Chapter - VII

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS
A brief summary of the study, conclusions and recommendations are presented in this chapter.

7.1 Summary

Information is an essential component in our day-to-day activities. It is needed for planning, decision making, research, education and recreation. In every profession, it is essential to update the knowledge of the field concerned. It is as important as food, air, water and accommodation and others to human beings, without which one cannot function. It is the prime resource of meeting social, cultural and civilization and academic needs of people. It is essential for the progress of the individual and national development. This is why access to right kind of information or possession of accurate and relevant information is a key to resolve the various types of problems faced by the individuals. Information sensitizes and enhances the problem solving capacity of the individuals and also the nation.

Nowadays, information is considered as an important factor for the development of any society. Only those societies and countries of the world are really developing which generate, apply and disseminate latest, accurate and relevant information on existing knowledge for the religious, cultural, socio-economic and educational development. If a country is considered as a developed country, means its people generate, utilize and transfer the information. Therefore, information plays a crucial role in the advancement of existing knowledge and transfer of technology. It is an input in the process of generation of new information. It is an input to the process of production of commodities and useful for valuable services. It is one of several basic resources that are needed and utilized by human beings for their development and prosperity.

The identification of the information factor can greatly assist improvement in the quality of life. Without the availability of adequate information, no significant improvement in the living conditions of the people will be attainable. The information concerning health, education and culture, entertainment, housing, agriculture, manufacturing, employment, tourism and travel pilgrimage and sports, will certainly have a positive impact on the quality of life. This will ultimately raise the living
standard of the people. Information needs may be known through the appraisal of the community. It is a sound procedure to draw information needs from an analysis and identification of the basic features of the community. A pilgrim requires information on accommodation, transportation, timing of darshan, medical aid, health and sanitation, sevas and utasvams, water facilities, Kalyanakatta, free meals, vigilance and security, travel and tourism and so on. If the required information is provided to pilgrims at the right time they will take right decisions.

The historically rich temples of Andhra Pradesh are a major attraction for pilgrims. Tirupati is a pilgrimage centre of great significance, visited by lakhs of pilgrims throughout the year. Lord Venkateswara or Balaji in Tirumala is the presiding deity. The temple is located on a range of Eastern Ghats called the Seshachala mountains said to be the richest temple in India. Tirumala is a vibrant cultural and philanthropic institution with a grand history.

Many studies were conducted on information needs of scientists, engineers, teachers, research scholars, students, journalists, farmers, doctors and industrialists, legal professionals and general public. No study has been undertaken on the information needs of pilgrims. Hence, the present study entitled 'Information needs of pilgrims visiting Tirumala Tirupati in Andhra Pradesh: A Survey' has been undertaken.

7.1.1 Objectives of the Study

The specific objectives of the study are the following:

1. To know the use of TTD and non-TTD sources of information to get required information by the pilgrims visiting Tirumala Tirupati;
2. To examine the use of mass media to get the required information by pilgrims;
3. To find out the services and facilities provided to pilgrims by the TTD;
4. To examine the type of information required by pilgrims;
5. To examine the pilgrims' awareness, opinions, satisfaction with services and facilities provided by the TTD;
6. To find out the use of Internet to get the required pilgrimage information;
7. To study the awareness of TTD information centres by pilgrims;
8. To study the different types of pilgrims and their purpose of the visit to Tirumala Tirupati;
9. To know the opinions of pilgrims with regard to appropriate media for getting required information;
10. To assess the role of the TTD information centres in providing information to pilgrims; and
11. To examine the role of administrative officers of TTD in the providing the information required by pilgrims.

7.1.2 Hypotheses

A number of hypotheses have been formulated based on the objectives of the study. They are given in Chapter III.

7.1.3 Methodology

To get the required data for the present study, the following methodology is used.

Data collection

In this study, survey method and questionnaire tool is used for the collection of data. To get information, three types of questionnaires are prepared for the collection of data from pilgrims, TTD administrate officers and managers of TTD information centres. Data were also collected from the annual reports, pamphlets, booklets and Sapthagiri magazine, Golden Jubili Book of TTD, district census handbook, and the reference books. The total data needed for the study were collected during the period from April 2006 to December 2007.

Selection of Sample

As the population of pilgrims is large, a sample of 2250 pilgrims was selected at the discretion of the investigator. Data were collected from 120 administrative officers of TTD and 72 managers of the TTD information centres.

Analysis and presentation of data

After collecting the data from the respondents, the data were analyzed according to the objectives and hypotheses stated. First the data were recorded on data
sheets and then fed into the computer. The data were analyzed by using the chi-square ($\chi^2$) test and Statistical Package for Social Sciences (SPSS).

Presentation of data

The data were presented in the form of tables, pie diagrams and bar-diagrams. The bibliographic details of references cited in each chapter were given at the end of that chapter.

7.2 Conclusions

7.2.1 Pilgrims

The following are the conclusions drawn after the analysis of data collected from pilgrims.

7.2.2 Gender

The majority of the pilgrims (69.33%) visiting Tirumala Tirupati are male devotees and the remaining 30.67% of them are female devotees.

7.2.3 Religion

The majority of the pilgrims (87.51%) visiting Tirumala Tirupati belong to Hindu religion.

7.2.4 Age

More than a quarter of the pilgrims (28%) who are visiting Tirumala Tirupati belong to the age group of 41-50 years, and another quarter of them (25.33%) belong to the age group of 31-40 years.

7.2.5 Occupation

More than a quarter of the pilgrims (28.44%) are students visiting Tirumala Tirupati.

7.2.6 Education

Almost a quarter of pilgrims (24.44%) are postgraduates and slightly over a quarter of them (26.89%) are illiterates.
7.2.7 Residency

More than a third of the pilgrims (38.67%) have come from rural areas of India, 32.27% of them belong to semi-urban areas and the remaining 29.06% of them belong to urban areas.

7.2.8 Economic Status

The study reveals that less than a half (46%) of pilgrims belong to Lower Income Group and the remaining over a half of them (54%) belong to Higher Income Group.

7.2.9 TTD Pilgrimage information

About three quarters of the pilgrims (75.34%) informed that they are getting the required information to visit Tirumala Tirupati.

7.2.10 TTD information sources and services

Most of the pilgrims (94.56%) informed that they are getting the required information from TTD pamphlets and booklets. TTD Department personnel (93.68%), TTD S.V. Bhakthi channel (80.98%), S.V. F.M radio channel (74.42%), TTD Information centres (68.69%), 16 mm films (62.08%), Announcement through loud speakers (56.64%), TTD Dharma Prachara Parishad (TTD) programmes (44.48%), Annamacharya Project programmes (41.05%), TTD online information systems (29.18%), TTD publications (23.33%), and TTD seminar and conference proceedings (14.77%) are the other TTD information sources and services used to get the required information.

