

Sri. Nara Chandrababu Naidu
Hon'ble Chief Minister of Andhra Pradesh



RAJAM

CONSTITUENCY VISION PLAN

Vizianagaram District

PLANNING DEPARTMENT
VIZIANAGARAM



Message

As India sets its sights on the transformative Viksit Bharat@2047 vision—aiming to become one of the world's top three economies with a \$30 trillion GDP and a per capita income of \$18,000—Andhra Pradesh proudly aligns with this national mission through the Swarna Andhra@2047 initiative. Our goal is to build a prosperous, inclusive, and sustainable state that stands as a benchmark for development.

Guided by the visionary leadership of the Hon'ble Chief Minister, Andhra Pradesh is driving forward innovative reforms that uplift every section of society. The state has set ambitious targets: achieving a Gross State Domestic Product (GSDP) of \$2.4 trillion and a per capita income of \$43,000 by 2047. To accomplish this, the Agriculture & Allied, Industry, and Services sectors are each expected to sustain a 15% annual growth rate.

As an important pillar of this vision, the Rajam Assembly Constituency has charted a clear course to achieve a Gross Constituency Domestic Product (GCDP) of ₹90,933 crore and a per capita income of ₹25.63 lakh by 2047. This strategy leverages the region's inherent strengths, strategic planning, and active community involvement. In the Primary Sector, horticulture and livestock will be major drivers, elevating the Gross Constituency Value Added (GCVA) from ₹956 crore to ₹7,158 crore. The MSME parks are poised to become a key industrial engine in the Secondary Sector, attracting investments and creating jobs. Meanwhile, the Services Sector will be enhanced through the promotion of cultural and religious tourism, capitalizing on Madduvalasa Reservoir and nearby temples to stimulate local economic activity.

To ensure the effective realization of this vision the District Administration has conducted extensive consultations with local leaders, citizens, and experts. Guided by the District Collector, comprehensive Mandal and District Action Plans have been developed to ensure inclusive growth from the ground up. Sincere appreciation goes out to all district officials and teams for their dedication and hard work. Their efforts mark a collective step toward a brighter and more dynamic future for Andhra Pradesh.

Sri Kondapalli Srinivas,
Hon'ble Minister for MSME, SERP,
NRI Empowerment & Relations,
Govt. of Andhra Pradesh,



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Sri K. Appala Naidu,
Hon'ble M.P.
Vizianagaram Constituency



Message

India is on the brink of a historic transformation as it moves towards its 100th year of independence under the national vision of Viksit Bharat @2047. With a target of becoming one of the top three global economies, India aims to achieve a \$30 trillion GDP and a per capita income of \$18,000 by 2047. In full alignment with this mission, Andhra Pradesh, under the visionary leadership of the Hon'ble Chief Minister, has launched Swarna Andhra @2047 a bold initiative to make the state a model of inclusive, sustainable, and accelerated development.

The state's targets are ambitious yet achievable: reaching a Gross State Domestic Product (GSDP) of \$2.4 trillion and a per capita income of \$43,000 by 2047. To realize this, each sector - Agriculture & Allied, Industry, and Services is expected to grow at a sustained 15% annual rate, supported by people-centric planning, good governance, and optimal use of resources.

As a vital contributor to this vision, Rajam constituency has laid out a clear roadmap to achieve a Gross Constituency Domestic Product (GCDP) of ₹90,933 crore and a per capita income of ₹25.63 lakh by 2047. Our approach is grounded in the strengths of the local economy, strategic planning, and community participation. In the Primary Sector, horticulture and livestock will serve as key growth engines, increasing the Gross Constituency Value Added (GCVA) from ₹956 crore to ₹7,158 crore. The MSME Parks are emerging as a major industrial hub, offering a significant boost to the Secondary Sector, attracting investments and generating employment. The Service Sector will be enhanced by promoting heritage and religious tourism, leveraging local landmarks like the Madduvalasa Reservoir and surrounding temples to boost economic activity.

This vision has been shaped through extensive grassroots consultations, including Grama Sabhas, expert interactions, and stakeholder meetings. The resulting Mandal and District Action Plans are not just planning documents—they are blueprints for transformative change, tailored to local aspirations and aligned with broader state and national goals.

We extend our sincere appreciation to all public representatives, officials, community leaders, citizens, and development partners who have contributed to this collective effort. Through collaboration, innovation, and accountability, we are confident that the goals of Swarna Andhra @2047 will be achieved.

Let us move forward together, empowered by purpose, inspired by vision, and united in action to build a Viksit Bharat and a Swarna Andhra for future generations.

Kondru Murali Mohan

Hon'ble Member of Legislative
Assembly, RAJAM Constituency



Message

As India approaches its 100th year of independence in 2047, we stand at a defining moment in our nation's journey — a time of purpose, promise, and progress. Under the national vision of 'Viksit Bharat @2047', our country aims to become one of the top three global economies with a \$30 trillion GDP and a per capita income of \$18,000. In alignment with this national aspiration, the State of Andhra Pradesh, through its visionary initiative 'Swarna Andhra @2047', has set its sights on achieving a GSDP of \$2.4 trillion and a per capita income of \$43,000. This vision is rooted in inclusive growth, strategic planning, and optimal resource utilization, with every district and constituency playing a vital role.

Rajam constituency is fully committed to contributing to this transformative journey. We have set a bold goal of reaching a Gross Constituency Domestic Product (GCDP) of ₹90,933 crore and a per capita income of ₹25.63 lakh by 2047. This will be achieved through the optimal utilization of our natural, economic, and human resources, along with effective integration of State and Central Government schemes and incentives. The Primary Sector will be propelled by horticulture and livestock, with the GCVA projected to rise from ₹956 crore to ₹7,158 crore. In the Secondary Sector, the MSME parks, a dynamic industrial hub, will serve as a major catalyst for manufacturing and employment growth. Our Service Sector is rich with opportunity, driven by our region's heritage. Madduvalasa Reservoir and the ancient temples around it are cultural treasures that will boost tourism and service-driven development.

This vision has been shaped through inclusive and participatory planning, with the active engagement of the public through Gramasabhas, stakeholder consultations, and collaborative governance. We are confident that with the committed involvement of elected representatives, officials, citizens, entrepreneurs, and community leaders, we will successfully realize the goals of Swarna Andhra @2047.

Together, let us build a self-reliant, progressive, and vibrant constituency that contributes meaningfully to a developed Andhra Pradesh and a Viksit Bharat.

**Dr.B.R. Ambedkar,
District Collector**

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CHAPTER

1

**SWARNA ANDHRA
VISION PLAN @ 2047**

1. OVERVIEW OF SWARNA ANDHRA @2047

1.1 Viksit Bharat @2047

The government of India with a vision to transform the country into a developed entity by its 100th independence in 2047, launched Viksit Bharat 2047. This vision encompasses various facets of development, such as economic growth, environmental sustainability, social progress, and good governance, to make India a developed nation by 2047. The Vision aims to attain high and inclusive growth over a sustained period through improved governance. Nation is targeting to achieve a **\$30-trillion** economy (\$6 trillion by 2030) with **Per capita income of \$18,000** by 2047.

1.2 Swarna Andhra @2047

Andhra Pradesh State is keen to lead this development mission and on the lines of Viksit Bharat@2047, embarked on preparing a vision plan document “**Swarna Andhra @2047**”, with collaborative effort of NITI Aayog. The AP state aspires to become a **\$2.4 Trillion** economy with a **Per capita Income of \$43,000**, by 2047. It is targeted to achieve more than **15% growth** per annum in the state. The vision adopts a macro-to-micro approach, identifying overarching goals and breaking them down into specific actions at sectoral level.

The following **12 thematic areas** have been identified for achieving **Swarna Andhra @2047** Vision;

1. Global high-value Agri.& Processing powerhouse
2. Industry-led and Skilling-focused Education
3. Logistics Hub for the East
4. Industrial and Renewables Epicenter
5. High-quality & Next-gen Services Hub
6. Premier Tourism destination
7. City Agglomerations as growth centers
8. Tech-enabled and Affordable Healthcare
9. Safe, Dignified and Productive Living
10. Climate-first approach for development

11. Whole-of-Govt. and Digital governance
12. Efficient growth financing + Economic Model

1.3 Sustained Socio-Economic Development In Andhra Pradesh

This vision envisages that by 2047, Andhra Pradesh will focus on all aspects of socio-economic development, including strategic economic priorities as below:

- High economic growth, at an average rate of **15%** every year, by promoting investments, innovation, and job creation across sectors.
- More than double Per Capita Income by 2029
- World-class infrastructure and multi-modal connectivity across the state, including industrial corridors, international airports and cargo terminals.
- Leveraging its strategic ~975 km long coastline to develop blue economy to its full potential, with deep sea mining, aquaculture, tourism, and other opportunities.
- Large-scale Knowledge economy, with multi-disciplinary education and research and innovation in next-generation topics.
- Leading the national transformation in natural farming and emerging as the largest exporter of organic goods in India.
- Emerging as a Renewable energy and Green Hydrogen Hub for India and the World.
- Premier Tourism Destination providing a multitude of religious, spiritual, coastal, ecological and wellness experiences.

1.4 STRATEGIC PRIORITIES OF THE STATE

In addition to achieving the goal of becoming a developed economy, state also plans to focus on improving the quality of life for all, including strategic priorities listed below:

1. Zero poverty state and Zero Poverty Villages
2. Demographic management - productive working age population
3. Leveraging Public, Private, Peoples Partnership (P4 model)
4. High quality and Affordable healthcare for all
5. 100% employability for all - holistic and multi-disciplinary skilling
6. Ease of living with equal access to primary services
7. Climate-first approach towards development via community involvement
8. Outcome oriented tech-enabled governance with efficient justice delivery

Ten Guiding Principles of Swarna Andhra Vision @ 2047

Guiding the **Swarna Andhra @2047** vision, the **Padi Sutralu** are transformative principles that embody a visionary roadmap, setting the stage for an inclusive, sustainable, and globally competitive future. These ten guiding principles focus on eradicating poverty, creating opportunities, fostering innovation, and ensuring equity and prosperity for every individual and community. Together, they aim to position Andhra Pradesh as a leader in excellence, resilience, and shared progress on the world stage.



Image 1-Padi Sutralu Framework

Zero Poverty P4:

The approach to eradicating poverty is centered around the P4 model – Public, Private, People Partnership. This model integrates economic inclusion with social responsibility, ensuring that the top 10% of society handholds the bottom 20% for upliftment. Through mentorship, financial aid, and skill development, etc., wealthier sections will actively support underprivileged groups, fostering community-led economic progress.

The government is committed to ensuring every family has access to house site, house, water supply, sanitation facilities, LPG Gas connection, Electricity and Solar Roof and Digital connectivity. Additionally, it envisions one entrepreneur per family, transforming households into self-sufficient growth centres. Social security measures will include welfare programs for health, education, financial aid, and skilling initiatives, creating a poverty-free and economically empowered Andhra Pradesh.

Employment and Skilling

Managing population growth while ensuring human resource development is a key priority for Andhra Pradesh. The government envisions a balanced demographic structure where population stability supports long-term economic and social growth. Special efforts will be made to ensure productive workforce participation, focusing on health, education, and well-being.

A holistic human resource development approach will be adopted, integrating education, skilling, healthcare, and employment policies to equip the state's population with the capabilities required for the future. Policies will be designed to leverage the youth dividend while ensuring support systems for the elderly and vulnerable sections.

Population Management and Human Resource Development

The state aims to create widespread employment opportunities across sectors, ensuring economic engagement for every willing individual in both domestic and global markets. Andhra Pradesh will develop world-class industrial parks and townships that provide jobs, housing, and social amenities to boost the local economy.

A robust ecosystem of skilling and continuous upskilling will be established to position Andhra Pradesh as a Global Knowledge and Services hub. The government will introduce integrated skilling programs from the 6th grade onward, ensuring multi-disciplinary education pathways. Industry-led skilling centers, such as the Ratan Tata Innovation Hub in Amaravati, will be expanded across the state.

A Unique Skill Passport will be introduced, enabling real-time skill audits and tracking workforce readiness for future jobs. Additionally, women entrepreneurs and MSME parks will receive targeted fiscal support, encouraging inclusive workforce participation.

Water Security

Ensuring water security is a key priority for sustainable development. The strategy includes interlinking rivers to facilitate equitable water distribution and providing irrigation access to every acre of cultivable land. Adoption of drip irrigation, GIS-enabled water management systems, and rainwater harvesting will enhance water efficiency. The government aims to establish resilient water conservation infrastructure, integrating modern technology with traditional water management practices.

Farmer & Agri-Tech Advancement

Enhancing farmer incomes while ensuring sustainability is central to this guiding principle. Farmers will receive access to credit, mentorship, and legal support, stabilizing their finances and improving productivity. The AP Community Managed Natural Farming (APCNF) initiative will

expand, promoting low-input, climate-resilient farming techniques such as agroforestry and crop rotation. Technology will play a crucial role in modernizing agriculture through AI, IoT, robotics, drones, and satellite-based precision farming. The government will develop specialized agricultural hubs for high-value crops, aquaculture, and horticulture, ensuring global market access.

Global-Best Logistics

The logistics framework will position Andhra Pradesh as a global trade hub. This includes modern highways, an extensive rail network, two deep-draft mega ports, and three international airports. Connectivity will be enhanced through hub-to-spoke domestic air networks and multi-modal logistics parks (MMLPs) in key economic zones such as Vizag, Machilipatnam, Anantapur, and Orvakal. The inland waterways system will be upgraded with larger channels and advanced cargo handling facilities to facilitate cost-effective transport. The state will also focus on shipbuilding, repair, and recycling clusters, ensuring global competitiveness.

Cost Optimization in Energy & Fuel

The vision for energy and fuel cost optimization focuses on hybrid energy solutions and Green Hydrogen hubs, ensuring energy efficiency and sustainability. Green corridors will integrate pumped hydro storage, offshore wind infrastructure, waste-to-energy plants, and biogas production. The state is committed to decarbonizing greenhouse gas (GHG) intensive sectors to achieve net-zero emissions by 2047. Every household is envisioned as a "greenhouse", leveraging solar rooftop solutions under national schemes like PM KUSUM and PM Surya Ghar Yojana. Andhra Pradesh will establish a Central Climate Knowledge Center with early warning systems in risk-prone districts to support climate resilience.

Product Perfection

Andhra Pradesh envisions becoming a hub for innovation and global-standard products. The development of innovation districts will connect global investors, universities, and research institutions. Incubation parks and R&D centers will be established to foster technology-driven product development. To promote Andhra Pradesh as a global brand, large-scale digital expos and participation in global trade events will be encouraged. Additionally, high-quality standards will be enforced across industries to ensure excellence in products and services.

Swachh Andhra

The vision for Swachh Andhra aligns with the principle of "Swachh Alochana to Swachh Bharat", focusing on equal access to water, sanitation, and hygiene facilities. The implementation of tech-driven waste management systems will improve solid and liquid waste disposal. Andhra

Pradesh aims to be home to two of the world's top 100 most liveable cities, adopting circular economy principles and waste-to-wealth solutions. Green financing initiatives, such as green bonds and carbon credit trading, will further promote environmental sustainability. Conservation efforts will include mangrove restoration and expansion, ensuring a healthier marine ecosystem.

Deep-Tech in All Sectors

Andhra Pradesh aims to become a global leader in deep-tech innovation by establishing four world-class technology hubs. The state will focus on AI, data analytics, cybersecurity, and digital services, ensuring real-time governance and predictive analytics for better decision-making. A digital health profiling system will be introduced, enabling AI-driven health monitoring and genetic testing. In tourism, AI-based platforms will provide real-time analytics on market trends and tourist experiences. Additionally, deep-tech-driven MSME digital stacks will support small businesses in accessing credit and technical expertise.

CHAPTER
2

CONSTITUENCY LEVEL PLANNING

2. CONSTITUENCY LEVEL PLANNING

2.1 SUB-STATE LEVEL PLANS- MANDAL, CONSTITUENCY AND DISTRICT-LEVEL ACTION PLANS

To ensure decentralized planning and localized implementation, the Swarna Andhra Vision 2047 emphasizes the preparation of District, Mandal, and Constituency Vision Plans. The vision emphasizes the preparation of grassroots level Vision Plans, ensuring that development strategies are tailored to the specific needs and aspirations of local communities. These plans are designed to align with the broader state vision goals while catering to the unique economic, demographic, and social conditions of each region.

Approach to Sub-State level Vision Planning

District-Level Vision Plans: Each district developed a long-term development roadmap focusing on key sectors such as infrastructure, education, health, agriculture, industry, and environment.

Mandal - Level Vision Plans: Plans at the mandal level integrate rural economic growth, agricultural transformation, water security, and localized employment opportunities.

Constituency-Level Plans: These will address specific constituency needs through targeted infrastructure development, citizen welfare programs, and socio-economic reforms.

2.2 Role of Local Governance in Vision Implementation

The government is proposing a three-tier monitoring structure to ensure seamless implementation at the grassroots level:

District Vision Management Units (DVMUs) : Located in each district, these units will oversee execution, monitor development programs, and facilitate public-private partnerships.

Table 1-Composition of District Vision Monitoring Unit

S. No	Dignitaries	Position
1	District In-Charge Minister	Chairperson
2	Member of Parliament (LS)	Member
3	Member of Parliament (RS)	Member
4	MLAs and MLCs	Members
5	Chairperson, Zila Parishad	Member
6	Mayors of Municipal Corporations	Members
7	Any other dignitaries as deemed necessary	Special Invitees
8	District Collector	Executive Vice Chairperson
9	District Economics & Statistics Officer (CPO)	Convenor

Constituency Development Committees: These committees will focus on legislative constituency-specific development goals, ensuring that policies address local needs and aspirations.

Table 2-Composition of Constituency Vision Monitoring Unit

S. No	Dignitaries	Position
1	Constituency MLA	Chairperson
2	Territorial Constituency MLC	Member
3	Chairperson, Municipality/Nagar Panchayat	Member
4	Sub-Collector/Revenue Divisional Officer concerned	Members
5	Tahsildars and MPDOs of all Mandals in constituency	Member
6	All Municipal Commissioners in Constituency	Members
7	Any other constituency level dignitaries as deemed necessary	Special Invitees
8	Special Officer, Constituency	Executive Vice Chairperson
9	Constituency Headquarter MPDO	Convenor

Sachivalayam Vision Monitoring Units: These units will monitor the local implementation of constituency development projects at the village and ward level. They will ensure timely tracking of progress, data collection, and community feedback on key projects and programs being implemented.

2.3 Citizen Participation & Crowd sourcing for Vision Planning

To ensure inclusive development, the government has introduced a crowd sourcing mechanism that allows citizens to actively contribute to the vision planning process. This involves:

Online Citizen Surveys: Gathering feedback from the public on regional development priorities.

District and Mandal-Level Public Consultations: Engaging with community representatives, industry leaders, and self-help groups (SHGs) to gather on-ground insights.

Vision Implementation Workshops: Regular workshops involving government officials, NGOs, and industry experts to refine development strategies.

By incorporating local governance, public participation, and AI-driven monitoring, the District, Mandal, and Constituency Vision Plans will play a crucial role in realizing the Swarna Andhra Vision 2047 through structured, decentralized, and inclusive growth strategies.

2.4 NEED FOR CONSTITUENCY PLANS – PROCESS DETAIL

Constituency Plans are vital for ensuring effective local governance, enhancing transparency, and addressing the unique needs of each constituency. By fostering accountability and responsiveness in governance, these plans provide a structured approach to develop the unique economic, demographic, and social conditions of each region. These are short term plans, it's crucial to continuously improve and adapt these plans to meet evolving needs.

Elected Representatives: Each constituency has an elected Member of Legislative Assembly (MLA) who understands the public's issues at the grassroots level and can implement solutions incorporating the governance lens. This close connection with the electorate enables MLAs to advocate for and address specific local concerns, ensuring that governance is both responsive and effective.

Transparency: These plans provide transparency in legislative works, ensuring they align with the state's vision. By making the legislative process more open and accountable, Constituency Vision Plans help build trust between the government and the public, ensuring that development efforts are in line with the state's long-term vision.

Developmental Needs: Constituency-level plans are crucial for addressing the specific developmental needs of the people. By focusing on the unique challenges and opportunities within each constituency, these plans ensure that development is inclusive and equitable, catering to the diverse needs of that regional population.

Understanding Local Needs: MLAs gather information on the problems and needs of their constituencies during elections. This involves engaging with the community, conducting surveys, and holding public meetings to ensure a comprehensive understanding of the local issues and priorities.

Project Identification: Specific projects are identified to address these needs. Based on the gathered information, local level officials and teams prioritize and select projects that will have the most significant impact on the community, ensuring that resources are allocated efficiently.

2.5 Accountability and Governance

Five-Year Action Plans: Constituency Vision Plans are typically designed for five-year periods, aligning with the term periods of elected representatives. This alignment ensures that the plans are realistic and achievable within the tenure of the elected officials, promoting accountability and continuity in governance.

Mid-Term Reviews: Possibility for regular reviews to assess progress and make necessary adjustments. These mid-term reviews will be crucial for identifying any deviations from the plan, addressing challenges, and ensuring that the projects remain on track to meet their objectives.

Funding and Investments: The CVP document serves as a master reference for developing detailed development projects and reports, guiding the preparation of Detailed Project Reports (DPRs) for listed projects. It helps pitch for capital investments and secure funding from private entities, non-governmental organizations, and other stakeholders, in addition to the normal budgetary support. By presenting a well-structured vision plan, MLAs can attract the necessary financial resources for project implementation essentially in PPP mode). Identifying and aligning fund requirements through the vision document attracts private investments, ensuring that the necessary financial resources are available for smooth execution and minimizing delays.

2.6 ROLE OF CONSTITUENCY VISION PLANS IN ACHIEVING VISION SWARNA ANDHRA @2047

Constituency Vision Plans are crucial for aligning local development with broader district visions and the overarching Swarna Andhra 2047 vision. These plans represent the foundational level in the hierarchy of vision plans, ensuring a seamless flow and consistent alignment of objectives from the state to the district and down to the constituency level. They play a pivotal role in realizing the ambitious Swarna Andhra 2047 vision, which aims to transform Andhra Pradesh into a prosperous and developed state by 2047. By ensuring that local development initiatives are in sync with the broader state vision, these plans create a cohesive strategy for growth and development.

Role in Achieving Swarna Andhra @2047 Vision

Economic Growth: Constituency Vision Plans contribute to the state's economic growth by promoting local industries, agriculture, and services, in line with the Swarna Andhra 2047 goals. By fostering a supportive environment for local businesses and enhancing agricultural productivity, these plans help stimulate economic activity and create job opportunities within each constituency.

Poverty Eradication: By addressing local issues and promoting sustainable development, these plans help in eradicating poverty and improving the quality of life for all residents. Through targeted interventions and inclusive growth strategies, Constituency Vision Plans aim to uplift marginalized communities and ensure equitable access to resources and opportunities.

Infrastructure Development: Focused on improving local infrastructure, these plans ensure that every constituency has the necessary facilities to support growth and development. By investing in essential infrastructure such as roads, schools, healthcare facilities, and utilities, Constituency Vision Plans create a solid foundation for sustainable development and enhance the overall well-being of the community.

VISION FOR PROGRESSIVE CONSTITUENCY

"People as Capital"

"The true wealth of a constituency is its people. When individuals and families thrive, the entire community flourishes."

The Constituency Vision Plan is a forward-looking strategy that envisions a transformative and sustainable development framework extending beyond five years. This vision is structured into two distinct yet interdependent phases:

Phase-1: Security of Individuals and Families – Ensuring essential amenities and social security for every household.

Phase-2: Shift to Empowerment of Families – Creating opportunities for self-reliance, economic growth, and enhanced quality of life.

2.7 COMMITMENTS BEFORE 2029: BUILDING A STRONG FOUNDATION

The Constituency Vision Plan aligns with the government's commitment to ensuring that every family in the constituency benefits from basic services and infrastructure. The following targets will be achieved before 2029, ensuring equitable growth and development for all:

Basic Family Amenities

House Site
Housing for All
Sanitation Facilities
Water Supply
LPG Gas Connections
Electricity & Solar Energy
Digital Connectivity

Community Infrastructure

Road Connectivity
Drainage Network
Waste to Wealth
LED Street Lighting
Social Infrastructure

2.7.1 BASIC FAMILY AMENITIES

House Site: Ensuring every citizen has House Site

Housing for All: Ensuring permanent, secure housing for every family.

Sanitation Facilities: Universal coverage of hygienic toilets and sanitation services.

Water Supply: 100% household tap connections ensuring access to clean drinking water.

LPG Gas Connections: Every household will have access to clean cooking fuel, reducing dependence on traditional fuels.

Electricity and Solar Energy: Reliable power supply to all households, with rooftop solar installations encouraged for sustainable energy.

Digital Connectivity: High-speed internet access for all households.

2.7.2 Common Community and Village Infrastructure

Road Connectivity: Upgrading internal roads connectivity to improve accessibility, reduce congestion, and ensure last-mile connectivity.

Drainage Network: Developing a robust drainage system to prevent water logging, improve sanitation, and reduce flood risks.

Waste to Wealth: Implementing sustainable waste management through waste-to-energy plants, recycling, and circular economy solutions.

LED Street Lighting: Expanding energy-efficient LED lighting to enhance visibility, safety, and reduce energy consumption.

Social Infrastructure: Strengthening schools, healthcare centers, and community buildings to provide quality education, healthcare, and public spaces for holistic development.

2.7.3 INTEGRATED CONNECTIVITY FRAME WORK

Ensuring seamless road connectivity from every household to community centers, villages, mandals, constituency headquarters, district hubs, and state highways.

Strengthening intra-constituency transport networks to enable easy movement of goods and services, boosting the local economy.

2.8 COMMITMENTS TO BE CONSIDERED AS ASSURANCES OF GOVERNMENT

This vision plan is more than a framework; it is a commitment by the government to enhance the lives of every resident in the constituency. By implementing these transformative initiatives, the government assures the people of Andhra Pradesh that every effort will be made to bridge developmental gaps, provide sustainable solutions, and empower communities for long-term prosperity.

