CHAPTER - I

INTRODUCTION
Charisma is the quality of personality that sets an individual apart from ordinary men so that he is recognized as having otherworldly or at least uniquely exceptional powers and qualities. Charismatic qualities may be found in the leaders of such varied groups as priests, politicians, revolutionists, artists, and socialists.

A leader is said to have charisma not only because he has a calling to fulfill a mission, but also because there is spontaneous recognition on the part of his followers of his uncommon and unusual characteristics, abilities, and personality. This recognition, which is based on irrational feelings and emotions, seems to flow from a quality resembling divine grace in the leader.

The term 'charisma' has a wide range of applications, but it is never used to refer to a leader's cause or the end for which he strives. It has reference only to leadership qualities. For example, despite the dissimilarity in his political aims, Adolf Hitler and Franklin D. Roosevelt can both be classified as leaders who had a strong charisma.

Strong and charismatic leadership serves as the rudder of a ship. Of all other elements charismatic leadership counts much for the emergence and entrenchment of a political party. The functioning of the party depends to a large extent on the style of his leadership functioning. Leadership provides the motor—force to the party. It generates and activates the members for the accomplishment of the ideology and the goals of the party.

In sociological analysis, the term charisma has been used to characterize a certain type of authority. Max Weber, a German sociologist, suggested that there are three kinds of authorities. Two of these, the traditional and the rational, or legal, types, are more or less stable. The third, the charismatic authority, is transitory, unstable, and often a response to a revolutionary social situation. An example of this type of charismatic authority is Napoleon I of France.

Social crises arising out of rapidly changing beliefs, values, and modes of behavior or out of economic and political instability are particularly apt to produce
charismatic leaders. Such leadership, therefore, often carries with it the idea of mass excitement and collective fervor. It always challenges ordinary, established practices and generally results in radical societal changes.

The character of the charismatic authority tends to be undemocratic because the leader demands? Rather than seeks recognition. The leader does not necessarily represent his follower’s opinions or even their interests, although there is usually an elating unity between leader and followers. This relationship is precarious and the charismatic leader is likely to lose his authority if his mission fails.

Since charismatic authority is transitory and personal, problems of political continuity necessarily accompany such a phenomenon. It is difficult, for example, to find and justify a successor to such a leader and to maintain his charismatic fervor while ordinary, routine, and stable relations are being reestablished.

In the political and administrative context, a charismatic leader is one who has the capability to see that others do things, or not to do things, in the manner in which he wants them to do or not to do. As such, he has to play an important role in structuring the political and other relationships directing changes in the society. He brings with him his values prejudices, experiences and attitudes, which influence and mould the nature of politics. Charismatic leaders functions are many and varied and in which he has to exhibit his personality and character and some other qualities which distinguish him from the other members of the group of the party. He has to guide, goad, direct surprise, control, convince and carry his followers, with him. For this, then, he must be physically strong, mentally alert, morally upright, and socially affable, all these things will go a long way in exercising his authority with to legitimacy over others.

Charismatic leadership in an activity of influencing the peoples to accomplish the goals and ideals which the society finds desirable. The charismatic leadership of a person is determined in any social situation in which his ideas and action influence the thoughts and behaviour of others. No political system, whether traditional or modern democratic otherwise, can thrive without strong leaders.
In the realm of public affairs, particularly in politics and government, the electrifying and the magnetic power of a leader counts much. Many a great leader has glorified the government, and politics. In the long list of such leaders N.T.Rama Rao stands and transcends quite apart. His was singularly notable role. His style of politics was of no mean order. Though confirmed to regional politics, his outlook was national. His political regionalism did not run counter to the tenets of national unity and integration. In his career as a leader of a regional party, he had to tide over many difficulties and to face trials and tribulations, insults and insinuations. Unmindful of the difficulties and criticisms. N.T.Rama Rao could win the heart and the soul of the millions of the people. He emerged as a charismatic leader and remained so.

N.T.Rama Rao acquired leadership by dint of service, sacrifice hard work and by virtue of his charisma. In the process of his ascendency to power, his involvement with the Telugu Desam Party his scintillating celluloid role and his personal charisma stood behind him. Incidentally, all these stood him in good stead in founding his Telugu Desam Party and making it flourish.