7.2.11 Non-TTD information sources

Less than three fourths of the pilgrims (73.83%) are getting the required information from non-TTD information sources viz., their experienced elders in the family, friends and colleagues (62.37%), Television (53.21%), Radio (47.25%), Newspapers (44.71%) and relatives (38.86%).

7.2.12 Existence of Library

Two thirds of the pilgrims (66.67%) informed that their villages and towns do not have any library and information centre.
7.2.13 Reading of newspapers and magazines

a. The majority of the pilgrims (69.55%) replied that they are not reading newspapers and magazines or listening to the news while others are reading them.

b. There is significant difference in the reading of newspapers between men and women. That means more men are reading newspapers and magazines than women.

c. There is a significant difference in this regard between the pilgrims of lower age group and higher age group. That means more number of pilgrims of higher age group are reading newspapers or listening to the news while others are reading them compared to the pilgrims of lower age group.

d. There is a significant difference in this regard between lower income and higher income groups. That means more persons from higher income group are reading newspapers and magazines than those from the lower income group.

e. There is a significant difference in this regard between the pilgrims of urban areas than those of rural areas. That means more pilgrims of urban residents are reading newspapers and magazines than rural pilgrims.

7.2.14 Useful information from newspapers

The majority of the pilgrims (83.21%) have obtained useful information about darshan of the Lord Venkateswara from newspapers and magazines. The other aspects on which they have obtained information from newspapers and magazines are sevas and utsavams at Tirumala (78.83%), philosophical and religious spiritual news (75.91%), accommodation (free and paid) at Tirumala and Tirupati (74.46%), transportation information (Railway and Bus information) (72.26%), sevas and utsvams of local Temples (54.74%), local temples of TTD (52.41%), and festivals and Brahmotsavams (36.64%).

7.2.15 Utilization of Sources and Services

Majority of the pilgrims (68.75%) are not utilizing the services provided by the TTD Information Centres.

a. There is no significant difference in the utilization of the sources and services provided by TTD between men and women.
b. There is a significant difference in this regard between literates and illiterates.

c. There is no significant difference in this regard between the pilgrims' lower age group and higher age group.

d. There is a significant difference in this regard between the pilgrims of lower income group and higher income group.

e. There is a significant difference in this regard between the pilgrims of rural areas and urban area. That means residents of urban area are well aware and utilizing the sources and services of TTD information centre than those of rural area.

7.2.16 Information in regional languages

The majority of the pilgrims (83.96%) replied that they want TTD information in regional languages.

7.2.17 Listening to Radio Programmes

a. The majority of the pilgrims (73.24%) are not listening to radio programmes regularly.

b. More men are listening to radio programmes compared to women.

c. There is significant difference between literates and illiterates in this regard. In other words, more number of illiterates are listening to radio programmes compared to literates.

d. There is no significant difference in this regard between lower age group and higher age group.

e. More number of pilgrims from lower income group are listening to radio programmes compared to higher income group.

f. There is no significant difference in this regard between the pilgrims of rural area and urban area.

7.2.18 Information from Radio

Most of the pilgrims (94.02%) are getting useful information from radio programmes relating to Suprabhatam. They are also getting TTD information on sevas and utsvams (78.90%), Dharma Prachara Parishad Programmes (58.14%),
Philosophical and spiritual thoughts (74.75%) and Annamacharyas project programmes (65.61%).

7.2.19 Watching Television

a. Slightly over half of the pilgrims (52.13%) are watching television regularly, but rest of them (47.87%) are not watching.

b. There is no significant difference in watching television regularly between men and women, literates and illiterates, and lower and higher age of pilgrims.

c. More number of pilgrims from higher income group are watching television compared to the pilgrims of lower income group.

d. More numbers of pilgrims of urban areas are watching television regularly compared to those of the rural area.

7.2.20 Information from Television

Slightly over half of the pilgrims (54.73%) replied that they are getting TTD information from television.

7.2.21 Frequency of watching the television Programmes

Less than half of the pilgrims (48.85%) are watching TTD devotional and cultural of pilgrimage programmes occasionally on the television.

7.2.22 Use of Internet for getting information

Less than two thirds of the pilgrims (59.51%) replied that they are not receiving information from Internet on Tirumala Tirupati pilgrimage and the remaining of them (40.49%) are getting the required information.

7.2.23 Browsing for TTD Information on Internet

Less than one fourth of the pilgrims (22.72%) are obtaining information with regard to reservation for sevas and utsavams (daily, weekly, periodically) and 21.51% of them are obtaining information with regard to darshan and online accommodation tokens from Internet.
7.2.24 Leaflets, pamphlets and booklets

The majority of the pilgrims (77.96%) replied that they were not receiving leaflets, pamphlets and booklets.

7.2.25 Information needs of pilgrims

The majority of the pilgrims (86.66%) require information on darshan of the Lord Venkateswara, followed by S.V. Annadanam Scheme (free meals) (82.22%), local Temple of TTD (75.55%), water facilities (74.40%), transport facilities (70%), sevas and utsavams (64.48%), Annamacharya Project programmes (29.28%), kalyanakatta (46.66%), accommodation (free and paid) (55.56%), Sudarshan token and biometric token system (38.80%), Dharma Prachara parishad programmes both at Tirumala and Tirupati (35.78%), free medical aid (33.33%), TTD publication press (31.11%), health and sanitation (43.11%), Kalyanamandapams (26.66%), vigilance and security (25.55%) and publicity and propaganda (Srinivasa mission) (24%).

7.2.26 Channels of Information

The majority of the pilgrims (82.22%) expressed that television is the most suitable medium for getting the required information. It is followed by pamphlets (79.78%), radio (68.93%), newspapers (60.93%), audio and video cassettes (46.67%) and wallposters (42.22%).

7.2.27 Awareness about of the existence of TTD information centres

The majority of the pilgrims (82.80%) replied that they are not aware of the existence of TTD information centres in their area.

7.2.28 Type of Pilgrims at Tirumala Tirupati

The type of pilgrims who visit Tirumala Tirupati are local pilgrims (39.6%), national pilgrims (28.67%), regional pilgrims (24.36%) and International pilgrims (foreigners) (07.37%).

7.2.29 Persons accompanied in pilgrimage

Over a third of the pilgrims (34.40%) came with their family. It is also evident from the table that 26.05% of them came with relatives, 18.92% of them came in the company of friends and 11.95% are of them came with a tourist party.
7.2.30 TTD e-Seva counters online booking

The majority of the pilgrims (64.67%) replied that they are not aware of the existence of e-Seva Counters of TTD.

7.2.31 Usefulness of the e-Seva Counters

Most of pilgrims (90.06%) replied that the e-Seva counters established by TTD are useful to them.

7.2.32 Accommodation facilities

Over a third of pilgrims (38.80%) expressed that TTD's accommodation facilities are moderate and 36.31% of them opined that the facilities are adequate.

