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## PEOPLE ASPIRATIONS-PUBLIC INSPIRATION

Slogan of Telugu Desam

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### ABSTRACT

N.T Rama Rao is well known to Telugu people as the leading figure in the Telugu film industry for three decades. He founded the Telugu Desam Party (TDP) at the age of 60 years. He defeated in his first attempt Indira Gandhi lead Congress-I party in 1983 elections. He formulated cheap rice policy by which he as famous in the eyes of A.P people, and also fixed rate Two rupees kilo rice limited 25 kilos per month each family. He introduced pension scheme for disabled, widows, old age people and women's right from family property. Apart from increasing power generation, he provided electric motor facilities to every farmer along with the development of the industrial sector, so that employment opportunities have been increased. He make special laws have allocated funds for the development of women. He established women's universities, colleges, schools were set up Padmavati Mahila Visvavidayalam, Tirupati.

NTR government is credited with bringing the governance system at door steps of the people at the block level to mandal levels appointing village administrative employees through merit system. He introduced Special Teachers per month salary of Rs.398/- later, they were promoted on Regular Teachers, it is a wonderful, extraordinary recruitment. NTR efforts to eliminate corruption are commendable. He was the leader who brought political consciousness to the people for their development. He implemented all kinds of welfare schemes including free education and free medical care. So Andhra people called NTR as Anna (Brother). He is the only political executive encourage people's participation.

### INTRODUCTION

The emergence of TDP on the March 29, 1982 is a golden era in the history of Telugu people.<sup>1</sup> The TDP emerged like slush in the dark at a time when the self-esteem of the Telugu people was shattered. The TDP believed that the society is the temple and the people are the God-Godess.<sup>2</sup> For 40 year the TDP has enabled the social, cultural, political and economic progress of the Telugu people. Nandamuri Taraka Rama Rao (NTR) an actor who has been admired by the Telugu people for his social, historical and spiritual roles

for three decades in Telugu film industry. For people oriented, people purpose, and people interest he entered into politics at the age of 60 years. The manner in which the political spirit ignited among the people of all sections (walks) of life is inescapable. His main purpose to serve people last row of the last person Telugu people blessed NTR who tied the bracelet of for the development of Telugu people. The emergence of TDP slogan that Telugu Desam is calling you, participation-people's participation. People from all walks life irrespective of cast, creed and religion worshiped NTR as political leader NTR won the 1983 Legislative Assembly Elections with Guinness book record as a result of the blessings of all the Telugu people. Efforts were made to enhance the standard of living of Telugu people and spread the fame of the Telugu race all over the world. In these 40 years, TDP was 21 years in power and 19 years in opposition party. It has played as pro-people oriented. NTR inflicted on the Telugu people tremendously as an actor 30 years and as political executive 14 years. He raised the self-respect of the Telugu nation. He eradicated the feudal system in the Telugu society and worked for the socio, economic and political development of the lower class people.

### **IDENTITY FOR TELUGU PEOPLE**

Andhra Pradesh was formed in 1956 because the Telugu people wanted a separate state for themselves.<sup>3</sup> However, in North India people concerned Telugu people as Madrasi (who belongs to Chennai). As a result, NTR political struggle in the name of self-respect of the Telugu nation, the Telugu nation got recognition in national level. The TDP won against a strong leader like Indira Gandhi within nine months of TDP history. Senior IAS Officer B.P Vital wrote in his book that when the first devolution of power took place in Andhra Pradesh, I was in African country of Sudan as a budget advisor on behalf of the World Bank. I watched on NTR's swearing-in-ceremony in Lal Bahadur Shastri Stadium in front of people on TV from Sudan capital. It was then that the region of Andhra Pradesh in India was known for the first time in Africa.<sup>4</sup>

As the founder of TDP, as Chief working Minister and NTR personality, different thinking style, reforms in government brought famous name in national level. When NTR's visited, New Delhi in 1983 as Chief Minister he was recognized as a national leader by the people. NTR's efforts in uniting the opposition parties at the nation level and creating an alternative to the Congress party have boosted the profile of Andhra Pradesh. All opposition parties meeting held in Vijayawada in May 1983 under the leadership of NTR. It boosted the presenting of the TDP in national level.<sup>5</sup> A.P and Telugu people fame spread across the country when NTR was sworn as Chief Minister again in 1984 in the face of Indira Gandhi misdeeds Congress party I the main enemy of TDP. However, when P.V. Narasimha Rao contested for the parliament in the Nandyal by election on behalf of the Congress party. NTR was such a great personality who did not contest the party's candidate by declaring that it was a matter of pride for the Telugu people to have a Telugu man in the post of Prime Minister.<sup>6</sup> He introduced Telugu Ganga water links to Telugu people.

