SUSTAINABLE DEVELOPMENT GOAL 1
NO POVERTY
Indicator 1.4.4 | Policy Addressing Poverty

Ending poverty needs policies that work on the ground. Centurion University of Technology and Management, Andhra Pradesh (CUTM AP) takes part in shaping and carrying out anti-poverty programmes at the local, state and national levels, from a district farmers' forum in Vizianagaram to the state's rural enterprise programme and India's national skills mission.

CUTM AP's participation in anti-poverty programmes

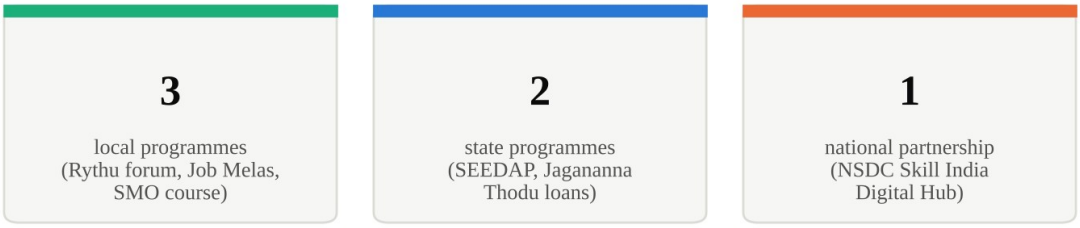


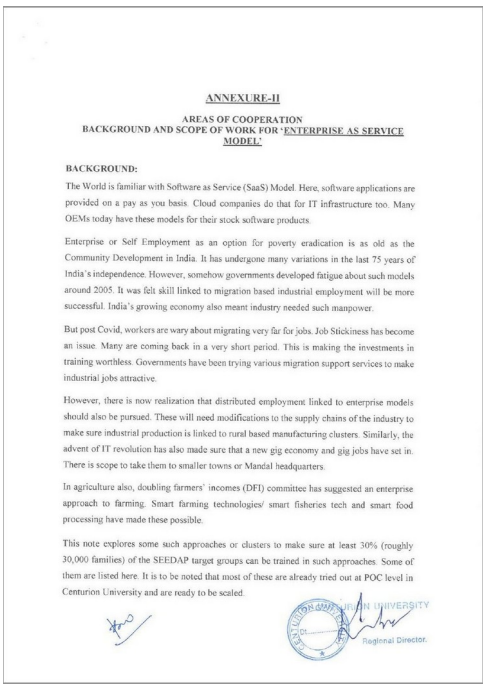
Figure 1: CUTM AP's participation in anti-poverty programmes, by level

Table 1: CUTM AP's participation in anti-poverty programmes and policies

Level	Programme or policy	CUTM AP's role
Local	2nd Rythu Sammelanam (8 November 2025)	Forum bringing farmers, the AP Minister for MSME, SERP and NRI Empowerment, district officials, FPOs and companies together
Local	Job Melas with the Panchayati Raj Department	Mobilising youth from poor households for skill training
Local	Free Sewing Machine Operator course (2025)	Training 131 unemployed women and drop-outs from nearby villages, with a plan to link them to credit and self-help groups
State	SEEDAP MoU (19 December 2024), Government of Andhra Pradesh	Knowledge partner and programme management unit for rural self-employment; author of the "Enterprise as a Service" strategy
State	Jagananna Thodu Loans	Delivering loans to street vendors through GTIDS and APGVB
National	NSDC MoU (13 September 2024), "Democratizing Future Skills"	Advising on future skills and on lowering costs for learners regardless of income or remoteness

1. Shaping State Enterprise Policy

Under its MoU with the **Society for Employment Generation and Enterprise Development in Andhra Pradesh (SEEDAP)**, signed at Vijayawada on 19 December 2024, the University acts as the state's knowledge partner for rural self-employment. Its strategy note to the Government found that post-Covid skilling linked to migration was failing rural youth, and proposed instead an **"Enterprise as a Service"** model that brings work to villages: household garment sewing and small-scale assembly, app-based village services such as banking agents, and high-value agriculture. The partnership aims to reach **30,000 people over two years**.



ANNEXURE-II

AREAS OF COOPERATION
BACKGROUND AND SCOPE OF WORK FOR 'ENTERPRISE AS SERVICE MODEL'

BACKGROUND:

The World is familiar with Software as Service (SaaS) Model. Here, software applications are provided on a pay as you basis. Cloud companies do that for IT infrastructure too. Many OEMs today have these models for their stock software products.

Enterprise or Self Employment as an option for poverty eradication is as old as the Community Development in India. It has undergone many variations in the last 75 years of India's independence. However, somehow governments developed fatigue about such models around 2005. It was felt skill linked to migration based industrial employment will be more successful. India's growing economy also meant industry needed such manpower.

But post Covid, workers are wary about migrating very far for jobs. Job Stickiness has become an issue. Many are coming back in a very short period. This is making the investments in training worthless. Governments have been trying various migration support services to make industrial jobs attractive.

However, there is now realization that distributed employment linked to enterprise models should also be pursued. These will need modifications to the supply chains of the industry to make sure industrial production is linked to rural based manufacturing clusters. Similarly, the advent of IT revolution has also made sure that a new gig economy and gig jobs have set in. There is scope to take them to smaller towns or Mandal headquarters.

