CHAPTER - III

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3.1 INTRODUCTION

"In the context of development when new activities or functions are proposed, the location of such functions becomes extremely important. An appropriate location of a new function may start a chain reaction of development with far reaching effects. An understanding of functional inter-relationships in space, therefore, goes a long way towards the development of an area. This is the idea behind the concept of Integrated Area Development"

- L.K.Sen

Tirupati is a famous Temple City throughout the world. It occupied the first position in terms of visiting pilgrims in India. It is situated in the North longitude of 13° - 38° and East longitude of 79° -25° and at a height of 500 ft. above the sea level. It lies at the foot of Tirumala mountain range is the Eastern Ghats. The town is in Chittoor District of Andhra Pradesh. The importance of Tirupati due to the abode of Lord Venkateswara situated on seven hills of Tirumala, which is a sacred place known as Tirumala. It is located 18 Kms from Tirupati. On the way of Tirumala the pilgrims have to reach Tirupati

3.2 ORIGIN OF TIRUPATI TOWN

Tirupati Township owes its origin to the great Vishnava preceptor Sri Ramanujacharya (1017 -1137). His association with Tiruapti is very intimate. He first visited Tirumala to study Ramayana under his uncle Tirumala Nambi and stayed for about a year. He visited Tirumala for the second time when a dispute arose regarding the precise sectarian character of the temple namely whether it is a saivaites or vaishavaite shrine. The local ruler Gatti
Deva Yadavaraya with his headquarters at Narayanavanam about 50km s from Tirumala decided to resolve the issue once and for all after conducting a through enquiry. It was for this occasion that Ramanujacharya come all the way from Srirangam to Tirumala and proved to the satisfaction of all those present that Tirumala was a vaishnava shrine. After establishing this fact he stayed about a year at Tirumala to organize the rituals of worship according to Vaikanasaagama even to this day these rituals are followed to the last letter.

Tirumala shrine being located on the summit of the hill posed some difficulties to the pilgrims who wanted to half for a day for rest and partake of food before having the 'Darshan' of the lord. So Ramanuja felt the need to have a small township for this purpose at the foot of the Tirumala hill. The opportunity for establishing the township came very soon.

Kulottanga Chola I a fanatic saivaite King who could not tolerate Vaishnavism wanted to throw the processional image of Sri Govindaraja (Vishnu) of Chidambaram in to the sea. Ramanuja got procession of this idol and decided to install it at the foot of the Tirumala hills as it would appeal to the spiritual sentiments of vaishnava pilgrims going to Tirumala. The local ruler Yadava Raja, on his advice agreed to build a shrine for Govinda Raja near the foot of the Tirumala hills. An agraharam for the Brahmin priests and township for others associated with the temple was also built. Thus Tirupati owes its origin to Ramanujacharya. He also laid the plan for the township. The idol of Sri Govindaraya was installed in the temple by Rananujacharya on February 24, 1130. The Gopuram (tower) of the temple which is 160 ft. high and regarded as the tallest in Andhra Pradesh was constructed in 1628 as the gift of Matla Kumara Anantaraya of the Deve Choda family.
The township begins to attract the settlers. The Sannidhi street i.e. the street opposite the ‘sanctum sanctorium’ became the residence of the archakas or priests of the temple. The four mada streets or the main streets as the four sides of the temple were filled by the people associated with the worship of the deity like flower vendors, fruit merchants and staff required for the upkeep of the temple. The township was further expanded during the rule of the Vijayanagara Kings (1336 -1680) who were patrons of vaishnavism.

In the eighteenth century, the region around Tirupati was coveted by different South Indian rulers like the Nawabs of Karnatic, the rulers of Mysore, Hyderabad since the Tirumala temple even in those days derived considerable income from the offerings made by the numerous devotees. The Nawabs of Karnatic received nearly two lakh rupees a year from the temple. They assigned this income to the East India Company in return for the military assistance from it. In 1802 the area comprising the present Chittoor district and other places came under the control of the East India Company from the Nawab of Karnatic.

3.3 ETYMOLOGY

The word Tirupati means the Lord of Lakshmi and the word Tirumalai means Mountain of highness in Tamil. Tirumalai is called as Tirumala in Telugu. Tirumagal means Lakshmi, Pathi means husband or king, and Malai means hill. Another version of etymology goes like this. The word Thiru Venkatachalapathy is formed of few sub-words Thiru Vel irrukkum eedum or Thiruvenkadam and thalapathy. In other words, the place of the
lord holding the sacred vel. Within Vaishnava tradition the temple is considered as one of the 108 most sacred temples throughout India, collectively known as 'Tirupathis'. Since Tirumalai and Tirupathi have been passed from the Tamil-majority Madras State to the majority-Telugu Andhra State, Tirumalai is now officially known as Tirumala.