Choice of the subject : A fair amount of research pertaining to State politics and leaders has been accomplished. A few studies on state politics exist, which incidentally refer to state leaders but not on charismatic personalities and their individual qualities and achievements. In the State of Andhra Pradesh one such charismatic personality is N.T.Rama Rao. Research pertaining to N.T. Rama Rao has been accomplished, this includes a work on N.T.Rama Rao’s charismatic life history and charismatic leadership in state politics and his achievements in a different perspective. Failure of Congress administration and the self respect of Telugu people was the sole cause for N.T.Rama Rao entry in Andhra Pradesh State politics.

Importance of the study

For nearly two decades after the formation of the State of Andhra Pradesh, the Congress Party remained dominant in State politics; it won all the elections held for the Parliament and Legislative Assembly in the State after 1957. Even when the ‘Congress system’ was breaking down elsewhere during the 1960’s and especially when the non Congress parties formed governments in several States in 1967, Andhra Pradesh remained the ‘citadel’ of the Congress party. Any threats that it encountered came from factions within the party, often taking their toll on the incumbent Chief
Ministers, without either posing a challenge to the Congress dominance in the State or the Central leadership. Its ‘retentive capacity’ proved to be very high, as the party was able to keep different factions and groups within the party fold, often by the intervention of the Central leadership. The period also witnessed a further decline in the strength of the Communists. Other parties failed to develop in a way that would constitute an alternative to the Congress, and as such remained at the periphery.

Unlike some other States, Andhra Pradesh did not have a supreme leader at the State level, in the sense of one, who could authoritatively take decisions in organizational and governmental matters and who enjoyed an overwhelming following among the general public. The stature of most of the leaders, who later played some role in the freedom struggle and politics, was on a comparable level. Between 1978 and 1982 the democratic principle of the election of the Chief Minister by the legislators was totally ignored. Appointing an observer to find out from the legislators their choice became a shallow democratic exercise.

The wayward functioning of the congress in the State and the Andhra’s anger over the way the Chief Minister, T. Anjaiah, was insulted in public by Rajiv Gandhi, who was then only the AICC Secretary General, at the Hyderabad airport changed the mood of the public which started looking for an alternative to the Congress. Nandamuri Taraka Rama Rao fulfilled that need by espousing the cause of aarukotla Andhrula atma gauravam (self respect of the Six Crore Andhra’s).

This increased dissatisfaction among the people towards the Congress style of functioning, its all-round decay and the inability of the national opposition parties, both liberal and communist, to present a viable political and electoral alternative to the Congress provided a fertile ground for N.T.Rama Rao to start a regional party in the State based on his cinema charisma.

N.T.Rama Rao has severed the Telugu people for the overall socio economic development of the state. He has not only played a pivotal role in introducing new and innovative programmes also ensured basic service to the edge common man suffering from dire daily requirements. The N.T.Rama Rao Telugu Desam Party government proclaimed policies were oriented to liberal industrial growth and pro peasant – agricultural development and it has made a good impact on the regional industrialist
class and majority peasantry along with innovative welfare schemes. Hence, N.T. Rama Rao's charismatic government stems from the following.

- N.T. Rama Rao's charisma mounted a blistering attack on the congress, its 'eunuch' leadership at the state level and the 'Puppet shows' constantly staged on the Andhra Political theatre.
- N.T. Rama Rao wanted to provide clean administration and elimination of corruption.
- To remove the meaningless and unrealistic restrictions on industrialists to attract capital from outside the state and encourage the enterprising industrialists within the state.
- To the peasantry he ensured remunerative prices for their agricultural produce and supply of electricity for agriculture at the remunerative prices.
- It proclaimed its belief in complete federalism and opposed the delegation of more powers to the States would weaken the Centre.

Methodology and review of literature:

The methodology adopted in writing out this is basically descriptive and analytical. For the chapters of Andhra Pradesh State profile, Congress era in the State and the life Sketch of N.T. Rama Rao, the researcher has adopted historical method. For the chapters on N.T. Rama Rao government, administration, policies and programmes oriented to liberal industrial growth and pro-peasant agricultural development, the researcher has adopted comparative and analytical methods. For the concluding chapter analytical methods is adopted.

