

# P4 Model: Evaluating Participatory Governance and Poverty Eradication in Andhra Pradesh

Dr K Lakshmana Rao<sup>1</sup> Cheepuri Balaji<sup>2</sup> DS Madhu Prasad<sup>3</sup> GSRSG Nookaraju<sup>4</sup>

Dr K Anjaneyulu<sup>5</sup>

<sup>1,2,3,4</sup> *Lecturer in Commerce – Pithapur Rajah's Government College (A) Kakinada, Andhra Pradesh-533001, India.*

<sup>5</sup> *Principal (FAC) – Pithapur Rajah's Government College (A) Kakinada, Andhra Pradesh-533001, India.*

**Abstract**—The P4 (Public-Private-People Partnership) model, launched by Andhra Pradesh Chief Minister N. Chandrababu Naidu and supported by Deputy Chief Minister Pawan Kalyan, represents an innovative approach to poverty eradication through participatory governance. Introduced in 2025 under the Swarna Andhra Vision 2047, the P4 initiative aims to eliminate poverty by 2029 by connecting affluent individuals (Margadarsies) with underprivileged families (Bangaru Kutumbams) for mentorship and support. This paper evaluates the P4 model's structure, implementation, and potential impact on poverty alleviation and governance in Andhra Pradesh. Using a mixed-methods approach, including qualitative analysis of policy documents and quantitative data from early adoption metrics, the study assesses the model's strengths, challenges, and scalability. Findings suggest that while the P4 model fosters inclusive growth and community engagement, its success hinges on sustained private-sector participation, transparent beneficiary selection, and robust digital monitoring. This paper contributes to the discourse on participatory governance and offers insights for policymakers aiming to replicate such models.

**Index Terms**—P4 Model, Participatory Governance, Poverty Eradication, Andhra Pradesh, Public-Private-People Partnership

## 1. INTRODUCTION

Poverty remains a persistent challenge in India, with 268 million people living below \$1.90 per day, according to recent estimates. Andhra Pradesh, a state with significant socio-economic disparities, has introduced the P4 (Public-Private-People Partnership) model as a flagship initiative under the Swarna Andhra Vision 2047 to achieve zero poverty by 2029. Spearheaded by Chief Minister N. Chandrababu Naidu and endorsed by Deputy Chief Minister Pawan

Kalyan, the P4 model seeks to bridge the economic divide by mobilizing the wealthiest 10% of the population to mentor and support the bottom 20% of underprivileged families, termed Bangaru Kutumbams. Unlike traditional welfare programs, P4 emphasizes voluntary participation, decentralized governance, and digital transparency, positioning it as a novel experiment in participatory governance.

This paper evaluates the P4 model's framework, implementation strategies, and early outcomes, focusing on its participatory governance mechanisms and potential for poverty eradication. The research questions are: (1) How does the P4 model integrate participatory governance to address poverty? (2) What are the key strengths and challenges in its implementation? (3) Can the P4 model serve as a scalable blueprint for poverty alleviation in India? The study employs a mixed-methods approach, combining qualitative analysis of policy documents and stakeholder interviews with quantitative data on adoption rates and socio-economic indicators.

## 2. LITERATURE REVIEW

Poverty eradication in India has historically relied on government-led welfare schemes, such as the Integrated Rural Development Programme (IRDP) and Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS). However, these programs often face challenges like bureaucratic inefficiencies and limited community involvement. Participatory governance, which emphasizes citizen engagement in decision-making, has gained traction as an alternative approach. Kerala's Kudumbashree program, a women-led poverty eradication initiative, exemplifies successful participatory governance by

integrating community-based organizations with local governments.

Public-Private Partnerships (PPPs) have also been explored for poverty alleviation, notably in infrastructure and job creation. The P4 model extends the PPP framework by incorporating “people” as active stakeholders, aligning with global trends in community-driven development. Studies suggest that such models enhance accountability and sustainability by fostering collaboration between state, private sector, and citizens. However, challenges like unequal participation and dependency on private funding persist. This paper builds on these insights to evaluate the P4 model’s unique approach to participatory governance and poverty eradication.

### 3. METHODOLOGY

This study adopts a mixed-methods research design to evaluate the P4 model. Qualitative data were collected through content analysis of policy documents, government press releases, and media reports from 2024–2025. Semi-structured interviews with five stakeholders, including government officials and Margadarsies, provided insights into implementation challenges. Quantitative data included adoption metrics (e.g., 87,000 adoptions by June 2025) and socio-economic indicators from the National Family Health Survey (NFHS). Data were analyzed using thematic analysis for qualitative insights and descriptive statistics for quantitative metrics. The study adheres to Scopus guidelines, ensuring rigorous methodology and ethical considerations.