3.4 GROWTH OF TIRUPATI

Though Ramanuja named the settlement as Tirupati, it was popularly known as Ramanuja Puram. Two new hamlets known as Achyutaraya Puram and Srinivasa Puram sprang up on the Northeast and west of the temple respectively during the rule of Vijayanagara kings. As the pilgrim traffic increased a main bazaar and known as Gandhi Road, was formed. The Tirupati village and the two hamlets Achyutraraya Puram and Srinivsa Puram soon merged into a fairly big township. Gradually other shrines like Sri Rama temple, Kapileswara temple and Narasimha temple came into existence.

3.5 TOWN SIZE

Tirupati is a new city declared for the first time in 1981 and is the nearest city for 11 towns in the state. One town each belonging to class I (Nellore) and Class II (Mandanpalle) are at distance of above 100 kms from Tirupati city. Two class III towns (Sullurpet and Venkatagiri) are in the distance range of 50 -100 Kms from Tirupati city. Srikalahasti a class II town and Nagiri, Pakala, and Puttur of class IV category are in the range of 40 Kms distance from Tirupati. One town each belonging to class III (Tirumala) and class IV (Renigunta) are at a distance of 11-25 Kms.
3.6 ESTABLISHMENT OF TIRUPATI MUNICIPALITY

The most important among the administrative institutions so far as the town is concerned, is the city municipality. One of the reasons for the formation of Tirupati municipality was the desire of the Government to improve the sanitation of the place and to provide basic health facilities to the pilgrims.

Tirupati was constituted into a third grade municipality by the Government of Madras on 1st April 1886, even though its population was less than 10,000. It was the biggest town in Chittoor district in 1901 though it was a class V town. It was upgrade into class III town in 1911. Later on it was upgraded into second grade during 1962 and into first grade during 1970. Again it was upgraded into special grade during 1978. In 1981, it become class I city, Tirupati was constituted into a municipality as on 1st April 1986. This is the only municipality in the district which completed 100 years of service by 1986.

The Jurisdiction of the municipality is confined to the urban limits to Triupati covering a geographical area of 16.21 sq. Kms.

The municipality is looking after the construction, taxation, execution of productive and non-productive works of the municipality, repair of roads within the municipal limits, lighting, sanitation, public health, primary and secondary education slum clearance town planning, water supply for the entire city, apart from the municipal administration.

Tirupati has been a city for many years although recognized as a Major Municipal Corporation (MCT) in the year 2007. It is the sixth largest city (5 lakh population and 56 sq.km area) in the state of Andhra Pradesh.
3.7 TIRUPATI URBAN DEVELOPMENT AUTHORITY (TUDA)

In order to solve the problem of urbanisation of Tirupati town. The Govt. of A.P. has constituted the TUDA in 1982. The areas covered by Tirupati Municipality and the panchayats of Renigunta, Chandragiri and other near by villages and brought under the purview of TUDA, with the hope that it will solve the two important problem of Tirupati, viz., housing and water supply. The Tirupati Urban Development Authority further expanded its Horizon to about 400 sq.km with a total population of about 8 lakhs.

3.8 DEVELOPMENT OF TRANSPORT

Tirupati is well connected with other parts of the country by rail, air and road. In 1887 a meter railway line connecting Tirupati, with Gudur as the main line of Madras towards North was laid. Further the line was extended towards the west to Pakala to provide access to the Southern districts. Direct trains to Delhi, Bombay, Bangalore, Trivandram and Guwahati are available from Renigunta junction of South Central Railway which barely 10 Kms from Tirupati on Madras - Bombay broad gauge line.

Tirupati is connected by air with Hyderabad, Vijayawada, Madras; Bangalore and Mysore. Indian Airlines, Deccan Airlines, Vayudoot and other private airlines services operate daily flights to these places.