### **TELUGU DESAM MANIFESTO**

All the ideological foundation of the TDP is contained in its first manifesto NTR did not win by simple suppressing the self-esteem of the Telugu race (or) the sense of Telugu nationalism. The TDP

released its manifesto for the complete and comprehensive reforms of the governance system of Andhra Pradesh and forwards the moral, political, economic, social, and cultural development of the Telugu people. The manifesto expresses the inevitable consequences of historical circumstance the TDP emerged as a regional party. NTR announced that the TDP has come into being to provide uninterrupted administration for the development of the Telugu people and to form a stable Government. The TDP had released its first manifesto with around 30 points which is full respect for the Telugu language, all the Telugu people in daily life. The main points of the manifesto are:

- 1) Development of the farmers and poor people;
- 2) An encouragement to youth introducing the Special Teacher scheme (Salary per Month Rs. 398/-);
- 3) Empowerment of women property rights;
- 4) Empowerment of Gram Panchayats-Mandal system;
- 5) Comprehensive Education System;
- 6) Emphasis on Industrialization;
- 7) A kilo of rice for two rupees;
- 8) Free mid-day meal for school boys;
- 9) Election commission shall bear the cost of election campaign;
- 10) Treating all religions equally;
- 11) To provide complete freedom to the press;
- 12) Autonomy of state-run broadcasters;
- 13) Free housing and medical services for the weaker sections;
- 14) Centre state relations should be redefined; centre should not take away the powers of the State; and
- 15) Introduction of Janata Meals per Rs. 2/- in almost all hotels and also instructions to all concerns should be displayed as meals ready at 10 am.<sup>7</sup>

TDP says that only strong states support a strong Central Government. It works for the development of the Telugu nation while adhering to the sense of nationalism of India. The agenda of the TDP is that the Telugu people should develop with dairy, crops, industries, education, medical facilities, and cultural wealth forever. The TDP has been working towards these goals for 40 years. The Central Government purchases commodities from farmers and to consumers at subsidised rates whenever in need.

## CHEAP RICE POLICY

Telugu people know what a welfare Government is with the emergence of the TDP. Telugu people know what welfare Government is with the emergency of TDP is. NTR stayed in the hearts of the poor through the 1 kg rice for Rs.2/- scheme. He who saw the hunger of the poor living the election campaign effectively implemented the Rs.2/- kg rice scheme when he became the Chief Minister and set an example. For the first time in the country as soon as NTR came to power, 25 kg of rice was provided to one crore families every month at the rate of Rs.2/- per kg. 2722 ration shops were set-up across the state of supply shop rice to the poor rice for two rupees.<sup>8</sup> As pre-planning commission estimates 43 per cent people are below poverty line. With this cheap rice was first implemented for those incomes are below

3,600 rupees in 1983. But NTR realized that the percentage of poor people in the state is higher than the calculations of the planning commission, he extended this cheap rice programme for all those earning below 6000 thousand for year. As a result subsidised rice scheme was implemented for one crore 43 lakhs families with which 86 per cent of the families took government cheap rice as food 41 tons of rice was distributed through ration shops in 1982, the government of TDP distributed 18 lakh tons of rice to the poor in 1985.<sup>9</sup>

Senior IAS Officer K.R. Venugopal said that NTR's determination as Chief Minister made it possible to implement the subsidized rice scheme. NTR specially appointed a senior officer to collect the huge amount of rice C.D Arha, an IAS officer who served as civil supplies commissioner said that no matter how much the rice millers lobbied, their game did not go well before NTR's persistence. He did not calculate who advised that the subsidy rice scheme would put a finance burden on government. 1626 crore rupees were sent by the NTR government for this subsidised rice scheme in the year 1988-1989.<sup>10</sup> TDP Government had given first priority to food safety. After implementation of this scheme, various surveys had shown that hunger deaths in A.P had reduced significantly, fortunately the people below poverty consume rice under the rule of TDP Government.

## ADDRESS OF WELFARE SCHEMES

Telugu Desam government is credited with introducing extensive welfare schemes ensuring the lives of the poor in the state as follows for the first time, the NTR government introduced a pension scheme of R.30/- per month for poor senior citizens who completed 65 years., 2.27 lakh people have been helped through this scheme. Pension facility to 55 thousand orphans and widow women at Rs.50/- per month has been provided. He provided pension to 5.64 lakh old agriculture labourers who completed 60 years, Rs.30/- per month.

- For each person for the welfare of the disabled, a centre for the manufacture of artificial limbs has been set up in Hyderabad;
- Three Ashram schools were established in Hindupur, Visakhapatnam and Mahaboob Nagar district for blind students;
- Two schools have been set up in Nalgonda, Guntur districts for deaf and dumb students;
- A school for the deaf was built in Warangal with the help of Tirumala Tirupati Devasthanam;
- A center for printing books in Braille for the blind has been set up in Hyderabad;
- Three hostels were constructed in Guntur for the visually handicapped, in Prakasam for the physically challenged people, and in East Godavari for deaf girls;
- NTR has successfully implemented a scheme JANATA VASTRALU to give to the poor people by the subsidy rate by supporting handloom producers;
- Six lakh fifty thousand houses were built for the homeless and NTR government allocated house plots for 13 lakhs families during 1983-1989;
- He implemented the BALA CHIERA Welfare Scheme to provide free milk to children's in the slum areas;
- A free rickshaw scheme for rickshaw pullers;