### 4. THE P4 MODEL: STRUCTURE AND IMPLEMENTATION

#### 4.1 Framework

The P4 model, launched on March 30, 2025, during Ugadi, operates on the principle of Public-Private-People Partnership. It connects affluent individuals (Margadarsies) with underprivileged families (Bangaru Kutumbams) for mentorship, financial support, and career guidance. The government acts as a facilitator, ensuring transparency through digital dashboards and Gram Sabhas for beneficiary selection. Key features include:

- **Voluntary Participation:** Margadarsies, including high-net-worth individuals and the Telugu diaspora, voluntarily adopt families or villages.
- **Holistic Support:** Beyond financial aid, Margadarsies provide mentorship, education support, and access to professional networks.
- **Digital Monitoring:** A P4 platform tracks progress in real-time, ensuring accountability.
- **P4 Society:** A state-level society, chaired by Naidu and vice-chaired by Pawan Kalyan, oversees implementation with district and village-level chapters.

#### 4.2 Implementation

The government identified 30 lakh Bangaru Kutumbams through Gram Sabhas, prioritizing 20 lakh of the most deprived families. Industrialists like PV Krishna Reddy have pledged support, with some adopting entire mandals. The initiative complements existing welfare schemes, providing house sites, LPG connections, and entrepreneurship incentives. Pawan Kalyan’s emphasis on self-reliance underscores the model’s goal of creating sustainable families.

### 5. ANALYSIS AND DISCUSSION

#### 5.1 Strengths

The P4 model’s participatory governance framework fosters inclusivity by involving citizens in beneficiary selection through Gram Sabhas. Its decentralized approach aligns with successful models like Kudumbashree, enhancing local accountability. The use of digital dashboards ensures transparency, addressing common criticisms of welfare programs. Early metrics show promise, with 87,000 adoptions by June 2025, indicating strong initial engagement. The model’s voluntary nature encourages civic responsibility, particularly among NRIs and industrialists.

#### 5.2 Challenges

Implementation challenges include:

- **Private-Sector Dependency:** The model’s success relies on sustained participation from Margadarsies, which may wane without incentives.
- **Scalability:** Targeting 30 lakh families requires significant coordination and resources, posing logistical challenges.

- *Equity in Selection:* Ensuring transparent and fair beneficiary selection through Gram Sabhas remains critical to avoid exclusion errors.
- *Digital Divide:* Rural areas with limited internet access may face barriers in accessing the P4 platform.

### 5.3 Potential Impact

The P4 model's focus on mentorship and holistic support could address multidimensional poverty, as evidenced by India's progress in reducing multidimensional poverty by 24.82 crore people between 2013–2023. If successful, the model could serve as a blueprint for other states, aligning with NITI Aayog's cooperative federalism approach. However, sustained political will and private-sector engagement are critical for achieving the 2029 target.

## 6. CONCLUSION

The P4 model represents a pioneering approach to poverty eradication through participatory governance, leveraging the strengths of public, private, and citizen collaboration. Its emphasis on mentorship, transparency, and community engagement sets it apart from traditional welfare schemes. While early adoption metrics are promising, challenges like private-sector dependency and logistical scalability require careful management. The model's success could redefine poverty alleviation in India, offering a replicable framework for inclusive growth. Future research should focus on longitudinal studies to assess the model's long-term impact on socio-economic indicators.

## REFERENCES

- [1] The Hindu. (2025, March 30). Andhra Pradesh CM Chandrababu Naidu launches 'P4' initiative to eradicate poverty by 2029. Retrieved from [www.thehindu.com](http://www.thehindu.com)
- [2] The Hindu. (2025, March 26). 'P4' an ambitious initiative to achieve zero poverty in Andhra Pradesh by 2047. Retrieved from [www.thehindu.com](http://www.thehindu.com)
- [3] Deccan Chronicle. (2025, June 20). AP: Pawan Kalyan Releases Progress Report on Good Governance. Retrieved from [www.deccanchronicle.com](http://www.deccanchronicle.com)
- [4] New Indian Express. (2025, April 9). Andhra Pradesh CM to head State-level P4 society. Retrieved from [www.newindianexpress.com](http://www.newindianexpress.com)
- [5] Insights on India. (2025, March 31). P4 Bangaru Kutumbam Initiative: Andhra's Model for Poverty Eradication & Inclusive Growth. Retrieved from [www.insightsonindia.com](http://www.insightsonindia.com)
- [6] ISPP. (2024, June 11). Public Policy for growth and poverty reduction. Retrieved from [www.ispp.org.in](http://www.ispp.org.in)
- [7] New Indian Express. (2025, April 24). Mentoring a Golden Future: The Promise of Naidu's P4 Model. Retrieved from [www.newindianexpress.com](http://www.newindianexpress.com)
- [8] India Today. (2025, April 18). Andhra Pradesh | Chandrababu Naidu's poverty panacea. Retrieved from [www.indiatoday.in](http://www.indiatoday.in)
- [9] The Hindu. (2025, June 23). Naidu unveils Swarna Andhra Vision, a blueprint for reconstruction, inclusive growth. Retrieved from [www.thehindu.com](http://www.thehindu.com)