

The Jobs Mission<: The Jobs Mission was set up to address the needs of the next generation of the large network of SHGs created and nurtured by IKP. **Employment Generation and Marketing Mission (EGMM)**, Department of Rural Development, Govt. of AP works in a focused manner to provide employment/ employability for the rural youth. These are the economically and socially underprivileged rural poor from remote areas.

The Executive Committee of the Mission consists of Hon'ble Minister, Rural Development , senior government officers and the private sector . EGMM is driven by a private sector cell, which evolves strategy with an eye on the market. Implementation of the program is done with the large government machinery headed by Collectors, Project Directors, District Rural Development Agency (DRDAs) and PO, Integrated Tribal Development Agency (ITDAs) in all 22 districts. The EGMM works in scale in public-private partnership mode with the main stakeholders being the government, private sector, and the women self help groups. The entire approach is a bottom-up approach, tailored to move the rural poor from the unorganized to the organized labor market.

VISION: Sustained elimination of poverty of underprivileged Rural Youth, with a focus on remote areas

MISSION: Employment/employability enhancement of BPL Rural Youth through market- driven training

OBJECTIVE: Articulated by the community

EXECUTIVE COMMITTEE OF EMPLOYMENT GENERATION & MARKETING MISSION (EGMM)	
CHAIRMAN	MINISTER FOR RURAL DEVELOPMENT
EXECUTIVE CHAIRPERSON	PRINCIPAL SECRETARY, RURAL DEVELOPMENT
VICE-CHAIRPERSON	CHIEF EXECUTIVE OFFICER, SERP
CHIEF EXECUTIVE OFFICER & MEMBER SECRETARY	COMMISSIONER, RURAL DEVELOPMENT
MEMBER	DIRECTOR, SHGs
MEMBER	EXECUTIVE DIRECTOR, EGMM