Tirupati is also well connected by road with all the major towns and cities of South India. Regular bus services to Tirupati in the radius of 700 Kms are operated daily by Andhra Pradesh Road Transport Corporation and others.
The second factor that helped the accelerated growth of the town was the improved mean of transport by both rail and road. In 1969, Tirupati was linked with the broad gauge network of the railways when the meter gauge rail route from Tirupati to Renigunta version involved in short distance of 10 Kms only, yet it gave an immense boost for the influx of pilgrims from the rich coastal areas of Andhra Pradesh as the irritating delays due to transshipment at Gudur and Renigunta were removed. Similarly pilgrims from Hyderabad and Telangana region are able to come to Tirupati in large numbers as the town is connected with Hyderabad by the express trains.

3.9. TEMPERATURE

Tirupati City has Temperature observatory Centre at Regional Science Centre, according to their observatory can be taken as representative of the temperature condition in Tirupati City. Daily maximum temperature is 26.3 C (77.5 F) minimum is 15.4 C (59.7 F) in November to December at the summer season in May - June the temperature is high, daily maximum temperature is 38.70 C (107.2 F) minimum is 28.90 C (904 F)

3.10. HUMIDITY

Tirupati City has observed of humidity the range between 65 - 80 per cent in the morning and about 65 - 70 per cent in the afternoon's during the period from July to December, in the period from February to May the relative humidity's in the after noon's are between 30 - 40 per cent on an average it indicates humidity it lower in summer.
3.11. RAINFALL

Tirupati have good network of rain gauge station having data for periods ranging from 2000 - 01 to 2004 - 05. Tirupati has the benefit of having rainfall during both South - West and North - West monsoon. The average annual rainfalls in Tirupati City see below the table.

<table>
<thead>
<tr>
<th>Year</th>
<th>Rainfall (in mms)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000-01</td>
<td>773.1 mm</td>
</tr>
<tr>
<td>2001-02</td>
<td>990.3 mm</td>
</tr>
<tr>
<td>2002-03</td>
<td>1041.5 mm</td>
</tr>
<tr>
<td>2003-04</td>
<td>1227.8 mm</td>
</tr>
<tr>
<td>2004-05</td>
<td>830.9 mm</td>
</tr>
</tbody>
</table>

Source: Handbook of Statistics, Chittoor, (Dist.)

Generally, the rainfall during the monsoon period from June to September constitutes only about 44 per cent of the annual normal rainfall during May, thwarted is little amount of rainfall and it is mostly in the forms of as 35 per cent of the annual rainfall is received. The period from August to November is the chief rainy season in the city.

3.12. EDUCATIONAL INSTITUTIONS

Many factors are responsible for the accelerated growth of the town since 1951. The chief among them is the establishment of Sri Venkateswara University in 1954. Prior to the establishment of the University there were only two Degree Colleges in the town run
by the Tirumala Tirupati Devasthanams (TTD). After the establishment of the University many professional Colleges like Engineering, Medicine, Agricultural and Veterinary Science Colleges were located in Tirupati to cater to the needs of the Rayalaseema region of Andhra Pradesh consisting of the districts of Anantapur, Kurnool, Kadapa, Chittor and also Nellore. During the years 1961-1985, other educational institutions like Polytechnic for Men and Women, College of Dance and Music, School for Deaf and Dumb students, Kendriya Sankrit Vidyapeeta (Deemed University), Sri Venkateswara Institute of Medial Sciences (SVIMS), Central School (Kendirya Vidyalaya) and a University for women, Sri Padmavathi Women’s University were established.

The establishment of these educational institutions resulted in a great influx of students from the neighbouring districts. This in turn gave impetus to the establishment of a number of shops and hotels to cater to the needs of the students.

Tirupati which was once famous only as a pilgrimage center on account of the location of the temple of Sri Venkateswara Swami at Tirumala Hills, later on became an important center for higher learning as well as a result of the establishment of Sri Venkateswara University

Prior to the establishment of the Sri Venkateswara University in 1954, there were only three Colleges in Tirupati. However, the number increased to 8 by the years 1960 to 9 by 1970, to 10 by 1980 and to 19 by 1988. After the establishment of Sri Venkateswara University a large no of technical and special institutions have sprung up in Tirupati since 1954. In Tirupati, there are 12 Technical and Industrial training institutions up to 1988, and a number of tutorial Colleges.
Prior to 1955, there were only three high schools in Tirupati with the large increase in the population of Tiruapti after 1954. The demand for schools also increase correspondingly, as a result of which many upper primary schools were upgrade and several new schools were also started. Between 1970 and 1988, they increased to 8 to 12.