The Constituency Vision Plan (CVP) is not just about policy implementation—it is about ensuring real impact on the ground, addressing grassroots challenges, and fostering inclusive growth. With a collective approach, we will build a constituency where every family feels secure, every individual empowered, and every village thrives in prosperity.

The vision planning exercise at both the state and sub-state levels serves as a powerful catalyst for individuals to set and pursue their own personal goals and visions. By actively participating in the process, individuals are empowered to think about their future and how they can contribute to and benefit from the broader community goals.

This collective aspiration fosters a sense of belonging and shared purpose, motivating individuals to reflect on their personal targets and long-term ambitions. The process highlights role models and success stories, providing inspiration and clear pathways for achieving personal success. As the community progresses towards its vision, individuals can see tangible results, which further motivates them to continue striving for their personal growth and achievements.

By encouraging individuals to ask themselves, "What would be my vision for 2047? Where do I wish to see myself in 2047?", the vision planning exercise promotes a long-term perspective and inspires meaningful personal goals.

CHAPTER

3

CONSTITUENCY PROFILE

CONSTITUENCY MAP

Image 2 - Rajam Constituency Map



3. CONSTITUENCY PROFILE

3.1 Overview

Rajam Assembly Constituency Vision Action Plan **2024-29** has been meticulously designed to leverage the constituency's agricultural strength, dynamic industrial base, thriving construction sector, and robust service sector. This strategic blueprint aligns with Andhra Pradesh's ambitious Swarna Andhra@2047 vision, which resonates with the national agenda of Viksit Bharat@2047.

Located Rajam, Regidi Amadalavalasa, Santhakaviti and Vangara Mandals stand out for their significant contributions to the construction, education, innovation, commerce, and service sectors. These unique advantages position the constituency to achieve an ambitious annual growth target of 15% across all key sectors.

Rajam has a rich historical and administrative legacy. Established as a municipality in 2021.

3.2 Geography and Natural Resources

Rajam Assembly Constituency is strategically located in Vizianagaram District. The region is supporting a variety of crops. Agriculture is a key activity, with 38,310 hectares of cultivable land and major (Thotapalli Barrage, Narayanapuram Project) and medium (Madduvalasa Reservoir Project) irrigation sources, including the Nagavali River (with tributaries Vegavathi, Suvarnamukhi), Other surface channels (Akula lovagadda, Sayanna channel, Regidi open head channel), 5100 tube wells. The annual actual rainfall of 949 mm (Normal rainfall: 1,072 mm) has been -11.75% normal, ensuring better water availability for farming.

RAINFALL (2024)

Table 3 - Rainfall (As on 2024)

Sl. No.	Description	Rainfall (in m.m.)				
		Vangara	Regidi	Rajam	Santhakaviti	Average
1	South – West Monsoon (Jun – Sep)					
	Normal Rainfall	715.9	705.4	664.9	681.1	691.8

Sl. No.	Description	Rainfall (in m.m.)				
		Vangara	Regidi	Rajam	Santhakaviti	Average
	Actual Rainfall	827.2	884.1	595.8	582.3	722.4
	% of Deviation	15.55	25.33	-10.39	-14.51	4.41
2	North – East Monsoon (Oct. – Dec.)					
	Normal Rainfall	201	222.9	197.5	204	206.4
	Actual Rainfall	129.4	161.8	120.1	114.4	131.4
	% of Deviation	-35.62	-27.41	-39.19	-43.92	-36.31
3	Winter Season (Jan – Feb)					
	Normal Rainfall	22.1	24.9	22.3	25.4	23.68
	Actual Rainfall	0	0	0	0	0
	% of Deviation	-100.00	-100.00	-100.00	-100.00	-100.00
4	Hot Summer Season (Mar – May)					
	Normal Rainfall	152.5	150.8	153.8	144.5	150.4
	Actual Rainfall	359.4	232.1	163.8	212.3	241.9
	% of Deviation	135.7	53.9	6.5	46.9	60.8
5	Total Normal	1091.5	1104	1038.5	1055	1072.2
6	Total Actuals	1316	1278	879.7	909	1095.6

LAND HOLDINGS (2021-22 CENSUS)

Table 4 - Land Holdings (As on 2021-22 Census)

Sl. No.	Description	No. of Holdings & its extent				
		Vangara	Regidi	Rajam	Santhakaviti	Total
1	Marginal Farmers (Below 1.00 ha.)					
	No.	11853	24901	18060	21483	76297
	Extent (ha.)	3669.7	7174.5	5530.95	6684	23059.15
	% of Farmers	15.54	32.64	23.67	28.16	100.00
2	Small Farmers (1.00 – 2.00 ha.)					
	No.	1248	1876	1796	2120	7040
	Extent (ha.)	1671.91	2523.67	2435.54	2844	9475.12
	% of Farmers	17.73	26.65	25.51	30.11	100.00
3	Semi-Medium (2.00 – 4.00 ha.)					
	No.	0	339	407	0	746
	Extent (ha.)	0	889.47	1075.87	0	1965.34
	% of Farmers	0.00	45.44	54.56	0.00	100.00
4	Medium (4.00 – 10.00 ha.)					

Sl. No.	Description	No. of Holdings & its extent				
		Vangara	Regidi	Rajam	Santhakaviti	Total
	No.	232	97	89	534	952
	Extent (ha.)	996.81	554.29	503.87	1711	3765.97
	% of Farmers	24.37	10.19	9.35	56.09	100.00
5	Large (10.00 ha. & Above)					
	No.	5	6	8	3	22
	Extent (ha.)	61.4	87.6	109.68	36	294.68
	% of Farmers	22.73	27.27	36.36	13.64	100.00
Total						
	No.	13338	27219	20360	24140	85057
	Extent (ha.)	6399.82	11229.53	9655.91	11275	38560.26
	% of Farmers	15.68	32.00	23.94	28.38	100.00

LAND USE & AGRICULTURAL PROFILE

Table 5 - Agriculture

Sl. No.	Description	Area in ha.				
		Vangara	Regidi	Rajam	Santhakaviti	Total
1	Geographical area	28486	15567	12850	14503	71406
2	Non-Agricultural use	5614	3015	1612	2432	12673
3	Total Cultivable	5914	11473	9710	11213	38310
4	Gross Area Sown	5880	11423	8484	12603	38390

IRRIGATION

Table 6 - Irrigation

Sl. No.	Description	No. of Sources & Its Ayacut				
		Vangara	Regidi	Rajam	Santhakaviti	Total
1	Medium Irrigation					
	No. of Sources	1	0	0	0	1
	Ayacut (in ha.)	647	2905	0	5630	9182
2	Minor Irrigation					
	No. of Sources	201	496	335	250	1282
	Ayacut (in ha.)	1776	838	306	661	3581
3	Tube Wells					
	No. of Sources	530	333	233	97	1193
	Ayacut (in ha.)	410	402	250	85	1147

Sl. No.	Description	No. of Sources & Its Ayacut				
		Vangara	Regidi	Rajam	Santhakaviti	Total
4	Dug Wells					
	No. of Sources	120	1284	1332	767	3503
	Ayacut (in ha.)	279	515	220	22	1036
	Total					
	No. of Sources	853	2115	1901	1117	5986
	Ayacut (in ha.)	4121	5161	4226	8319	21827

3.3 Demographics

Rajam has a total population of 2,71,084, with 84% residing in rural areas and 16% in urban areas. The constituency has 68,003 households, with a sex ratio of 998 females per 1,000 males. The literacy rate stands at 55.65%, indicating steady progress in education levels. The workforce is primarily engaged in agriculture, industries, handloom weaving, and services.

No.09 Rajam (SC) Assembly Constituency consists of the following **4 Mandals** Viz :

1. Vangara
2. Regidi Amadalavalasa
3. Rajam
4. Santhakaviti

Table 7 - Demographic Details of Rajam Assembly Constituency

Sl. No.	Description	Units	Vangara	Regidi	Rajam	Santhakaviti	Total
1	Geographical Area	SqKm	115.28	154.86	128.5	143.71	542.35
2	Gram Panchayats	No.	29	39	21	34	123
4	Revenue Villages	No.	37	51	31	52	171
5	UI Villages	No.	5	0	0	1	6
6	Hamlets	No.	9	19	10	20	58
7	Habitations	No.	46	70	41	72	229
8	Secretariats	No.	19	25	28	24	96
9	Households (2011 Census)	No.	10410	17237	23493	16863	68003

POPULATION (As Per 2011 Census)

Table 8 - Population Data (As Per 2011 Census)

Sl. No.	Description	No. as per 2011 Census				
		Vangara	Regidi	Rajam	Santhakaviti	Total
1	Scheduled Caste	7056	8310	10972	7509	33847
	Male	3330	4135	5392	3790	16647
	Female	3726	4175	5580	3719	17200
2	Scheduled Tribe	1181	655	1091	190	3117
	Male	585	309	551	87	1532
	Female	596	346	540	103	1585
3	Others	32896	61528	81976	57720	234120
	Male	16466	30941	41074	29004	117485
	Female	16430	30587	40902	28716	116635
	Total	41133	70493	94039	65419	271084
	Male	20381	35385	47017	32881	135664
	Female	20752	35108	47022	32538	135420
4	Literacy Rate (%)	52.10	52.34	61.41	54.00	55.86
5	Sex Ratio (per 1000)	1018	992	1000	990	1000
6	Density	357	455	732	455	500

PROJECTED POPULATION (As on 2024)

Table 9 - Projected Population (As on 2024)

Sl. No.	Description	Projected Population (No.)				
		Vangara	Regidi	Rajam	Santhakaviti	Total
1	Total Population	43388	74540	100681	70040	288649
	Male	21270	37416	50338	35204	144228
	Female	22118	37124	50343	34836	144421

RELIGION WISE POPULATION (As per 2011 Census)

Table 10 - Religion Wise Population (As per 2011 Census)

Sl. No.	Description	No. as per 2011 Census				
		Vangara	Regidi	Rajam	Santhakaviti	Total
1	Hindus	92421	69969	65134	40939	268463
	Male	46209	35145	32743	20287	134384
	Female	46212	34824	32391	20652	134079
2	Muslims	506	98	32	14	650
	Male	254	43	10	8	315
	Female	252	55	22	6	335
3	Christians	819	232	162	131	1344
	Male	389	108	79	63	639

Sl. No.	Description	No. as per 2011 Census				
		Vangara	Regidi	Rajam	Santhakaviti	Total
	Female	430	124	83	68	705
4	Sikhs	14	0	12	1	27
	Male	9	0	6	1	16
	Female	5	0	6	0	11
5	Buddhists	2	1	5	3	11
	Male	1	0	2	2	5
	Female	1	1	3	1	6
6	Jains	6	1	5	2	14
	Male	2	1	2	0	5
	Female	4	0	3	2	9
7	Others	2	0	0	1	3
	Male	1	0	0	0	1
	Female	1	0	0	1	2
8	Religion not stated	269	192	69	42	572
	Male	152	88	39	20	299
	Female	117	104	30	22	273

3.4 Economic Overview

Rajam has a diverse economic structure, with the services sector contributing 47.0%, industrial sector 27.9%, and agriculture & allied activities 25.2% to the Gross Value Added (GVA) of ₹ 3,796.4 crores. The per capita income stands at ₹1,25,645 reflecting steady economic growth. The agriculture sector plays a crucial role, with crops like paddy, maize, ragi, black gram, green gram, sesame, sugar cane.

Table 11-Economic Overview

INDUSTRY	GCDP AT CURRENT PRICES (RS. IN CR) (2023-24)	GCDP AT CURRENT PRICES (RS. IN CR) (2047-48)
AGRICULTURE SECTOR	956.0	7157.9
INDUSTRY SECTOR	1057.4	25698.9
SERVICE SECTOR	1783.1	52683.2

3.5 Social Infrastructure

Rajam is a major educational hub, home to GMRIT. School education is being strengthened with 301 schools, 100+ smart classrooms, and 10,000 youth undergoing skill training under NSDC and PMKVY initiatives.



Image 3- GMR Institute of Technology

The healthcare sector includes 1 CHC, 7 PHCs and 73 sub-centers with plans to reduce maternal mortality by 50%, bring infant mortality below 10 per 1,000 live births, and achieve 100% vaccination coverage. A strong public health infrastructure ensures access to affordable and quality medical services.

SCHOOL EDUCATION

Table 12 - School Education

Sl. No.	Description	Mandal wise Number				
		Vangara	Regidi	Rajam	Santhakaviti	Total
1	Primary Schools					
	MPP	19	57	38	52	166
	Private – Un-aided	0	1	11	3	15
2	Upper Primary					
	UP	11	10	12	13	46
	Private – Un-aided	0	1	8	1	10
3	High Schools					
	ZPP	9	12	7	13	41
	Private – Un-aided	0	0	16	2	18

	KGBVs	1	1	1	1	4
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HIGHER EDUCATION

Table 13 - Higher Education

Sl. No.	Description	Mandal wise No.of Institutions				
		Vangara	Regidi	Rajam	Santhakaviti	Total
I	Junior Colleges					
	Govt.	1	1	2	1	5
	Private – Un-aided	0	0	8	0	8
II	Degree Colleges					
	Govt.	0	0	1	0	1
	Private – Un-aided	0	0	7	0	7
III	Professional Courses					
	Engineering	0	0	1	0	1
	ITI	0	0	2	0	2

MEDICAL & HEALTH

Table 14 - Medical & Health

Sl. No.	Category	No.of Institutions				
		Vangara	Regidi	Rajam	Santhakaviti	Total
1	Area Hospitals	0	0	1	0	1
2	PHCs	1	2	2	2	7
3	Sub Centers	19	23	15	16	73
4	No.ANMS	23	24	28	23	98
5	No.Asha Workers	46	78	86	77	287
6	Blood storage units	0	0	1	0	1
7	104 FDHS Vehicle	0	2	3	1	6
8	108 Ambulance Services	1	1	1	1	4
9	Thalli Bidda Express	0	1	1	1	3

3.6 Physical Infrastructure

Rajam has a well-developed road network spanning 558 km, including SH-36, which are undergoing major upgrades. Road expansion projects include a 4-lane expansion in Rajam town and the development of logistics hubs for industrial growth.

Electricity supply is 24-hour uninterrupted for both urban and rural areas, with 9-hour daytime supply for agriculture.

3.7 Environmental and Cultural Significance

Rajam is known for its rich cultural and spiritual heritage, with key attractions such as Sri Polipalli Paidithalli Temple, TTD Sri Venkateswara Swami Temple, Sri Sita Rama Temple and more.

Image 6 - Sri Venkateswara Swamy Temple



Image 5 - Sri Polipalli Pyditallamma Temple

Image 4 - Sri Ekantha Sitarama Swamy Temple



In terms of environmental conservation, efforts are being made to increase green cover through afforestation programs and eco-friendly initiatives. The region's waste management and sanitation programs are also aimed at maintaining a clean and healthy environment.

Sri Ekantha Sitarama Swamy

Sri Ekantha Sitarama Swamy Temple is one the very ancient temple in the District.

- This temple constructed in 16th century by Bobbili Samsthana Rulers.
- Sri Ekantha Sitarama Swamy Temple is located at Gulla Sitarampnam Village in Santha Kaviti Mandal which 7 Km away from business and industrial town of Rajam.
- Here inside the temple Garbhalaya Lord Sri Rama and Sita Devi idols are located with privateness. This is the uniqueness of this temple. The idols of the presiding deity is unique as it is carved out of a single black granite stone

➤ It depicts Sita perched on the thigh of a seated Rama, which is rare portrayal of the lord Rama.

Sri Gorle Sriramulu Naidu Madduvalasa Reservoir Project

Image 7-Madduvalasa Reservoir



➤ Madduvalasa Reservoir Project is a Medium Irrigation Project for which envisages formation of Reservoir across **Suvarnamukhi river** a tributary of Nagavali River.

➤ G.S.N Madduvala reservoir project covers-18749 Acres.

➤ Madduvalasa Reservoir has been built on the Vegavati and Suvarnamukhi rivers, subsidiaries of the Nagavali River at Madduvalasa.

3.8 Summary

Rajam is positioned as a key economic and urban growth hub, balancing agriculture, industry, and service sectors. With strategic infrastructure upgrades, industrial expansion, educational institutions, healthcare improvements, and sustainable development initiatives, the constituency is on track for inclusive and balanced growth under the Vision Plan 2024-2029.

3.9 PROFILE DATA OF THE CONSTITUENCY

DRINKING WATER SOURCES

Table 15-Drinking Water Sources

Sl. No.	Description	No.of Sources				
		Vangara	Regidi	Rajam	Santhakaviti	Total
1	CPWS					
	No.of Sources	2	2	2	2	8
2	PWS (with overhead Tanks)					
	No.of Sources	8	24	16	27	75
3	Hand Bore wells	344	486	405	386	1621

ELECTRICITY*Table 16-Electricity Details*

Sl. No.	Description	No. of Services				
		Vangara	Regidi	Rajam	Santhakaviti	Total
1	Sub-Stations	1	1	4	1	7
2	Agricultural Services	947	695	1284	335	3261
3	Domestic Services	10628	19024	30644	14704	75000
4	Industrial Services	16	31	132	0	179
5	Commercial Services	578	946	4368	0	5892
6	Others	309	291	606	0	1206

CIVIL SUPPLIES*Table 17-Civil Supplies*

Sl. No.	Description	Mandal wise Number				
		Vangara	Regidi	Rajam	Santhakaviti	Total
1	Fair Price Shops	48	66	62	58	234
2	MDU Vehicles	8	15	19	13	55
3	ePOS Units	48	66	62	58	234
4	BPL Ration Cards					
4.a	White	12207	20598	27065	18577	78447
4.b	AAY	634	1249	1448	1197	4528

LPG Gas Connections*Table 18-LPG Gas Connections*

Sl. No.	Description	No. of Connections				
		Vangara	Regidi	Rajam	Santhakaviti	Total
1	General Connections	5650	2140	6241	2451	16482
2	Deepam	2370	8054	10103	8542	29069
3	Ujjwala	4000	10035	13548	9854	37437
4	CSR	0	83	0	0	83

	Total	12020	20312	29892	20847	83071
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LIVESTOCK (As per 2019 Census)

Table 19-Livestock (As Per 2019 Census)

Sl. No.	Description	Mandal wise Number				
		Vangara	Regidi	Rajam	Santhakaviti	Total
1	Veterinary Hospitals	0	0	1	1	2
2	Dispensaries	2	3	2	3	10
3	Rural Livestock Units	0	3	1	1	5
4	Bulk Milk Chilling Units	1	1	1	1	4
5	Milk Collection Units	20	34	22	36	112
II	Livestock Population					
1	Cattle	13584	21203	18452	22405	75644
2	Sheep & Goats	17491	19206	16587	20154	73438
3	Poultry	10432	22037	15745	23542	71756
4	Total	41507	62446	50784	66101	220838

BANKING SERVICES

Table 20-Banking Services

Sl. No.	Description	Mandal wise Number				
		Vangara	Regidi	Rajam	Santhakaviti	Total
1	Nationalized Banks	1	2	12	2	17
2	Private Banks	0	0	4	0	4
3	Co-Operative Bank	1	1	1	1	4
4	APGVBS	1	2	2	3	8
	Total	13	9	11	9	42

DRDA – SERP

Table 21-DRDA-SERP

Sl. No.	Description	Mandal wise Number				
		Vangara	Regidi	Rajam	Santhakaviti	Total
1	Self Help Groups	1004	1806	1431	1558	5799
2	Existing Members	11946	19422	15560	17091	64019

3	Village Organizations	30	48	34	45	157
4	FPOs	1	1	1	1	4
5	Members	2247	964	1574	742	5527

ROAD CONNECTIVITY

Table 22-Road Connectivity

Sl. No.	Description	Length of Road (in KMs)				
		Vangara	Regidi	Rajam	Santhakaviti	Total
1	State High way	43.40	24.30	39.40	41.00	148.10
2	Major District Roads	5.70	42.00	17.12	17.90	82.72
3	Zilla Parishad Roads	12.60	8.00	7.60	6.90	35.10
4	Total (R&B)	61.70	74.30	64.12	65.80	265.92
5	C C Roads	2.82	6.80	7.10	7.37	24.09
6	BT Roads	32.20	49.97	30.06	33.00	145.23
7	Metled(WBM)	11.62	6.70	10.66	10.33	39.31
8	Un-Metled	15.98	20.59	15.31	31.35	83.23
9	Total (Panchayath Raj)	62.62	84.06	63.13	82.05	291.86

SUMMARY

Rajam Constituency, comprising four mandals, is poised for inclusive growth under the Swarna Andhra@2047 vision. With 38,310 ha of cultivable land and key irrigation projects, agriculture thrives. A robust economy spans agriculture (25.2%), industry (27.9%), and services (47%). Population is 2.7 lakh, with 84% rural. Rajam hosts GMRIT, over 300 schools, and skill training hubs. Healthcare includes 1 CHC, 7 PHCs, and 73 sub-centres. Road and power infrastructure is well-developed. Cultural sites and green initiatives boost environmental sustainability. Livestock, SHGs, and banking networks strengthen rural livelihoods. The vision aims for 15% annual growth across all sectors by 2047.

CHAPTER

4

**MAJOR STRENGTHS,
CONCERNS
&
OPPORTUNITIES**

4. CONSTITUENCY KEY STRENGTHS, CONCERNS & OPPORTUNITIES

The Government of Andhra Pradesh is committed to achieving sustainable development and inclusive growth, with the ambitious goal of making Andhra Pradesh the top state in the country by 2029. To realize this vision, it is essential to develop a Constituency Development Vision Plan that aligns with the state's objectives. To achieve these targets, a comprehensive analysis of the constituency's major strengths, concerns, and opportunities is necessary, ensuring no aspect is overlooked. This analysis will form the foundation for a practical and effective Vision Plan for the constituency, guiding it towards the state's overarching goals.

4.1 Agriculture and allied sectors

4.1.1 STRENGTHS

Agriculture & Irrigation Infrastructure

- Fertile Land & Diverse Cropping Patterns 38,310 hectares of cultivable land.
- Suitable for food grains, commercial crops, and horticulture.
- Major crops: Paddy, maize, ragi, black gram, green gram, sesame, sugarcane.
- Paddy is the main crop, supported by irrigation.
- Sugarcane is a key cash crop for local sugar factories.
- Pulses (green gram, black gram, red gram) widely grown.
- Groundnuts and millets grown in dryland areas for farmer income security.

Irrigation and Water Resources

- Nagavali River (Narayanapuram Project) provides a regular water supply for farming.
- Thotapalli Barrage (large project) and Madduvalasa Reservoir (medium project) are important sources of irrigation.
- Thotapalli old regulator provides water to 4,298 acres of farmland.
- Madduvalasa Reservoir supplies water to 18,749 acres.

- 1,193 tube wells help with groundwater irrigation, covering 1,147 hectares of land.

Expanding Horticulture & High-Value Crops

1. Area Under Cultivation

- 1,994 hectares of land is used for growing mangoes, cashew, and oil palm.

2. Annual Production

- 7,530 tons of mangoes
- 2,352 tons of oil palm
- 1,250 tons of bananas
- 612 tons of vegetables

3. Demand for Organic Produce

- Increasing demand for organic mangoes, cashews, and vegetables in premium markets.

4. Processing and Value Addition

- Setting up processing units for mango and cashew can create employment and boost farmer income.

5. Export Opportunities

- With strong branding and better infrastructure, mangoes and cashews can be exported globally.

Livestock

1. Breed Improvement

- Using artificial insemination to improve the quality of cattle and buffalo breeds.

2. Animal Healthcare

- Providing vaccinations and treatments to keep animals healthy and free from diseases.

3. Fodder Development

- Promoting the growth of green fodder to ensure animals get proper nutrition.

4. Disaster Support

- Giving help and care to animals during natural disasters like floods or droughts.

Table 23-Livestock Data

MANDAL WISE LIVESTOCK POPULATION							
S.No	MANDAL	CATTLE	BUFFALO	SHEEP	GOAT	PIGS	POULTRY BIRDS
1	RAJAM	13840	941	9926	2675	48	90699
2	REGIDI AMDALAVALASA	22497	1086	15923	5626	53	70375
3	VANGARA	13412	172	11535	5956	893	28167
4	SANTHAKAVITI	17846	174	14536	4535	42	51373

Fisheries Sector – Growth Enablers

- Nagavali river costal region is a key aquaculture hub, with a production target of 2,432 MT.
- Though the constituency is not having any coastal region, it has potential for inland fisheries and aquaculture development due to its freshwater resources. With better infrastructure, training, and government support, the sector can significantly boost rural livelihoods.
- Cage farming & Recirculatory Aquaculture Systems (RAS) are being promoted for higher productivity.

Government Support & Schemes for Farmers

- Implementation of Andhra Pradesh Community Natural Farming (APCNF), PM-KISAN, RKVY, and PMKSY to promote sustainable agriculture.

4.1.2 CONCERNS

Improving Soil Quality & Tackling Fertility Loss

- Excessive use of chemical fertilizers & pesticides has led to soil degradation.

- Need for wider adoption of organic and natural farming to restore soil health. Soil health is essential for maintaining productive and sustainable agricultural systems.
- Depleting fertility arises from over-reliance on chemical fertilizers and monocropping practices.
- Erosion, loss of organic matter, and poor soil management further contribute to fertility decline.
- These results in reduced crop yields, diminished nutrient content, and increased vulnerability to pests and diseases.

Water Resource Management Issues

- Groundwater depletion due to over-reliance on tube wells **(1,147 units)**.
- Limited micro-irrigation coverage (only 120 hectares under drip & sprinkler irrigation).
- The constituency needs better water conservation techniques, pollution control, and efficient irrigation systems to ensure sustainable water resource management. Strengthening government policies, local participation, and awareness can help overcome these challenges.
- Rajam water resource challenges need better conservation efforts, modern irrigation techniques, and pollution control measures. Sustainable management can ensure long-term water availability for agriculture, industries, and households.
- Integrated water management strategies, conservation practices, and infrastructure investment are essential for addressing these issues.

