CHAPTER IV

ROLE OF CHANDRA BABU Naidu IN TELUGU DESAM PARTY
This chapter explains the biography of Nara Chandrababu Naidu, role of Chandrababu Naidu, through development programmes such as Janmabhoomi, DWACRA, Clean and Green, CMEY, Neeru-Meeru.

Biography

Mr. N. Chandrababu Naidu, was born in the Naravaripally village of Chittoor District on 20th April, 1950. His father Sri N.K. Naidu was an agriculturist and his mother Smt. Ammannamma is a housewife. Mr. Naidu had his school education in Chndragiri and his college education at Sri Venkateswara Arts College, Tirupati. He did his Masters Degree in Economics from Sri Venkateswara University, Tirupati. He was working towards a Ph.D. degree at the same university, when he took to politics.

Mr. Naidu held various positions of office in his college and organized a number of social activities. Following the 1977 cyclone, which devastated Diviseema Taluk of Krishna District, he actively organized donations and relief material from Chittoor district for the cyclone victims. Mr. Naidu has been evincing a keen interest in rural development activists in general and, the upliftment of the poor and downtrodden section of society in particular.

Mr. Naidu was elected to the Andhra Pradesh Legislative Assembly in 1978 from the Chandragiri constituency in Chittoor district. He served as a Director of the A.P. small scale industries Development Corporation for some time.
He subsequently became a minister and held the portfolios of archives, Cinematography, Technical Education, Animal Husbandry, Dairy Development, Public Libraries and Minor Irrigation between 1980 and 1983. He also served as the farming community.

He was elected again to the state legislature from Kuppam constituency of Chittoor district 1989. He served as coordinator of the Telugu Desam party, in which capacity he effectively handled the party’s role of main opposition in the assembly which won him wide appreciation from both the party and the public. His role during this phase both inside the legislative Assembly and outside was a critical factor for the subsequent success of the party at the hustings. In 1994, he was reelected to the Assembly from Kuppam constituency with a large majority of 570,000 votes and held the important portfolios of Revenue and Finance. During this tenure Mr. Naidu systematically introduced transparency in Government, thus breaking the tradition of inordinate secrecy in the Finance department.

The mantle of leadership fell on the shoulders of Mr. Naidu at a most critical juncture in the States’s politics. Following a popular upsurge in the party, Mr. Naidu was unanimously elected as the Chief Minister of Andhra Pradesh its September 1995.

Following the elections to the state assembly wherein the Telugu Desam Party led by Mr. Naidu emerged as a winner, he was sworn in on 11
October 1999 as the Chief Minister of Andhra Pradesh for the second term. He was elected with a majority of more than 65,000 votes.

He has a modern outlook to administration his style of functioning is more akin to that of a CEO rather than a traditional politician. The Chief Minister has a firm conviction that modern technology should be used in the service of the common man. Consequently, he lays great emphasis on the use of modern information technology in Government. He would like the state to be run professionally as an efficiently organization rather than as a bureaucracy saddled with red-tape.

Chandrababu Naidu vision for the future includes multidimensional development of all citizens of the State. He is keen to develop the full potential of all citizens based on a strong moral foundation. The Chief Minister has been propagating a return to ethical and value based precepts in day-to-day life. In keeping with this commitment, he has launched new initiatives, like the Janmabhoomi programme which aims at achieving excellence on all walks of life and focuses on community-building through teamwork.

In order to achieve greater involvement of the people in the implementation of Government programmes, the Chief Minister has been encouraging the concept of social audit, which involves making information available to all citizens about the works being taken up with public funds in their area. The Chief Minister has also taken the initiative for setting up self-
help groups like water users’ associations, for involving farmers in the management of irrigation system Watershed Development Committees, Women’s groups, Youth Groups, Village Education Committees and Village Health Committees have also been set up. These self-help groups have significantly contributed to removing intermediaries and have been widely acknowledged for improving the condition of the poor4.

Janmabhoomi:

Janmabhoomi is a people centred development process launched in the state of Andhra Pradesh from January 1997. This process has evolved out of the experience gained through the implementation of Prajala Vaddaku Paalana (taking administration to the door steps of the people) launched in November 1995 and Sramadanam, contribution of labour, launched in January 1996. It aims at establishing ideal society, which embodies and cherishes the principles of people’s participation, equality, transparency and accountability leading to sustained economic development and excellence in all walks of life. The goal is an enhanced quality of life for every man, women and child in the state5.

The following are the five core area of Janmabhoomi:

1. Community works
2. Primary Education
3. Primary Health and Family Welfare
4. Environment Conservation
5. Responsive governance

Janmabhoomi program is a unique program which aims at achieving excellence in all walks of life and focuses on community building through team work.

Janmabhoomi program has been the brainchild of Chandrababu Naidu. The focus of Janmabhoomi is on different important issues such as: Enrolment of children, plantation program, Cleanliness – sanitation-malaria control, construction of individual sanitary latrines, AIDS control, disabled welfare, and pollution control particularly in urban areas. Free Health and Veterinary camps etc. are also taken up. A special campaign cheyutha has been launched to identify and assist the physically handicapped.