7.2.33 Reception and accommodation

About one fourth of pilgrims (24%) replied that they stay at cottages, 15.51% of them stay at choultry, 15.07% of them stay at Pilgrims Amenities Complex, 13.64% of them stay at private residencies, 10% of them stay at hostels of educational Institutions, 6.67% of them stay at their relatives' houses, 7.33% of them stay at guest houses and 4.67% of them stay on footpath.

7.2.34 Means of Transportation

The means of transport used by pilgrims to reach Tirupati are roadways (43.20%), railway (32.80%) and airway (13.38%). The majority of the pilgrims (76%) are using either railways or road ways as the primary mode of transport.

7.2.35 Adequacy of transportation facilities

A high percentage of the pilgrims (46.62%) opined that transportation facilities are adequate and 30.80% of them felt that the facilities are moderate.

7.2.36 Mode of transport service used

The majority of the pilgrims (62.89%) go from Tirupati to Tirumala by Saptagiri Services (APSRTC), 11.5% of them by pre-paid Taxi services, 13.20% of them on foot and 8.58% of them by private vehicles.

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7.2.37 Satisfaction with TTD free luggage transport facilities

More than half of the pilgrims (52.49%) are satisfied with regard to TTD’s free luggage transport facilities.

7.2.38 Information on TTD local temples

More than half of the pilgrims (55.33%) are visiting TTD local Temples at Tirumala and Tirupati.

7.2.39 Awareness on TTD Museums

Slightly over half of the pilgrims (52.93%) replied that they are aware of TTD Museums at Tirumala and Tirupati.

7.2.40 Visit to TTD Museums

More than half of the pilgrims (53.82%) visit TTD Museums at Tirumala and Tirupati.

7.2.41 Type of Darshans

A high percentage of the pilgrims (43.78%) prefer to have general darshan, 37.42% of them prefer to have cellar darshan and the remaining of them 18.80% prefer to have VIP darshan of Lord Venkateswara.

7.2.42 Participation in Brahmotsavam

Most of the pilgrims (96.67%) participated in worship rituals performed at Brahmotsavams.

7.2.43 Purpose of visit to Tirumala Tirupati

Nearly one fourth of the pilgrims (25.07%) are visiting Lord Venkateswara for religious purpose, 21.56% of them are for economic purpose, 18% of them for social purpose, 15.82% of them for educational purpose, 11.20% of them for health purpose and the remaining 8.35% of them for political purpose.

7.2.44 Adequacy of Laddu Prasadam

A high percentage of pilgrims (44.62%) replied that the Laddu Prasadam given by TTD is inadequate.
7.2.45 Cost of Prasadam

Almost two thirds of the pilgrims (62.53%) stated that cost of Laddu Prasadam is expensive and 28.94% of them stated neither expensive nor cheap.

7.3 TTD administrative officers

The following conclusions are drawn from the analysis of data collected from TTD administrative offices:

7.3.1 Provision of the required information at Tirumala Tirupati

The majority of the TTD administrative officers (87.50%) replied that they were providing the required pilgrimage information to the pilgrims.

7.3.2 Sources of information

Most of the administrative officers (93.33%) replied that they provide information through the TTD Department personnel. It is followed by Announcement through loudspeakers (91.43%), Pamphlets and booklets (90.47%), TTD information centres (81.90%), TTD S.V. Bhakti channels (74.28%), 16mm films (72.38%), Annamacharya project (67.61%), Online information systems (66.67%), TTD S.V. Radio programmes (73.80%), TTD Dharma Prachara Parishad (65.71%) and TTD publications (47.61%).

7.3.3 Non-TTD information sources

The majority of the administrative officers (78.09%) replied that they were providing information through newspapers, television, radio (other than TTD sources).

7.3.4 Type of information requirements

Most of the administrative officers (90.83%) replied that they were providing information on TTD pilgrimage facilities and services to the pilgrims.

7.3.5 Information on TTD facilities and services

More than half of the TTD administrative officers are providing information on darshan of Lord Venkateswara (87.5%), followed by accommodation (free and paid) (85%), free food annadanam scheme (82.50%), water facilities (79.16%), sevas
and utsavams at Tirumala (76.66%), Kalyanakatta (75%), health and sanitation (70.83%), transport facilities (68.33%), local temples (66.67%), sevas and utsavam of local temples (65.83%), garden and forest departments (60.83%), security and vigilance (60%), Sudarshan and Biometric tokens (57.50%), free medical aid (54.16%), TTD Publication press (51.66%), Kalyanamandapams (47.50%), Dharma Prachara Parisad Programmes (45.83%), Annamacharya project programmes (41.66%) and tourist places (40.50%).

7.3.6 Convenience of Transport system

Less than half of the administrative officers (41.66%) opined that the transport system between Tirumala and Tirupati is convenient.

7.3.7 Quality of Laddu Prasadam

Half of the administrative officers (50%) replied that the quality of Prasadam is hygienic.

7.3.8 Opinion on the cost of Laddu Prasadam

The study reveals that 22.50% of administrative officers replied that the price of Prasadam is expensive, while 40.83% of them replied that the price of Prasadam is cheap and 38.33% of them replied that the Prasadam is neither expensive nor cheap but moderate.

7.3.9 Sudarshan (Biometric) system

Most of the administrative officers (95%) replied that Sudarshan and Biometric Token system enables the pilgrims for comfortable darshan of Lord Venkateswara.

7.3.10 Level of Satisfaction with Online Sudarshan and biometric token system

More than a third of the administrative officers (40%) are satisfied, 16.16% of them are highly satisfied, 19.16% of them are neither satisfied nor dissatisfied, 15% of them are dissatisfied and 9.16% of them are highly dissatisfied with online sudarshan biometric token system.
7.3.11 Adequate manpower

Most of the administrative officers (97.50%) replied that TTD institutions have adequate manpower to provide pilgrimage information to pilgrims (devotees).

7.3.12 Media used for advertising TTD facilities and services

The majority of the TTD administrative officers (76%) expressed that newspapers are used to provide information on TTD's facilities and services. The other media used by them are pamphlets (70.83%), Television (68.33%), radio (65%), 16mm films or latest digital screens display (56.66%), wallposters (50.83%), audio and video cassettes (46.66%), DPP Cultural Programmes (49.16%), Annamacharya Project Programmes (45%), TTD Sapthagiri (37.5%) and TTD Publication Books (29.16%).

7.3.13 Media for Communication

Most of the administration officers (93.3%) expressed that television is the most suitable medium to provide TTD information to pilgrims. The other appropriate channels that can be used to provide pilgrimage information according to them are pamphlets and booklets (91.16%), radio (84.16%), newspapers (75%), Internet (74.16%), CD-ROM (73.16%), wallposters (66.66%), audio and video cassettes (65.83%), personal talks (62.25%) and TTD Publications (58.33%).