The material was collected mainly from primary and secondary sources include Encyclopaedias of Americana, Britannica and Social Sciences, Gazetteers and administrative reports of Government of Andhra Pradesh; and personal opinions of industrialists, agriculturalists, youth, woman and the people of weaker sections. The secondary sources include books and articles in journals and dailies; and reports on the performance of N.T. Rama Rao government.

Definitions on leaders and theories of leadership are many. There is not even a single work exclusively which sought to examine those definitions and theories particularly pertaining to N.T. Rama Rao. Nextly Rama Rao in his unchequered and long celluloid career contributed a lot for the growth of the Telugu Desam. He made
use of the silver screen as a means of socio-political communication. This is also a desideration in the works reviewed. These two things are to be made good of from the academic and theoretical point of view. The limited number of books on N.T.Rama Rao available in the libraries are reviewed with useful interest. However, the researcher is very much oporetic in culling out the information from all possible sources.

Objectives of the study

Commensurating with what all stated so far, this study has the following objectives:

1. To examine and analyse the theories of charismatic leadership of Max weber and fit in N.T.Rama Rao in the suitable theories.
2. To study one or two charismatic leaders in state politics and their achievements.
3. To make indepth study of the profile of Andhra Pradesh.
4. To narrate the biography of N.T.Rama Rao
5. Critically to examine the role of N.T.Rama Rao in the films and his socio-political communication.
6. To evaluate the role of N.T.Rama Rao in the state politics and public affairs.
7. To delineate the work and achievement of Rama Rao as Chief Minister of Andhra Pradesh.
8. Conclusively to make an assessment of Rama Rao's performance particularly as an administrator.

Chapterisation: The thesis is designed to contain seven chapters, including this introductory chapter deals with the conceptual frame of charisma, the methodology, review of literature and objectives of the study.

The Second Chapter focuses on two cinema charismatic leaders in Tamil Nadu state politics, Viz M.G.Ramachandran and Jayalalitha. It was M.G.Ramachandran the first cinema star to become state leader in politics in the Indian Union. He became the guiding factor to N.T.Rama Rao. M.G.Ramachadran was a mixer of political party and cinema. He worked for the party growth (Dravidian movement) under the able
guidelines of Anna Durai, who can be called as his ‘Political Master’. M.G.Ramachandran worked for the Dravida Munnetra Kalagam party and never wished for any political power. When the Chief Minister Karunanidhi government became corrupt and tried to curtail M.G.Ramachandran’s role in the party, M.G.Ramachandran came out and started Anna Dravida Munnetra Kalagam political party adding the name of his political master to the party’s name. At this juncture M.G.Ramachandran turned his attention for political power to fulfill his master’s ideals. Thus Ramachandran became a Charismatic political leader.

N.T.Rama Rao also never thought to enter in politics and to become a political leader. As an artist he spent three and a half decades in cinemas improving his talents and pleasing audience in different roles. He worshiped the art of action and continued to be. But the two instances influenced him and provoked him to enter in politics. Firstly, Rama Rao was very much moved when his youngest Son-in-law N. Chandrababu Naidu was suspendent by the Chief Minister T. Anjaiah from the cabinet, for his involvement against to his opinion in electing the Chairman for the Chittoor District Zilla Parishat. To reinstate Chandra Babu Naidu in the cabinet Rama Rao approached, his Hindi counter part and close friend Amitab Bachan who happened to be the class mate of Rajiv Gandhi.

Secondly Rama Rao on attaining 60 years of age wanted to serve the Telugu people, who patronised him with position, wealth and honour. At the same time the congress government became corrupt and the Chief Minister’s were nominated by Delhi Darbar, thereby herting the dignity of Telugu people. At this moment Rama Rao decided to enter in politics to extend clean government to his beloved Telugu people and to safeguard the self dignity of Telugu’s. Thus these two artists (M.G.Ramachandran and N.T.Rama Rao) became charismatic political leaders by dint of circumstances and to the maximum they have fulfilled their aims.