Market Challenges & Price Instability

- Fluctuating prices of agriculture and horticulture commodities expose farmers to financial instability.
- Inadequate market accessibility.
- Agricultural products are particularly vulnerable to price swings due to crop yields, market speculation, and export restrictions.
- Farmers may struggle to cover costs during price drops, while consumers face higher costs during price increases.

- Lack of proper warehousing, cold storage and processing units results in post-harvest losses.

Post-Harvest & Supply Chain Gaps

- Lack of large-scale packhouses, ripening chambers, and food processing zones.
- High transportation costs due to inadequate rural logistics hubs limit direct market access.
- Inefficient supply chains, inadequate infrastructure, and poor storage facilities exacerbate these losses.
- Improving storage facilities, transportation networks, and market linkages is essential to reducing post-harvest losses and enhancing food security.

Limited Crop Diversification & Agri-Entrepreneurship

- Limited crop diversification occurs when farmers focus on a single crop, making them more vulnerable to price fluctuations and climate risks.
- Heavy reliance on paddy cultivation, despite potential for high-value and export-oriented crops.
- Low participation in agri-entrepreneurship models, restricting farmer-led value addition.
- Promoting crop diversification, providing entrepreneurial training, and improving access to capital are key to fostering sustainable and profitable farming.

4.1.3 Opportunities

Agricultural & Horticultural Growth

- **Expansion of High-Value Crops** – Encouraging the cultivation of mango, cashew, and medicinal plants can boost farmer incomes.
- **Agro-Processing & Value Addition** – Setting up processing units for cashew, mango pulp, and organic farming products can create employment and increase profitability.
- **Micro-Irrigation & Water Conservation Initiatives** - Expanding drip & sprinkler irrigation coverage beyond 120 hectares to improve water efficiency.

Rainwater harvesting & groundwater recharge programs can help sustain irrigation needs.

High-Value Crops and Export Opportunities

- High-value crop expansion involves cultivating crops with higher market demand and profitability, such as fruits, vegetables, and specialty crops.
- Increasing organic & precision farming adoption for bananas, and medicinal plants.
- Agri-exports can enhance foreign exchange earnings, creating economic growth and employment opportunities.
- Developing export links for banana and floriculture crops, targeting international markets.
- Government policies, investment in research, and trade agreements can further support the growth of high-value crop production and export potential.

Post-Harvest Infrastructure Development

- Investment in modern cold storage & food processing zones to reduce wastage & increase farmer income.
- Establishment of Farmer Producer Organizations (FPOs) for better market linkage.
- Investment in processing facilities allows for value-added products, increasing farmers' income and reducing reliance on raw commodity exports.
- Improved post-harvest infrastructure reduces food insecurity by ensuring a more reliable food supply and stabilizing market prices.

Farm to Fabric: Strengthening Rural Livelihoods

- Farming and handloom work can go hand in hand to create more jobs and boost the local economy.
- Growing crops like cotton and promoting silk farming (sericulture) can help support the textile and weaving industry.
- Giving training, better market access, and good infrastructure can help both farmers and weavers earn more and grow together.

Live stock

- Livestock farming presents opportunities for diversifying agricultural income through the production of meat, milk, eggs, and other animal products.
- Livestock farming provides essential employment opportunities, particularly in rural areas, supporting local economies.
- Expanding dairy farming can significantly boost milk production, improve rural livelihoods, and contribute to the local economy.
- Increasing milk production offers the potential to meet growing demand, improve farmers' incomes, and enhance the sustainability of dairy farming.
- Enhanced dairy infrastructure can improve milk processing, reduce waste, and ensure better storage and distribution of dairy products.

Improving Fish Farming with Technology

- Strengthening fisheries and aquaculture offers opportunities for sustainable food production, providing a reliable source of protein for growing populations.
- Expansion of fish farming zones with better hatcheries & feed units.
- Technological interventions (AI-based pond monitoring, solar aeration systems) to boost yields.

4.2 Industry Sector

4.2.1 Strengths

Strong MSME Base & Industrial Growth

- EID Parry pvt ltd, Jute Mills, Rice mill and MSMEs contributing significantly to employment and local manufacturing.
- 59.67 acres of land allocated to MSME park.
- Dedicated support handloom production.

Strategic Location & Transport Connectivity

- Proximity to NH-16 enables seamless logistics & trade.
- Expansion of State highways and major district roads will improve industrial freight movement.

- Proposed railway connectivity via Rajam will improve industrial freight movement.
- The strategic location of the industrial sector provides significant advantages, including access to markets, skilled labour, raw materials, and superior infrastructure. These strengths enhance business efficiency, reduce operational costs, and make the region a highly attractive option for investment and industrial growth. By leveraging these strengths, industries in this location can achieve sustainable growth and competitive advantage in the global market.

Favourable Industrial Policies & Incentives

- Government support through MSME subsidies, interest-free loans, and skill development initiatives.
- Dedicated schemes for industrial land allotment and infrastructure upgradation.

4.2.2 Concerns

Lack of Large-Scale Industries & Limited FDI

- Industrial sector dominated by MSMEs, with few large-scale industries establishing a base.
- Need for Foreign Direct Investment (FDI) & Special Economic Zones (SEZs).

Infrastructure & Logistics Bottlenecks

- Need for additional industrial parks and dedicated logistics hubs.
- Lack of warehousing & export processing zones restricts supply chain efficiency.
- Inadequate last-mile connectivity for freight transport.

High Energy Costs & Power Supply Gaps

- Industrial electricity tariffs are high, impacting MSME competitiveness.
- Need for renewable energy adoption to reduce power costs & carbon footprint.

Limited Access to Skilled Workforce

- Mismatch between industrial requirements & workforce skill levels.
- Need for industrial training centres aligned with IT & manufacturing needs.

4.2.3 Opportunities

Expansion of Industrial Parks & MSME Clusters

- Development of an industrial park (59.67 acres) to attract investments.
- Integration of MSMEs into national & global supply chains.

Handloom & Gold Cluster Strengthening

- Expanding digital marketing & branding for Rajam Handlooms.
- Providing financial incentives & technology integration for gold artisans.

Renewable Energy Integration & Cost Optimization

- Implementing rooftop solar solutions for MSMEs & industrial zones.
- Encouraging energy-efficient industrial practices to reduce operational costs.

Strengthening Export & Supply Chain Infrastructure

- Setting up dedicated export promotion hubs & warehousing facilities.
- Enhancing road, rail, and air connectivity for seamless trade.

4.3 Service Sector

4.3.1 Strengths

Empowering Youth Through Education and Skills

- Presence of premier educational institution GMRIT Rajam (a top-tier engineering college)
- 301 schools with 100+ smart classrooms, enhancing digital learning.
- 10,000 youth being trained under vocational skill development programs.
- The skilling ecosystem in the service sector in RAJAM constituency is well-developed, supported by a variety of training programs, government initiatives, and access to employment opportunities. This strengthens the region's workforce, ensuring that individuals are equipped with the necessary skills to succeed in the service industry.

Expanding Healthcare Infrastructure & Medical Tourism

- 1 CHC, 7 PHCs and 73 sub-centers ensure a robust primary healthcare network.
- Private sector expansion in multi-specialty hospitals & diagnostic centers enhances healthcare accessibility.
- 100% immunization target for children, improving public health outcomes.

Growth in Real Estate and Government Services

- Rajam is a good real estate hotspot.
- Growing urbanization, commercial developments, and smart city initiatives are increasing economic activity.

4.3.2 Concerns

Limited Career Options

- Lack of major IT, corporate, and financial firms reduces job opportunities for educated youth.
- Many skilled workers migrate to Visakhapatnam, Hyderabad, or Bengaluru due to limited local opportunities.
- Need for more entrepreneurship support & skill-based jobs in tourism, IT, and banking.

Uneven Healthcare Accessibility in Rural Areas

- Primary healthcare facilities in rural areas require major upgrades.
- Specialty hospitals and advanced diagnostic facilities are mostly urban-centered.
- Need for mobile health units & telemedicine solutions to reach underserved communities.

Slow Tech Adoption

- Lack of IT parks or startup incubators, reducing the scope for technology-based services.
- Limited internet penetration in rural areas, affecting online businesses and e-governance.
- Need for digital skill training centres to prepare youth for the tech industry.

Unlocking Tourism & Hospitality Potential

- Local temples have tourism potential but lack promotion and infrastructure (hotels, restaurants, and guides).
- Madduvalasa Reservoir Eco-system have potentiality to develop into a amusement spot but needs the strengthening of the facilities and infrastructure.
- Need for better connectivity, tour packages, and branding of historical and cultural heritage.

Strengthening Banking & Financial Inclusion

- Limited banking penetration in rural areas, with many still relying on cash transactions.
- Need for more financial literacy programs to encourage digital banking and microfinance.
- Lack of venture capital or funding support for small businesses and startups.

Enhancing Rural Mobility & Trade Networks

- Limited public transport services, making daily commutes difficult, especially for rural residents.
- Need for better logistics hubs and warehouses to support trade and small industries.
- Road conditions in some areas need improvement to facilitate smooth transportation.

Heavy Dependence on Real Estate Development

- Service sector growth is currently driven by real estate, which can be volatile.
- Limited diversification in financial and IT services poses a risk if real estate growth slows down.

4.3.3 Opportunities

Advancing Education & Skill Training for Better Job Opportunities

- Establishing new private schools, colleges, and coaching centres to meet the demand for quality education.

- Develop technical and vocational training institutes to provide industry-relevant skills.
- Setting up industry-academia collaboration for job placements in IT, healthcare, and services.
- Expanding online education services and digital learning centres to support students in rural areas.
- Reduction in student migration to cities for higher education.
- Establishing skill development programs in IT, agriculture, and industry-relevant fields can reduce youth unemployment.
- Encouraging women-led entrepreneurship in banking, tourism, and financial services.

Medical Tourism & Healthcare Expansion

- Developing CHC Rajam for specialized treatments.
- Attracting private investment in super-specialty hospitals & wellness centers.
- Launching telemedicine & mobile healthcare programs for underserved rural communities.

Boosting Tourism & Hospitality Opportunities

- Developing the Venkateswara swamy temple, Polipalli Pyditallamma Temple, Madduvalsa Reservoir and Ekantha seetharama Temple has the potential to significantly boost tourism in the region.
- Developing eco-tourism and temple tourism with better infrastructure and guided tours.
- Encouraging hotels, restaurants, and homestay businesses to support growing tourism it increases of visitor footfall, benefiting local businesses, handicrafts, and hospitality services.
- Creation of jobs in travel agencies, tour guiding, and hospitality management.

Strengthening Financial Inclusion & Rural Credit Access

- Establish additional bank branches, microfinance institutions, and digital banking centres to serve underserved areas.

- Launch comprehensive financial literacy programs to educate farmers, youth, and MSMEs on credit, savings, and investment.
- Enhance access to credit facilities tailored for small businesses, entrepreneurs, and agricultural activities.
- Promote insurance, fintech, and investment advisory services focused on rural populations and self-help groups.
- Support rural economic growth by improving access to financial tools that encourage saving, borrowing, and investing responsibly.

Strengthening Public Transport & Governance Services

- Expanding public transport networks to support urban expansion.
- Leveraging e-Governance initiatives for transparent, efficient public service delivery.

Summary

In conclusion, the agriculture, industry, and service sectors in the region exhibit significant strengths, including fertile land, robust irrigation infrastructure, a strong MSME base, strategic location, and a thriving education and healthcare ecosystem. However, challenges such as soil degradation, water management issues, infrastructure bottlenecks, and limited IT ecosystem need to be addressed. By leveraging opportunities in micro-irrigation, high-value crop expansion, industrial park development, and tourism enhancement, the region can achieve sustainable growth and economic diversification, ensuring a prosperous future for its communities.

CHAPTER

5

**CONSTITUENCY
ECONOMIC VISION PLAN**

5. CONSTITUENCY ECONOMIC VISION PLAN

Introduction

The Economic Vision Plan for Rajam presents a comprehensive growth strategy to transform the constituency into an economically vibrant, investment-friendly, and employment-driven region. With a Gross Constituency Domestic Product (GCDP) of ₹4103.7 crores in 2023-24, Rajam is projected to achieve ₹90932.7 crores by 2047-48, reflecting a strong and sustainable annual growth trajectory averaging 12-15%. The economic strategy is designed to leverage sectoral strengths, address infrastructure and employment challenges, and promote industrial diversification, ensuring inclusive and resilient economic progress.

Sectorial Performance and Growth Outlook

Agricultural Sector

The agriculture sector, currently contributing 25.2% of the total GVA in 2023-24, is projected to decline to 8.4% by 2047-48 due to a shift towards high-value industries and services. However, in absolute terms, agriculture will grow from ₹956 crores in 2023-24 to ₹7157.9 crores by 2047-48, reflecting sustained expansion in productivity and market access.

Industry Sector

The industrial sector, contributing 27.9% to the GVA in 2023-24, will remain a cornerstone of economic transformation, maintaining a stable contribution of around 30.0% by 2047-48. The manufacturing sub-sector, growing at an annual rate of 12-14%, will be strengthened through MSME cluster development and emerging industrial hubs. Construction, which contributes 12.62% to the economy today, will see significant investments in large-scale infrastructure projects, maintaining steady growth of 12-14% annually. Investments in renewable energy, logistics, and digital infrastructure will enhance industrial competitiveness and promote Rajam as a key economic zone within Andhra Pradesh.

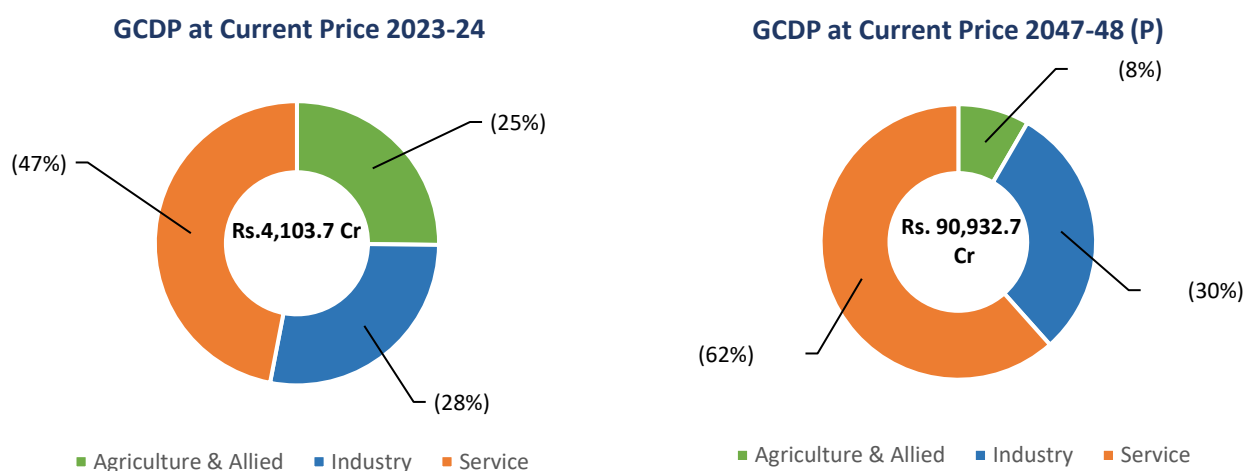
Service Sector

The **Service Sector**, which is the largest contributor to GVA at 47% in 2023-24, is expected to rise to 61.6% by 2047-48, becoming the primary driver of economic growth. The finance, IT, hospitality, and trade sectors will experience high expansion rates, averaging 15-17% annually. The real estate and ownership of dwellings sector, currently contributing 13.1% of GVA, will grow significantly due to urban expansion and commercial infrastructure development. Investments in digital services, smart governance, and tourism infrastructure will ensure high-value employment generation and economic diversification.

With a strong and stable annual GCDP growth rate of 12-15%, the Economic Vision Plan provides a clear roadmap for sustainable, inclusive, and high-growth economic expansion. By focusing on sectoral diversification, infrastructure modernization, and digital integration, Rajam is set to emerge as a leading economic hub aligned with the Swarna Andhra @2047 vision.

Transformation of Rajam Constituency by 2047

Figure 1-Transformation of Rajam Constituency by 2047



Rajam is poised for historic economic transformation, evolving from a regional economy to high-value industrial, commercial, and services driven hub. With a GCDP of Rs. 4103.7 Crores in 2023-24, the economy is projected to expand 22 times to Rs. 90932.7 Crores by 2047-2028. Reflecting sustained annual growth of nearly 12-15%. This transformation will be fuelled by strategic investments in infrastructure, industrialization, services expansion, and agriculture modernization, positioning Rajam as a key economic powerhouse within Andhra Pradesh.

Gross Constituency Domestic Product Projections (Rs. in Crores)

Table 24-GCDP Projection at current prices

INDUSTRY	2022-23 (SRE)	2023-24 (P)	2028-29 (P)	2033-34 (P)	2038-39 (P)	2043-44 (P)	2047-48 (P)
Agriculture, Live Stock, Forestry & Fishing							
Agriculture	439.4	504.0	973.2	1281.5	1668.6	2144.8	2552.0
a) Agriculture	340.6	370.0	700.2	871.7	1060.6	1259.6	1426.0
b) Horticulture	98.8	133.9	273.1	409.8	608.0	885.2	1126.0
Livestock	441.6	393.7	700.6	1141.8	1777.0	2623.1	3387.2
Forestry & Logging	17.3	17.0	20.1	22.2	24.4	26.7	28.3
Fishing & Aquaculture	40.2	41.3	255.7	436.5	678.0	979.3	1190.4
AGRICULTURE SECTOR	938.5	956.0	1949.6	2882.0	4148.1	5774.0	7157.9
Mining & Quarrying	38.2	21.7	49.1	79.8	126.2	155.4	182.5
Manufacturing	452.2	469.3	955.0	1998.8	3751.6	6558.7	9350.2
Electricity, Gas, Water Supply	204.5	87.4	171.5	313.8	565.0	921.6	1321.0
Construction	437	479.0	1008.5	2320.9	4925.2	9163.1	14845.2
INDUSTRY SECTOR	1131.8	1057.4	2184.0	4713.3	9368.1	16798.8	25698.9
Trade, Hotel & Restaurants	60.2	76.6	162.7	360.6	796.7	1740.7	3007.5
Transport, Storage & Communications							
Railways							
Transport by Other means & Storage	241.3	300.6	635.4	1407.5	2985.6	6168.7	9881.1
Communications	89.5	102.4	211.6	383.6	653.2	1071.2	1538.9
Financing, Insurance, Real estate & Professional Services							
Banking & Ins.	76.5	115.5	250.5	487.0	937.3	1704.1	2531.4
Real estate, Ownership of Dwellings	443.1	497.2	1257.4	2914.5	6444.7	13019.0	22707.1
Public Admn.	188.3	204.2	332.4	540.5	854.0	1329.2	1808.4
Other Services	460.7	486.6	1004.6	2226.1	4002.6	7123.4	11208.9
SERVICES SECTOR	1559.5	1783.1	3854.6	8319.8	16674.0	32156.3	52683.2
GCVA	3629.9	3796.4	7988.1	15915.1	30190.1	54729.0	85539.9
Net Taxes	243.4	307.3	578.5	1028.2	1888.6	3388.2	5392.8

INDUSTRY	2022-23 (SRE)	2023-24 (P)	2028-29 (P)	2033-34 (P)	2038-39 (P)	2043-44 (P)	2047-48 (P)
GCDP	3873.3	4103.7	8566.7	16943.3	32078.7	58117.2	90932.7
NCDP	3475.5	3677.6	7826.6	15288.8	27796.8	48769.1	76465.4
Population (In Nos)	290230.6	291237	294264	295277	296293	297314	298337
Per Capita Income (on NDDP) in Rupees	119748	126277	265973	517781	938151	1640328	2563059

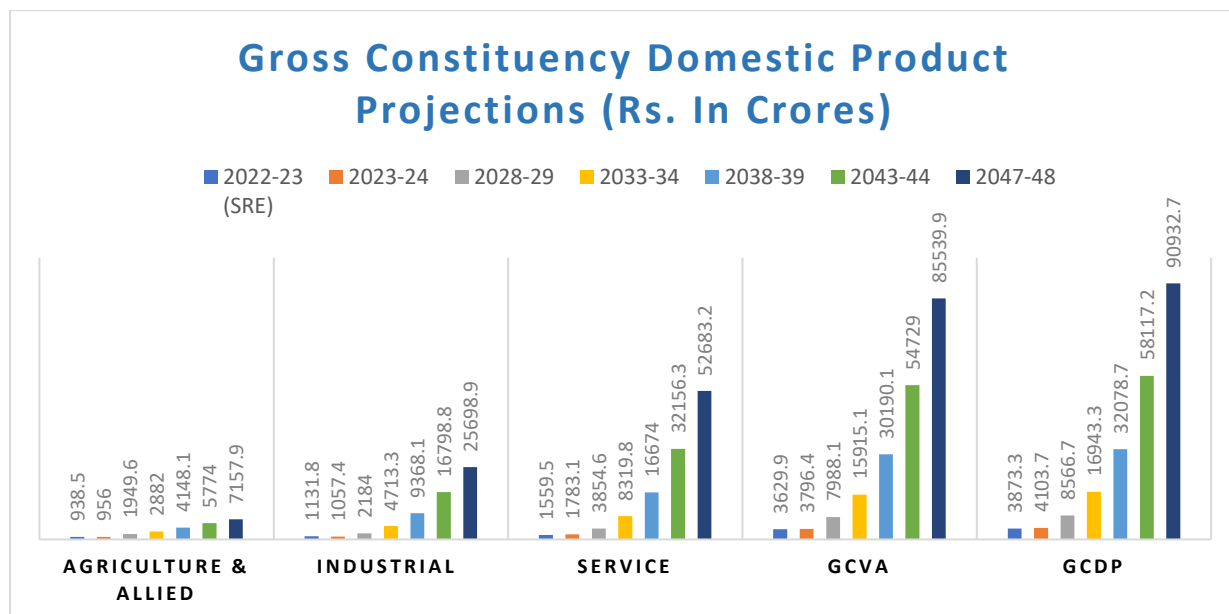


Figure 2-GCDP Projections at Current Prices

Gross Constituency Domestic Product Growth Rate Projections

Table 25-Sector-wise Growth Rates of GCVA & GCDP Growth Rates

INDUSTRY	% Change over previous year (Growth Rates)					
	2023-24 AE	2028-29 (P)	2033-34 (P)	2038-39 (P)	2043-44 (P)	2047-48 (P)
Agriculture, Live Stock, Forestry & Fishing						
Agriculture	14.7	10.5	5.7	5.4	5.1	4.4
a) Agriculture	8.6	9.2	4.5	4	3.5	3.2
b) Horticulture	35.6	14	8.5	8.2	7.8	6.2
Livestock	-10.8	13.2	10.3	9.3	8.1	6.6
Forestry & Logging	-2.1	3.2	2	1.9	1.9	1.4
Fishing & Aquaculture	2.7	14	11.3	9.2	7.6	5
AGRICULTURE SECTOR	1.9	11.8	8.1	7.6	6.8	5.5
Mining & Quarrying	-43.1	16.4	10.2	9.6	4.3	4.1
Manufacturing	3.8	18	15.9	13.4	11.8	9.3

INDUSTRY	% Change over previous year (Growth Rates)					
	2023-24 AE	2028-29 (P)	2033-34 (P)	2038-39 (P)	2043-44 (P)	2047-48 (P)
Electricity, Gas, Water Supply	-57.3	15.5	12.9	12.5	10.3	9.4
Construction	9.6	18.2	18.1	16.2	13.2	12.8
INDUSTRY SECTOR	-6.6	17.9	16.6	14.7	12.4	11.2
Trade,Hotel & Restaurants	27.1	18.2	17.3	17.2	16.9	14.7
Transport,Storage & Communications						
Railways		9.5	10.1	10.1	9.8	6.7
Transport by Other means & Storage	24.6	16.2	17.2	16.2	15.6	12.5
Communications	14.4	15.3	12.6	11.2	10.4	9.5
Financing, Insurance, Real estate & Professional Services						
Banking & Ins.	51.1	16.6	14.2	14	12.7	10.4
Real estate, Ownership of Dwellings	12.2	23	18.3	17.2	15.1	14.9
Public Admn.	8.5	11.5	10.2	9.6	9.3	8
Other Services	5.6	16.5	17.3	12.5	12.2	12
SERVICES SECTOR	14.3	17.9	16.6	14.9	14	13.1
GCVA	4.6	17.8	14.8	13.7	12.6	11.8
Net Taxes	26.3	12.7	12.2	12.9	12.4	12.3
GCDP	6	16	14.6	13.6	12.6	11.8
NCDP	5.8	17	14.3	12.7	11.9	11.9
Population (Lakhs)	0.3	0.3	0.3	0.3	0.3	0.3