7.3.14 Collection of charges for Arijitha Sevas and Utsavams

A high percentage of the administrative officers (48.33%) felt that the charges collected for performing sevas and utsavams are unreasonable, 36.67% of them felt that the charges are reasonable and 15% of them replied that they can't say any thing in this regard.

7.3.15 Prohibition of mediators (dalaries) or touts

More than half of the administrative officers (52.5%) replied that they have prohibited dalaries or touts with regard to darshan, accommodation and sevas and utsavam.
7.3.16 Use of Information Technology for e-darshan

More than half of the administrative officers (54.17%) are satisfied with the use of Information Technology by TTD.

7.3.17 Demand for pilgrimage information

Most of the administrative officers (93.33%) replied that there is demand for TTD pilgrimage information from the pilgrims.

7.3.18 Prohibition on the use of plastic cups and bags and use of eco-friendly materials

More than half of the administrative officers (57.5%) replied that they prohibit strictly on the use of plastic bags and cups and advised to use eco-friendly materials.

7.3.19 Satisfaction with TTD Kalyanamastu Programme

More than half of the administrative officers (51.67%) are satisfied with ‘Kalyanamasthu’ programme (mass marriage programme).

7.3.20 Satisfaction with the provision of information

More than half of the administrative officers (58.33%) are satisfied with the facilities and services of TTD.

7.4 TTD information centres

The following conclusions are drawn after the analysis of data collected from the managers of TTD information centres.

1. Most of the managers of TTD information centres (91.67%) replied that they are providing the required TTD information to pilgrims and that too daily basis (90.20%).

2. Most of the managers of TTD information centres (95.83%) replied that they have telephone and Fax facilities in their information centres.

3. Most of the managers of TTD Information centres (94.44%) replied that their information centres have TTD publications and also CDs and DVDs (93.5%) are available in their information centres.

4. Most of the managers (93.05) replied that their information centres have Internet connectivity and out of them, the majority are (86.10%) satisfied with the use of Internet.
5. The majority of the managers of TTD Information centres (62.5%) replied that they are providing information on TTD sevas and utsavams of Lord Venkateswara required by pilgrims from the sources available at their information centres.

6. Most of the managers of TTD Information centres (95.83%) replied that there is a great demand for TTD pilgrimage information.

7. Most of the managers (93.15%) replied that they are organizing displays and exhibitions relating to pilgrimage information.

8. More than half of the managers of TTD Information centres (55.55%) replied that they have adequate manpower in providing information to pilgrims.

9. About two thirds of the managers of TTD Information centres (67.06%) replied that they are satisfied in making use of information communication technology (ICT) for providing better facilities to pilgrims.

10. Most of the managers of TTD Information centres (95.83%) replied that they are using pamphlets for providing information. They are using other type of sources namely Internet (90.27), 16mm films (83.33%), wallposters 76.38%), TTD publications (65.27%), audio and video cassettes (63.88%) and magazine and journals (55.55%).

11. Most of the managers (77.78%) replied that they are providing audio and video cassettes services.
7.5 Testing of Hypotheses

The following hypotheses have been tested in the present study:

1. Hypothesis number one states that “the majority of the pilgrims are watching television regularly”.
   This was put to test and it is found to be true (vide Table 4.2.4).

2. Hypothesis number two states that “the majority of the pilgrims read newspapers/magazines or listen while others read them regularly”.
   This was put to test and it is found to be false (vide Table 4.2.2.1).

3. Hypothesis number three states that “the pilgrims are receiving information from TTD and non-TTD sources with regard to their pilgrimage to Tirumala Tirupati”.
   This was put to test and it is found to be true (vide Table 4.2.1.1 and 4.2.1.2).

4. Hypothesis number four states that “there would be no significant differences among the different groups of pilgrims in watching television”.
   This was put to test and it is found to be partially true (vide Table 4.2.4).

5. Hypothesis number five states that “those would be no significant difference among the different groups of pilgrims in listening to radio”.
   This was put to test and it is found to be partially true (vide Table 4.2.3).

6. Hypothesis number six states that “the majority of the pilgrims are satisfied with the facilities and services provided by the TTD”.
   This was put to test and it is found to be false (vide Table 4.2.7).

7. Hypothesis number seven states that “there would be no significant differences among the different groups of pilgrims in reading newspapers and magazines or listening while others read them regularly”.
   This was put to test and it is found to be false (vide Table 4.2.2.1).

8. Hypothesis number eight states that “the majority of the pilgrims are utilizing the sources and services provided by TTD information centres”.
   This was put to test and it is found to be false (vide Table 4.2.2.3).
9. Hypothesis number nine states that "there would be a demand for TTD information from pilgrims". This was put to test and it is found to be true (vide Table 5.13 and 6.9).

10. Hypothesis number ten states that "the majority of the pilgrims are receiving TTD leaflets/pamphlets/booklets". This was put to test and it is found to be false (vide Table 4.2.6).

11. Hypothesis number eleven states that "the majority of the pilgrims are staying at cottages, pilgrim amenities complex and choultries." This was put to test and it is found to be true (vide Table 4.2.15).

12. Hypothesis number twelve states that "the majority of the pilgrims are visiting Tirumala and Tirupati with religious, economic and social purposes". This was put to test and it is found to be true (vide Table 4.2.27).

13. Hypothesis number thirteen states that "the majority of the pilgrims require information on darshan of Lord Sri Venkateswara, accommodation, transport facilities, free meals, sevas and utsavams and local temples of TTD". This was put to test and it is found to be true (vide Table 4.2.7.1).

14. Hypothesis number fourteen states that "the majority of the pilgrims are aware of the existence of TTD information centres and e-seva counters". This was put to test and it is found to be false (vide Table 4.2.10 and 4.2.13).

15. Hypothesis number sixteen states that "the majority of the pilgrims are getting pilgrimage information from the TTD Sri Venkateswara Bhakthi channel". This was put to test and it is found to be true (vide Table 4.2.4.4).

16. Hypothesis number seventeen states that "the majority of the TTD administrative officers and managers are satisfied with the use of information technology by TTD for providing better facilities and services to the pilgrims and general public". This was put to test and it is found to be true (vide Table 5.12 and 6.12).
7.6. Recommendations

7.6.1 Pilgrims

The following are the suggestions made by the investigator on the basis of analysis of the data collected from pilgrims.

i. TTD Information Sources and Services

A significant percentage of pilgrims (24.66%) are not getting the required information to visit Tirumala Tirupati. Hence these pilgrims should be informed by TTD authorities about the various TTD sources viz., namely information centres, publications, staff members, Dharma Prachara Parishad, Annamacharya Project Programmes, online information system, seminars and conferences, S.V. Bhakti Channel, S.V. Bhakthi FM Radio, pamphlets and booklets and Digital Screen Displays. They also should be informed with regard to pilgrimage information announced through non-TTD sources namely newspapers, radio and television.