In agriculture also, doubling farmers' incomes (DFI) committee has suggested an enterprise approach to farming. Smart farming technologies/ smart fisheries tech and smart food processing have made these possible.

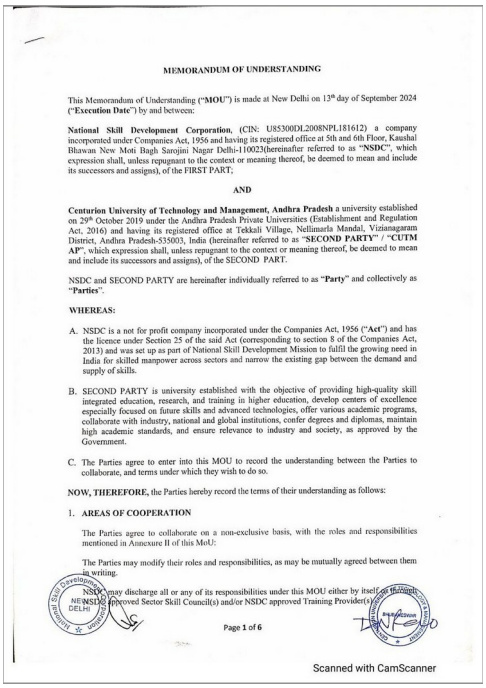
This note explores some such approaches or clusters to make sure at least 30% (roughly 30,000 families) of the SEEDAP target groups can be trained in such approaches. Some of them are listed here. It is to be noted that most of these are already tried out at POC level in Centurion University and are ready to be scaled.

Regional Director.

Figure 2: "Enterprise as a Service" strategy submitted to SEEDAP (MoU Annexure II)

2. National Skills Policy

On 13 September 2024 CUTM AP signed an MoU with the **National Skill Development Corporation (NSDC)** under the programme "Democratizing Future Skills" for the Skill India Digital Hub. Under it the University advises on future skills and on ways to **cut the cost of learning**, with the shared aim of making future skills available to every learner **regardless of socio-economic status or remoteness**, and helps build consensus on these skills with state and central governments. The MoU was signed by Shri Ved Mani Tiwari, CEO of NSDC, and Prof. D. N. Rao, Vice President of CUTM AP.



MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding ("**MOU**") is made at New Delhi on 13th day of September 2024 ("**Execution Date**") by and between:

National Skill Development Corporation, (CIN: U85300DL2008NPL181612) a company incorporated under Companies Act, 1956 and having its registered office at 5th and 6th Floor, Kaushal Bhawan New Moti Bagh Sarojini Nagar Delhi-110023(hereinafter referred to as "**NSDC**", which expression shall, unless repugnant to the context or meaning thereof, be deemed to mean and include its successors and assigns), of the FIRST PART;

AND

Centurion University of Technology and Management, Andhra Pradesh a university established on 29th October 2019 under the Andhra Pradesh Private Universities (Establishment and Regulation Act, 2016) and having its registered office at Tekkali Village, Nellimarla Mandal, Vizianagaram District, Andhra Pradesh-535003, India (hereinafter referred to as "**SECOND PARTY**" / "**CUTM AP**", which expression shall, unless repugnant to the context or meaning thereof, be deemed to mean and include its successors and assigns), of the SECOND PART.

NSDC and SECOND PARTY are hereinafter individually referred to as "**Party**" and collectively as "**Parties**".

WHEREAS:

A. NSDC is a not for profit company incorporated under the Companies Act, 1956 ("**Act**") and has the licence under Section 25 of the said Act (corresponding to section 8 of the Companies Act, 2013) and was set up as part of National Skill Development Mission to fulfil the growing need in India for skilled manpower across sectors and narrow the existing gap between the demand and supply of skills.

B. SECOND PARTY is university established with the objective of providing high-quality skill integrated education, research, and training in higher education, develop centers of excellence especially focused on future skills and advanced technologies, offer various academic programs, collaborate with industry, national and global institutions, confer degrees and diplomas, maintain high academic standards, and ensure relevance to industry and society, as approved by the Government.

C. The Parties agree to enter into this MOU to record the understanding between the Parties to collaborate, and terms under which they wish to do so.

NOW, THEREFORE, the Parties hereby record the terms of their understanding as follows:

1. **AREAS OF COOPERATION**

The Parties agree to collaborate on a non-exclusive basis, with the roles and responsibilities mentioned in Annexure II of this MoU:

The Parties may modify their roles and responsibilities, as may be mutually agreed between them in writing.

NSDC may discharge all or any of its responsibilities under this MOU either by itself or through NSDC approved Sector Skill Council(s) and/or NSDC approved Training Provider(s)

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Figure 3: MoU between NSDC and CUTM AP, 13 September 2024

3. Local Engagement with Government

At the district level the University brings government, communities and industry to one table. At the **2nd Rythu Sammelanam** on 8 November 2025, the Hon'ble Minister for MSME, SERP and NRI Empowerment, Shri Kondapalli Srinivas, discussed government support for rural enterprise and employment with around 400 farmers, while 41 stalls of companies, farmer producer organisations and government departments explained the schemes open to them



Inauguration of the 2nd Rythu Sammelanam, 8 November 2025



Community members at the forum

Figure 4: CUTM AP's district forum with government and communities

4. Conclusion

From a district forum in Vizianagaram to the state's enterprise strategy and India's national skills mission, CUTM AP helps turn anti-poverty policy into results that families around its campus can feel.