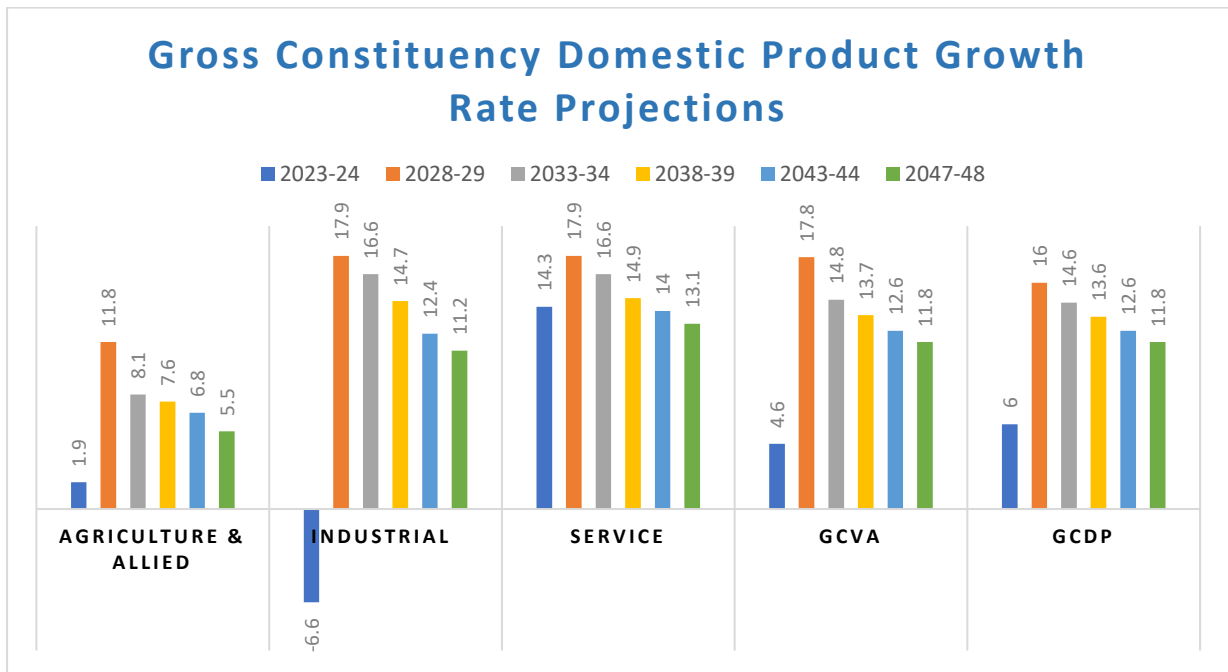


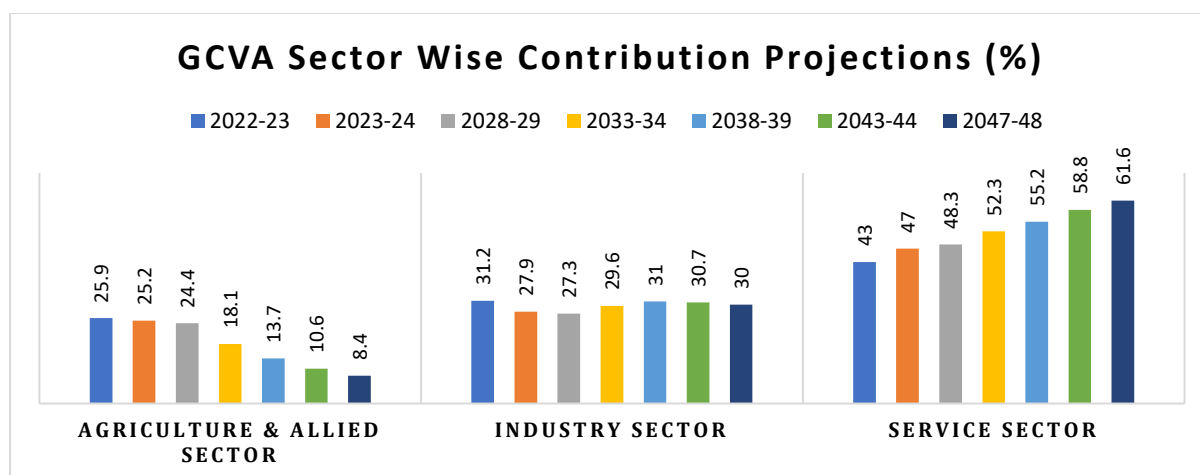
Figure 3-GCVA & GCDP Growth Rate Projections (%)

Gross Constituency Value Addition Contribution (%)

Table 26-GCVA Sector wise contribution (%)

Sl No.	INDUSTRY	CDP 2022-23 (SRE)	2023-24 AE	2028-29 (P)	2033-34 (P)	2038-39 (P)	2043-44 (P)	2047-48 (P)
1	2	3	4	7	8	9	10	11
	Agriculture, Live Stock, Forestry & Fishing							
1.1	Agriculture	12.11	13.28	12.18	8.05	5.53	3.92	2.98
	a) Agriculture	9.38	9.75	8.77	5.48	3.51	2.3	1.67
	b) Horticulture	2.72	3.53	3.42	2.57	2.01	1.62	1.32
1.2	Livestock	12.17	10.37	8.77	7.17	5.89	4.79	3.96
1.3	Forestry & Logging	0.48	0.45	0.25	0.14	0.08	0.05	0.03
1.4	Fishing & Aquaculture	1.11	1.09	3.2	2.74	2.25	1.79	1.39
	AGRICULTURE SECTOR	25.9	25.2	24.4	18.1	13.7	10.6	8.4
2	Mining & Quarrying	1.05	0.57	0.61	0.5	0.42	0.28	0.21
3	Manufacturing	12.46	12.36	11.96	12.56	12.43	11.98	10.93
4	Electricity, Gas, Water Supply	5.63	2.3	2.15	1.97	1.87	1.68	1.54
5	Construction	12.04	12.62	12.63	14.58	16.31	16.74	17.35
	INDUSTRY SECTOR	31.2	27.9	27.3	29.6	31.0	30.7	30.0
6	Trade, Hotel & Restaurants	1.66	2.02	2.04	2.27	2.64	3.18	3.52
7								
7.1	Railways	-	-	-	-	-	-	-
7.2	Transport by Other means & Storage	6.65	7.92	7.95	8.84	9.89	11.27	11.55
7.3	Communications	2.47	2.7	2.65	2.41	2.16	1.96	1.8
8								
8.1	Banking & Ins.	2.11	3.04	3.14	3.06	3.1	3.11	2.96
8.2	Real estate, Ownership of Dwellings	12.21	13.1	15.74	18.31	21.35	23.79	26.55
9.1	Public Admn.	5.19	5.38	4.16	3.4	2.83	2.43	2.11
9.2	Other Services	12.69	12.82	12.58	13.99	13.26	13.02	13.1
	SERVICES SECTOR	43.0	47.0	48.3	52.3	55.2	58.8	61.6
	GCVA	100	100	100	100	100	100	100

Figure 4 – GCVA Sector wise contribution projections (%)



Sector Wise Strategies to Achieve Growth Rate

Agriculture & Allied Sector Vision

- Current GCVA (2023-24) Contribution: ₹956 Crores
- Projected GCVA contribution by 2028-29: ₹1,949.6Crores
- Projected GCVA contribution by 2047-48: ₹7157.9 Crores

Primary Sector GVA & Contribution (Rs. in Lakhs)

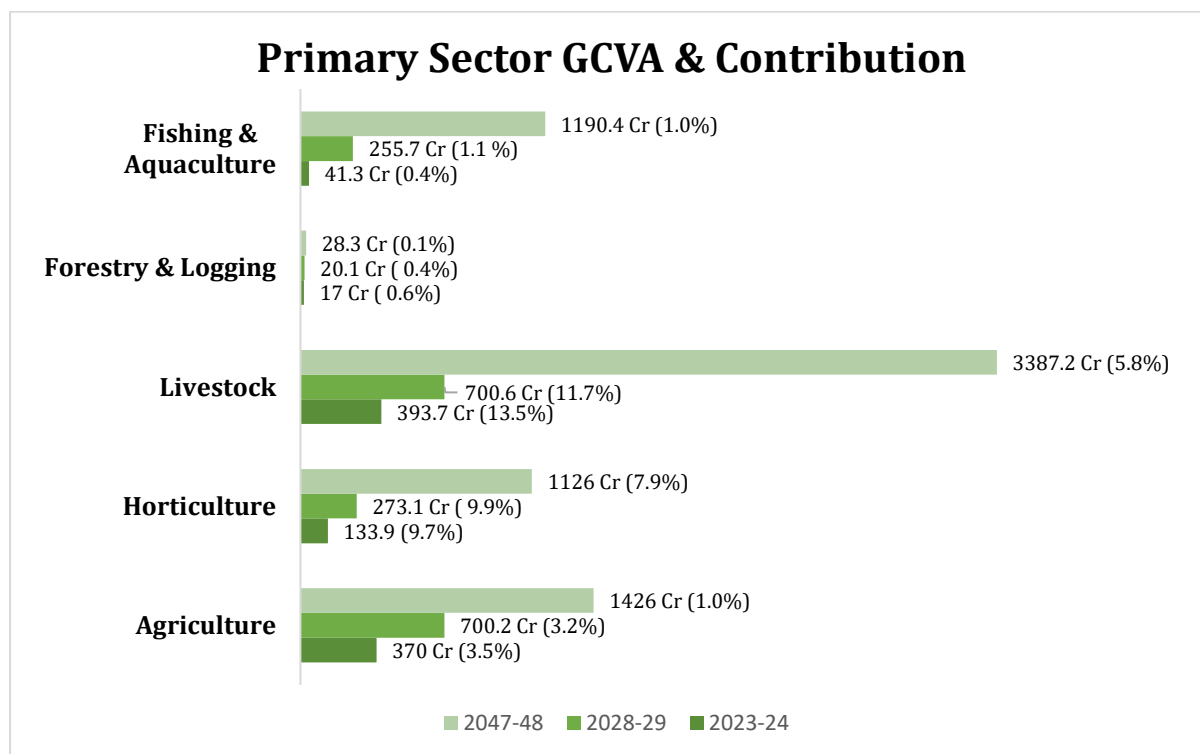


Figure 5-Primary Sector Wise GVA & Contribution

GROWTH ACCELERATING ACTIVITIES

The agriculture sector in Rajam is a key economic driver, contributing ₹956 crores (25.20% of GVA) in 2023-24, with a projected growth to ₹7157.9 crores by 2047. To achieve this, strategic interventions in irrigation, crop diversification, post-harvest infrastructure, fisheries expansion, and technology adoption are necessary. Below are the detailed strategies to ensure sustainable and high-value agricultural growth.

Improving Irrigation and Saving Water

To ensure climate-resilient agriculture, a major focus will be on expanding irrigation coverage and improving water management. Although Rajam benefits from Nagavali River irrigation, Thotapalli project and Madduvalasa reservoir project, it still relies on tube wells and groundwater sources. The plan will prioritize increasing micro-irrigation coverage, particularly drip and sprinkler irrigation, which is currently limited to just 120 hectares. Expanding these efficient irrigation techniques will reduce water wastage, improve soil moisture retention, and enhance productivity. Additionally, rainwater harvesting structures, farm ponds, and check dams will be promoted to strengthen water conservation efforts across the constituency.

Promoting Crop Variety and High-Value Farming

Currently, paddy and maize dominate the cropping pattern, but high-value crops like banana, turmeric, and vegetables are gradually expanding. To boost farmer incomes and increase agricultural resilience, the focus will be on diversifying cropping systems towards commercial, horticultural, and export-oriented crops. Rajam already has 1,994 hectares under horticulture, producing 7,530 tons of mangoes, 2,352 tons of oil-palm, 1250 tons of bananas, 234 tons of cashewnuts and 612 tons of vegetables annually. Expanding these high-value crops, along with organic and precision farming practices, will improve productivity and market competitiveness. Encouraging tissue culture techniques for banana production and promoting medicinal plant cultivation will create new income sources for farmers.

Strengthening Post-Harvest Infrastructure & Value Addition

One of the biggest challenges faced by Rajam's farmers is post-harvest losses due to a lack of proper storage and processing units. The constituency needs modernized cold

storage facilities, packhouses, ripening chambers, and agro-processing zones to ensure farmers can store and process perishable crops like fruits and vegetables effectively. Investment in value-added processing (such as banana-based products, turmeric powder, and ready-to-eat vegetable packets) will enhance marketability and improve export potential. Additionally, setting up Farmer Producer Organizations (FPOs) and cooperative supply chains will provide better bargaining power for farmers and direct market access, eliminating middlemen exploitation.

Fisheries & Aquaculture Development

Rajam has strong potential in fisheries, given its proximity to the Nagavali River and a well-established aquaculture ecosystem. However, the sector's contribution needs to be significantly enhanced through modernized fish farming techniques. The goal is to increase inland fish production from 2,342 MT to 3,772 MT by 2029, with a special focus on high-yield varieties and scientific aquaculture techniques. Adoption of Recirculatory Aquaculture Systems (RAS) and cage culture models will allow farmers to optimize fish breeding and ensure year-round availability, enhancing Rajam's potential as a leading fish production hub.

Technology Adoption & Digital Farming

Integrating technology and data-driven farming techniques will be critical for agricultural efficiency and sustainability. Introducing AI-based crop monitoring, soil testing sensors, and smart irrigation scheduling will allow farmers to manage resources effectively and prevent crop losses. Digital platforms will enable direct market linkages, giving farmers real-time access to commodity prices, weather forecasts, and farm advisory services. Encouraging solar-powered water pumps and green energy-based farm operations will reduce dependency on conventional electricity sources and lower operational costs.

Industry Sector Vision

- Current GCVA (2023-24) Contribution: ₹1,057.4 Crores
- Projected GCVA contribution by 2028-29: ₹2,184.0 Crores
- Projected GCVA contribution by 2047-48: ₹25,698.9 Crores

Industry Sector GVA & Contribution (Rs. in Lakhs)

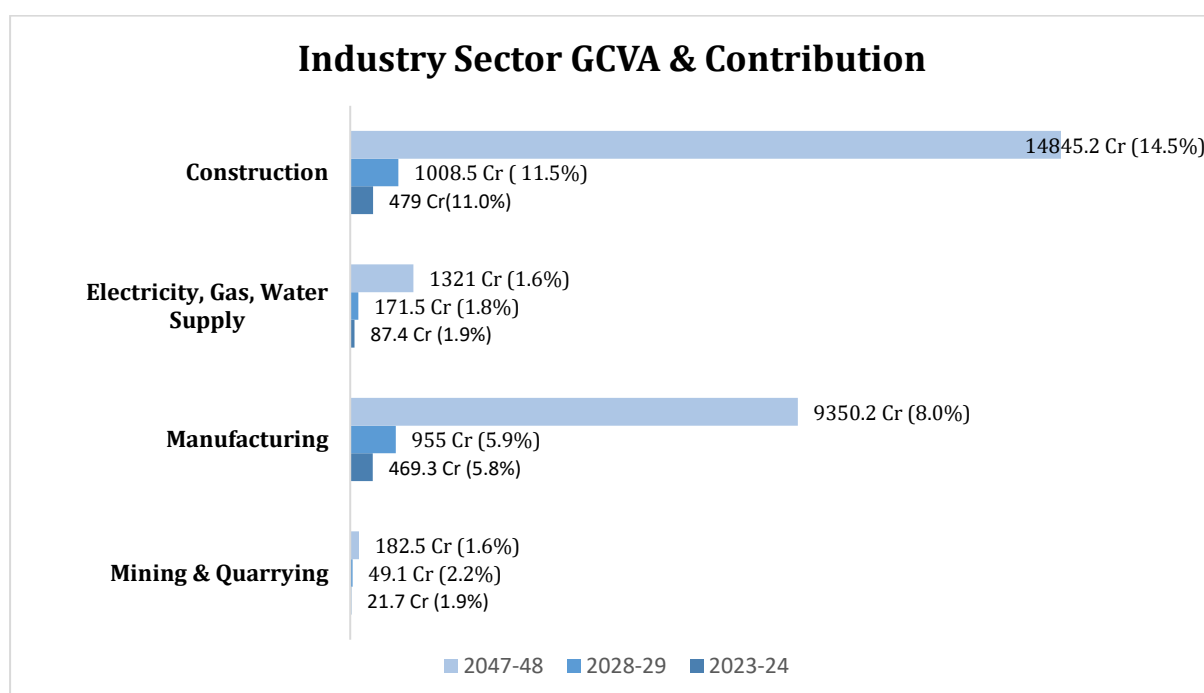


Figure 6-Industry Sector GVA & Contribution

GROWTH ACCELERATING ACTIVITIES

Rajam's industrial development depends on the establishment of dedicated industrial zones and the expansion of MSME clusters. While MSMEs are the backbone of the local economy, the lack of large-scale industries and industrial infrastructure limits overall growth. The government has planned to allot 59.67 acres of land for MSME park and focus on attracting medium and large-scale industries in textiles, electronics, and agro-processing.

MSME clusters will be strengthened through financial support, improved infrastructure, and incentives for modernizing production units. The introduction of a single-window

clearance system will simplify business setup procedures, making Rajam an attractive investment destination for industrial expansion.

Creation of Industrial Parks & MSME Clusters

Rajam's industrial development depends on the establishment of dedicated industrial zones and the creation of MSME clusters. While MSMEs are the backbone of the local economy, the lack of large-scale industries and industrial infrastructure limits overall growth and focused on attracting medium and large-scale industries in textiles and agro-processing.

MSME clusters will be strengthened through financial support, improved infrastructure, and incentives for modernizing production units. The introduction of a single-window clearance system will simplify business setup procedures, making Rajam an attractive investment destination for industrial expansion.

Improving Roads and Logistics for Industry Growth

A robust logistics infrastructure is essential for industrial expansion, enabling industries to transport goods efficiently and reducing operational costs. While Rajam benefits from its strategic location between Srikakulam and Vizianagaram district headquarters and also 25 km distant from NH-16. So it will enhance freight movement and improve industrial accessibility.

Further, logistics hubs and export processing zones will be developed to support supply chain efficiency and warehousing needs. Additionally, last-mile connectivity for MSMEs will be strengthened through dedicated industrial roads, enabling seamless goods movement and ensuring that Rajam becomes a regional leader in logistics-driven industrial expansion.

Handloom & Textile Sector Strengthening

Rajam is renowned for its handloom industry, but weavers face financial difficulties, outdated technology, and limited market access. To modernize the sector, the government ready to support financially to the Handloom Cluster Development Program to upgrade weaving units, integrate digital sales platforms, and provide financial incentives for textile entrepreneurs.

Additionally, specialized skill development programs will be implemented to train weavers in modern textile technologies, ensuring higher productivity and improved

earnings. By revitalizing the handloom industry, Rajam will strengthen its traditional industries while generating employment opportunities.

Renewable Energy Integration & Cost Optimization

One of the major concerns for industries in Rajam is high energy costs, which impact the competitiveness of MSMEs and large industries. To mitigate this, the government will encourage solar-powered MSMEs and industrial corridors to reduce electricity costs and carbon emissions. The adoption of waste-to-energy plants and green industrial zones will also be promoted to ensure sustainable industrial operations.

Financial incentives will be provided for industries that adopt energy-efficient manufacturing processes, reducing operational expenses and increasing profit margins. Additionally, the mandating of solar rooftops in industrial parks will contribute to affordable and uninterrupted power supply, further supporting industrial growth in an environmentally responsible manner.

Digital Transformation & Smart Industries

As global manufacturing moves toward **Industry 4.0**, it is essential that Rajam's industries integrate automation, AI, and IoT-driven solutions to stay competitive. Smart manufacturing units will be encouraged to leverage AI for quality control, predictive maintenance, and process automation.

The government will establish Industry-Academia Collaboration Programs to train the workforce in robotics, digital automation, and AI-powered industrial solutions. Additionally, an innovation and startup hub will be created to support tech-driven industrial ventures. By implementing smart technologies in manufacturing, Rajam will strengthen its position as a leading industrial hub with advanced digital infrastructure.

Service Sector Vision

Service Sector GVA & Contribution

- Current GCVA Contribution(2023-24): ₹1,783.1 crores
- Projected GCVA Contribution by 2028-29: ₹3,854.6 crores
- Projected GCVA contribution by 2047-28: ₹52683.2crores

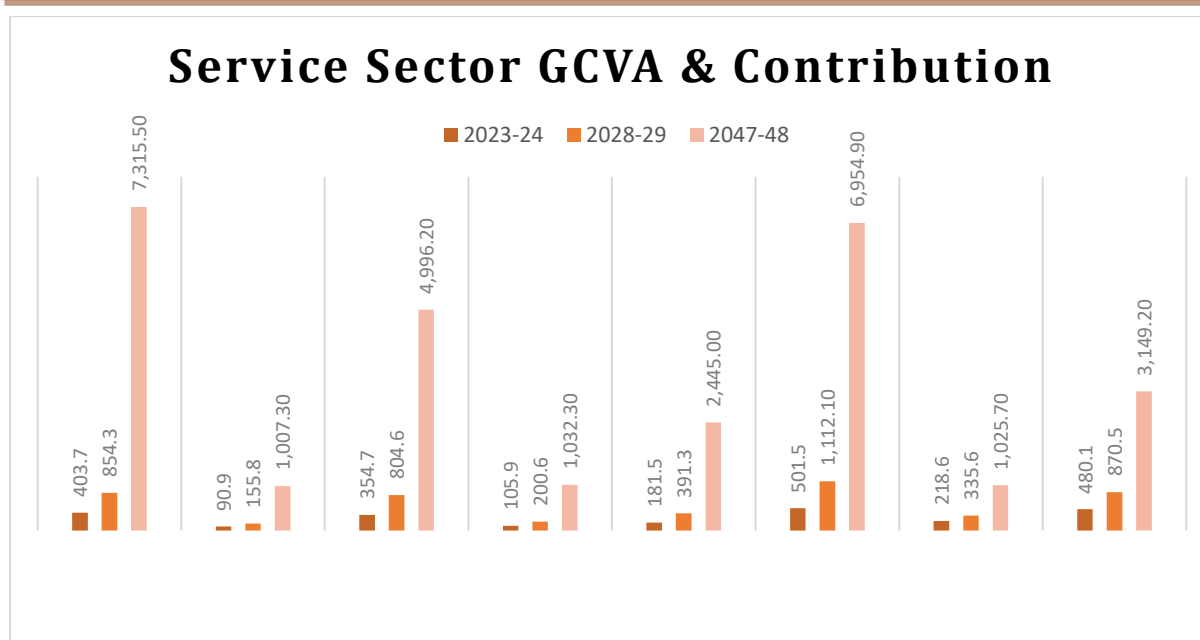


Figure 7-Service Sector GVA & Contribution

GROWTH ACCELERATING ACTIVITIES

The service sector in Rajam is the largest contributor to the economy, accounting for ₹1,662.70 crores (43.70% of GVA) in 2023-24, with a projected growth to ₹17,276.27 crores by 2047. The sector's expansion will be driven by education, healthcare, IT, tourism, banking, and digital governance. Below are the detailed strategies to ensure sustained service sector growth.

Strengthening Education & Skilling for Employment

Rajam is home to prestigious educational institutions such as GMRIT, Rajam. However, to meet future workforce demands, the government will upgrade existing institutions, expand vocational training, and align education with industry needs.

A key initiative will be the expansion of vocational and technical education through National Skill Development Corporation (NSDC) programs, aiming to train 10,000 youth in job-oriented skills. Special emphasis will be placed on AI, coding, automation, healthcare, and financial services training. Industry-academia collaboration will be strengthened, ensuring graduates are employment-ready and aligned with future job market demands.

Expanding Healthcare Infrastructure & Medical Tourism

Rajam is emerging as a medical hub, with GMR Care Hospital, Amrutha Hospital leading the region in advanced healthcare services. The growth of the healthcare sector will focus on expanding medical facilities, attracting private healthcare investments, and strengthening medical tourism.

The government plans to develop Rajam CHC as super-specialty hospital, enhancing cardiology, oncology, neurology, and orthopaedic facilities. Additionally, investments will be made to upgrade rural healthcare, ensuring advanced medical care reaches underserved areas through telemedicine and mobile health units.

Strengthening Banking, Financial Services & Governance

With Rajam's growing urbanization and industrialization, the demand for banking, financial services, and digital governance solutions is expected to rise. The government will promote the expansion of banking infrastructure, fintech startups, and financial literacy programs to ensure widespread access to modern financial services.

- To enhance e-governance and public service delivery, the administration will:
- Expand digital governance initiatives, making all government services accessible online.
- Implement AI-based citizen grievance redressal systems for improved efficiency.
- Develop smart city solutions, integrating real-time monitoring of urban infrastructure, traffic, and public services.

These efforts will ensure better governance, financial inclusion, and improved quality of life for residents.

Expanding Real Estate & Urban Infrastructure

Rajam has fuelled real estate and urban expansion, making it a preferred residential and commercial destination. However, rapid urbanization requires sustainable infrastructure planning to avoid congestion and ensure quality living conditions.

The government will promote smart urban planning initiatives, including:

- Developing affordable housing projects to accommodate growing populations.
- Expanding metro and public transport systems to enhance urban mobility.
- Implementing advanced waste management and sanitation solutions for a cleaner, healthier environment.

By improving urban infrastructure and livability standards, Rajam will become one of the most sought-after urban centers in Andhra Pradesh.

Snapshot of Economic Vision Plan (₹Crores)

Table 27-Snapshot of Economic Vision Plan

Sector	Current GCVA- 2023-24 (₹ crores)	Projected GCVA by 2047-48 (₹ crores)	Government Actions
Agriculture & Allied	956.0	7,157.9	Agriculture & Horticulture Modernization, Efficient Water Resource Management, Promoting Fisheries and Aquaculture
Industry	1,057.4	25,698.9	MSMEs Upgradation and Expansion, Industrial Corridors, Construction, Logistics Hub, Renewable Energy
Services	1,783.1	52,683.2	Trade, Real Estate, Ownership of Dwellings, Education and Health services, IT & Professional Services
Total GCVA	3,796.4	85,539.9	Comprehensive sectoral interventions supported by policy reforms and infrastructure investment
Total GCDP	4,103.7	90,932.7	

CHAPTER

6

**CONSTITUENCY DEVELOPMENT
VISION PLAN
&
IMPLEMENTATION OF ROAD MAP**

6.CONSTITUENCY DEVELOPMENT VISION PLAN & IMPLEMENTATION OF ROAD MAP

Primary Sector

Agriculture

The agriculture sector in Rajam will be developed into a sustainable, technology-driven, and resilient farming ecosystem. The vision focuses on enhancing productivity, reducing input costs, promoting organic and precision farming, and strengthening market linkages. The government has undertaken several key initiatives to achieve these goals, ensuring that farmers have access to modern technology, quality inputs, and financial support.

Andhra Pradesh Community Natural Farming (APCNF) – Sustainable Agriculture Promotion

To encourage chemical-free and eco-friendly farming, the government is expanding Andhra Pradesh Community Natural Farming (APCNF) across multiple villages in Rajam. This initiative promotes low-cost, regenerative agricultural practices, ensuring that farmers shift away from synthetic fertilizers and pesticides.