The study too reveals that the majority of TTD administrative officers are providing required information to pilgrims through the above mentioned TTD and non-TTD sources.

ii. The existence of library and information centre

The survey indicates that majority of the pilgrims (66.67%) replied that they do not have library facilities in their village and town. Most of them do not have TTD information centre facility. Mobile library services are to be provided in the villages where libraries are not available.

Awareness about the public library facility and TTD information centre facility is to be created among the pilgrims. TTD should establish more number of information centres and state governments should take necessary steps to establish more number of public libraries in rural areas and strengthen the existing libraries with sufficient funds in order to provide the required information to pilgrims and general public.
iii. Reading of Newspapers

It is observed from the survey that the majority of pilgrims (69.55%) are not reading newspapers and magazines or listening to while others are reading.

The study also reveals that the pilgrims who are reading newspapers, majority of them (83.21%) informed that they have obtained useful information on darshan of the Lord Venkateswara, sevas and utsavams, philosophy and spiritual religious news, accommodation, transport information, TTD local temples and places of interest in and around Tirumala Tirupati from newspapers and magazines.

It is suggested that every Village Panchayat, TTD information centres and public libraries should subscribe atleast one or two regional newspapers so that the pilgrims can get an opportunity to read the newspapers and know the information published on TTD pilgrimage. They should also get Saptagiri magazine for the benefit of pilgrims and general public. As there are many illiterates, the village panchayat and public libraries should make necessary arrangements for reading newspapers to them.

iv. Utilization of source and services

The study indicates that the majority of the pilgrims (68.31%) are not utilizing the sources and services provided by the TTD information centres. It may be due to the dissatisfactory services, inaccessibility of information centres, location of centres at a far off place and the unawareness of the services.

Investigation is to be carried out to know the number of pilgrims who are not utilizing the TTD information centres due to their unawareness, lack of knowledge and information. Awareness is to be created among them by publishing the services of TTD information centres in newspapers, television and radio.

v. Radio

The survey indicates that majority of the pilgrims (73.24%) are not listening to radio programmes regularly. Among them only half the pilgrims are listening to TTD programmes in radio. It may be due to the fact that they many not have radio because radio is replaced by TV in many houses.
Hence, the information centres of the TTD, village panchayat, public libraries should get radio sets so that the people can listen to radio on pilgrimage information programmes. The timing of TTD programmes in radio is to be announced to pilgrims and general public in advance. The TTD also should arrange more number of programmes to them through radio. Nowadays people can operate radio over their cell phones. Hence, pilgrimage information can be delivered through cell phones.

vi. Television

The survey indicates that less than half of the pilgrims (47.87%) are not watching television programmes regularly. It may be due to the fact that they may not be able to afford to have television or be at the set on time.

Hence, the information centres of TTD, village panchayats, public libraries should get television sets so that the people can listen and watch the TTD pilgrimage information programmes. The timings of TTD programmes in television are to be announced to pilgrims and general public in advance. The TTD should arrange more number of programmes to them through television.

vii. Information in regional languages

The survey indicates that majority of the pilgrims (83.96%) replied that they want TTD information in regional languages. Pilgrims belonging to different linguistic groups are coming to visit Tirumala Tirupati. Hence, the TTD should provide information in the regional languages of the pilgrims. If the information is available in their mother tongue or in their regional languages with which they are familiar, it will be more convenient.

TTD has decided to impart multi-linguistic skills to its fourth class employees so as in order to serve the pilgrims visiting Tirumala Tirupati from other states in a better way.

Hence, TTD, Tourism Department, public libraries and Information centres should subscribe to newspapers and magazines in regional languages on travel and pilgrimage. The TTD saphthagiri journal is published in English, Hindi, Telugu, Tamil and Kannada to help the pilgrims.
viii. Use of Internet for getting information

It is observed from the study that the more than half of the pilgrims (59.51%) are not using the Internet for getting information on TTD pilgrimage. It may be due to the fact that they may not be able to afford to have computer and Internet connection in their houses. This is due to the non-availability of electronic media such as databases, both online and CD-Rom, and Internet facility.

Hence the TTD should provide Internet facility in all its offices and Information centres located in the various parts of India. Public libraries also should have Internet facility for providing pilgrimage information.

ix. Leaflets and pamphlets, and booklets

It is observed from the study that majority of the pilgrims are not receiving the information from leaflets and pamphlets, and booklets.

Hence it is the responsibility of the TTD authorities to send the pamphlets, booklets containing TTD information to the TTD information centres and public libraries to enable the pilgrims to get the same.

x. Types of information needed

The study reveals that the pilgrims require information on darshan of the Lord Venkateswara, followed by free meals, temples in and around Tirumala Tirupati, water facilities, transport facilities, Sevas and Utsavams, accommodation, Surshans biometric tokens, Kalyanakatta, free medical aid, TTD press, health and sanitation, Kalyanamandapams, vigilance and security, publicity and propaganda, Dharma Prachara Parishad (DPP) and Annamacharya project programmes, education facilities, tourism, and garden and forest departments.

Hence, the pilgrims should be provided the information about the above aspects by the authorities of TTD, Andhra Pradesh Tourism Development corporation, media and public libraries.
xi. Channels of information

The study reveals that the pilgrims are getting pilgrimage information from different categories of people such as elders, friends, family numbers and relatives. The majority of the pilgrims (82.22%) expressed that television is the most suitable medium for getting the required information. The survey indicates that pamphlets could be used as suitable medium for distributing the required information to large community. It is followed by Radio, newspapers, audio and video cassettes, CD’s and wall-posters. Hence television, pamphlets, radio and newspapers are to be used for providing pilgrimage information.

xii. Existence of TTD Information centres

It is revealed from survey that the majority of the pilgrims (82.80%) are not aware of the existence of TTD Information centres in their area. It may be due to their ignorance and illiteracy. The facilities and services available in these centres are not utilized to the maximum extent by pilgrims due to the unawareness of services provided by the centres. It becomes the responsibility of the TTD authorities and state government to publicize the TTD facilities and services such as darshan timing, transport, sevas and utsavams etc., through TTD staff, media and public libraries so that these services can be utilized to the maximum extent.

Hence, awareness is to be created among the pilgrims about the services provided by the TTD and information centres. It is responsibility of the TTD and the Government to publicize pilgrimage information sources through media, libraries and APTDC so that the pilgrims would know about these services and utilize these services.

xiii. TTD e-Save counters (online booking)

The study reveals that majority of the pilgrims (64.67%) replied that they are not aware of the existence of e-seva counters of TTD and not making use of online searching services provided by TTD. It may be due to their ignorance, illiteracy, lack of awareness, lack of proper guidance, lack of knowledge, lack of facilities and equipment and lack of information.
The pilgrims should be educated about e-seva counters and their activities with regard to TTD, Tirupati. Awareness is to be created among them by publishing the services of e-seva counters in newspapers, television and radio.

xiv. Accommodation both at Tirumala and Tirupati

Almost a quarter of pilgrims (24.89%) opined that accommodation facilities are inadequate at Tirumala and Tirupati.