- Telugu Desam was the first government to abolish land leases for farmers with less than five acres of land;
- He distributed the surplus lands to the farmers under the TELUGU MAGANI SAMARADHANA Scheme;
- The TDP government is credited with electrifying 27,379 villages in a very short period of time;
- In three decades 516 thousand agricultural pump sets were provided with electricity while the TDP government electrified three lakh thirty four thousand pump sets in just four years;
- Only Rs.50/- per horse power per year was charged from the farmers for agricultural electricity connections.<sup>11</sup>

NTR identified that industrialization of the state bring more employment to the youth. Prathipati Abraham who worked as the Commissioner of Industries in NTR government, recalled that NTR believed in the rapid industrialisation of the state so that it would provide much needed employment to the rural youth.<sup>12</sup> NTR retained the industries portfolio with him. NTR visited USA in 1984 for business delegations and sought testimonials from Telugu NRIs. NTR motivated Telugu professionals settled in USA through his speeches to serve the home land. Dr. Kakarla Subba Rao famous cancer doctor responded first to come back home. Industries are heart of the state. NTR Government concentrates on both public and private industries development. Andhra Pradesh had 300 large and medium industries in 1982-83. Another 216 large and medium units established in NTR period. Industrial growth recorded 55 per cent in his tenure.<sup>13</sup> Small scale units which provide more employment increased from 37,813 to 58,263 by 1989. State public enterprises were loss of Rs.47 crores in 1984-85 but next year they got profit of 74.43 crore in 1985-86. Because of NTR government efforts power sector has growth more. 2606 megawatts corporation (RTC) incurred loss 26 crores 1980-81 but it got profit of Rs.7 crores by 1986-87. Incidentally, the two major bus stations in Hyderabad and the Nehru Bus station in Vijayawada were built by NTR Government.<sup>14</sup>

NTR wanted to decentralize the administration to make it more efficient. The government created 1104 Mandals in the place of the 305 taluks through new Legislation Act known as the Andhra Pradesh Mandal Praja Parishad, Zilla Praja Parishad and Zilla Abhivrudhi Samaksha Mandals Act was made in 11-09-1986 and it was brought into force with effect from 15-01-1987. The act also provided fifty per cent reservations which including 15 per cent SC, 6 per cent for ST, twenty per cent for BC and nine per cent for women.<sup>15</sup> NTR addressed women as Aada Paduchulu (sisters). As promised in the TDP manifesto he started Sri Padmavathi Mahila Visvavidyalaya in Tirupati in the year 1983. He provided thirty per cent of reservations for women in government jobs in 1984. His government provide equal rights to women. After two decades centre make same Act for women in 2005. NTR was an educational reformer in Andhra Pradesh education history. He banned the payment of donations for admissions to the professional institutions. The Andhra Pradesh Educational Institutions Act 1983, prescribed that access to educational institutions should be based on merit what is known as EAMCET (Engineering Agriculture and Medical Common Entrance Test) in Andhra Pradesh was introduced by NTR Government.<sup>16</sup> NTR worked for the development of Tirumala Tirupati Devasthanams. He also enhances the sanctity of Tirumala. He introduced the Anna Prasadam Scheme in 1985, for providing free meals to every pilgrim visiting Tirumala.

About 20,000 devotees take free Anna Prasadam in Tirumala. He inaugurated the golden jubilee celebrations of the Tirumala Tirupati Devasthanam (TTD) in April 1995. NTR proclaimed if the Vatican is the religious centre for Christians, Tirupati is should be the same for the Hindus all over the world.<sup>17</sup>

## CONCLUSIONS

NTR is not only India's one of the leading actor in cinema but also he is one of the best Chief Minister who provide welfare administration effectively to the people. His government effectively gave subsidized good grains to the poor people. He is like the father of mandal governance system. As the result of NTR's contribution to women's education and their empowerment he remained as *Anna* in the hearts of Telugu women, NTR's effective governance in the realms why public sector. Companies have made profits and private industrial products have increased and employment opportunities have increased. He was at the fore front of computerization in Government departments as early as in 1986. Ironically the foundation for the modern e-governance, for which Andhra Pradesh became a leader in the country, could be attributed to the initiative led by a man who dressed in Salron Robes and talked like he was Lord Sri Krishna<sup>18</sup> former RBI Governor Y.V. Reddy recalled. He is real servant CM of AP his personal integrity was beyond reproach, and his visceral hatred for corruption was well known, everyone who worked with him politicians and bureaucrats spoke about his incorruptibility we cannot even begin to understand his intense dislike for corrupt politicians and corrupt bureaucrats said Jayaprakasha Narayana.<sup>19</sup> He was the first pioneer of the political consciousness of the Telugu people after Independence. N.T. Rama Rao is the pioneer of welfare and development of Telugu people.

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