Currently, 20-30 hectares have been brought under natural farming, with further expansions planned. The initiative focuses on biological pest control, organic soil enrichment, and improved moisture conservation techniques. This will improve soil fertility, enhance crop quality, and reduce environmental impact. The project is being implemented under PKVY/BKVP schemes (60:40 Central: State funding), ensuring financial support for farmer training and input subsidies.

By promoting natural farming, Rajam aims to become a leader in sustainable agriculture, improving both food security and farmer profitability.

Kisan Drones for Precision Agriculture

Agriculture is transitioning towards data-driven and precision-based farming, and Kisan Drones play a crucial role in this transformation. The government has launched a

project to deploy drones across 2,000-3,000 hectares to enhance fertilizer, pesticide, and nutrient application efficiency.

The project is funded under RKVY (60:40 Central: State), ensuring affordable access to drone services for small and marginal farmers. With AI and GPS-enabled precision agriculture, Rajam will boost productivity while reducing environmental footprint, making farming more cost-effective and resource-efficient.

IndGAP Certification for Market Competitiveness

To ensure quality control and global market access, the government is implementing IndGAP Certification of paddy and maize cultivation. IndGAP (India Good Agricultural Practices) ensures compliance with food safety, sustainability, and traceability standards, improving the export potential of Rajam's agricultural produce.

This certification will allow local farmers to gain premium pricing in both domestic and international markets. Scheduled for completion by April 2025, this initiative is funded under RKVY (60:40 Central : State).

By adopting global agricultural best practices, Rajam's farmers will have better opportunities for direct market linkages, increased profitability, and long-term sustainability.

Seed Village Program – Strengthening Seed Quality & Availability

Ensuring timely availability of high-quality seeds is essential for increasing agricultural productivity. The Seed Village Program focuses on enhancing paddy seed production across 25 hectares, ensuring that farmers have access to certified, disease-resistant, and high-yielding seed varieties.

This initiative, scheduled for completion during Kharif 2024, is designed to boost farm output, improve crop resilience, and reduce dependency on low-quality seeds. By establishing local seed banks and community-driven seed processing units, farmers will experience lower input costs and improved productivity.

The program is funded under RKVY (60:40 Central: State), reinforcing the government's commitment to ensuring seed security and promoting self-sufficiency in agriculture.

Soil Health Card Scheme – Scientific Soil Management

Soil health plays a critical role in crop yield and sustainability, and the Soil Health Card Scheme is a key initiative under Rajam's agricultural development plan. This program focuses on scientific soil analysis, nutrient management, and customized fertilizer recommendations.

Currently, the program covers 1,400 hectares, providing farmers with detailed soil reports and guidance on balanced nutrient application.

By optimizing soil health, the project ensures:

- Reduction in excess fertilizer use
- Improved crop productivity
- Enhanced long-term soil fertility.

With a one-year implementation timeline, this initiative is funded under RKVY (60:40 Central: State), ensuring that farmers receive free soil testing services and training on best practices. By focusing on soil sustainability, Rajam aims to achieve higher yields while minimizing environmental degradation.

Table 28-Snapshot of Agriculture Development Vision Plan

SN	Project Name	Status (Proposed/ Ongoing)	Area Covered (Ha)	Target Crop(s)	Completion Time	Funding Source (State Budget / PPP)
1	APCNF	Ongoing	17000	All crops	2024-2029	Central: state (PKVY/BKVP) (60:40)
2	Kisan Drones	Ongoing	10000	All crops	2024-2029	Central: state (RKVY) (60:40)
3	Ind GAP Certification	Ongoing	50	Paddy/Maize	2024-2029	central: state (RKVY) (60:40)
4	Seed Village Program	Ongoing	1000	Paddy	every year	Central: state (RKVY) (60:40)
5	Soil Health card	Ongoing	1768	All crops	2024-2029	Central: state (RKVY) (60:40)

Horticulture

The horticulture sector in Rajam will be undergoing a transformation towards high-value crop production, post-harvest management, and modern irrigation techniques. The vision focuses on crop diversification, infrastructure development, value addition, and improved market access. The government has undertaken several key initiatives to ensure higher farmer incomes, improved productivity, and sustainable farming practices.

Area Expansion Program (AEP) for Fruit Crops

To increase the production of high-value fruits, the Area Expansion Program (AEP) for Fruit Crops is being implemented over 50 hectares, focusing on banana, papaya, and guava cultivation. This initiative aims to enhance farmer incomes through diversified and high-demand crops.

With a two-year implementation period, this program will provide quality planting material, technical guidance, and financial support, ensuring higher yields and improved market competitiveness. The project is funded under CSS & State Plan, reinforcing the government's commitment to boosting fruit production and value-added processing.

Promotion of Loose Flower Cultivation

With the rising demand for flowers in domestic and export markets, the government is promoting loose flower cultivation across 50 hectares, covering roses, crossandra, and jasmine.

This initiative will provide training and financial assistance to small and marginal farmers, enabling them to expand flower production while ensuring year-round availability. By integrating modern cultivation techniques, the program will enhance flower quality and profitability, supporting rural employment and agribusiness growth.

Hybrid Vegetable Cultivation for Increased Productivity

To meet the growing demand for fresh vegetables, the government is expanding hybrid vegetable cultivation across 100 hectares. This initiative supports high-yielding, disease-resistant vegetable varieties, improving both productivity and income for farmers.

Through structured training programs, seed distribution, and agronomic support, this project will enable better farm output, efficient water use, and direct market linkages, ensuring higher profitability for vegetable growers.

Construction of Shade net Structures for Protected Cultivation

To protect crops from extreme weather conditions, shade net houses are being developed over one hectare for chilli nurseries and high-value flowers and vegetables.

This initiative helps stabilize temperature, humidity, and sunlight levels, leading to higher yields, reduced pest attacks, and better-quality produce. With a two-year implementation period, this project will enhance protected farming practices and ensure climate resilience.

Strengthening Post-Harvest Infrastructure (Pack Houses, Ripening Chambers, Collection Centers)

A major challenge in horticulture is post-harvest losses due to inadequate storage and processing facilities. The government is addressing this by:

- Constructing **five pack houses** for sorting, grading, and packaging of fruits, vegetables, and flowers over three years.
- Setting up **two ripening chambers** for banana farmers, ensuring better price realization and extended market reach.
- Establishing **five collection centers** to streamline supply chain operations and reduce farmer dependency on middlemen.

These initiatives will significantly reduce wastage, improve product quality, and increase farmer earnings.

Introduction of Taiwan Sprayers for Precision Agriculture

To improve pesticide and fertilizer application efficiency, the government is distributing 300 Taiwan sprayers to farmers engaged in horticulture. These sprayers enhance coverage, reduce manual labor, and minimize chemical wastage, leading to better crop health and increased farm productivity.

With a two-year completion period, this initiative will modernize horticultural crop protection and boost efficiency.

Expansion of Oil Palm Cultivation

Recognizing the economic potential of oil palm, the government is expanding its cultivation across 100 hectares under the Area Expansion Program (AEP). This initiative includes subsidies for planting material, irrigation support, and processing infrastructure, ensuring high productivity and long-term profitability.

With a four-year implementation period, this project will help reduce dependence on imported edible oils and strengthen the local processing industry.

Expansion of Micro-Irrigation for Horticultural Crops

Efficient water management is critical for horticulture, and the government is expanding micro-irrigation (drip & sprinkler systems) across 850 hectares. This initiative will:

- Reduce water wastage and improve crop yields.
- Support high-value crops like banana, turmeric, maize, vegetables, and flowers.
- Enhance climate resilience by promoting water-efficient farming techniques.

With a five-year implementation period, this initiative will ensure sustainable water use and long-term agricultural prosperity.

Table 29-Snapshot Horticulture Development Vision Plan

SN	Project Name	Status (Proposed/ Ongoing)	Area Covered (Ha)	Target Crop(s)	Completion Time	Funding Source (State Budget / PPP)
1.	AEP Fruit crops	Ongoing	2135	Mango, Banana, Coconut, Cashew	By 2047	CSS & State
2.	Productivity Enhancement programmes	Proposed	350	Mango, Cashew, Guava, Cocoa	By 2047	CSS & State
3.	Hybrid vegetable Cultivation	Ongoing	51	Vegetables	By 2047	CSS & State

SN	Project Name	Status (Proposed/ Ongoing)	Area Covered (Ha)	Target Crop(s)	Completion Time	Funding Source (State Budget / PPP)
4.	Protected Cultivation (Shadenet/ Polyhouse)	Proposed	4000	High value vegetables, Flowers	By 2047	CSS & State
5.	Construction of Pack houses	Ongoing	25	Mango, Cashew, Coconut	By 2047	CSS & State
6.	Ripening chamber	Ongoing	3	Mango, Banana	By 2047	CSS & State
7.	Collection centres	Ongoing	4	Fruit & Plantation crops	By 2047	CSS & State
8.	Horticulture Mechanization	Proposed	100	Fruits, Vegetables & Plantation crops	By 2047	CSS & State
9.	AEP Oil palm	Ongoing	2300	Oil palm	By 2047	CSS & State
10.	Subjee coolers	Proposed	2	Vegetables & Flowers	By 2047	CSS & State
11.	Area expansion under Micro Irrigation (RKVY-Raftar, PDMC)	ongoing	62.3	All crops except paddy	By 2025	CSS & State

Animal Husbandry

The Animal Husbandry sector in Rajam plays a critical role in rural livelihoods, dairy production, and fodder security. The vision focuses on modernizing livestock management, enhancing productivity, improving breeding techniques, and strengthening fodder availability. Several key initiatives are being implemented to ensure higher incomes for livestock farmers, sustainable dairy farming, and efficient livestock management practices.

Gokulam Sheds – Strengthening Dairy Infrastructure

The Gokulam Sheds program is being implemented to provide modernized livestock shelters that ensure better hygiene, disease prevention, and improved dairy productivity. This initiative is covering 713 farmers, with 713 sheds being constructed.

The estimated cost of ₹3657 lakhs is funded under MGNREGS (CSS). The project focuses on:

- Providing better cattle housing for improved health and milk yield.
- Reducing exposure to extreme weather conditions, ensuring higher livestock survival rates.
- Minimizing disease outbreaks by maintaining hygienic conditions in dairy farms.

With better livestock management and infrastructure, farmers will experience increased dairy production and profitability, ensuring a sustainable and efficient dairy sector.

Perennial Fodder Plots – Ensuring Year-Round Fodder Availability

To address fodder shortages and ensure livestock nutrition, the Perennial Fodder Plot program is being implemented over 50 acres, benefiting 1,155 farmers.

With an estimated cost of ₹659.84 lakhs, funded under MGNREGS (CSS), this initiative will:

- Ensure a consistent supply of green fodder, reducing dependency on expensive feed.
- Improve cattle health and milk productivity through better nutrition.
- Encourage sustainable fodder cultivation practices, reducing seasonal shortages.

By expanding fodder production, farmers will benefit from lower feeding costs and increased milk yield, ensuring long-term sustainability in dairy farming.

National Livestock Mission – Promoting Livestock-Based Entrepreneurship

The National Livestock Mission (NLM) focuses on expanding livestock-based enterprises, improving rural employment, and modernizing animal husbandry practices. Planned to start with 15 farmers, this initiative is funding 15 livestock units (with (female: Male) 20:1 ratio), with an estimated cost of ₹60 lakhs under CSS.

Key objectives of this program include:

- Encouraging small-scale entrepreneurs to invest in dairy, poultry, and sheep farming.
- Providing financial assistance for modernized livestock rearing units.
- Enhancing income generation opportunities for rural communities.

With better access to credit, infrastructure, and training, the program will increase rural employment and improve livestock productivity, ensuring a more profitable and sustainable animal husbandry sector.

Table 30-Snapshot of Animal Husbandry Development Vision Plan

S N	Project Name	Status (Proposed/Ongoing)	Farmers Covered	Target Production (s)	Estimated Cost Rs. in Lakhs	Funding Source (State Budget / PPP)
1	Gokulam Sheds	Ongoing	713	104	3657	CSS
2	Sex Sorted Semen (Rastriya Gokul Mission)	Ongoing	0	0	0	CSS
3	Perennial Fodder plots	Ongoing	50	21.1	14	CSS
4	National Livestock Mission	-	-	-	60	CSS

Fisheries

The Fisheries and Aquaculture sector in Rajam is undergoing strategic interventions to boost fish seed stocking, modernize aquaculture techniques, and create self-employment opportunities. The vision focuses on sustainable fish production, advanced aquaculture systems, and value addition, ensuring higher productivity, better incomes for fish farmers, and increased employment in the fisheries sector.

Stocking of 400+ GP Tanks with Fish Seed

To improve fish production in rural water bodies, the government is stocking 42 Gram Panchayat (GP) tanks with fish seed, this initiative will contribute to an annual fish yield of 5700 MTs, ensuring a consistent supply of inland fish to local markets.

The one-year project under PMMSY focuses on increasing fish availability in decentralized locations, improving food security and local employment for fisherfolk.

Recirculatory Aquaculture System (RAS) – Sustainable Fish Farming

To promote sustainable and controlled-environment fish farming, the government is implementing Recirculatory Aquaculture Systems (RAS). RAS ensures:

- Minimal water usage by filtering and reusing water.
- Higher stocking density with reduced environmental impact.
- Improved fish health and faster growth cycles.

Scheduled for implementation in 2026-2027, this initiative under PMMSY will help modernize fish farming, reduce dependency on open water bodies, and improve overall fish production efficiency.

Biofloc Technology for High-Efficiency Fish Farming

The Biofloc Aquaculture System, set to be implemented in 2027-2028, is an innovative fish farming method that reduces water pollution and optimizes feed utilization. This initiative will:

- Convert organic waste into protein-rich feed.
- Enhance fish survival rates and reduce disease risks.
- Lower production costs while increasing yields.

By implementing Biofloc Technology under PMMSY, fish farmers will benefit from higher profitability, resource efficiency, and improved fish health.

Value Addition & Self-Employment through Fish Hatcheries and Stalls

To create new business opportunities and strengthen fisheries-based employment, the government is promoting fish hatcheries and stalls. This initiative will:

- Encourage fish processing and value-added product manufacturing.

- Support small-scale entrepreneurs in setting up retail fish markets and stalls.
- Improve consumer access to fresh and processed fish products.

This initiative under **PMMSY** will provide financial assistance and business support to local fishers, ensuring better income stability and employment generation.

Table 31 - Snapshot of Fisheries & Aquaculture Development Vision Plan

Sl. No	Project Name	Status (Proposed / Ongoing)	Area Covered (Ha)	Target Production(s)	Completion Time	Funding Source (State Budget / PPP)
1.	Inland fish – through GP Tanks	Proposed	475	570 MTs	9 months	State Budget
2.	Recirculatory Aquaculture System (RAS)	-	-	-	-	-
3.	Biofloc Technology for high efficiency fish farming under PMMSY	-	-	-	-	-
4.	Self-employment through Fish Hatcheries & Stalls	-	-	-	-	-

Industry sector

Industries

The industrial sector in Rajam is witnessing strategic investments aimed at boosting employment, enhancing manufacturing competitiveness, and expanding infrastructure for IT and textile industries. The vision focuses on developing industrial parks, strengthening traditional clusters, and fostering innovation-driven enterprises. Several key initiatives are being implemented to ensure sustainable industrial growth and job creation. Below is a detailed write-up on each major initiative contributing to Rajam's Industrial Vision.

Current Industrial Base of Rajam

Rajam already houses a strong base of legacy and agro-linked industries that support the local economy and employment. These industries provide the groundwork for future expansion into high-value sectors.

- EID Parry Pvt. Ltd. – A well-established sugar factory that supports sugarcane cultivation and rural employment.

- Jute Mills – Promoting biodegradable alternatives and local employment in fiber-based production.
- Agro-Based Industries – These include rice mills, oil mills, and food processing units that leverage the region's agricultural produce.
- Brick Manufacturing Units – Supplying the local and regional construction sector.
- Saw Mills – Processing timber and supporting furniture and infrastructure sectors.

This industrial foundation provides the raw material base, market orientation, and workforce experience necessary to attract modern industries and further investment.

Rajam Handloom Cluster – Revitalizing the Traditional Weaving Sector

Rajam Handloom Cluster project aims to preserve and promote traditional weaving techniques while improving productivity and market reach.

Set for completion in 2026, the project will:

- Create 500 jobs for weavers and artisans.
- Provide financial assistance and modern looms to enhance production efficiency.

Funded by the Government of India and the State Government, this initiative will support artisan livelihoods, increase market access, and sustain the cultural heritage of Rajam's handloom industry.

Government Initiatives

The government has launched various initiatives to promote industrial growth in Rajam, including the development of infrastructure, provision of subsidies, and support for entrepreneurship.

The industrial department was target to establish :

Large & Mega Enterprises

The plan to develop five large and mega industrial units aims to establish Rajam as a manufacturing and investment hub. These enterprises will:

- Focus on high-employment and capital-intensive sectors such as textiles, food processing, engineering, and ferro alloys.
- Generate a ripple effect, attracting supporting MSMEs and service providers.
- Bring technological innovation and improved industrial practices to the region.

These industries will be strategically located near transport corridors and resource hubs, backed by government incentives and policy support.

Micro & Small Enterprises

Recognizing the importance of MSMEs as engines of employment and innovation, the government plans to establish over 6600 units. These enterprises will:

- Focus on local resources and skills, spanning food products, tailoring, fabrication, and tech-enabled services.
- Receive credit support, marketing assistance, and capacity-building under central and state schemes.
- Help foster entrepreneurship among youth, women, and marginal communities, ensuring inclusive growth.

Prime Ministers Employment Generation Programme (PMEGP)

The PMEGP initiative supports grassroots entrepreneurship by enabling 219 new business units. It will:

- Offer margin money subsidies and facilitate credit access.
- Encourage rural and semi-urban entrepreneurship in manufacturing and services.
- Target first-generation entrepreneurs with business training and handholding support.

This program will help diversify the employment base and reduce dependency on traditional jobs.

MSE-Cluster Development Programme

This program aims to establish five dynamic micro and small enterprise clusters. Each cluster will:

- Facilitate shared infrastructure like testing labs, storage, training centers, and logistics hubs.
- Promote joint ventures, collective branding, and supply chain efficiency.
- Enhance product quality and market outreach, especially in textile, agro, and artisan-based sectors.

PM Vishwakarma Yojana

This scheme supports artisans and craftspeople, helping preserve traditional vocations while improving livelihoods. The project in Rajam aims to:

- Formalize and strengthen 6309 artisan-led units including carpenters, potters, tailors, and blacksmiths.
- Provide toolkits, training, digital integration, and financial incentives.
- Encourage product diversification and quality enhancement to access larger markets.

This is a key step in blending cultural preservation with modern enterprise development.

Manufacturing Units

The industrial department aims to establish 174 new manufacturing units, generate 500 employment opportunities, and invest Rs.996.5 lakhs by 2047 in various sectors, including:

- Agro-Based Industries: focusing on crop production, processing, and manufacturing
- Food Processing: enhancing the value chain for food products
- Dairy and Poultry: promoting livestock-based industries
- Ferro Alloys: supporting the production of iron and steel alloys

These initiatives will contribute to the region's economic growth, employment generation, and industrial development.

Table 32-Snapshot of Industries Development Vision Plan

SN	Project Name	Type (New/ Upgradation)	Industries	Completion Time	Funding Source (State Budget / CSR / PPP)
1	Large & Mega Enterprises	New	5	2028-2029	State & Central
2	Micro & Small Enterprises	New	6618	2028-2029	State & Central
3	Prime Ministers Employment Generation Programme (PMEGP)	New	219	2028-2029	State & Central
4	MSE-Cluster Development Programme	New	5	2028-2029	State & Central
5	PM Vishwakarma Yojana	New	6309	2028-2029	State & Central
6	Manufacturing Units	New	174	By 2047	State & Central

New MSMEs & Expansion of Existing MSME Clusters

Expand the existing MSMEs and Integration of MSMEs into national & global supply chains. The district administration has identified 59.67 acres of land to establish new Micro, Small, and Medium Enterprises (MSMEs). This initiative aims to promote industrial development, generate employment opportunities, and boost the local economy. By allocating dedicated land for MSMEs, the administration seeks to create a conducive environment for entrepreneurship and business growth, ultimately contributing to the district's overall development.

Handlooms

The handloom and textile sector in Rajam is a key driver of employment, traditional craftsmanship, and economic sustainability. The vision focuses on modernizing infrastructure, upgrading weaving technology, expanding financial support, and promoting high-value silk production. Several key initiatives are being implemented to enhance productivity, sustain artisan livelihoods, and improve market competitiveness.

Work Sheds Under National Handloom Development Programme (NHDP)

To provide improved working conditions and infrastructure for handloom weavers, the government is upgrading 15 work sheds under the National Handloom Development Programme (NHDP). This initiative will:

- Improve workplace safety and efficiency for handloom artisans.
- Enhance productivity by providing modernized workspaces.
- Ensure better storage and organization of raw materials and finished products.

With an investment of ₹180 lakhs, this project is expected to be completed in five years under CSS funding, ensuring better facilities and improved earnings for weavers.

Loom & Accessories Upgradation Under NHDP

To enhance weaving efficiency and fabric quality, the government is implementing the Loom & Accessories Upgradation initiative, benefiting 300 weavers. This initiative will:

- Provide weavers with modernized looms and essential accessories.
- Improve the quality and quantity of textile production.
- Support weavers in adapting to changing fashion and market trends.

With an estimated cost of ₹80 lakhs, this project, scheduled for completion in five years, will significantly improve working conditions and increase the competitiveness of handloom products.

Mudra Loans for Financial Assistance to Weavers

Access to affordable credit is essential for the growth and sustainability of the handloom sector. The Mudra Loan scheme is being expanded to provide financial support to 200 weavers, enabling them to:

- Upgrade their looms, purchase raw materials, and invest in production enhancements.
- Expand their businesses and enter new markets.
- Ensure steady cash flow and reduce dependency on informal credit sources.

With an investment of ₹125 lakhs, this initiative, set for completion in five years, will empower weavers with financial independence, boosting entrepreneurship in the handloom industry.

Expected Outcomes of Rajam's Industrial Vision

- Substantial increase in employment across formal and informal sectors.
- Emergence of Rajam as a regional hub for manufacturing, MSMEs, and artisan industries.
- Strengthened entrepreneurship ecosystem backed by infrastructure and credit access.
- Sustained preservation and modernization of traditional industries.
- Integration of local businesses into national and global markets.

Table 33-Snapshot of Handlooms & Textiles Development Vision Plan

S N	Project Name	Type (New/ Upgradation)	Employment Generated	Estimated cost Rs. in Lakhs	Completion Time	Funding Source (State Budget / CSR / PPP)
1	Work sheds Under National Handloom Development Programme (NHDP)	Upgradation	15 sheds	180.00	5 years	CSS
2	Loom & Accessories under NHDP	Upgradation	300 weavers	80.00	5 years	CSS
3	Mudra Loans	Upgradation	200 weavers	125.00	5 years	CSS

Services Sector

Medical & Health

The healthcare sector in Rajam is undergoing major infrastructural and service enhancements to ensure better medical access, specialized treatment, and improved patient care. The vision focuses on upgrading healthcare facilities, expanding specialized medical services, and increasing patient capacity to cater to growing healthcare demands.

Upgradation of 30-Bedded Government Hospital to 100-Bedded Area Hospital

To improve healthcare services and cater to a larger population, the 30-bedded Government Hospital in Rajam is being upgraded to a 100-bedded AREA hospital. This initiative will:

- Enhance inpatient and outpatient capacity, benefiting 50,000 to 60,000 patients annually.
- Introduce specialized services, including General Medicine, General Surgery, Obstetrics & Gynaecology (OBG), Paediatrics, Anaesthesia, ENT, Ophthalmology, Orthopaedics, Radiology, and Dental care.
- Strengthen emergency and critical care services, ensuring timely and advanced medical interventions.

With a completion target of March 2025, this project will significantly improve access to quality healthcare, reduce patient burden on tertiary hospitals, and provide specialized treatment closer to rural communities.

Table 34-Snapshot of Medical & Health Development Vision Plan

Project Name	Type (New/Upgradation)	No. of PHCs / CHCs Covered	Expected Patient Beneficiaries (Yearly)	Specialized Services Introduced	Completion Time	Funding Source (State Budget/CSR /PPP)
30 bedded Government Hospital – Rajam converted to 100 bedded AREA hospital	Upgradation	1	50,000 to 60,000	General medicine, G. surgery, OBG, Paediatrics, Anaesthesia, ENT, Ophthalmology, Orthopaedics, radiology, Dental	March-25	

Education

The education sector in Rajam will undergo transformative reforms to enhance school infrastructure, improve student learning experiences, and introduce modern vocational training programs. The vision focuses on upgrading existing schools, implementing digital and eco-friendly learning initiatives, and providing skill-based education to prepare students for future careers.

Mana Badi Mana Bavishyath (MBMB) – Strengthening School Infrastructure

The Mana Badi Mana Bavishyath (MBMB) program, in Phase I & II, focuses on improving infrastructure in 262 schools, ensuring better learning environments for students.

With an estimated investment of ₹5,502 lakhs and one-year completion time, this initiative will:

- Upgrade classrooms, sanitation, drinking water, and digital learning facilities.
- Provide modern amenities for students and teachers to improve academic performance.
- Enhance overall school safety and accessibility for all children.

Funded by the GOI and State Government, this initiative will ensure that students receive quality education in well-equipped school environments.

CWSN (Children with Special Needs) – Inclusive Education Program

To ensure inclusive education for Children with Special Needs (CWSN), the government is upgrading three Bavita centres to provide specialized learning support, therapy, and assistive education technologies.

With an investment of ₹32.04 lakhs, this initiative will:

- Provide accessible learning tools for children with disabilities.
- Introduce trained educators and therapists to support individualized learning.
- Enhance social inclusion and improve learning outcomes for students with special needs.

This program, funded by the GOI and State Government, will ensure equal learning opportunities for all students.