Hence, the pilgrims are to be provided with necessary information about accommodation facilities both at Tirumala and Tirupati by TTD, libraries and information centres for better utilization of existing accommodation facilities.

xv. Accommodation facilities

Maximum number of pilgrims have to stay one or two days at Tirumala in order to fulfil their vows such as darshan, tonsure, kalyanotsavam, Sevas and Utsavams etc. It is observed that majority of pilgrims (61.91%) are staying at PAC, guest houses (TTD), cottages and choultries of TTD. One third of pilgrims (33.42%) are staying with relatives, hotels and ashramams. A small percentage of pilgrims (4.67%) are staying on footpath due to their ignorance, illiteracy, lack of information and knowledge, and non-availability of accommodation. TTD should construct more number of PACs, cottages, choultries and guest houses to meet the demand of various economic groups of pilgrims for accommodation. TTD should also provide information concerning accommodation available at Tirumala and Tirupati through its websites, information centres, CRO, Tirumala, radio, TV channels and media.

xvi. Transport facilities

The main means of transport used by pilgrims to reach Tirupati are roadways (43.20%), railways (32.80%), airways (13.38%) and on foot (10.62%). A majority of the pilgrims (76%) are using either railways or roadway as mode of transport to reach and go back. Less than a quarter of the pilgrims (22.58%) felt that the transport facilities are inadequate.

Nearly, one third of the TTD administrative officers (32.62%) opined that the transport system between Tirumala and Tirupati is not convenient. Hence there is
need to improve transport facilities to reach Tirumala to have *darshan* of Lord Venkateswara.

APTDC and TTD should publish the information relating to distance and charges from different places to Tirupati in various modes of transport namely roadways, railways and airways in the form of a booklet. The schedule of arrival and departure of buses, trains and airplanes should be given in the booklet and made available to all the people through TTD information centres.

The TTD authorities, the Indian Railways, Tourism Corporation of India, APSRTC, and State Governments should take necessary steps to provide adequate transport facilities to pilgrims to reach Tirupati.

**xvii. TTD free luggage transport facilities**

It is observed from survey that nearly one-fourth of pilgrims (26.97%) are either dissatisfied or highly dissatisfied with regard to TTD free luggage transport facilities. Under this facility, the pilgrims can deposit their luggage at Tirupati and collect it at Tirumala and vice versa without paying any charges. Hence, this facility should be improved by establishing more number of free luggage counters at Tirumala and Tirupati. The researcher observed that a few pilgrims are unaware of this facility. Hence, it is the responsibility of the TTD authorities to create awareness among the pilgrims about the free luggage transport facility. The facility is to be made known to the pilgrims through mass media, radio and television so that many people will make use of it.

**xiii. Visit to tourist places, TTD Local temples and Punya Tirthams**

The present study reveals that less than a third of the pilgrims (31.6%) have not visited tourist places in and around Tirumala Tirupati and other places of Chittoor district. It also indicates that a considerable percentage of pilgrims (44.67%) have not visited the TTD local temples. It further reveals that 44.09% of pilgrims did not visit the holy sacred tirthams for many reasons. One of the reasons for not visiting these places by pilgrims is due to lack of knowledge and unaware of the importance of these places. Hence, there is a need for proper motivation and guidance to mobilize the pilgrims to the *tirthams*, local temples and tourist places. An effect signage system with simple and effective designs should be kept in busy public places, railway
stations, airports, busstations, road sides and shopping streets which make easy for the people to find out their way to these places of interest.

The TTD, APSRTC, APTDC and TUDA, Tirupati, Government of Andhra Pradesh, Department of Information and public relations, Tours and Travel agencies and public libraries should provide necessary information on tourist places, local temples of TTD and punya tirthams (virtue fords). Information about transport facilities and accommodation facilities at these places may be provided.

**xix. Awareness on TTD Museums**

The present study reveals that less than half of the pilgrims (47.07%) are not aware of TTD Museums. They did not visit these museums. The main sources of information of TTD museums are television, radio, pamphlets, booklets and newspapers. Hence, it is suggested that TTD authorities and Ministry of Religious Endowment, could create awareness about TTD museums. The information relating to them and timings should be announced through newspapers, radio and television. These institutions should extend their services and facilities to schools and colleges. They can also provide information about museums to pilgrims through pamphlets.

**xx. Satisfaction with regard to sudarshan token and biometric token system**

The present study reveals about a quarter of the pilgrims (26%) are dissatisfied and over a third of the pilgrims (34.67%) are neither satisfied nor dissatisfied with the Sudarshan token (biometric) system introduced by the TTD for the comfortable darshan.

The researcher feels that awareness is more in the case of literates than illiterates. For better utilization of sudarshan token system, awareness is to be created among both literate and illiterate pilgrims through TTD personnel, newspapers, pamphlets, television, radio, and information centres about the system.

**7.6.2 TTD administrative officers**

The following are the suggestion made by the investigator on the basis of analysis of the data collected from TTD administrative officers.
i. Information on TTD facilities and services

Most of the administrative officers (90.83%) replied that they are providing the required TTD pilgrimage information to the pilgrims. They replied that the pilgrims are asking information on Darshan of Lord Venkateswara, free food facilities, accommodation free and paid services, sevas and utsavams, water facilities, health and sanitation, transport facilities, Kalyanakatta, security and vigilance, Sudarshan (Biometric) system and local temple of TTD.

The study reveals that most of the administrative officers (90.83%) are providing information on the above areas to the pilgrims. A few of the administrative officers replied that they are not providing information to pilgrims. These administrative officers should be motivated and encouraged by the higher authorities to provide TTD information effectively.

If the information is published in the form of pamphlets, they may be sent to the information centres, television, radio which in turn disseminate the information to pilgrims. Hence, the information on the above aspects is to be provided through information centres, Tourism departments, media and libraries.

The survey indicates that more than one-third of the TTD administrative officers (40%) are satisfied with the facilities and services of TTD. It is also evident from the study that 20.83% of them are neither satisfied nor dissatisfied. Most of the administrative officers (97.50%) replied that TTD departments and institutions have adequate manpower to provide pilgrimage information to pilgrims.

It is suggested that TTD authorities should regularly conduct surveys to know the information requirements of pilgrims. The TTD administrative officers who have not yet undergone any training in the pilgrimage communication are to be trained in an effective way.

ii. Quality of Laddu Prasadam

Half of the administrative officers (50%) replied that the quality of Prasadam is hygienic. More than one third of them (37.50%) replied that the quality of Prasadam is neither hygienic nor in-hygienic. This may be attributed to the efforts made by the temple authorities to get the Prasadams made in the Temple kitchen.
(pottu) and sell them through the temple Laddu counters itself. Informal discussion held with the TTD authorities of the study revealed that the quality of Laddu Prasadam is good in relation to the price and the quantity.