The Third Chapter is a profile of Andhra Pradesh, which covers a brief note how the state of Andhra Pradesh was formed. The narration starts with formation of linguistic states in India. The movement for Andhra Pradesh state formation started before India’s independence. In 1903-1904 the them renowned leaders like J. Gurunatham, Challa Seshagiri Rao, Gollapudi Seetharama Sastry and Unnava Lakshmi Narayana formed a Young Men Literary Association, demanding
independent identity and state to Telugu speaking people known as Andhra’s. Subsequently Andhra Maha Sabha’s were organized at Vijayawada (1914), Visakhapatnam (1915) and Kakinada (1915) Nellore (1917) after holding detailed discussions in these sabhas it was decided to represent to Montek on December 17, 1917 about the necessity of forming separate state for Telugu speaking people. But all the representations and other delegations in the matter of separate State for Andhras with the British rulers since 1918 that went in vains. Temporarily the movement was post poned when the Second World War broke in 1939. After the war when the country was liberated in 1947 the Andhra movement leaders and members wished that their long cherished goal for separate state would be fulfilled with Jawaharlal Nehru as the Prime Minister of India. Later, Nehru during his visit to Visakhapatnam stated that a commission was in the offering to examine the possibilities of linguistic states.

The government handed the responsibility to examine the relevancy of language in the formation of the states to Dhar Commission on June 17, 1948. The Dhar commission submitted its recommendations on 10th December, 1948 furnishing its findings to be not in favour of forming new the linguistic states keeping in view the country’s integrity and general long term development. The Dhar commission recommendations against the formation of linguistic states created heavy tremors in the country including in the Telugu speaking regions. Immediately the National Congress Committee formed a new committee with Jawaharlal Nehru, Vallabhai Patel and Pathabhi Seetharamaiah. This committee was called JVP committee with the first letters of the members. The committee in April 1949, in its report said that if the Telugu speaking people forgone the Madras city there can be a possibility to form Andhra Pradesh.

Doubts stormed in the minds of the Telugu speaking people whether the state would take shape or not. Hence, Swamy Seetha Ram followed Gandhian policy of satyagraha on August 15, 1951. Acharya Venobha Bhave took initiative and convinced Swamy Seetha Ram to withdraw from fasting. Potti Sri Ramulu, the strong leader for separate Telugu State took to indefinite fasting from October 19, 1952. But on December 15, 1952 Potti Sri Ramulu went to no return spheres in the fasting camp. On December 19, 1952 the Prime Minister Jawaharlal Nehru presented the proposal to form Andhra Pradesh. Nehru inaugurated the State on October 1, 1953. The
Congress party formed Ministry with Tangurutti Prakasam as Chief Minister, Sanjiva Reddy as deputy Chief Minister and Trivedi as the Governor.

During the years 1946 to 1948, Telugu speaking people were concerned about the developments in the state of Hyderabad. Mir Osman A.H. Khan, the last Nizam, was anxious to become independent, resisting Indian Government's efforts to merge Hyderabad state into the Indian Union. Government of India launched 'police action' code named 'Operation Polo' on September 13, 1948 against Nizam. Nizam forces surrounded within five days on September 18, 1948 and the merger of Hyderabad state into the Indian Union announced formally.

The Congress high command, people of Hyderabad and Communists were stirring towards a united Andhra Pradesh. On February 20, 1956 a meeting was convened with the leaders from Andhra and Telangana to discuss on the subject mergence of Telangana in Andhra. The detailed and indepth discussion a consensus was reached upon by the leaders of the two regions to shape the state as united Andhra Pradesh (Big people agreement). Ultimately the State of Andhra Pradesh emerged by merging all the districts of coastal Andhra, Rayalaseema and Telangana on November 1, 1956. Thus the state of Andhra Pradesh was formed. The Congress party ruled the state for 26 years. Due to the corrupt governing and frequent change of Chief Ministers by the High Command the Telugu people disgusted and voted to Rama Rao who promised to safeguard self respect of Telugu people and to provide good governance.