Strengthening School Management Committees (SMCs)

To improve community participation in school governance, the government is upgrading School Management Committees (SMCs) in 262 schools, ensuring better administration, accountability, and engagement of parents and teachers.

With ₹157.2 lakhs allocated, this initiative will:

- Enhance decision-making and fund utilization at the school level.
- Encourage community involvement in school development.

- Improve governance and transparency in school operations.

By empowering local school committees, this initiative will ensure effective implementation of education policies.

Youth & Eco Club – Promoting Environmental Awareness in Schools

To instil environmental consciousness among students, the government is upgrading Youth & Eco Clubs in 262 standalone primary schools, ensuring students engage in sustainability and conservation activities.

With an investment of ₹131 lakhs, this initiative will:

- Introduce hands-on eco-friendly programs such as plantation drives and waste management.
- Encourage students to participate in green initiatives and environmental awareness campaigns.
- Promote a culture of sustainability in schools and communities.

This initiative, supported by GOI and State Government, will foster environmental responsibility among young learners.

Sarvepalli Radhakrishnan Vidyarthi Mitra – Enhancing Digital Learning

To promote digital literacy and technology-driven education, the Sarvepalli Radhakrishnan Vidyarthi Mitra program is being upgraded in 262 schools.

With an investment of ₹335.46 lakhs, this initiative will:

- Equip schools with smart classrooms, e-learning content, and interactive teaching tools.
- Enhance digital access for students, improving technological skills and career readiness.
- Provide teacher training for effective integration of digital resources in education.

This initiative will ensure that students in Rajam receive modern, technology-based education.

Vocational Education – Skill Development for Students

To prepare students for employment and entrepreneurship, the government is upgrading vocational education programs in three schools, providing practical and industry-relevant skills.

With an investment of ₹1835.02 lakhs, this initiative will:

- Introduce hands-on training in various vocational fields such as IT, mechanical, and electrical trades.
- Enable students to gain employable skills through industry collaborations.
- Bridge the gap between formal education and workforce demands.

This initiative, funded by GOI and State Government, will strengthen career-focused education for students.

Rani Laxmibai Atma Raksha Prashikshan – Self-Defense Training for Girls

To empower girl students with self-defence skills, the Rani Laxmibai Atma Raksha Prashikshan program is being introduced in 80 schools.

With an investment of ₹376.4 lakhs, this initiative will:

- Provide professional self-defence training to female students.
- Enhance confidence and personal safety awareness among girls.
- Encourage physical fitness and empowerment in young women.

This program will promote safety, self-reliance, and leadership skills among female students.

Mobile Library – Expanding Access to Books and Learning Materials

To encourage reading habits and access to knowledge resources, the government is launching three Mobile Libraries that will reach students in remote areas.

Funded by the State Government, this initiative will:

- Provide students with access to a wide range of books and educational materials.
- Encourage learning beyond the classroom through interactive reading programs.
- Promote literacy and creativity among young learners.

This initiative will ensure that students in rural and underserved areas have continuous access to quality learning resources.

Table 35 - Snapshot of Education Development Vision Plan

SN	Project Name	Type (New/ Upgradation)	No. of schools	Required Amount Rs.in Lakhs	Completion Time	Funding Source (State Budget / CSR / PPP)
1	Mana Badi Mana Bavishyath (MBMB) Phase-I & II	Upgradation	262	5502	5 years	GOI/State Govt.
2	CWSN Children	Upgradation	534	32.04	10 years	GOI/State Govt.
3	School Management Committee	Upgradation	262	157.2	10 years	GOI/State Govt.
4	Youth & Eco Club (Standalone Primary Schools	Upgradation	262	131	10 years	GOI/State Govt.
5	Sarvepalli Radhakrishnan Vidyarthi Mitra	Upgradation	262	335.464	10 years	GOI/State Govt.
6	Vocational Education	Upgradation	262	1835.02	10 years	GOI/State Govt.
7	Self-defence Training for girls under Rani Lakshmi Bhai Atma Raksha Prasikshan	Upgradation	80	376.4	10 years	GOI/State Govt.
8	Expanding access to Books & Learning Materials under Mobile Library	NEW	258	1206.48	10 years	State Govt.

Irrigation

The Irrigation and Water Management sector development vision plan focuses on major infrastructural upgrades to enhance agricultural productivity, provide sustainable water resources, and ensure flood resilience. The vision focuses on modernizing irrigation channels, improving lift irrigation schemes, and implementing flood mitigation measures.

Modernization of canals – Strengthening Water Supply and Irrigation

The modernization of the Thotapalli Barrage canal and Madduvalasa reservoir project canals is a critical project aimed at improving water distribution for irrigation purposes. This project will:

Support irrigation infrastructure, benefiting farmers dependent on the channel for crop cultivation.

Enhance water flow efficiency through structural improvements, reducing wastage and leakage.

With an investment of ₹1,011 lakhs and a five-year completion timeframe, this project is funded under NABARD Purvodaya States Initiative, ensuring long-term water security and agricultural sustainability.

Flood Damage Repair Works (FTR) – Strengthening Disaster Resilience

To mitigate the impact of floods and restore damaged water infrastructure, the Flood Damage Repair Works (FTR) project is being implemented. This initiative will:

Rehabilitate and reinforce damaged irrigation structures to prevent future failures.

Ensure uninterrupted water supply for agriculture, reducing crop losses during flood events.

Enhance embankments, drainage channels, and flood control measures.

Table 36-Snapshot of Irrigation Development Vision Plan

SN	Project Name	Type (New/ Upgradation)	Area in Acres	Required Amount Rs.in Lakhs	Completion Time	Funding Source (State Budget / CSR / PPP)
1	SGL Thotapalli Barrage Project - Balance Package Works	New	4870	1011	Jun-26	State Budget

Rural Water Supply

The Rural Water Supply and Sanitation sector vision plan focusses on significant infrastructural improvements to ensure clean drinking water access, underground drainage development, and enhanced sanitation facilities. The vision focuses on expanding rural water grid networks, strengthening underground drainage systems, and improving environmental hygiene.

Water Grid Project – Ensuring Safe Drinking Water for All Rural Habitations

The Water Grid Project aims to provide universal access to clean drinking water for all rural habitations in Rajam. This large-scale initiative will:

- Ensure uninterrupted and safe drinking water supply to villages.
- Reduce dependency on groundwater by integrating surface water sources.
- Improve public health by minimizing waterborne diseases.

Underground Drainage System in Rajam Mandal – Enhancing Urban Sanitation

To modernize sanitation infrastructure, an Underground Drainage Project is being developed in three habitations of Rajam Mandal. This initiative will:

- Improve urban sanitation and wastewater management.
- Prevent waterlogging and sewage overflow during heavy rains.
- Ensure cleaner streets and improved hygiene for residents.

Funded by the Government of India, this project will be completed within one year, ensuring better drainage solutions for urban and peri-urban areas.

Table 37-Snapshot of RWS Development Vision Plan

Sl. No	Scheme	No. of Habitations covered	No. of People Covered	Raw Water Requirement (In TMC)	Est.Cost (Rs.in Crores)
1	Grid Project through Madduvalasa Reservoir	214	2,31,038	0.25	589.50
Total		214	2,31,038	0.33	589.50

Roads & Buildings

The roads and infrastructure sector in Rajam will undergo major upgrades to enhance connectivity, improve transportation efficiency, and facilitate economic growth. The vision focuses on widening and strengthening major roads, improving access to key mandals, and ensuring smooth traffic movement for daily commuters.

Widening &strengthening of Rajam - Gullaseetharama Puram Road

To support agricultural and rural connectivity, the Rajam-Gullaseetharamapuram is being upgraded over 6.4 km, benefiting villages such as Rajam, Gullaseetharamapuram, Boddhuru and Pongutivalasa. This project will:

- Facilitate better transportation for farmers and local traders.
- Ensure smoother road access for 12,150 daily commuters.
- Improve last-mile connectivity for villages dependent on road networks for market access.

This project is expected to be completed within 24 months, strengthening rural infrastructure and transportation efficiency.

Widening &strengthening of Gullaseetharama Puram-Ponduru Road

The Gullaseetharama Puram-Ponduru Road is being widened and strengthened over 19.4 km, ensuring better access for villages such as Gullaseetharamapuram, Ponduru, Siripuram, Garikapadu, Santhakaviti, Talada and Appalaagraharam. This project will:

- Enhance mobility for 15,175 daily commuters.
- Improve road quality, ensuring safer and more efficient travel.
- Boost commercial activities in Santhakaviti and Ponduru mandals.

With a 24-month completion timeline, this initiative is funded under state budget, ensuring enhanced road infrastructure for rural and semi-urban areas.

Widening &strengthening of Vangara-Rajam Road

This road is an important SH Road in Vizianagaram District. It passes through various villages like Vangara, Maddhuvalasa and Rajam. This road is a connection between Rajam &Vangara Mandal Headquarters. The widening of this road will encourage the

establishment of Small & medium scale industries in Vangara mandal thereby boosting the employment opportunities & purchasing power of the locals. This initiative will:

- Reduce travel time for 16,055 daily commuters.
- Improve access to economic hubs, promoting trade and business growth.
- Strengthen transportation networks for commuters and freight transporters.

With an 24-month completion timeframe, this project is funded under state budget, ensuring better road infrastructure for urban commuters.

Table 38-Snapshot of Roads & Building Development Vision Plan

S. No.	Project Name	Type (Upgradation/ New)	Road Length (Km)	Villages & Mandals Connected	Traffic Impact (Daily Commuters)	Estimated Cost (Rs. in Lakhs)	Completion Time (in months)	Funding Source (State Budget / PPP)
1	Widening and strengthening of Rajam-Gullaseetharam from Km 0/0 to 6/4	Widening	6.4	Rajam, Gullaseetharampuram, Boddhuru, Pongutivalasa	12150	1300.00	24	SB
2	Widening and strengthening of Gullaseetharampuram -Ponduru road from Km 0/0 to 19/4	Widening	19.4	Gullaseetharampuram, Ponduru, Siripuram, Garikapadu, Santhakaviti, Talada, Appalaagraham	15175	3900.00	24	SB
3	Widening and strengthening of V.P Road to Vangara (via) Madduvalasa road from Km 7/0 to 20/6	Widening	13.6	Vangara, Madduvalasa, Rajam	16055	2500.00	24	SB

Skill Development

The Skill Development sector in Rajam is being strengthened through structured training programs, technology-driven learning modules, and employment-oriented initiatives. The vision focuses on equipping youth with industry-relevant skills, improving employability, and expanding opportunities in high-growth sectors.

Skill Hub – Enhancing IT-ITES Training

The Skill Hub program is being upgraded to provide specialized training in IT and IT-enabled services (ITES). This initiative will:

- Train 400 youth annually, equipping them with digital skills for emerging job markets.
- Improve career readiness in fields such as software development, data analytics, and cloud computing.
- Bridge the skill gap by aligning training with industry needs.

With a one-year implementation timeframe, this project is funded by the State and Central Governments, ensuring affordable and accessible digital training for youth.

Dassault Systems – Specialized Training in Engineering and Aerospace

To promote advanced manufacturing and mechanical engineering skills, the Dassault Systems program is being upgraded to train 125 youth annually in Automobile, Aerospace, and Mechanical fields. This initiative will:

- Introduce industry-grade software and design tools for engineering students.
- Prepare youth for careers in automotive manufacturing, aeronautics, and precision engineering.
- Enhance Rajam's role in high-tech and innovation-driven industries.

With a one-year completion period, this initiative is funded by the State Government, ensuring modern training solutions in engineering disciplines.

Mini Job Drive – Direct Employment Placements

The Mini Job Drive initiative aims to provide direct employment placements for 430 youth annually. This program will:

- Connect trained candidates with local industries and multinational companies.

- Provide career counselling and interview preparation support.
- Ensure immediate employment opportunities for skill-certified youth.

With a one-year completion timeframe, this initiative is funded by the State Government, ensuring faster job market integration.

Table 39-Snapshot of Skill Development Vision Plan

SN	Project Name	Type (New/ Upgradation)	No. of Youth Benefited (Yearly)	Training Domains	Completion Time	Funding Source (State Budget / CSR / PPP)
1	Specialized Training in IT & IT enabled Services (ITES)	Upgradation	400	Domestic Data Entry Operator, Domestic IT Help Desk, Attendant, Junior Software Developer, AWS, Python, IBM Skill Build, Catia, Embedded Systems,	3 Months per Batch	State & Central
2	Dussault System - Specialized Training in Engineering & Aerospace	Upgradation	125	3D Designing, Catia, Delmia, Simulia and Global Certifications	3 Months per Batch	State & Central
3	Mini Job Drive - Direct Employment Placements	Upgradation	430	Placements	NA	State & Central

Housing

The housing sector in Rajam focuses on massive expansion to ensure affordable and quality housing for all. The vision focuses on developing large-scale housing projects,

reducing homelessness, and providing safe and sustainable living conditions for residents.

Tidco Houses – Large-Scale Affordable Housing Development

To provide affordable housing solutions to urban and rural families, the Tidco Housing Project is being developed with a target of constructing 1,045 houses over five years. This initiative will:

- Ensure quality housing for economically weaker sections and middle-income groups.
- Support urbanization efforts by providing well-planned residential clusters.
- Improve living standards with modern infrastructure and amenities.

With an implementation timeline of five years, this project is funded by the Government of India and the State Government, ensuring affordable homeownership opportunities for thousands of families.

Construction of Additional Houses – Expanding Residential Infrastructure

In addition to Tidco Houses, the government is implementing a housing construction program to develop 8,765 additional homes. This initiative will:

- Reduce housing shortages and provide shelter for low-income families.
- Enhance urban and rural residential planning, ensuring sustainable communities.
- Promote inclusive growth by ensuring every citizen has access to secure housing.

With a five-year completion timeframe, this project is also funded by the Government of India and the State Government, ensuring long-term housing security and economic stability.

Table 40-Snapshot of Housing Development Vision Plan

SN	Project Name	Type (New/Upgradation)	No. of Houses	Completion Time	Funding Source (State Budget / CSR / PPP)
1	Tidco Houses	New	1045	5 years	GOI/ State Govt.
2	PMAY	New	8765	5 years	GOI/ State Govt.
TOTAL			9810		

APEPDCL

The energy sector in Rajam will undergo major upgrades to ensure reliable power supply, expand electricity infrastructure, and promote renewable energy solutions. The vision focuses on strengthening power distribution networks, increasing substation capacity, and advancing solar energy adoption.

Establishment of 33/11 KV Sub-Stations

To enhance electricity distribution and improve power reliability, a new 33/11 KV sub-stations is being set up in Rajam assembly constituency with a capacity of 5.0 MVA. This initiative will:

- Provide uninterrupted power supply to 6,155 households.
- Reduce power fluctuations and voltage drops in the region.
- Support the growing energy demands of residential and agricultural consumers.

With an implementation period of one year, this project is funded by the State Budget, ensuring better electricity infrastructure for rural communities.

Power Transformers

To increase electricity supply efficiency, an additional 5.0 MVA power transformer is being installed at the existing 33/11 KV Sub-Station. This initiative will:

- Improve power distribution capacity, benefiting 6,155 households.
- Enhance voltage stability and reduce outages.
- Strengthen energy infrastructure to meet future demand growth.

With a one-year completion timeframe, this project is funded by the State Budget, ensuring a more stable and resilient power supply.

PM Surya Ghar – Solar Energy Expansion Initiative

To promote renewable energy adoption and reduce dependency on conventional power sources, the PM Surya Ghar initiative is being upgraded with a 5.0 MW solar power capacity. This initiative will:

- Provide clean and sustainable energy to 3,500 households.
- Reduce electricity costs for consumers by integrating solar power into the grid.
- Support India's renewable energy goals and carbon emission reduction targets.

With a five-year implementation period, this project is jointly funded by the Central and State Budgets, ensuring affordable and environmentally friendly power solutions.

Table 41-Snapshot Energy Sector Projects

Sl no	Description	Qty	Approximate cost of the Project (in Crores)
Erection of Sub stations			
1	33/11 KV Sub-stations	14 No	31.07
Erection of 33KV & 11KV Lines			
1	Erection of 33 KV Line	28 KM	3.99
2	Erection of 11 KV lines	180 Km	14.00
Erection of DTRs			
1	Erection of 3 Ph DTRS	600 Nos	33.46
2	Erection of 1 Ph DTRS	400 Nos	8.20
PM SURYA GHAR			
1	Installation & Synchronization of Solar Roof Top to SC/ST Consumers	17039	102.23
2	Installation & Synchronization of Solar Roof Top to Other than SC/ST consumers	71799	430.80
Total			623.75

CHAPTER
7

MONITORING THE PROGRESS – KPIs

7. KPIs FRAMEWORK

To ensure the successful implementation, measurable impact, and sustained progress of the Rajam Vision Plan, a structured monitoring and evaluation framework will be established. This framework will focus on real-time project tracking, efficient resource allocation, and impact assessment, ensuring transparency, accountability, and timely decision-making. A comprehensive set of Key Performance Indicators (KPIs) will be designed, aligning with sector-specific development goals across housing, infrastructure, energy, water supply, sanitation, skill development, and economic growth. These KPIs will serve as quantifiable and measurable benchmarks, enabling systematic progress evaluation. Given the evolving nature of development challenges, the KPIs will be designed to be dynamic, allowing for necessary adjustments based on real-time insights and socio-economic conditions.

Constituency Vision Monitoring Unit

To ensure effective governance and oversight, a Constituency Vision Monitoring Unit (CVMU) will be established. This unit will be responsible for supervising all development initiatives, ensuring that projects remain on schedule and are implemented as per the planned objectives. The CVMU will be led by a Nodal Officer, who will act as the single point of contact for monitoring progress, coordinating with various departments, and ensuring that policy directives are effectively executed. The Nodal Officer will be responsible for data validation, periodic reporting, and recommending necessary course corrections in consultation with relevant stakeholders.

Roles and Responsibilities of CVMU

The CVMU will also act as a liaison between government departments, private sector stakeholders, and the community, ensuring that public feedback and expert recommendations are incorporated into policy decisions. It will validate project data collected through the digital dashboard and provide policy recommendations based on periodic performance reviews. Furthermore, this unit will collaborate closely with District Economic and Statistical Officers (DESOs) to develop long-term economic projections, assess constituency-level Gross Domestic Product (GCDP) growth trends, and provide evidence-based recommendations for sustained development efforts.

By integrating real-time performance tracking, inter-departmental collaboration, and technology-driven monitoring, the Rajam Vision Plan will ensure efficient service delivery, sustainable growth, and impactful policy interventions. The appointment of a dedicated Nodal Officer to lead the CVMU will further strengthen accountability and accelerate project execution. This proactive governance framework will ensure that development efforts remain aligned with long-term growth objectives, ultimately contributing to a **Happy, Healthy, Wealthy**, and Sustainable Rajam by 2047.

Need for monitoring progress through KPIs

Robust performance monitoring is critical to translating vision into measurable results. As Andhra Pradesh pursues the Swarna Andhra Vision @2047, the state aims to institutionalize an outcome-based development model, anchored in Key Performance Indicators (KPIs). These indicators are not only essential for tracking progress and identifying bottlenecks but also enable governments to remain accountable, responsive, and citizen centric. For a vision plan to succeed, especially at the constituency level, performance must be continuously measured, reviewed, and refined.

A Digital Dashboard for Andhra Pradesh

To enable this, the Planning Department & APCFSS are developing a state-wide digital dashboard — the Swarna Andhra Vision Monitoring Dashboard — which will monitor over 525 KPIs across 30 departments, categorized under thematic areas such as Economic Growth, Healthcare, Infrastructure, Education, Skilling, and Digital Governance. These indicators are directly aligned with the 12 Pillars of the Swarna Andhra Vision and the ten Padi Sutralu guiding principles.

To ensure proper understanding and implementation, capacity-building workshops have been conducted across all levels — for district officials, mandal officers, HoDs, and Secretariat departments. These sessions covered portal usage, target-setting, and data validation protocols. This dashboard is the central monitoring tool for the state's institutional governance architecture.

The Role of Constituency Vision Plans

While the CVAP Units do not currently have data entry responsibilities on the Swarna Andhra dashboard, they are expected to play a critical monitoring role. Each

constituency is responsible for tracking the performance of all its mandals, which are covered under 216 KPIs drawn from various departments (Annexure II). The CVAP Unit should use insights from the dashboard to assess progress, identify gaps, and proactively engage with line departments for corrective measures.

Creating KPIs for the Constituency Vision

Each constituency also has its own unique needs and development goals, based on its geography, economy, population, and public feedback. Therefore, it is important that the CVAP includes specific KPIs linked to the vision plan of that constituency.

These KPIs will not repeat or duplicate the indicators already covered in the state dashboard. Instead, they will reflect the constituency's own priorities in development projects mentioned in earlier chapter — such as improving local roads, building irrigation systems, upgrading schools, supporting tourism, or creating better public spaces etc. All KPIs framed should be aligned with the milestones for the project to ensure successful completion of the project.

Constituency-Specific KPIs

Table 42-Key Performance Indicators

Sector	KPI	Unit of Measurement	Monitoring Frequency	Current Status	Target (by 2029)
Agriculture	Area Expansion	Ha.	Annual	233	3795
	Area Expansion under APCNF	Ha.	Annual	3519	5057
	No. of Farmers adopted APCNF	No.	Annual	6354	8453
	Area covered under Soil Health Cards	Ha.	Annual	4971.33	27029
	Supply of Micro nutrients	MTs.	Annual	0	427
	Adaption of Technologies for Field Operations (Drones etc.,)	No's	Quarterly	3	16
Horticulture	Area expansion of Oil Palm	Ha.	Annual	196	650
	Area expansion of Coconut	Ha.	Annual	22	42
	Area expansion of Banana	Ha.	Annual	50	63
	Area expansion of Mango	Ha.	Annual	1255	1298

Sector	KPI	Unit of Measurement	Monitoring Frequency	Current Status	Target (by 2029)
	Area expansion under other fruits	Ha.	Annual	7	10
	Area expansion under Vegetables	Ha.	Annual	51	51
	Production-Oil Palm	Tons	Annual	2352	3626
	Production- Fruits	Tons	Annual	8852	14067
	Total Production under Horticulture crops	Tons	Annual	12804	20369
Micro Irrigation	Area expansion of Micro Irrigation - Drip & Sprinkler	Ha.	Annual	85.29	1648
Animal Husbandry	Milk production	Tons	Monthly	8076	12069
	Meat production	Tons	Monthly	216.3	324
	Egg production	In '000' Nos	Monthly	41.4	61
	Fodder Development in Acres	Acres	Monthly	83	91
	Number of Female Calves Produced by IVF	No's	Monthly	0	2
	Number of Female Calves Produced by Sex-Sorted Semen	No's	Monthly	0	10
	No of Animals insured	No's	Monthly	77	88
	Construction of sheds for cattle, sheep and poultry - NREGS	No's	Quarterly	65	100
Fisheries	No. of GP Tanks covered to extend Inland fishing	Nos	Monthly	142	382
	Production	Tons	Monthly	1891	15726
	Recirculatory Aquaculture System (RAS) under PMMSY - production	Tons	Annual	0	1
	Supply of quality seed (Fish, Prawn, Shrimp)	No's	Annual	1.3	21
Water Resources (Irrigation)	Ayacut Created Under Major Irrigation Sources	Lakh. Acre	Annual	0.29	0.54

Sector	KPI	Unit of Measurement	Monitoring Frequency	Current Status	Target (by 2029)
	Ayacut Created Under Medium Irrigation Sources	Lakh. Acre	Annual	0.19	0.19
	Ayacut Created Under Minor Irrigation Sources	Lakh. Acre	Annual	0.48	0.48
Forest	Tree cover as percentage of total geographical area	%	Annual	0.01	0.1
Housing	Construction of Housing for All (%)	%	Quarterly	1.27	75.08
Housing (TIDCO)	Construction of Houses	No	Annual	336	709
Energy	Percentage of households electrified	%	Monthly	100	100
	Percentage of Renewable energy share in the total final energy mix	%	Annual	0.03	0.07
	Renewable energy installed capacity	GW	Annual	1.44	1.5
	No of households covered under Roof top Solar	No	Monthly	25	23558
Industries	New MSME units established	No.	Quarterly	108	432
	Employment Generated	No.	Quarterly	197	394
Handlooms & Textiles Development	Work sheds Under National Handloom Development Programme (NHDP)	Nos	Annual	0	25
Road & Buildings	State Highways Expansion	KM	Annual	4.1	82.8
	Major District Roads Expansion	KM	Annual	0	29.8

Sector	KPI	Unit of Measurement	Monitoring Frequency	Current Status	Target (by 2029)
School Education	% of schools with smart classrooms	%	Annual	93.76	100
	% of schools with basic infrastructure like Electricity & Drinking water	%	Annual	98.85	100
	GER	%	Annual	98.98	100
	% of schools with separate toilet facility for girls	%	monthly	99.24	100
	Percentage of Higher secondary schools with separate toilet facility for girls	%	Monthly	86	100
	% of schools/ colleges with smart classrooms	%	Annual	10	60
Intermediate Education					
Medical & Health	Maternal Mortality Ratio	Rate (Per 1 Lakh Live Births)	Monthly	88	30
	Infant Mortality Rate (IMR) (Nos.)	Rate (Per 1000 Live Births)	Monthly	9	3
	Percentage of pregnant women aged 15-49 years who are anemic	%	Monthly	26.66	12.49
	Percentage of adolescents aged 10-19 years who are anemic	%	Quarterly	17.19	13.03
	Sex Ratio at Birth	Rate (Per 1000 Male Live Births)	Monthly	932	955
	TB Notification Rate	Rate (Per 1000 Population)	Annually	77	100
WD&CW	Construction & Upgradation of Anganwadi Centres	No	Annual	88	90
	Stunted Children	%	Monthly	16.5	8.5
	Underweight children	%	Monthly	8.31	2.31