Hence the TTD authorities resolved to issue one Laddu at free of cost to every pilgrim devotee after the darshan of Lord Venkateswara in dharma darshan queue. At present the TTD authorities are providing two Laddus at a subsidized rate of Rs.10 for each Laddu to the sarvadarshan devotees. Those desiring to have more than 2 Laddus have to pay Rs.25 for every extra Laddu. The information about Laddu prasadam is to be announced through pamphlets, newspapers, radio and television.

iii. Media used for advertising TTD's facilities and services

The study reveals that TTD administrative officers are using newspapers, television, pamphlets, wallposters, 16 mm films, audio and video cassettes, digital screen display, DPP programmes, Annamacharya project programmes and S.V. Bhakthi Channel to advertise TTD facilities and services.

The study reveals that TTD administrative officers expressed that television is the most suitable medium to convey TTD messages to pilgrims. The other appropriate channels that can be used to provide TTD information to pilgrims according to them are pamphlets, radio and newspapers.

Hence, it is suggested that the TTD authorities should prefer to use the channels of television, pamphlets, radio and newspapers to provide information to pilgrims compared to other channels.

iv. Prohibition of mediators (dalaries) or touts

The present study reveals that less than half of the TTD administrative officers (47.50%) replied that they have not prohibited dalaries (touts) with regard to darshan, accommodation and Sevas and Utsavams, tokens etc. There is a wide spread criticism by the public that the sanctity of Tirumala is on the decline.

The TTD should take appropriate remedial measures only with the active cooperation of every devotee for prohibiting the dalaries (touts). TTD authorities should inform about dalaries to pilgrims through mass media so that they can take precautionary measures from being cheated.
v. Use of information technology

The study reveals that a few significant percentage of TTD administrative officers (16.36%) are dissatisfied with the use of information technology by TTD. All the information relating to the TTD facilities, donation schemes, accommodation, transport, e-darshan, e-hundi and Sevas and Utsvams should be fed into computer and disseminated whenever it is required by the pilgrims. These computers should be linked with other computers located in different offices of TTD and information centres. Exchange of information will become easy by this computer network. Internet facility should be provided in all the offices of TTD.

Nowadays modern facilities are available for the pilgrims with regard to accommodation, transport, darshan timing which made them easier to the TTD pilgrimage. As a result, more number of pilgrims from all over India and abroad are attracted to Tirumala and Tirupati to perform their pilgrimage and enjoy the darshan of Lord Venkateswara all along the year. Even pilgrims from distant places are able to come easily on pilgrimage due to modern information technology and advancements.

vi. Demand for TTD pilgrimage information

Most of the TTD administrative officers (93.33%) replied that there is a demand for TTD pilgrimage information from the pilgrims and general public. But the TTD is interested in the provision of TTD information to pilgrims.

They revealed that pilgrims are asking information on darshan of Lord Venkateswara, free meals Sevas and Utsavams, local temples, health and sanitation, free medical aid, vigilance and security, transportation, accommodation etc., Hence, the TTD should make necessary arrangements to provide information about the above aspects to pilgrims.

vii. Ban of plastic cups and bags at Tirumala

The present study reveals that less than half of the TTD administrative officers (42.50%) do not prohibit strictly the using of plastic bags and cups and other biodegradable materials.
TTD authorities and the A.P Government could convene a meeting with the local merchants, hoteliers and suppliers of bio-degradable material at Tirumala. This is to create an awareness on the need to use eco-friendly articles and at the same time the harmful effects of plastic on the environment.

Hence, it is suggested that the TTD authority may see that the traders to take up eco-friendly measures in order to keep the environment of Tirumala free from pollution. The TTD should set up stalls on the hills to sell eco-friendly articles of daily use. TTD officials should serve notices, cautioning the traders against the use of plastic bags and cups. The notices also should state that a penalty will be imposed on those defying the ban.

viii. Satisfaction with the provision of information

Less than one quarter of TTD administrative officers (22.83%) replied that they are dissatisfied with the provision of information to pilgrims. Now the TTD authorities should know the reasons for their dissatisfaction with regard to the provision of information to pilgrims. They also devise more efficient methods for the provision of information to pilgrims.

7.6.3. TTD Information centres

The following are the suggestions made by the investigator on the basis of analysis of the data collected from the managers of TTD Information centre.

i. Provision of the required information: The study reveals that most of the managers of TTD information centres (97.22%) replied that they are providing required TTD information to pilgrims. Pilgrim devotees can reserve accommodation darshan and sevas and utsavams in advance at all TTD information centres located in district headquarters in the state and other state capitals. But the managers are interested in the provision of TTD information to pilgrims. Most of the managers (90.28%) are providing required information daily with the help of telephone facility (95.83%) and fax facility (76.38%). They should use Internet for providing required information to pilgrims.
ii. Most of the managers (94.44%) replied that their information centres have TTD publications. Hence the authorities of TTD should take necessary steps to provide publications in the other information centres where there is no such provision.

iii. The study reveals that most of the managers (93.5%) expressed that CDs and DVDs on the devotional songs, annamacharya keerthanams and Hindu religious aspects are available in their information centres. Provision is to be made for pilgrims to purchase Audio and Video cassettes, CDs and DVDs from TTD information centres according to their requirements, wherever they are available.

iv. Most of the managers (93.05%) replied that their information centres have Internet connectivity. More than half of them (58.33%) are satisfied with the use of Internet. The TTD should take necessary steps to update the pilgrimage information relating to darshan of Lord Venkateswara, accommodation, sevas and utsavams, etc., on web so that the pilgrims and the managers can access this information.

v. Exhibitions and displays

More than half of the managers (54.09%) informed that they are not organizing exhibitions and displays relating to TTD Information such as pamphlets, booklets, brochures, wallposters, calendars etc. Hence it is suggested that all the TTD Information centres should organize exhibitions and displays on TTD pilgrimage information.

vi. The majority of managers expressed that pamphlets are the best sources for providing TTD information to pilgrims. The managers should procure pamphlets published by TTD, Tourism Corporation of India and APTDC and Tours and Travel Agencies.

vii. The majority of managers (68.06%) are satisfied in making use of Information and Communication Technology (ICT) for providing better facilities to pilgrims on behalf of TTD. TTD launched its website at www.tirupati.org. This site covers information on darshan timing, sevas and utsavams, token, accommodation, e-hundi etc., TTD welfare schemes, donation schemes, tours and travels and other TTD
programmes. The website is to be updated periodically so that the pilgrims can get the correct information in most economical means.

7.6.4 Other Suggestions

The following suggestions are to be taken into consideration by the managers of information centres and administrative officers of TTD for providing pilgrimage information to pilgrims and general public in an effective way after evaluating their feasibility.