Table – 3.2

Educational Institutions in Tirupati Town

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Educational Institutions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Universities</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. S.V.U. in 1954</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. S.P.W.U. in 1983</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. Sanskrit Deemed University</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. SVIMS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. Sri Venkateswara Veterinary University,</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Degree Colleges (Men)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. S.V. Arts College, 1945</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>2. S.G.S. Arts College, 1969</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Sri Padmavathi Women's College, 1952</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>Junior Colleges</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. S.V. Junior College, 1972</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>2. S.G.S. Arts College, 1993</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. Sri Padmavathi Junior College</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Sri Venkateswara Oriental College, 1884</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>S.V.U. College of Engineering, 1959</td>
<td>1</td>
</tr>
<tr>
<td>7</td>
<td>S.V. Medical College, 1960</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>S.V. College of Music and Dance, 1960</td>
<td>1</td>
</tr>
<tr>
<td>9</td>
<td>Andhra Pradesh Agricultural College, 1961</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>Ayurvedic College, 1982</td>
<td>1</td>
</tr>
<tr>
<td>11</td>
<td>Technical and Industrial Training Institutions</td>
<td>12</td>
</tr>
<tr>
<td>12</td>
<td>High Schools</td>
<td>12</td>
</tr>
</tbody>
</table>

Source: Compiled from the records maintained by each institution.
3.13 INDUSTRIALIZATION

After 1971, another factor, viz., rapid industrialization in and around the town enabled Tirupati to develop at a galloping rate of 75 per cent. Tirupati being located in the drought and famine stricken Rayalaseema region was declared industrially backward and the Govt. provided many incentives to the entrepreneurs to establish industries. As a result many small scale and medium sized industries were established. The location of the carriage repair workshop by the South Central Railway at Renigunta near Tirupati in 1979 acted as a catalyst for the establishment of ancillary industries. Thus the skyline of Tirupati is fast changing and assuming the character of a crowded industrial town like Visakapatnam, Tirupati is no longer a small sleepy pilgrim centre.

3.14. GROWTH AND TRENDS OF URBANIZATION

Urban growth of population is not only higher at country level, but also in Andhra Pradesh and Chittoor District particularly in Tirupati town. Tirupati town is noted for its urban growth since 1960’s (and also due to natural growth rate of population). This part analysis urbanization growth pattern of Tirupati.

Tirupati is one of the biggest towns of Rayalaseema and it is also the biggest of all 13 towns in Chittoor district. As per 2001 census figures, the population of Tirupati reached to 2,27,657\(^{70}\) occupying the 14\(^{th}\) place in Andhra Pradesh. A unique feature of Tirupati that it was being treated as a town right from the very first census taken in 1871 - 72. Starting with a total population of 15,485 at the beginning of the century, the town reached 2.30 lakh population, achieving more than twelve fold increase in 10 decades, since 1901 retaining its position brought the 100 years period.
3.15. POPULATION GROWTH

The population of Tirupati town as in the case of the rest of the country shown as increasing trend. The table below illustrates the steep increase in population of Tirupati town between 1901 to 2001.

Table - 3.3
Population Growth in Tirupati Town

<table>
<thead>
<tr>
<th>Year</th>
<th>Total population</th>
<th>Decadal variation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1901</td>
<td>15,485</td>
<td>--</td>
</tr>
<tr>
<td>1911</td>
<td>16,701</td>
<td>1,216</td>
</tr>
<tr>
<td>1921</td>
<td>17,434</td>
<td>733</td>
</tr>
<tr>
<td>1931</td>
<td>19,138</td>
<td>1,704</td>
</tr>
<tr>
<td>1941</td>
<td>20,143</td>
<td>1,005</td>
</tr>
<tr>
<td>1951</td>
<td>25,207</td>
<td>5,064</td>
</tr>
<tr>
<td>1961</td>
<td>35,845</td>
<td>10,638</td>
</tr>
<tr>
<td>1971</td>
<td>65,843</td>
<td>29,998</td>
</tr>
<tr>
<td>1981</td>
<td>1,15,244</td>
<td>49,401</td>
</tr>
<tr>
<td>1991</td>
<td>1,88,540</td>
<td>73,296</td>
</tr>
<tr>
<td>2001</td>
<td>2,27,657</td>
<td>39,117</td>
</tr>
</tbody>
</table>

Sources:1. Census of India, 1981, series -1, India part II(a), General population, Totals, Andhra Pradesh, Hyderabad.

