 2023, to encourage better repayment culture and to reduce interest burden on the Rural and Urban poor SHG members.

**The indicative programme details are as given below:-**


1. The Hon’ble Chief Minister has consented to participate and **launch the 4<sup>th</sup> year YSR Sunna Vaddi disbursement programme at State level on 26<sup>th</sup> July 2023 to be conducted at Amalapuram, Dr. BR Ambedkar Konaseema District.**
2. The Hon’ble Chief Minister along with concerned Hon’ble Ministers will launch the scheme by pressing the Enter Key to effect the online transfer of the amount to all the eligible SHG loan accounts and also the Hon’ble Chief Minister will address SHG women on this occasion.
3. A cheque of Rs.1,353.76 Crs will formally be handover by Hon’ble Chief Minister to the SHG members attended to the programme.
4. The Collector, Dr. BR Ambedkar Konaseema District is requested to make necessary arrangements for the State level YSR Sunna Vaddi Launch programme at Amalapuram by ensuring the presence of the large number of SHG women.

[p.t.o]



5. Similarly at the District level, Hon'ble in-charge District Ministers, Hon'ble Ministers in the District and District Collector will formally handover the YSR Sunna Vaddi cheque to the SHG women and the Hon'ble CM's letter addressed to the each SHG member who has attended to the occasion.
  6. At Constituency level, the Hon'ble MLAs will formally handover the Sunna Vaddi Cheque and the Hon'ble Chief Minister's letter to the SHG women in all the Constituencies.
  7. It is requested to ensure live telecast of launching of the scheme by the Hon'ble Chief Minister in Rythu Bharosa Kendras at the Village level and presence of all the SHG women beneficiaries.
  8. The Commissioner I&PR is requested to make necessary live telecast arrangements for the YSR Sunna Vaddi launch programme by the Hon'ble Chief Minister.
  9. All the Collectors are requested to ensure the handover of the Hon'ble Chief Minister's letter to all SHG Women beneficiaries and obtain the digital acknowledgement from them.
  10. All the Collectors are also requested to utilise this occasion to sensitize SHG women on various schemes implemented by the Government for the benefit of them such as Amma Vodi, YSR Sunna Vaddi, YSR Aasara, YSR Cheyutha, House site pattas, Vasathi Deevana, Mana badi, Nadu-Nedu, Disha Act, Disha Bill and 50% reservation to the women in nominated posts.
2. All the District Collectors are therefore requested to attend the 4<sup>th</sup> Year YSR Sunna Vaddi Launching programme Live telecast with full preparedness on 26<sup>th</sup> July 2023 duly ensuring that all the arrangements in the District are done meticulously in time to make the launch of YSR Sunna Vaddi Programme safe and successful duly adhering to above instructions.

**Yours faithfully,**

  
**for Special Chief Secretary  
to Government (PR & RD)**

**Copy to:**

- The OSD to Chief Secretary for information.
- The OSD to Secretary to Hon'ble Chief Minister.
- The OSD to Deputy Chief Minister & Minister PR & RD.
- The PS to Principal Secretary to Hon'ble CM for information.
- The Chief Executive Officer, SERP, A.P., for necessary action.
- The Mission Director, MEPMA, Guntur, for necessary action.
- All Project Director, District Rural Development Agency.
- All the POs ITDAs for information.