Sector	KPI	Unit of Measurement	Monitoring Frequency	Current Status	Target (by 2029)
Civil Supplies	Percentage of beneficiaries covered under National Food Security Act (NFSA), 2013	%	Annually	100	100
	Percentage of LPG + PNG connections against number of households	%	Annually	100	100
Skill Development and Training	Skill Trainings Imparted	%	Quarterly	100	100
MA & UD	% of Urban population having safe and adequate drinking water	%	Annual	90	100
	No. of ULBs With 135 LPCD Drinking Water Supply	No	Annual	0	1
	Proportion of urban solid waste regularly collected and with adequate final discharge out of total urban solid waste generated	%	Monthly	85	100
	% of urban households with drainage facility	%	Annual	75	100
	Percentage of wards with 100% door to door waste collection (SBM(U))	%	Monthly	95	100
	Percentage of wards with 100% source segregation (SBM(U))	%	Monthly	50	100
Rural Water Supply & Sanitation	% of Rural households with Functional Household Tap connections	%	Monthly	33	100
	% of ODF GPs verified to be ODF (SBM(G))	%	Monthly	4	100
	% of rural population having improved source of drinking water (JJM)	%	Annual	100	100
	Percentage of GPs with solid waste management	%	Quarterly	100	100
PR&RD (DWMA)	% of Households provided 100 Person-days Employment under	%	Annually	9.88	20

Sector	KPI	Unit of Measurement	Monitoring Frequency	Current Status	Target (by 2029)
	MGNREGA during the financial year				
	Persons provided employment as a percentage of persons who demanded employment under MGNREGA	%	Monthly	100	100
PR&RD (DRDA)	No. of DWCRAs /SHGs having Bank Loan (Outstanding) - Rural	No	Annual	4,266	5,807
	% of Women SHGs given outstanding credit during the reference financial year	%	Annual	81	100
	Skill Training & Digital Literacy to SHG Women	No	Annual	1,077	12,555
	Lakshpati Didi	No	Annual	11,915	35,640
PR&RD (Engg.)	% of targeted habitations connected by all-weather roads under Pradhan Mantri Gram Sadak Yojana (PMGSY)	%	Monthly	0	100
	Connectivity of Rural Habitations (%)	%	Annual	88	100
	Construction of GSB, RSK, Health Clinic, Anganwadi Buildings, MGNREGS Buildings etc	No	Annual	104	209
	Proportion of the rural population who live within 2 km of an all-weather road	%	Quarterly	99	100
Tourism	No. of tourists visited	No	Annual	5,50,000	6,32,000
	Developments of amenities in the temples, beaches etc.,	Acres	Annual	0	2

S.No	Department/HoD	Unit	Periodicity	Nature of Indicator (Positive/Negative)
Agriculture Marketing & Co-Operation Secretariat				
Agriculture Department				

S.No	Department/HoD	Unit	Periodicity	Nature of Indicator (Positive/Negative)
1	Area under Paddy - Kharif	Ha	Half Yearly	Positive
2	Area under Paddy - Rabi	Ha	Half Yearly	Positive
3	Area under Paddy - Direct Seeded Rice (DSR) - Kharif	Ha	Half Yearly	Positive
4	Area under Paddy - Direct Seeded Rice (DSR) - Rabi	Ha	Half Yearly	Positive
5	Area under Maize - Kharif	Ha	Half Yearly	Positive
6	Area under Maize - Rabi	Ha	Half Yearly	Positive
7	Area under Redgram - Kharif	Ha	Half Yearly	Positive
8	Area under Redgram - Rabi	Ha	Half Yearly	Positive
9	Area under Blackgram - Kharif	Ha	Half Yearly	Positive
10	Area under Blackgram - Rabi	Ha	Half Yearly	Positive
11	Area under Bengalgram - Rabi	Ha	Half Yearly	Positive
12	Area under Groundnut - Kharif	Ha	Half Yearly	Positive
13	Area under Groundnut - Rabi	Ha	Half Yearly	Positive
14	Area under Cotton - Kharif + Rabi	Ha	Annually	Positive
15	Total Area covered under Millets-Kharif(Major& Minor)	Ha	Half Yearly	Positive
16	Total Area covered under Millets-Rabi(Major & Minor)	Ha	Half Yearly	Positive
17	Area under Crop Diversification	Ha	Annually	Positive
18	Area Covered under Minimal/Zero tillage (Rice Fallows)	Ha	Annually	Positive
19	Area covered under Crop Insurance (PMFBY & RWBCIS) - Kharif	Ha	Quarterly	Positive
20	Area covered under Crop Insurance (PMFBY & RWBCIS) - Rabi	Ha	Quarterly	Positive
21	Percent area covered under crop insurance (PMFBY & RWBCIS) against notified area in Kharif	%	Quarterly	Positive

S.No	Department/HoD	Unit	Periodicity	Nature of Indicator (Positive/Negative)
22	Percent area covered under crop insurance (PMFBY & RWBCIS) against notified area in Rabi	%	Quarterly	Positive
23	Production of Paddy - Kharif	MTs	Half Yearly	Positive
24	Production of Paddy - Rabi	MTs	Half Yearly	Positive
25	Production of Maize - Kharif	MTs	Half Yearly	Positive
26	Production of Maize - Rabi	MTs	Half Yearly	Positive
27	Production of Redgram (Pulses) - Kharif	MTs	Half Yearly	Positive
28	Production of Redgram (Pulses) - Rabi	MTs	Half Yearly	Positive
29	Production of Blackgram-Kharif	MTs	Half Yearly	Positive
30	Production of Blackgram-Rabi	MTs	Half Yearly	Positive
31	Production of Bengalgram -Rabi	MTs	Half Yearly	Positive
32	Production of Groundnut - Kharif	MTs	Half Yearly	Positive
33	Production of Groundnut - Rabi	MTs	Half Yearly	Positive
34	Production of Sunflower Kharif	MTs	Half Yearly	Positive
35	Production of Sunflower Rabi	MTs	Half Yearly	Positive
36	Production of Sesamum Kharif	MTs	Half Yearly	Positive
37	Production of Sesamum Rabi	MTs	Half Yearly	Positive
38	Production of Cotton - Kharif + Rabi	Bales	Half Yearly	Positive
39	Production of Total Food Grain - Kharif	MTs	Half Yearly	Positive
40	Production of Total Food Grain - Rabi	MTs	Half Yearly	Positive
41	Production of Total Pulses	MTs	Half Yearly	Positive
42	Production of Total Oil Seeds	MTs	Half Yearly	Positive
43	Total production of Millets -Kharif (Major & Minor)	MTs	Half Yearly	Positive

S.No	Department/HoD	Unit	Periodicity	Nature of Indicator (Positive/Negative)
44	Total production of Millets-Rabi (Major & Minor)	MTs	Half Yearly	Positive
45	Productivity of Paddy - Kharif	Kg/Ha	Half Yearly	Positive
46	Productivity of Paddy - Rabi	Kg/Ha	Half Yearly	Positive
47	Productivity of Maize - Kharif	Kg/Ha	Half Yearly	Positive
48	Productivity of Maize - Rabi	Kg/Ha	Half Yearly	Positive
49	Productivity of Redgram - Kharif	Kg/Ha	Half Yearly	Positive
50	Productivity of Redgram - Rabi	Kg/Ha	Half Yearly	Positive
51	Productivity of Blackgram - Kharif	Kg/Ha	Half Yearly	Positive
52	Productivity of Blackgram - Rabi	Kg/Ha	Half Yearly	Positive
53	Productivity of Bengalgram - Rabi	Kg/Ha	Half Yearly	Positive
54	Productivity of Groundnut - Kharif	Kg/Ha	Half Yearly	Positive
55	Productivity of Groundnut - Rabi	Kg/Ha	Half Yearly	Positive
56	Productivity of Cotton (Lint) - Kharif + Rabi	Kg/Ha	Half Yearly	Positive
57	Soil Health Cards - Area Covered	Ha	Half Yearly	Positive
58	Number of Soil Health Cards Distributed to Farmers	Nos	Annually	Positive
59	Seed Supplied on Subsidy	Qntl	Half Yearly	Positive
60	Area covered under e-Panta	Ha	Half Yearly	Positive
61	No. of farmers covered under e-panta	Nos	Half Yearly	Positive
Horticulture Department				
1	Additional Area Brought under Micro Irrigation	Ha	Monthly	Positive
2	Additional Area Brought under Horticulture Crops	Ha	Monthly	Positive
3	Additional Area Brought under Oil Palm	Ha	Monthly	Positive
4	Creation of Post Harvest Infrastructure to reduce Post Harvest Losses	Nos	Annually	Positive

S.No	Department/HoD	Unit	Periodicity	Nature of Indicator (Positive/Negative)
5	Productivity Enhancement	MTs/Ha	Annually	Positive
Animal Husbandry Department				
1	Number of Preventive Vaccinations Done	Nos	Monthly	Positive
2	No of Deworming Done	Nos	Monthly	Positive
3	No of Health camps conducted	Nos	Monthly	Positive
4	No. of Artificial Inseminations (Conventional)	Nos	Monthly	Positive
5	No of Animals insured	Nos	Quarterly	Positive
6	Number of Calved born produced by Sex Sorted semen	Nos	Monthly	Positive
7	Number of Animal Shelters constructed	Nos	Quarterly	Positive
8	No. of Artificial Inseminations done through Sex Sorted Semen	Nos	Monthly	Positive
Animal Husbandry Department				
9	No. of Calves born (Conventional)	Nos	Monthly	Positive
10	Fodder Development in Acres	Nos	Monthly	Positive
11	Number of PKCC Distributed	Nos	Quarterly	Positive
Food & Civil Supplies Secretariat				
Food and Civil Supplies Department				
1	Cooking fuel (% of households deprived)	%	Annually	Negative
2	Percentage of beneficiaries covered under National Food Security Act (NFSA), 2013	%	Annually	Positive

S.No	Department/HoD	Unit	Periodicity	Nature of Indicator (Positive/Negative)
3	Percentage of LPG + PNG connections against number of households	%	Annually	Positive
Health, Medical & Family Welfare Secretariat				
Family Welfare Department				
1	Maternal Mortality Ratio	Rate (Per 1 Lakh Live Births)	Monthly	Negative
2	Infant Mortality Rate (IMR) (Nos.)	Rate (Per 1000 Live Births)	Monthly	Negative
3	Neonatal mortality rate	Rate (Per 1000 Live Births)	Monthly	Negative
4	Under-five mortality rate	Rate (Per 1000 Live Births)	Monthly	Negative
5	Percentage of pregnant women aged 15-49 years who are anemic	%	Monthly	Negative
6	Percentage of women whose Body Mass Index (BMI) is below normal (BMI<18.5 kg/m2)	%	Annually	Negative
7	Percentage of adolescents aged 10-19 years who are anemic	%	Quarterly	Negative
8	Sex Ratio at Birth	Rate (Per 1000 Male Live Births)	Monthly	Positive
9	Child Sex Ratio (0-6 Years)	Ratio	Annually	Positive
10	Number of Additional health personnel recruited in Village clinics	Nos	Half Yearly	Positive
11	Number of Additional health personnel recruited in Ward clinics	Nos	Half Yearly	Positive
Health, Medical & Family Welfare Secretariat				
Family Welfare Department				
12	Prevalence of current tobacco users among men and women aged 15 -49 years	%	Annually	Negative
13	Prevalence of hypertension among men and women age 15- 49 years	%	Monthly	Negative

S.No	Department/HoD	Unit	Periodicity	Nature of Indicator (Positive/Negative)
14	Percentage of population in age group 15- 49 who reported sought treatment out of total population in that age group having hypertension	%	Monthly	Negative
15	Prevalence of diabetes among men and women age 15- 49 years	%	Monthly	Negative
16	Percentage of population in age group 15- 49 who reported sought treatment out of total population in that age group having diabetes	%	Monthly	Negative
17	Percentage of institutional deliveries out of the total deliveries reported	%	Monthly	Positive
18	Percentage of public institutional deliveries out of the total institutional deliveries reported	%	Monthly	Positive
19	Percentage of children in the age group 9-11 months fully immunized	%	Monthly	Positive
20	Percentage of children in the age group 16-23 months complete immunized	%	Monthly	positive
Public Health and Family Welfare Department				
1	TB Notification Rate	Rate (Per 1000 Population)	Annually	Positive
2	TB Success Rate	%	Monthly	Positive
3	Dengue: Case Fatality Ratio (CFR)	%	Monthly	Negative
4	Number of Chikungunya cases during reference year	Nos	Monthly	Negative
5	Availability of Doctors at PHCs (%)	%	Annually	Positive
Home Secretariat				
Director General & Inspector General of Police				
1	Percentage of FIRs registered on 1930 Ack.Complaints & NCRP Complaints against the total acknowledged Complaints in 1930 & total NCRP Complaints. (Anti-burking indicator)	%	Monthly	Positive
Home Secretariat				

S.No	Department/HoD	Unit	Periodicity	Nature of Indicator (Positive/Negative)
Director General & Inspector General of Police				
2	Percentage of Accused Arrested / No. of 1930 FIRs (Cyber Investigation Indicator)	%	Annually	Positive
3	Percentage of heinous crimes (acid attacks, murder, rapes & gang rapes) committed against women against total crime against women (women excludes girls) (Indicator pertaining to Prevention of heinous crimes)	%	Monthly	Negative
4	Percentage of women deaths(Dowry Murders, Dowry Deaths, and Abetment to Suicide of Women due to dowry/domestic violence) against total no. of dowry harassment cases reported. (Indicator Pertaining to prevention of Women deaths due to dowry harassment)	%	Monthly	Negative
5	Percentage of POCSO Rapes amongst total crime against girls (POCSO awareness indicator)	%	Monthly	Negative
6	Percentage of POCSO offences against girls below 12 years amongst total crime against girls (POCSO awareness indicator)	%	Monthly	Negative
7	ITSSO compliance rate (Indicator pertaining to charge sheeting of cases within 60 days)	Rate	Monthly	Positive
8	Ratio of No. of girls traced in the consideration year to the total girls missing (No. of missing girls in the consideration year + No. of untraced girls as on 1st January of the consideration year) (Indicator pertaining to tracing of missing girls)	Ratio	Annually	Positive
9	Ratio of No.of women traced in the consideration year to the total women missing (No.of missing women in the consideration year + No. of untraced women as on 1st January of the consideration year). (Indicator pertaining to tracing of missing women)	Ratio	Annually	Positive
Home Secretariat				
Director General & Inspector General of Police				

S.No	Department/HoD	Unit	Periodicity	Nature of Indicator (Positive/Negative)
10	Ratio of No.of boys traced in the consideration year to the total boys missing(No.of missing boys in the year under consideration + No. of untraced women as on 1st January of the consideration year).(Indicator pertaining to tracing of missing boys)	Ratio	Annually	Positive
11	Ratio of persons died in road accidents to total persons affected (died+injured) in road accidents. (Indicator pertaining to prevention of road accidents) (Indicator pertaining to fatality)	Ratio	Monthly	Negative
12	Percentage of Heinous crimes (murders, attempt to murders, rapes, gang rapes, mob lynching) against SCs, STs to the total crimes against SCs,STs. (Indicator pertaining to Prevention of Heinous crimes against SCs,STs)	%	Monthly	Negative
13	No. of cases compromised in Lok - Adalat in the quarter against the Total compoundable pending UI + PT cases. (Indicator pertaining to performance in Lok- Adalat)	Ratio	Quarterly	Positive
14	Percentage of total no. of UI cases charge sheeted in 90 days to the total No. of charge sheeted cases (Indicator pertaining to reduction of UI cases)	%	Monthly	Positive
15	Percentage of bad characters matched against the total no.checks done through MSCDS.	%	Monthly	Positive
Housing Secretariat				
Weaker Section Housing				
1	Percentage of households living in katcha houses - rural	%	Annually	Negative
2	Housing for All (%)	%	Quarterly	Positive
Secondary Education Secretariat				
School Education Department				
1	Retention Rate at Elementary Level (Grade I to VIII) (%)	%	Annually	Positive

S.No	Department/HoD	Unit	Periodicity	Nature of Indicator (Positive/Negative)
2	Net Enrolment Ratio in primary	Ratio (Per 100)	Annually	Positive
Secondary Education Secretariat				
School Education Department				
3	Net Enrolment Ratio in upper primary	Ratio (Per 100)	Annually	Positive
4	Net Enrolment Ratio in Secondary	Ratio (Per 100)	Annually	Positive
5	Average annual dropout rate at secondary level (class 9-10)	Ratio (Per 100)	Annually	Negative
6	Performing Learning Outcomes - In Class 3 - Mathematics (%)	%	Annually	Positive
7	Performing Learning Outcomes - In Class 3 - EVS (%)	%	Annually	Positive
8	Performing Learning Outcomes - In Class 3 - Language (%)	%	Annually	Positive
9	Performing Learning Outcomes - In Class 5 - Mathematics (%)	%	Annually	Positive
10	Performing Learning Outcomes - In Class 5 - EVS (%)	%	Annually	Positive
11	Performing Learning Outcomes - In Class 5 - Language (%)	%	Annually	Positive
12	Performing Learning Outcomes - In Class 8 - Mathematics (%)	%	Annually	Positive
13	Performing Learning Outcomes - In Class 8 - EVS (%)	%	Annually	Positive
14	Performing Learning Outcomes - In Class 8 - Language (%)	%	Annually	Positive
15	Gender Parity Index for Secondary Education	Ratio	Annually	Positive
16	Percentage of persons (15 years and above) who are literate	%	Annually	Positive
17	Proportion of schools with access to: electricity	%	Annually	Positive
18	Proportion of schools with access to: computers for pedagogical purposes	%	Annually	Positive
19	Proportion of schools with access to: adapted infrastructure and materials for students with disabilities/ disabled friendly ramp and toilets	%	Annually	Positive

S.No	Department/HoD	Unit	Periodicity	Nature of Indicator (Positive/Negative)
20	Proportion of schools with access to: basic drinking water	%	Annually	Positive
21	Proportion of schools with access to: single-sex basic sanitation facilities	%	Annually	Positive
Secondary Education Secretariat				
School Education Department				
22	Proportion of schools with access to: basic hand washing facilities	%	Annually	Positive
23	Percentage of schools with access to basic infrastructure (electricity, drinking water)	%	Annually	Positive
24	Proportion of trained teachers, by education level (pre- primary education)	%	Annually	Positive
25	Proportion of trained teachers, by education level (primary education)	%	Annually	Positive
26	Proportion of trained teachers, by education level (upper primary education)	%	Annually	Positive
27	Proportion of trained teachers, by education level (elementary education)	%	Annually	Positive
28	Percentage of trained teachers at secondary level (class 9-10)	%	Annually	Positive
29	Pupil/trained teacher ratio at primary level	Ratio	Annually	Negative
30	Pupil/trained teacher ratio at upper primary level	Ratio	Annually	Negative
31	Pupil Teacher Ratio (PTR) at secondary level (class 9-10)	Ratio	Annually	Negative
32	Percentage of Primary schools with separate toilet facility for girls	%	Annually	Positive
33	Percentage of Secondary schools with separate toilet facility for girls	%	Annually	Positive
34	Number of of Disabled Children enrolled in Intermediate Education	Nos	Annually	Positive
35	Gender Parity Index for Higher Secondary Education	Ratio	Annually	Positive

S.No	Department/HoD	Unit	Periodicity	Nature of Indicator (Positive/Negative)
36	Proportion of trained teachers, by education level (higher secondary education)	%	Annually	Positive
37	Percentage of Higher secondary schools with separate toilet facility for girls	%	Annually	Positive
38	% of Children whose Unique ID is seeded in SDMIS	%	Annually	Positive
39	% of Teachers whose Unique ID is seeded in any electronic database of the State Government Administration	%	Annually	Positive
Secondary Education Secretariat				
School Education Department				
40	% of average daily attendance of teachers recorded in an electronic attendance system % of all teachers in all govt. and govt. aided schools.	%	Annually	Positive
41	% of average daily attendance of students captured digitally (States and UTs may set digital mechanism similar to AMS of MDM)	%	Annually	Positive
42	% of elementary school's children taking mid-day meal against target approved in PAB - Govt and aided schools	%	Annually	Positive
Law Secretariat				
Andhra Pradesh State Legal Services Authority				
1	No. of Legal Services Clinics	Nos	Annually	Positive
Minorities Welfare Secretariat				
Minorities Welfare Department				
1	Post Matric Scholarship (MTF) for Minorities.	Nos	Annually	Positive
2	Post Matric Scholarship (RTF) for Minorities.	Nos	Annually	Positive
Municipal Administration and Urban Development Secretariat				
Municipal Administration Department				
1	Households provided with House Units - Urban	Lakh Number	Monthly	Positive
2	Number of Households provided with House Units -Urban	Lakh Number	Monthly	Positive

S.No	Department/HoD	Unit	Periodicity	Nature of Indicator (Positive/Negative)
3	Proportion of seats held by women in ULBs	%	Annually	Positive
4	Proportion of Seats held by SC/ST persons in ULBs	%	Annually	Positive
5	Percentage of urban households with drainage facility	%	Annually	Positive
6	Per Capita Availability of Green Spaces	Sq.met./person	Annually	Positive
7	Proportion of ULBs that adopt and implement local disaster risk reduction strategies in line with national disaster risk reduction strategies	%	Annually	Positive
8	Number of waste recycling plants installed	Nos	Quarterly	Positive
Municipal Administration and Urban Development Secretariat				
Municipal Administration Department				
9	Number of municipal corporations using waste segregation techniques	Nos	Annually	Positive
10	Number of ULBs using waste segregation techniques	Nos	Annually	Positive
11	Number of municipal corporations banning use of Plastic	Nos	Annually	Positive
12	Percentage of Slums covered through formal/affordable housing	%	Annually	Positive
13	Percentage of slums households covered through formal/affordable housing.	%	Annually	Positive
14	Percentage of Urban population living in slums	%	Annually	Negative
15	Number of slums covered with basic services	Nos	Annually	Positive
16	Proportion of Urban Population Living in Slums, informal Settlements or Inadequate Housing	%	Annually	Negative
17	Percentage of urban households living in katcha houses	%	Annually	Negative
18	Proportion of population living in houses with access to Sanitation (Toilets) - Urban	%	Monthly	Positive

S.No	Department/HoD	Unit	Periodicity	Nature of Indicator (Positive/Negative)
19	Proportion of households having access to toilet facility - Urban	%	Annually	Positive
20	Percentage of wards with 100% door to door waste collection (SBM(U))	%	Monthly	Positive
21	Percentage of wards with 100% source segregation (SBM(U))	%	Monthly	Positive
Public Health Engineering Department				
1	Percentage of Urban population having safe and adequate drinking water within their premises	%	Quarterly	Positive
2	Percentage of Urban households with 135 LPCD piped water supply	%	Annually	Positive
3	Number of ULBs With 135 LPCD Drinking Water Supply	Nos	Annually	Positive
4	Percentage of Households with household water service connections - Urban	%	Monthly	Positive
Public Health Engineering Department				
5	Proportion of sewage recycled vs. sewage generated	%	Monthly	Positive
6	Installed sewage treatment capacity as a percentage of sewage generated in urban areas	%	Annually	Positive
Panchayat Raj and Rural Development Secretariat				
Rural Development Department				
1	Percentage of Households provided 100 person-days Employment under MGNREGA during the financial year	%	Annually	Positive
2	Persons provided employment as a percentage of persons who demanded employment under Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)	%	Monthly	Positive
3	Percentage of households receiving social protection benefits under MGNREGA (%)	%	Quarterly	Positive
4	Number of person days' employment provided under MGNREGA during the reference year	Lakh Person days	Annually	Positive
Panchayat Raj Department				

S.No	Department/HoD	Unit	Periodicity	Nature of Indicator (Positive/Negative)
1	Proportion of seats held by women in PR Local Bodies	%	5 Years	Positive
2	Proportion of Seats held by SC/ST persons in PR Local Bodies	%	5 Years	Positive
3	Percentage of GPs with solid waste management	%	Quarterly	Positive
Panchayat Raj Engineering Department				
1	Proportion of the rural population who live within 2 km of an all-weather road	%	Quarterly	Positive
2	Connectivity of Rural Habitations (%)	%	Annually	Positive
3	Percentage of targeted habitations connected by all-weather roads under Pradhan Mantri Gram Sadak Yojana (PMGSY)	%	Monthly	Positive
Rural Water Supply Department				
1	Percentage of Rural households with 55 LPCD piped water supply	%	Monthly	Positive
2	Percentage of drinking water sources found safe in Rural Areas	%	Monthly	Positive
Planning Secretariat				
Economics and Statistics Department				
1	Percentage of Female Operated Operational Holdings	%	5 years	Positive
2	Percentage of Male Operated Operational Holdings	%	5 years	Positive
3	Percentage increase in net sown area	%	Annually	Positive
Revenue Secretariat				
Land Administration Department				
1	Households provided with House sites - Rural	Lakh Number	Monthly	Positive
2	Households provided with House sites - Urban	Lakh Number	Monthly	Positive
Relief and Disaster Management Commissionerate				
1	Number of deaths due to disasters per 100,000 population	Rate (Per 1 Lakh Population)	Quarterly	Negative
2	Number of missing persons due to disasters per 100,000 population	Rate (Per 1 Lakh Population)	Quarterly	Negative

S.No	Department/HoD	Unit	Periodicity	Nature of Indicator (Positive/Negative)
3	Number of directly affected persons due to disasters per 100,000 population	Rate (Per 1 Lakh Population)	Quarterly	Negative
4	Number of deaths, missing persons and directly affected persons attributed to disasters per 100,000 population	Rate (Per 1 Lakh Population)	Quarterly	Negative
5	Number of human lives lost per 1 crore population due to extreme weather events	Deaths (Per 1 Crore Population)	Annually	Negative

These indicators can be monitored quarterly or annually depending on the nature of the work. The data can be gathered from departments, field inspections, and community surveys.

Why It Matters for Citizens

By tracking performance through KPIs, the constituency can ensure that promises made in the Vision Plan are being fulfilled. Citizens can see real progress on the ground — not just announcements. It also helps build trust, transparency, and accountability in governance.