The Fourth Chapter is on the era of Congress rule in the State. Since 1957 after the formation of the state the Congress party, won all the elections held for the Parliament and Legislative Assembly. When the non-congress parties formed governments in the country in several states in 1967, Andhra Pradesh remained the citadel of the Congress party. Any threats that Congress party encountered came factions from within, often taking the toll of incumbent Chief Ministers, without posing any challenge to the Congress dominance in the State. Its retentive capacity proved to be very high, as the party was able to retain different factions and groups in the party fold, often by the intervention of the central leadership. Other parties in the State could not develop in a way to constitute an alternative to the Congress.
The Congress party acquired an image of a progression one trying to restructure the society on socialistic lines, without destroying the private enterprise and individual liberties. In the state by the introduction of the three tiered Panchayati Raj System, Grama Panchayats, Panchayati Samities and Zilla parishad in 1959 further strengthened the Congress hold in the rural areas. The impact of reservations in education, employment and politics began to be slowly felt. Like in other states, Andhra Pradesh did not hold a supreme leader at the State level, who could authoritatively take decisions in organizational and governmental matters and none could enjoy an overwhelming following in the general public. This lead to multiple power centres within the Congress party. There was division in the state on choosing successive Chief Ministers.

Between 1969 and 1973, the state witnessed two massive and violent agitations one after the other, with a demand for separate statehood, first in Telengana and then in Andhra region. Leadership for both the separatist agitations come from the dissident factions of the Congress. The two regional movements had demonstrated the strength of regional identities in State polities. The brewing discontent in Andhra was the Supreme Court judgement on October 3, 1972 upholding Mulki Rules as legally valid while it was welcomed in Telangana Region, students in Andhra reacted swiftly to the judgement by organizing meetings and strikes with a demand to scrap the Mulki Rules if the integrity of the state should be preserved. There were a series of meetings between the Prime Minister and the leaders from Andhra and Telangana. A new formula was worked out rendering the continuence of Mulki Rules unnecessary. P.V. Narasimha Rao resigned as part of the package as Mrs. Indira Gandhi choose J. Vengal Rao as Chief-Minister. The two regional movements had demonstrated the strength of the regional identities in state politics.

The Congress party heavily lost in the crucial Lok Sabha elections held after the end of emergency period in March 1977 in most of the States, but the party stood its ground in Andhra Pradesh by winning 41 out of 42 seats. The defeat of the Congress party in the Lok Sabha elections in the country lead some senior Congress leaders in the state to believe that it was a sinking ship. When Mrs. Gandhi split the party in 1978 and declared it as the real Indian National Congress under her Presidentship there was a split in the State Congress also majority of the senior
leaders of the party chose to remain with the official congress lead by Bramhananda Reddy. The APCC leadership also rejected Mrs. Gandhi’s new Congress party. But Chenna Reddy was one prominent leader who played an important role in the formation of Indira Congress in Andhra Pradesh. Within a month of the formation of the new Congress party, elections were held to the Andhra Pradesh Legislative Assembly in February 1978. A good number of fresh candidates could enter the contest as there was a dearth of candidates for Congress (I). The Congress won with an absolute majority of 175 seats in the elections, while the Janatha party got 60 and the congress @ 30. Chenna Reddy was made the Chief Minister of Andhra Pradesh. However, the Congress victory in the mid-term elections in 1980 to Parliament changed the equation between the high command and the leader of the Congress Legislative Party in the state.

Andhra Pradesh had the distinction of having four Chief Ministers during the tenure of the same legislature (1978-82). Congress governments were pulled down in the State not by the opposition party’s but by their own party men with the blessings of the party’s central leadership. The preoccupation of the state leaders in the game of changing the Chief Ministers and party leaders made them insensitive to the problems of the people. It was not easy to keep the balance between factions in and out of power, with many leaders aspiring for coveted posts. Scant respect for political values, erosion of inner party democracy, destruction of local leadership with some amount of self respect and extreme cynicism in party politics, all combined to widen the gap between the Congress and people. The State began to skip away from Congress rule. More than the policies of the government, the disgusting factional politics and farcical developments in the party were primarily responsible for the defeat of the Congress in Andhra Pradesh in 1983. In addition to this, this chapter covers the corrupt rule of Congress the State leaders, how many Chief Ministers are replaced and the circumstances of change are in detail covered. It is also covered how Rama Rao utilised these aspects in his election campaign and captured power in the State.