Janmabhoomi is marked by massive rallies, program and cultural activities in all mandal/municipal /district head quarters on different issues. Different works have been taken up at all levels and the response to the program had been overwhelming. With the active participation of the people late of developmental activity is being carried out in each phase of Janmabhoomi leading to the overall development of the state. People are also being educated about ce-tain core issues in this program, which is creating social awareness among the people of the state. It is also helping people take active participation in the development on the state. Works worth crores of rupees have been completed during different phases of
Janmabhoomi. Telugu expatriates in the US have promised to contribute 25 millions dollars for Janmabhoomi.

Status Report:- elaborate arrangements were made for the conduct of fifteenth round of Janmabhoomi from 1st to 10th June 2001. Stat level workshops involving ministers, heads of the departments, collectors, vice chancellors and training institutions were conducted during April 2001. orientation program involving 3.5 lakh self-help groups (SHGs) leaders, Sarpanches/ councilors were conducted at mandal/municipality levels from 7th May to 15th 2001 to train the SHG leaders, Sarpanches and councilors. About 500 faculty members drawn from universities were drafted to act as division resources persons. 79 IAS/IFS officers were deputed as division supervisory officers. The fifteenth round of Janmabhoomi was conducted for ten days for the first time in the history of Janmabhoomi two grama shabas were conducted per day. 1263 Nodal teams were constituted to conduct 26172 Garm/Ward Sabhas. 25787 ward Sabhas could not be held due to various response like drinking, water problem, electricity problem, non-redressed of pending grievances and extremist activities. The number of boycotts in this round is the least in the last five years. This round of Janmabhoomi provided an excellent opportunity for effective convergence of self-help groups and Grama Panchayaties. The effective participation of women. It resulted in increased awareness on health, education and small family norms. The distribution of assets was done in a transparent manner.
During this round, JANANI for women and children (Integrated health care) was launched. Village level exhibitions were organized for the first time.

The government share for these works amounts to Rs. 139 crores whereas the people's share comes to Rs. 59-59 crores. So far Rs 68 crores have been deposited by the people and there is an assurance for depositing Rs. 25.77 crores in addition. 171 proposals casting Rs. 5.13 crores under 50:50 pattern were received. Only Rs. 1.81 lakhs have been deposited so far. There is an assurance for depositing Rs. 208 crores in the fourteenth round of Janmabhoomi, 886 proposals for works at an estimated cost of Rs. 15.47 crores were sanctioned under 50:50 pattern. The government share for these works comes to Rs. 7.73 crores and an amount of Rs. 2.19 crores has been released by the government so far. Out of 886 works sanctioned, 807 works leave already been grounded. Evaluation of the Gram Panchayat/Ward/mandal/Municipality is being done to introduce a system of incentive for the local bodies linked to their performance. The Nodal Team is also being evaluated. Achievement during last financial year will be the basis for evaluation. An elaborate analysis is being made to identify the pending grievances department wise. The mandal, register is updated and computerization of the Grievances is being done at the mandal/municipality level. Feedback workshops are organized from 15th to 20th June 2001 at the mandal level for village/mandal officials and at the district level for Nodal officers, divisional resource persons and district level
officials to identity the problem areas of the last round of Janmabhoomi for improvements in the future.

**Prajala Vaddaku Paalana:**

Prajala Vaddaku Paalana (taking administration to the door steps of the people) November 1995 and Sramadanam (contribution of labour) launched in January 1996. It aims at establishing an ideal society, which embodies and cherishes the principles people’s participation, equality, transparency and accountability leading to sustained economic development and excellence in all walks of life. The goal is, an enhanced quality of life for every man, woman and child in the state.

**Shramadanam:**

Shramadanam, that is participation in community work so as to build solidarity and a sense of belonging to the community and micro level planning to design the process of development in response to the felt needs at the grass roots.

He achieved tremendous success in inspiring the Telugu people through the “Janmabhoomi” programme. He inspired the officials and political leaders and made them to work hard. He initiated new procedures to solve the problems with the help of the participation of the people as partners in the great adventure of democracy or. He has sown the seeds of heard work and he has taken the administration to the people. As a result many officials have solved the problems of the people. Throughout the state
people came forward to contribute their mite by Shramadanam. Every one came forward without consideration of rank and file and whole heartedly participated in the Shramadanam programme of the Janmabhoomi.

Chandrababu Naidu gave a call to the people them to prepare plans for the development of their villages and for their contributions of Shramadanam. This is an important event in the history in India. With this important decision, the people who have been like spectators all these years, now formed villages committees and came forward to contribute their mite by Shramadanam. In the annals of Andhra Pradesh a new era is started. Powers were transferred from the secretariat to the people of villages. The common people of villages, officers and educated individuals who have left villages now want to come back and serve the community by following the Janmabhoomi programmes industrialist, politicians, cine artists, and others have shown their intention to participated in the Janmabhoomi programme. Thus, all the people are greatly inspirited by the ideals of the Janmabhoomi programme and they want to help in building the rural India.