This monitoring system ensures:

- Projects stay on schedule
- Funds are used properly
- Development gaps are identified early
- Everyone — officials, elected leaders, and people — can stay informed

Summary

Performance monitoring through KPIs is a practical and powerful tool for good governance. While the state government is tracking progress through a central dashboard, each constituency must also take ownership of its development goals. CVAP teams will monitor how mandals are performing and create additional KPIs that reflect the needs and aspirations of their people.

This approach turns vision into action — and action into impact. With clear targets, timely reviews, and citizen participation, the Constituency Vision Plan becomes a living document — guiding real development in every village, every family, and every life.

CHAPTER
8

WAY FORWARD

8. WAY FORWARD

The Rajam Vision Plan is a comprehensive roadmap for sustainable and inclusive development, ensuring economic growth, social well-being, and environmental sustainability. The strategy focuses on leveraging the region's strengths in agriculture, industry, and services while addressing infrastructure bottlenecks, employment generation, and quality of life improvements. The following sector-wise way forward outlines actionable steps to transform Rajam into a model constituency, aligning with the Swarna Andhra @2047 vision.

Primary Sector : Agriculture, Horticulture, Animal Husbandry, and Fisheries

8.1.1 Agriculture

Agriculture continues to be the backbone of Rajam's economy. The focus is on promoting sustainable and eco-friendly practices through the widespread adoption of Andhra Pradesh Community Natural Farming (APCNF). This initiative will reduce dependency on chemical inputs, improve soil health, and lower cultivation costs, leading to long-term benefits for farmers and the environment.

Technological advancement in agriculture will be a key driver for growth. Tools like Kisan Drones, soil health cards, and digital irrigation scheduling will be promoted to improve productivity and reduce input wastage. Precision farming will help optimize resources while ensuring higher yields with reduced risks.

To enhance profitability, the constituency will scale up IndGAP certification for key crops like paddy and maize, boosting export potential and securing better market prices. Seed security will be ensured through programs like the Seed Village initiative, which will provide farmers with access to high-yield, climate-resilient seeds. Strengthening irrigation and market linkages will further empower farmers towards sustainable income growth.

8.1.2 Horticulture

Horticulture in Rajam will be strengthened by promoting high-value crops such as banana, papaya, guava, and floriculture. Advanced cultivation methods like shade-net houses and polyhouses will be introduced to ensure year-round production, improve quality, and increase farmers' income. This diversification will enhance resilience and open up new market opportunities.

To reduce post-harvest losses and boost exports, the focus will be on developing modern infrastructure including pack houses, ripening chambers, and collection centres. Additionally, value-addition through turmeric processing units and jasmine oil extraction facilities will generate new income avenues, supporting farm-based enterprises and rural employment.

8.1.3 Animal Husbandry

Animal husbandry in Rajam will be modernized by upgrading dairy infrastructure through the establishment of Gokulam Sheds, promoting hygienic and efficient cattle management. To ensure fodder security, the area under perennial fodder cultivation will be expanded, reducing reliance on external feed sources. Livestock productivity will be enhanced through advanced breeding technologies, including the use of Sex-Sorted Semen under the Rashtriya Gokul Mission, leading to higher milk yields and healthier herds.

In the fisheries sector, efforts will focus on increasing fish production by enhancing seed stocking densities in local water bodies like Prakasam Barrage and Gram Panchayat tanks. Adoption of sustainable aquaculture technologies such as Recirculatory Aquaculture Systems (RAS) and Biofloc farming will support high-density fish cultivation with minimal environmental impact. These initiatives aim to generate income, ensure nutritional security, and create employment in allied rural sectors.

8.2 Industrial Growth: MSMEs, Handlooms, and Manufacturing Expansion

8.2.1 Industry

Rajam is poised to become a dynamic industrial hub by strategically focusing on the growth of Micro, Small, and Medium Enterprises (MSMEs), development of industrial clusters, and enhancement of enabling infrastructure. This holistic industrial development strategy aims to foster a vibrant ecosystem that supports local entrepreneurship, creates jobs, and attracts investments across diverse sectors. By promoting value-added manufacturing, encouraging the adoption of modern technologies, and providing capacity-building programs, the region seeks to empower MSMEs to compete in both national and global markets.

As part of this initiative, dedicated land parcels have been earmarked to facilitate industrial expansion:

- **17.67 acres in Garraju Cheepurupalli (Rajam mandal)**
- **20.00 acres in Sankili (Regidi Amadalavalasa mandal)**
- **22.00 acres in Maruvada (Vangara mandal)**

These MSME parks will serve as industrial growth engines, equipped with common facilities, utilities, and support services, enabling entrepreneurs to scale their operations effectively. The development of these clusters is expected to generate over **1,000 new employment opportunities**, stimulate rural and semi-urban economic activity, and drive inclusive growth. Additionally, integration with logistics hubs, skill development centres, and financial services will further strengthen the industrial value chain and contribute to Rajam's long-term economic sustainability.

8.2.2 Handlooms & Textiles

The handloom sector, deeply rooted in Rajam's cultural heritage, will be revitalized through modernization and capacity building. Upgrading traditional looms and providing focused skill development will enhance productivity and product quality. Branding and marketing initiatives will be undertaken to promote Rajam's unique handloom products at national and international levels.

Infrastructure will be improved through the Work Shed Scheme under the National Handloom Development Programme (NHDP), offering better working conditions for weavers. Financial inclusion will be promoted by facilitating Mudra Loans

for over 350 weavers, empowering them to expand their operations and improve their livelihoods.

8.3 Service Sector: Skill Development, and Social Infrastructure

8.3.1 Skill Development

To drive growth in the service sector, Rajam will prioritize skill development, job creation, and enhancement of public services. By aligning training programs with emerging industry needs, the constituency aims to empower youth with employable skills and promote entrepreneurship across sectors, especially in rural and semi-urban areas.

A key initiative is the engagement of Private Training Partners to train 60 youth annually in handloom and textile sectors. This will bridge the gap between traditional craftsmanship and modern market requirements, ensuring sustainable livelihoods while preserving local heritage and supporting the evolving service economy.

8.3.2 Healthcare

Rajam's healthcare infrastructure will be significantly strengthened by upgrading the Government Hospital into a 100-bed facility. This will provide specialized services in General Medicine, Surgery, Paediatrics, ENT, Orthopaedics, and Radiology, ensuring comprehensive and affordable care for the local population. The expansion will also help reduce referrals to distant tertiary hospitals.

To ensure inclusive access, Primary Health Centres (PHCs) and Community Health Centres (CHCs) will be expanded and upgraded across rural and semi-urban areas. These efforts aim to enhance maternal and child health, improve disease surveillance, and deliver preventive and curative healthcare at the grassroots level.

8.3.2 Tourism

Tourism development will centre on heritage, eco-tourism, and cultural tourism. Developing Madduvalasa Reservoir, Venkateswara Swamy Temple, Polipalli Pyditalli amma vari Temple, Ekantha Seetharama Temple can significantly boost tourism, preserve heritage, and enhance local economic growth. By improving infrastructure, promoting

historical and religious tourism, and ensuring better connectivity, these locations can attract more visitors and generate revenue for the region.

Key initiatives such as heritage restoration, better accommodation facilities, road improvements, and tourism promotion campaigns will make these sites more accessible and appealing.

With proper planning, government support, and community participation, Rajam can be transformed into a major historical and spiritual tourism hub, benefiting both the local population and the tourism industry.

8.3.3 Energy

Rajam aims to promote clean and sustainable energy through the implementation of the PM Surya Ghar scheme. This initiative will support the adoption of 5.0 MW of solar power, reducing reliance on conventional energy sources and lowering carbon emissions. It will also lead to long-term cost savings for households and public institutions.

By integrating solar energy into residential and community infrastructure, the region will move toward energy self-sufficiency. This green transition will not only contribute to environmental sustainability but also create local employment opportunities in solar panel installation, maintenance, and energy management services..

8.3.4 Urban Infrastructure and Environmental Sustainability

A modern, resilient urban infrastructure framework will drive Rajam's transformation into a well-planned, sustainable city. The Water Grid Project will provide universal drinking water access to all rural habitations, ensuring clean and safe water supply under Jal Jeevan Mission (JJM).

Green urban spaces will be expanded through the development of parks, improving environmental sustainability and public recreation. Rejuvenation of water bodies under AMRUT 2.0 will enhance groundwater recharge and ecosystem balance.

Road and transport infrastructure will see major upgrades, including the Vizianagaram – Palakonda 4-lane road widening and Bobbili-Srikakulam Road expansion will enhance regional connectivity, improve freight movement, and boost commercial activities.

The Government is committed to implement the Rajam Vision Plan 2024-2029 to drive sustainable growth, modern infrastructure, and inclusive development. By strengthening Agriculture, Industry, Education, Healthcare and Tourism, Government aims to create **Happy, Healthy, Wealthy** and Sustainable Society, making Rajam a model for progress and prosperity.

9

ANNEXURE

9. ANNEXURE

9.1 ALIGNING CONSTITUENCY VISION ACTION PLANS WITH VARIOUS FUNDING AND IMPLEMENTATION MODELS

This chapter explains how constituency vision action plans, projects, and implementations should verify if their proposed initiatives could fall under any of the following categories: Centrally Sponsored Schemes (CSS), State Sponsored Schemes and Programs, and various Public-Private Partnership (PPP) models (P4 model). By confirming alignment with specific departments, constituencies can ensure that their projects are well-supported, funded, and effectively implemented, thereby maximizing their impact and contributing to the overall development goals of the region.

9.1.1 Centrally Sponsored Schemes (CSS)

Constituency vision action plans should first verify if their proposed projects align with any CSS. These schemes are funded by the central government and implemented by state governments, covering a wide range of sectors such as agriculture, health, education, and infrastructure. Constituencies should review the objectives and guidelines of relevant CSS to ensure their projects meet the criteria for funding and support. This involves reviewing the schemes available under different departments, such as Agriculture, Animal Husbandry, Education, Health, and Rural Development, among others. For instance, schemes like the Rashtriya Krishi Vikas Yojna (RKVY) under the Agriculture Department or the Pradhan Mantri Awas Yojna (PMAY) under the Housing Department provide substantial funding and resources that can be tapped into. Constituencies can align their agricultural projects with RKVY to enhance productivity and sustainability or utilize PMAY to address housing needs.

1 Collaborative Planning and Implementation

To align constituency projects with CSS, MLA and the CVMU team should engage in collaborative planning with departmental officials. This involves identifying the specific needs of the constituency, mapping these needs to the objectives of relevant CSS, and developing project proposals that align with both local priorities and scheme guidelines. For example, a constituency focusing on improving healthcare infrastructure can align its

projects with the Pradhan Mantri Ayushman Bharat Health Infrastructure Mission (PM-ABHIM) to secure funding and technical support. Regular consultations with departmental heads and continuous monitoring of scheme updates will ensure that constituency projects remain aligned with the latest policy directions and funding opportunities. Following are the list of schemes running through central government by various departments.

SN	Department Name/ HOD Name	Scheme Name
1	Agriculture Marketing & Cooperation Secretariat	
	Agriculture and Horticulture Department	
		Rashtriya Krishi Vikas Yojna (RKVY)
		National Mission on Natural Farming
		Krishionnati Yojana
	Registrar of Co- Operative Societies	
		Digitalization of Primary Agriculture Cooperative Societies
		Strengthening of Cooperatives Through IT Interventions
		Agriculture Infrastructure Development Fund
2	Animal Husbandry, Dairy Development & Fisheries Secretariat	

SN	Department Name/ HOD Name	Scheme Name
	Animal Husbandry Department	
		Livestock Census and Integrated Sample Survey
		National Livestock Mission
		Livestock Health and Disease Control Programme
		Dairy Development
		AH Infrastructure Development Fund
	Fisheries Department	
		Pradhan Mantri Matsya Sampada Yojana (PMMSY)
3	Backward Classes Welfare Secretariat	
	Backward Classes Welfare Department	
		Post-Matric Scholarship for OBCs, EBCs and DNTs- PM YASASVI
		Pre-Matric Scholarship for OBCs, EBCs and DNTs- PM YASASVI
4	Consumer Affairs, Food and Civil Supplies Secretariat	
	Civil Supplies	
		Assistance to State Agencies for intra-state movement of foodgrains and FPS dealers margin under NFSA

SN	Department Name/ HOD Name	Scheme Name
		Scheme for Modernization and Reforms Through Technology in Public Distribution System (Smart-PDS)
		Pradhan Mantri Gairb Kalyan Anna Yojana (Food Subsidy under PMGKY)
		Sugar Subsidy payable under PDS
		Strengthening of Weights and measures infrastructure and strengthening of RRS� Laboratories
5	Environment, Forests, Science & Technology Secretariat	
	Principal Chief Conservator of Forests	
		Conservation of Aquatic Eco Systems
		Forest Fire Prevention and Management Scheme
		Green India Mission-National Afforestation Programme
		Integrated Development of Wildlife Habitats
		Project Tiger and Elephant
		Control of pollution (Financial Assistance to PCBs & Funding to National Clean Air program)
6	Health Medical & Family Welfare Secretariat	
	Ayurveda Yoga Unani Siddha &	

SN	Department Name/ HOD Name	Scheme Name
	Homeopathy (Ayush) Department	
		National AYUSH Misson (NAM)
	Drugs Control Administration	
		Strengthening of State Drug Regulatory Systems
	Family Welfare Department	
		Flexible Pool for RCH & Health System Strengthening, National Health Programme & National Urban Health Mission & Infrastructure Maintenance
		Pradhan Mantri Ayushman Bharat Health Infrastructure Mission (PM-ABHIM)
		Pradhan Mantri Jan Arogya Yojna (PMJAY)
	Medical Education Department	
		Human Resources for Health and Medical Education
7	Higher Education Secretariat	
	Higher Education Secretariat	
		Pradhan Mantri Uchhatar Shiksha Abhiyan (PM-USHA)
8	Home Secretariat	
	Director General and Inspector General Of	

SN	Department Name/ HOD Name	Scheme Name
	Police & Intelligence Department	
		Modernisation of Police Forces
		Police Infrastructure
9	Housing Secretariat	
	Weaker Section Housing	
		Other items of State/UT Component-PMAY Urban
		Pradhan Mantri Awas Yojna (PMAY)- Rural
		Scheme for Industrial Housing
10	Industries & Commerce Secretariat	
	Industries & Commerce Secretariat	
		PM Formalization of Micro Food Processing Enterprises PM-FME
		Scheme for Plug & Play Industrial Parks
		Export Promotion Mission
11	Law Secretariat	
	Registrar General of High Court	
		Gram Nyayalayas

SN	Department Name/ HOD Name	Scheme Name
		Infrastructure Facilities for Judiciary
		National Mission for Safety of Women (Fast Track Spl Courts-Nirbhaya Fund)
12	Minorities Welfare Secretariat	
	Minorities Welfare Department	
		Pradhan Mantri Jan Vikas Karyakaram
13	Municipal Administration & Urban Development Secretariat	
	Municipal Administration & Urban Development Secretariat	
		City Investment to Innovate, Integrate and Sustain (CITIIS)
		City Investment to Innovate, Integrate and Sustain 2.0 (CITIIS 2.0)
		Mission for Development of 100 Smart Cities
		National River Conservation Plan - Other Basins
		National Urban Livelihood Mission - State Component
		Swachh Bharat Mission (SBM) – Urban

SN	Department Name/ HOD Name	Scheme Name
	MA&UD Dept. and Town and Country Planning Department	
		Urban Rejuvenation Mission-500 Cities
		Urban Challenge Fund
14	Panchayat Raj and Rural Development Secretariat	
	Panchayat Raj Department	
		Pradhan Mantri Gram Sadak Yojna
		Rashtriya Gram Swaraj Abhiyan (RGSA)
	Rural Development Department	
		Indira Gandhi National Disability Pension Scheme (IGNDPS)
		Indira Gandhi National Old Age Pension Scheme (IGNOAPS)
		Indira Gandhi National Widow Pension Scheme (IGNWPS)
		Mahatma Gandhi National Rural Guarantee Program
		National Family Benefit Scheme
		National Rural Livelihood Mission

SN	Department Name/ HOD Name	Scheme Name
		Pradhan Mantri Krishi Sinchayi Yojna - Watershed Development Component
	Rural Water Supply Department	
		Jal Jeevan Mission(JJM)/ National Rural Drinking Water Mission
		SBM-Rural (DWS)
15	Planning Secretariat	
	Economics And Statistics Department	
		Irrigation Census
16	Secondary Education Secretariat	
	School Education Department	
		New India Literacy Programme (NILP)
		PM Schools For Rising India (PM SHRI)
		Pradhan Mantri Poshan Shakti Nirman (Erstwhile National Programme of Mid Day Meal in Schools)
		Samagra Shiksha
17	Skill Development Entrepreneurship and Innovation Secretariat	

SN	Department Name/ HOD Name	Scheme Name
	Employment and Training Department	
		Skill Strengthening For Industrial Value Enhancements
		Strengthening of Infrastructure for Institutional Training
		New ITI Upgradation Scheme
	Skill Development Entrepreneurship and Innovation Secretariat Department	
		Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) – EAP
		Pradhan Mantri Kaushal Vikas Yojana (PMKVY)
		Scheme: National Rural Livelihood Mission (NRLM) Sub Scheme: Deen Dayal Upadhyaya Grameena Kousalya Yojana (DDUGKY)
		Pradhan Mantri Kaushal Vikas Yojana (PMKVY)
18	Social Welfare Secretariat	
	Social Welfare Department	
		Post-Matric Scholarship-SCs
		Pradhan Mantri Anusuchit Jaati Abhyuday Yojana (PM AJAY)
		Pre-matric Scholarship for SC Students

SN	Department Name/ HOD Name	Scheme Name
		Strengthening of Machinery for Enforcement of Protection of Civil Rights Act 1995 and Prevention of Atrocities Act 1989 (DAMA)
19	Tribal Welfare Secretariat	
	Tribal Welfare Department	
		Administrative Cost to States/UTs
		Development of Particularly Vulnerable Tribal Groups
		Post Matric Scholarship-Tribal
		Pradhan Mantri Adi Adarsh Gram Yojana
		Pradhan Mantri Janjati Adivasi Nyaya Maha Abhiyan(PM-JANMAN)
		Pre-Matric Scholarship-Tribal
		Support to Tribal Research Institutes
		Special Central Assistance to Tribal Sub- Scheme (SCA to TSS)
		Dharti Aaba Janjatiya Gram Utkarsh Abhiyan (DAJGUA)
		Eklavya Model Residential Schools (EMRS)
		Aid to Voluntary Organizations working for the welfare of scheduled Tribes
		Pradhan Mantri Jan Jatiya Vikas Mission (PMJVM)
		Venture Capital Fund for Scheduled Tribes

SN	Department Name/ HOD Name	Scheme Name
		National Tribal Welfare Program
		PM JANMAN – VDVks
20	Water Resources Secretariat	
	Command Area Development Authority	
		Har Khet Ko Pani
	Water Resources Department	
		Polavaram Irrigation Project
		Polavaram Project Authority
		NABARD (Penna Delta System)
		NABARD (KOR Gundlakamma)
21	Women Children Differently Abled and Senior Citizens Secretariat	
	Department for Welfare of Differently Abled Transgender and Senior Citizens	
		Atal Vayo Abhyuday Yojana (AVYAY)
		National Action Plan For Drug Demand Reduction (SJE)

SN	Department Name/ HOD Name	Scheme Name
	Women Development & Child Welfare Department	
		Mission Vatsalya (Child Protection Services and Child Welfare Services)
		Saksham Anganwadi and Poshan2.0 (Umbrella ICDS-Anganwadi Services Poshan Abhiyan Scheme for Adolescent Girls National Creche Scheme)
		SAMARTHYA (Shakti Sadan (Swadhar Ujjawala Widow Home) Shakhi Niwas Palna PMMVY Naional Hub for Women Empowerment Gender Budgeting Research Skilling Training Media etc)
		SAMBAL (Beti Bachao Beti Padhao One Stop Centre Mahila Police Volunteer Women helpline Nari Adalat etc)
		Atal Vayo Abhyuday Yojana (AVYAY) – Central Sector component - National Action Plan for Senior Citizens (NAPSrC)
22	Information Technology, Electronics & Communication Dept.	
	Information Technology, Electronics & Communication Dept.	
		India AI Mission

SN	Department Name/ HOD Name	Scheme Name
23	Andhra Pradesh Airports Development Corporation Limited	
	AP Airports Development Corporation Limited	
		Regional Connectivity Scheme
24	Tourism and Culture Department	
	Tourism and Culture Department	
		Integrated Development of Tourist Circuits around specific themes (Swadesh Darshan)
		Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)
25	Transport Roads and Buildings Department	
	Transport Roads and Buildings Department	
		Sagarmala Schemes and Projects
26	Sports Authority	
	Sports Authority	
		Khelo India Scheme

9.1.2 State Sponsored Schemes and Programs

In addition to CSS, constituencies should explore state-sponsored schemes and programs that align with their vision action plans. These schemes are funded and managed by the state government, addressing region-specific needs and priorities. Constituencies should engage with state departments to identify relevant schemes and understand their eligibility criteria. For example, a project focused on enhancing agricultural productivity could benefit from state-sponsored initiatives like the Rythu Bharosa scheme, which provides financial support to farmers. By aligning with state-sponsored schemes, constituencies can leverage additional resources and expertise, ensuring their projects are well-supported and impactful.

Refer to AP budget overview_for each department wise schemes.

9.1.3 Public-Private Partnership (PPP) Models

Constituencies should also consider various Public-Private- Partnership (PPP) models to implement their projects. PPP models involve collaboration between government entities, private sector partners, and people involvement combining public oversight with private sector efficiency and innovation. Constituencies should identify potential private partners and develop proposals that highlight the mutual benefits of collaboration. For instance, a project aimed at developing smart city infrastructure could attract private investment through a PPP model, leveraging private sector expertise in technology and project management. By exploring PPP models, constituencies can access additional funding, innovative solutions, and efficient project execution, enhancing the overall effectiveness of their initiatives.

Types of Public-Private Partnership (PPP) Models

1) *Build-Operate-Transfer (BOT)*

In the Build-Operate-Transfer (BOT) model, a private entity is responsible for financing, designing, constructing, and operating a facility for a specified period. After the concession period, the facility is transferred back to the public sector. This model is commonly used in infrastructure projects such as highways and bridges.

Example: The Outer Ring Road (ORR) project in Hyderabad, which extends into parts of Andhra Pradesh, is a notable BOT project. The private developer financed, constructed,

and operates the toll road, and it will be transferred back to the government after the concession period.

2. Build-Own-Operate-Transfer (BOOT)

The Build-Own-Operate-Transfer (BOOT) model is similar to BOT but includes the ownership of the facility by the private entity during the concession period. The private entity builds, owns, operates, and eventually transfers the facility back to the public sector.

Example: The Krishnapatnam Port in Andhra Pradesh is a BOOT project. The private consortium financed, built, owns, and operates the port, and it will be transferred to the government after the concession period.

3. Design-Build-Finance-Operate (DBFO)

In the Design-Build-Finance-Operate (DBFO) model, the private sector is responsible for designing, building, financing, and operating a facility. The public sector typically retains ownership of the facility and pays the private entity for its services over the contract period.

Example: The Vijayawada-Guntur-Tenali-Mangalagiri Urban Development Authority (VGTM-UDA) has implemented several urban infrastructure projects under the DBFO model, including road and bridge projects that enhance connectivity and urban mobility.

4. Build-Own-Operate (BOO)

The Build-Own-Operate (BOO) model involves the private sector building, owning, and operating a facility without any obligation to transfer it back to the public sector. This model is often used in sectors where the private entity can generate revenue directly from users.

Example: The GMR Hyderabad International Airport, which serves both Telangana and Andhra Pradesh, operates under the BOO model. The private entity built, owns, and operates the airport, generating revenue from airport services and facilities.

5. P4 Model

The P4 model involves collaboration between the public, people and private sectors to deliver public services or infrastructure. The specific responsibilities and risks are shared based on the agreement between the parties.

Example: Amaravati Land Pooling: A Public, People, and Private Partnership (P4)

The Amaravati Land Pooling Scheme (LPS) is a pioneering example of a Public, People, and Private Partnership (P4) model, aimed at developing the new capital city of Andhra Pradesh. This innovative approach was adopted to overcome the challenges associated with traditional land acquisition, which often leads to public discontent and financial strain on the government.

I. Public Involvement

The government of Andhra Pradesh played a crucial role in initiating and managing the land pooling process. The Andhra Pradesh Capital Region Development Authority (APCRDA) was established to oversee all planning-related matters for Amaravati. The government engaged in extensive consultations with landowners, local communities, and stakeholders to design a fair and inclusive land pooling policy. This policy offered landowners reconstituted plots in the developed city, along with monetary and social benefits such as free education, healthcare, pensions, and skill development programs.

II. People's Participation

The success of the Amaravati LPS heavily relied on the voluntary participation of landowners. The government managed to persuade over 26,000 farmers to pool approximately 34,690 acres of land. Landowners were given a stake in the future capital by offering them developed residential and commercial plots in exchange for their current landholdings. This model ensured that landowners had a vested interest in the success of the project, fostering a sense of ownership and cooperation.

III. Private Sector Engagement

Private sector involvement was integral to the development of Amaravati. The government collaborated with private developers and investors to finance, design, and construct various infrastructure projects. For instance, the master plan for Amaravati was prepared with assistance from Singapore, and several private universities, hospitals, and commercial establishments were set up as part of the development. This collaboration

ensured that the city was built with modern amenities and infrastructure, attracting further investments and boosting economic growth.

The Amaravati Land Pooling Scheme exemplifies how a well-coordinated partnership between the public sector, local communities, and private entities can lead to successful urban development. By leveraging the strengths of each stakeholder, the project not only addressed the immediate need for land but also ensured sustainable and inclusive growth for the region.

By systematically verifying if their projects align with CSS, state-sponsored schemes, and PPP models, constituencies can ensure their vision action plans are well-supported and effectively implemented. This strategic approach not only maximizes resource utilization but also fosters collaboration and innovation, driving sustainable development and socio-economic growth in the region.



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