The Fifth Chapter is a brief description of Rama Rao’s early life covering the aspects of education, employment and cinema career. The early life of Rama Rao upto employment carries no significance; it was an ordinary like any others. The cinema
career is a different one, wherein his achievements lay, also in this period he acquired charisma in turn became a charismatic leader after his entry into politics of the State.

Rama Rao was born on May 28, 1923 at Nimmakur Village in the Gudivada taluk or Krishna District. He was adopted by his uncle and aunt when they were childless. Note worthy aspect was, Rama Rao becoming a charismatic leader, and ruler was revealed by a tribal fore teller when he glanced the boy in a village festival. He has his formal school education at his village from his teacher Valluru Subba Rao. As there was no school in the village this teacher conducted classes for the village boys. The teacher used to come to Nimmakuru from a village five kilo meters away. This teacher had taught to the Nandamuri family for two generation. Rama Rao also later declared that the knowledge in Telugu he possessed was the credit of that teacher Subba Rao.

In 1933 Rama Rao after completing primary education at his village, he was shifted to Vijayawada and admitted him in the Municipal School. For his education his uncle set up home at Vijayawada. In 1940 Rama Rao passed matriculation examination and for intermediate studies he joined in S.R.R. College, Vijayawada. When his uncle became old went back to village, the parents of Rama Rao has come down to vijayawada to look after their son.

Rama Rao’s Telugu teacher was Viswanatha Satyanarayana, a well known Telugu writer, who introduced Rama Rao to the drama stage with a woman heroin role for the college anniversary celebrations. This play made Rama Rao to take to the stage as a serious hobby and through his friends he formed a drama troop called the National Art Theatre. Whenever to raise money for a good cause, they could stage a play and raise the money by charging one rupee per ticket. During this period Rama Rao met Jaggaiah at the Andhra Christian College and staged plays till 1947.

The famous Telugu film director C. Pullaiah heard about Rama Rao’s acting abilities and came down from Madras with offer of a role in the film Keelu Gurram. Rama Rao declined the offer as he did not want to disturb his studies. Rama Rao after completion of his degree in 1947 tried for all kinds of jobs. Later he passed in the Madras Service Commission examination and was selected as Sub Registrar. It became a brief period as he worked only for three weeks and refrained from the job.
since he got prospects in film industry. Of the 30 films in which he acted upto Maya Bazar, as many as twenty films had celebrated 100 days run in 169 theatres, nine films ran for 25 weeks each in thirty halls and for 50 weeks each in thirty halls and for 50 weeks in one theatre. It was only in films in which he played godly roles was primarily successful. He was remembered most for playing the roles of Rama, Krishna and Lord Venkateswara. His positive interpretation of the traditionally negative characters like Ravana, Duryodhana and Karna also won him critical acclaim. Lavakusa made history in the Telugu film industry by becoming the first film to celebrate diamond jubilee. It is not just in goodly roles that Rama Rao captured the hearts and imagination of his audience, also played all important emperors and kings in Indian history like; Chandragupta, Akbar, Krishnadeva Raya, Dushyanta, Harischandra, Bhatti Vikramarka. Success did not come over night, he worked hard for each role he played with great care. Thus Rama Rao lived in the harts of the audience for nearly three decades.

The Sixth Chapter deals with the political career of Rama Rao. Rama Rao in the beginning of his life hater of politics and politicians and this was the reason for his getting limited awards for the great contribution to cinema industry he paid. He even never thought or dreamt about his entry into politics. But many reasons cited for his entry into policies. Firstly once his son is law Chandrababu Naidu was suspended by the then Chief Minister T. Anjaiah in connection to Chittoor Zilla Parishat chairman election. Rama Rao triedout his efforts to rejoin his son-in-law into the Cabinet of Ministers. He had succeeded in doing so with the help of his friend Amitabh Bachan, who had close links with the Rajiv Gandhi family at the Center. Chandrababu Naidu was again called back to the Cabinet. With this episode Rama Rao realized how dirty the politics in Andhra Pradesh under the rule of Congress was. A question raised some where within his heart. Why not he himself take up the initiative to change the politics.