- Literature regarding the TTD pilgrimage information should be published in regional languages also.
- Combination of traditional as well as electronic methods should be used in the dissemination of information to the pilgrims and general public.
- There is every need to announce TTD’s programmes through mass media.
- Pilgrimage devotional and cultural programmes should be broadcasted through television at the most convenient timing to the pilgrims.
- TTD should provide information on local tours and travels to pilgrims.
- TTD should consider as its duty to arrange good darshan and accommodation (free and paid) to the visiting pilgrims. It is the intention of the Devasthanams that the devotees to feel that their pilgrimage is a spiritual treat to make their handsome life meaningful and blissful.
- TTD programmes are to be shown on the S.V. Bhakthi Channel and local television channels at the most convenient timing to the pilgrims and general public.
- TTD employees are being trained to be courteous, more respectable and careful in dealing with the pilgrims and tourists.
- There must be effective checkups, supervision and vigilance in preventing malpractices.

7.6.4.1 Role of Public Libraries in the Provision of Pilgrimage Information

The discussion of the investigator with the librarians of public libraries in Chittoor district reveals that the librarians are not keeping pilgrimage information sources for providing required information. Most of the librarians are not organizing exhibitions and displays relating to pilgrimage information. They have informed that
they had no policy for providing TTD information to the users. Most of them agreed that there is demand for pilgrimage information. All of them expressed that there is no separate budget for providing of this information. Most of them expressed that they do not have adequate collection and they also not liaising with TTD for getting of TTD information freely.

From the above findings, it can be concluded that the public libraries are not playing vital role in the provision of pilgrimage information. Public library systems are well established systems, especially in the states having Public Library Act. No Government agency or organization is mobilizing rural masses at grass root level for pilgrimage (Tirtha-yatra) to boost up of domestic tourism.

Now the basic question is that who will do the mobilization work of pilgrimage (Tirtha-yatra) for the rural masses? It is continuous process throughout the year. It is the duty of the TTD, State Government, APTDC, Ministry of Tourism, Government of India and Information and Public Relation Departments to provide basic information about TTD pilgrimage, travel and tourism. It is possible by the present information infrastructure. It is feasible to set up TTD information centres, tourism information centres and information and public relation departments at block level by the State Government and the Central Government.

It may be feasible through the services of present setup of public libraries. Public libraries network is better and exist up to the block levels. Librarians or information professionals have been providing their reference and information services to the public from the available sources. Therefore, librarians are known as ‘Lok-mitra’, meaning people’s friend. Even in public libraries abroad such as Hinckley, Warwickshire library in UK are providing tourism information services. The tourism information service is very successful and popular in UK through public libraries. The tourism information service can be provided from the existing public libraries in India through a limited degree of financial help (budget provision) and initial assistance for set up of ICT infrastructure with the help of State Government, Ministry of Tourism, and Government of India. Growing to paucity of funds, public libraries are unable to update the reference and information sources and without specific funds, they cannot procure computers, installation of a basic telephone and Internet connectivity. Hence, central and state governments, TTD and Corporate
sectors should come forward for financial help towards the fulfilment of minimum requirement of the public libraries for better services to the public as well as boost up of tourist pilgrimage.

Hence, the TTD, Ministry of Tourism, Government of India, State governments and Department of Information and Public Relation may avail the existing facilities and services of the public libraries and enhance further through a small amount of budgetary provision towards the contribution of the above suggestive ways for booming of tourist pilgrimage. Policy makers, planners and information professionals may think towards the symbolic approach of the public library service and pilgrimage tourist information.

Hence, it is suggested that all the librarians should organize exhibitions and display information relating to pilgrimage.

TTD authorities should provide the required reading materials freely on pilgrimage information to libraries so that they can provide the required information to pilgrims.

Hence, the provision of tourist information to pilgrims should be one of the objectives of public libraries as follows:

- There should be some budgetary provision for the purchase of reading materials on pilgrimage. However, TTD may provide information on Sri Venkateswara Bhakti tatva, Hindu Dharma, temple history, importance of TTD and sevas and utsavams to the public.

- The libraries could get basic materials needed and other books. They may procure pamphlets and wallposters published by the TTD, APTDC, tours and travels agencies, State information and public relation department.

- They could also collect articles published in newspapers and magazines on TTD and tourism departments.

TTD, APTDC, State government, public libraries, information and public relation department and tourism information centres have to promote awareness of pilgrimage information among the pilgrims. Information professionals of TTD and
tourism information centres should update their knowledge with regard to pilgrimage information.

7.6.4.2. Tours and travel organizations

The investigator has observed and interviewed with the travel agents of Tirupati and found that a high percentage of them are not keeping TTD information sources for providing the required information.

Tours and travel organizations can play an important role in the provision of information on TTD. A small percentage of the pilgrims informed that travel agents are providing information on TTD local temples and tourist places. Hence, it is suggested that these travel agencies should acquire more information on TTD and the same may be provided to the pilgrims and general public freely.

7.6.4.3 TTD Information Centres

The survey indicates that majority of the villages and towns have no TTD information centres and tourism information centres facilities. The information centres are located in a few cities in respect of TTD and Central government. They are only 78 TTD and 20 Tourism information centres. They are located in different places in India. India is rural based society. The majority of the people reside in rural areas. Still the communication and information channels are poor in rural areas compared to urban areas. So, there is a need to revamp existing public libraries network to deliver all kinds of information to society. Mobile library services are to be provided in these villages where there are no library facilities.

7.7 Online Searching

Information centres are playing vital role in TTD development by providing information services to pilgrims and general public. At present, libraries and information centres have become centres of information dissemination with the help of computers. In this information age, users want information irrespective of their format, time and location. All the information centre managers informed that they are making use of online searching services on behalf of TTD management, state and central governments.
TTD authorities and the information centres should play an important role in providing TTD pilgrimage information required by the pilgrims. In this connection, it is suggested that each library and information centre has to be provided with a computer. All the information relating to TTD welfare schemes, *darshan* of Lord Venkateswara, sudarshan token (biometric) system, free food, transport, accommodation, *Sevas and Utsavams*, should be fed into computer and disseminated whenever, it is required by the pilgrims and general public. Nowadays modern facilities are available for the pilgrims regarding their accommodation, transport, *darshan* timing, *Sevas and Utsavams* etc., which made them easier to carry out of pilgrimage at sacred centres. As a result, hundreds of thousands pilgrims from all over India even from abroad are attracted to Tirumala and Tirupati to perform their pilgrimages and to enjoy the scenic beauties of both the places and *darshan* of Lord Venkateswara of both the places all along the year. Even pilgrims from distant places could be able to come easily on pilgrimage due to modern information Technology and advancements.

### 7.8 Suggestions for further Research

As the present research study is made on information needs of pilgrims visiting Tirumala Tirupati in Andhra Pradesh, the investigator feels that the studies of this type can be undertaken on the pilgrims of other pilgrimage centres of other districts of Andhra Pradesh. The studies of this type can also be undertaken on the information needs of pilgrims visiting the important pilgrim centres of other states of India to generalize the present findings.