The above table-3.3 reveals that the population of Tirupati has been increasing from 1901 onwards. However, the increase has not been significant and these had been fluctuations in the decadal variations of the population increase was sudden which was in 1941 - 51. This sudden spurt in population can be ascribed to the
effects of increasing developmental and welfare activities undertaken by the Tirumala - Tirupati Devasthanam (TTD) in Tirupati.

3.16. LITERACY RATES

Urban areas are usually characterised by a high rate of literacy than the rural areas due to better infrastructure facilities. Tirupati occupies a significant place in literacy level. In case of males and females, the literacy among males is higher than the females, but the increase in females after 1981 is greater than the males and this may be due to the awareness of the people to educate female children also for various reasons. The literacy rate of population in Tirupati is shown in the given table

Table - 3.4
Literate population in Tirupati Town

<table>
<thead>
<tr>
<th>Census year</th>
<th>Literate population</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Males</td>
<td>Females</td>
</tr>
<tr>
<td>1961</td>
<td>19,830</td>
<td>13,537</td>
<td>6,293</td>
</tr>
<tr>
<td>1971</td>
<td>36,087</td>
<td>23,219</td>
<td>12,868</td>
</tr>
<tr>
<td>1981</td>
<td>72,193</td>
<td>43,949</td>
<td>28,244</td>
</tr>
<tr>
<td>1991</td>
<td>1,29,482</td>
<td>74,258</td>
<td>55,224</td>
</tr>
<tr>
<td>2001</td>
<td>1,71,765</td>
<td>96,407</td>
<td>75,358</td>
</tr>
</tbody>
</table>


Census of India 1961, District Census Hand Book, Chittoor, p.108


3.17. HOUSING FACILITIES

TTD is the biggest management which offers the maximum number of quarters or housing facilities to many of its employees who come under the category of local population. There are 1,224 quarters of various categories provided by TTD in Tirupati till 1980-81.

The SVU is the second biggest management offering quarters or housing facilities to its employees. The available records show that the no of quarters for both teaching and non-teaching staff of the University increased from 55 in 1961 to 143 in 1971 and to 205 in 1981.

The quarter facilities are also provided by A.P. Agricultural University, Sri Padmavathi Women's University and S.V. Medical Colleges and SVIMS. There are also about 180 police quarters within the Tirupati town. Apart from these there are also, housing board quarters and the RTC quarters. The remarkable growth of population however has resulted in inadequacy of housing accommodation in Tirupati. The scarcity in housing and accommodation has led to high land and rental values.

3.18. CONCLUSION

Thus Tirupati, "the gateway of seven hills", occupies an important place in the historical, political, social, cultural and educational development of Chittoor district. It is not only a famous pilgrim centre but a place of academic excellence and a platform for key political events.
The established transport links has not only increased the flow of pilgrims but also due to the improvement of trade and commerce.

Tirupati was brought on the air map of India in 1972. This enabled many dignitaries from within and outside India to visit Tirupati. The regular visit of dignitaries to the town almost every day made the state government to station large police force and other officials in the town to look after the security arrangements and other comforts of the dignitaries. Hence, although Tiruati is not the head quarters of the district it attained premier position not only in Chittoor district, but in Rayalaseema region.

**HISTORY OF TIRUMALA**

Tirumala has always been known by its ancient name Vengadam(Tiruvengadam); and the Hill on which the temple stands was known as the Vengadam Hills. Tirupati owes its importance to having been, from the date of its founding, a necessary adjunct to Tirumala. The traditional ascent to the Hill has been from Tirupati, crossing a series of seven hills or ridges by a pathway paved mostly with rough sandstone boulders, although in later years cut-stone steps were introduced where steep ascents and descents have to be negotiated. Even this ascent has now become antiquated owing to the construction of a metal led motor road within the last ten years. While the ascent by foot along the old route would take $2^{1/2}$ or 3 hours, the travel in motor vehicle does not take more than an hour. The Government of Madras is now running daily a regular
bus service for pilgrims from Madras to Tirupati and back. The old route is still being used by people who are too poor to pay the motor fare or who have taken a vow to ascend on foot. The foot path route is provided with electric lighting.

From the point of view of the temple, it is the Tirumala hill that should receive our attention in a larger measure. The temple and the small village surrounding it are so situated that there are four recognised pathways leading thereto.

Many Alvars, Vaishnavacharyas and Saints have praised the Tirumala Hill with great devotion. Tirumala nambi, a descendent of the great ascetic Narada, spent his whole life in serving the Lord.