Secondly, while promoting a new film, he was asked a question by a person in the audience, Ayya, memu mimmalni devudulaga adarinchamu, kani meru maku emi chesaru (meaning Sir, we have treated you like a god but what have you done for us?). He was so moved by this that he wished to enter in politics for the cause of the people. Thirdly, in a shooting for the movie 'Sardar Paparayudu' at Ooty one
journalist said to Rama Rao, "Sir in another Six onths you will be sixty years of age and in view of that will you be taking any major and important decision". Rama Rao thought for a while and replaid to the journalist, "The Telugu speaking people have been showering so much endearing me to their hearts they have been showing so much love on me. They have been seeing the movies in which I acted and they have made a wealthy man. They brought me honour and fame. I am greatly indebted to the Telugu speaking people. Now it is my duty to pay off the debt, which I owe to the people. From my next birthday onwards I would like to spend fifteen days of a month in the service of the people". All the magazines of the silver screen published the exciting news except a political newspaper from Nellore announced that Rama Rao was starting a new political party.

The political situation in the state was bad, there was frequent change of Chief Ministers in the State at the cost of Telugus self respect by the Congress high command. Four Chief Ministers were changed in a span of five years. The people were disgusted and disappointed with the Congress rule. Therefore, Rama Rao formed the Telugu Desam Party (TDP) on 29 March 1982. He toured the entire state on his Chaitanya Ratham to meet all class of people to extend their support for his noble cause of good governance. True to his charisma he won the elections with a landslide majority and became the Chief Minister of Andhra Pradesh.

Among the most significant changes he made during his rule was; to abolish Legislative Council of Andhra Pradesh citing the reason that it was non-performing body; introduced administrative reforms that strengthened local governance; introduced management reforms that held corrupt government offices accountable to elected representatives; introduced the educational reforms in the State where he overhauled the entire States education syllabus for schools; founded Medical University at Vijayawada; reformed the administration of Tirupati and converted into a modern tourist attraction; did away with the feudal munusab and karnam system to empower the elected leaders of the local government; built a largest bus station in Asia; introduced entrance examination to professional courses and opened up priest positions in temples to non-inherited candidates; commissioned the largest Budha statue in the world; adorned tank bund with the statues of great Telugu writers, saints
and patriots creating a sense of heritage; guaranteed one light bulb per household to give educational opportunities to the rural lowest economic class.

Rama Rao introduced the concept of strong States with strong Centre. The long held belief that strong States imply a weak and collapsing country is no more a political dogma that governs Centre State relations in India. He amended the Hindu inheritance laws to give Women equal inheritance rights. Andhra Pradesh was one of the largest producers of rice in the world, its rural agricultural labour often went to bed hungry due to a food distribution system that was centrally controlled and often corrupt and inefficient. So he introduced the first social net programme in India with Rs. 2 kg rice scheme to families with monthly income of Rs. 500. He also introduced free food for primary school children in government schools that encouraged the single biggest drop in child labour and increased enrolment in the primary schools.

Though Rama Rao lost the 1989 elections, he shot to fame at the national level and was capable of uniting many regional parties. He formed the National Front with parties like Janata Dal, Bharatiya Janata Party, CPI and CPM as an alternative to the Congress. Rama Rao stormed back to power in 1994, when he promised he would reoffer rice at Rs. 2 per kilo and to make Andhra Pradesh an alcohol-free State. True to his word he kept his promise and burdened the state exchanger. But his governing cabinet and his family suffered from unconstitutional interference in affairs by his second wife. In 1995 his son-in-law Chandrababu Naidu, overthrew Rama Rao’s government by gathering a majority of the M.L.A.’s. The overwhelming consensus against his party led the election commission to recognize a breakway faction under the party original name. Rama Rao the founder of the party had to rename as ‘NTR-TDP’. He owed to go to the people, seeking a fresh mandate after this humiliation he died of heart attack.

The Seventh Chapter is a concluding chapter dealing with charisma, charismatic leaders in the state and an analysis of their contribution. Attention is also focused on N.T. Rama Rao’s charisma, his techniques of winning the elections, analysing the programmes and schemes that he has introduced in the state and comparing to that of Congress schemes and other states leaders programmes. The last para is an estimate of Rama Rao.
REFERENCES


3. Ibid, P.76


5. Ibid., P.68.