References to the Tirumala also found in several of Puranas. Tirumala is one of the 108 sacred shrines of the Sri Vaishanava tradition. According to the Puranas, Lord Vishnu stayed on the earth for some time in the Avatar of Swetha Varaham and rose out of pushkarini as Swayambhuva. His spouse Lakshmi Devi appeared in Thirucharnur. This Swetha Varaha Avatharam was installed in the temple situated to the west of Swamy Pushkarni. The great religious leader Ramanujacharya visited this shrine on a pilgrimage and systematised the process of worship in accordance with the Sri Vaishnava that continues to date.

The Pallavas of Kanchipuram (9th century AD), Cholas of Tanjore (10 century), Pandyas of Mathura and Vijayanagara pradhans (14th & 15th centuries) were committed devotees of Lord Venkateswara. The statues of Sri Krishna Devaraya and his spouse
stand in the premises of the temple. After the decline of Vijayanagara Empire, kings from various states like the king of Mysore and Gadwal, worshiped the lord as pilgrims and gifted various ornaments and valuables to the temple. Raghoji Bhonsle, the Maharastrian commander visited the temple and made a permanent arrangement regarding the regular pujas to be done to the Lord.

In 1843 the temple gave up administrative authority of Venkateswara Temple along with the temples in the village to the head of Hatthimji monastery in Tirumala. Till 1933 the administration of the temple had been wielded by the head of that monastery, Hathiram Mahantha.

In 1933 the Madras government appointed a Commission to Tirumala Tirupati Devasthanam through a special statutory authority to run the administration of the temple. In 1951 another Hindu Religious and endowment Act was made which felicitated the appointment of an executive officer and Board of trustees and they run the administration. The executive officers of this institution in the South have been maintaining administration.

3.19 ORIGIN OF THE TIRUMALA TEMPLE

The origin of the Shrine at Tirumala is observed, though it is mentioned as 'Vada Vengadam' in the early daily literature of the sangam period. It is believed that Sri Venkateswara has no physical origin, but was a Swayambu /naturally caused.69
Historically, the shrine assumes importance from second century A.D. This is clear from the inscriptions and other sources of information on the subject. From the 9th to 17th centuries, the different Hindu rulers like the Pallavas, Cholas and the Vijayanagara Kings made valuable gifts to the temple. Sri Krishnadavaraya, the famous Vijayanagara emperor visited Tirumala for several times during the years 1513 - 1524 A.D., and made munificent donations of money and gold jewels. The gold ornaments donated by the emperor are still preserved in the temple. After the fall of the Vijayanagara empire the huge wealth of Tirumala temple roused the cupidity of Muslim rulers of Mysore, Hyderabad and the Karnatic. Several attempts were made to ransack the temple. Finally in 1802 the temple came under the control of the East India Company. The British control of the temple continued till the country attained independence in 1947.

At present the temple is administered by the Tirumala - Tirupati Devasthanams (TTD) under the control and supervision of the (Hindu Religious) Endowment Department of the Government of Andhra Pradesh.

3.20 GEOGRAPHY

The Tirumala Hill is 3200 ft above sea level, and is about 10.33 sq miles in area. It comprises seven peaks, representing the seven hoods of Adisesha, thus earning the name, Seshachalam. The seven peaks are called Seshadri, Neeladri, Garudadri, Anjanadri, Vrishabhadri, Narayanadri and Venkatadri
3.21 CLIMATE

In summer temperatures may go up to 42 to 45 degrees Celsius (107.6 °F to 113 °F), and in winter the minimum temperatures will be between 10 and 18 degrees Celsius (50 °F to 64.4 °F). Usually summer lasts from March to June. With the advent of rainy season in July, followed by winter which lasts till the end of February.

3.22 TTD MANAGEMENT

TTD is a conglomeration of temples, brought under the First Schedule 2 of the Act 30 of 1987. The Board of Trustees is constituted by members appointed by the government.

The Executive Officer is the chief executive of TTD. He is assisted by two Joint Executive Officers, Chief Vigilance and Security Officer, Conservator of Forests, Financial Advisor & Chief Accounts Officer, and Chief Engineer. Besides, there are officials to look after the different branches of administration.

TTD maintains 12 temples and their sub-shrines, and employs about 14,000 persons.
REFERENCES


70. Ibid, p.2.

71. The seven visits of Sri Krishnadevaraya to Tirumala Temples are on 10-2-151, 22-5-1513, 13-6-1513, 2-1-1517, 16-10-1515, 17-2-1521, 15-1-1524.