Vision 2020

“Andhra Pradesh has itself an ambition vision. By 2020, the state will have achieved a level of development that will provide its people tremendous opportunities to achieve prosperity and well being and enjoy a high quality of life”. This is a quote from the vision 2020 document published by the Government of AP in January 1999. The vision document
lays down the Road Map for the development of the state and focuses on the
growth engines which will help achieve the very ambitious targets. It spells
out the Agenda for critical sectors for the next two decades. This itself is an
enormous task, but leads to an even bigger challenge: putting the road map
in place and implanting the Agenda. The basic thrust of the vision document
is to bring to the people of Andhra Pradesh SMART government, a
Government which is simple, moral, accountable, responsive and
transparent and can transform AP into a state, "where poverty is totally
eradicated", where every man, woman and child ... should have access not
just to basic minimum knowledge and learning society build on values of
hard work, honesty, discipline and a collective sense of purpose. The stress,
therefore, is on providing to the people of the state the king of governance
that will help them to reach their true potential12.

**Vision 2020 Goals & Initiatives:-** As a first step in the direction of
converting the vision into action plans, the government of Andhra Pradesh
set up 12 cabinet sub committee in end 1999 to examine various critical
areas and recommended course action to achieve the end objective
Swarnandhra Pradesh.

The task force on good governance, made certain recommendations
which includes: 1. setting up a centre for good governance, 2. Transparent
public policy, 3. right to information, 4. fiscal management and social audit,
5. awareness building for qualities policy framework, 6. E-governance & it

These recommendations were also examined by the cabinet subcommittee on administration reform, along with other relevant issues. The committee made path breaking recommendations in the following area: organizational and systematic reform, budgetary reform, accountability, committee & result-orientation, transfer policy reform, reform is service delivery, reforms in file management procedural reforms, punctuality & time management, HRD for administration reforms.

**Citizen Friendly Administration:-** Citizens' Charters have been prepared for seven department and organizations having considerable interface with the general public.

These characters are aimed at increasing the commitment of the departments and utility service to maintain declared levels of service delivery and also create awareness among the citizens about the responsibilities of the department in delivery of such service. All department and organizations will prepare citizens' characters.

**Right to Information:-**

A Right to Information Act will be brought out by the Government. Through this legislation it is proposed to empower the citizens with the
statutory right to access information from govt. departments. This would ensure transparency and accountability in governance

**Human Resource Development**: Capacity building through training is a major focus area of the Govt. A State Training Initiative has been evolved and as a part of these initiative efforts to provide training to about 4 lakh govt. employees and public functionaries is under way. The MCR HRD Institute, the Apex Training Institute of the Government, is being strengthened & District Training Centres have been set up in all districts utilizing available accommodation and infrastructure. Six Regional Training Centres are proposed to be started. A Training Action plan to focus on change agents has been prepared & is under implementation. Training is imparted to all govt. functionaries. Training in IT applications have been initiated on a war footing. A novel method of training through DVD's has been introduced. Fifty DVD Centres have been identified an training for the Resource Persons is in progress. DVD films on different topics have been produced.

**Strategy and Policy Interventions**: The Government of Andhra Pradesh has evolved a detailed strategy for Good Governance. The Govt. would pursue reforms in the following areas on a continuing basis: Decentralization, Accountability, Convergence at Gram Panchayat Level, Strengthening of planning at District Level. Development of Backward
areas, Capacity Building at community level, Consolidation of Schemes already initiated and future initiatives planned.

Functioning of watch-dog agencies will be review and necessary steps initiated to reorient them for effective functioning in eradicating corruption.

Vision 2020 aims to provide a happy and prosperous life for the people of the State. It aims to provide basic facilities to the people. It also aims at building knowledge and learning society. Some of the features of this program are: progress and prosperity through poverty eradication and social welfare. The agenda for education, managing urban growth, dynamic, self-reliant rural communities, health first, Infrastructure creating the basis for growth, A clean and green Andhra Pradesh, An investment friendly state, revitalizing agriculture, tapping Andhra Pradesh's mineral wealth. India's rice-bowl, A major pharmaceuticals centre, The big opportunity in dairy. dynamic small-scale industries. India's poultry capital, Harnessing the opportunity in services, A horticulture ant, A premier IT centre of India, Taking the lead in fisheries, Knowledge-led growth, Dominance in agro-industry & other major sectors, An outstanding tourist destination, Driving Andhra Pradesh's industrial growth, A top logistics hub, Scaling new heights in construction, The bonanza in small-scale services, Building a strong position in garments & leather products, People-Centred, growth-oriented governance, Raising the resources.
DWACRA

Under the leadership of Chandrababu Naidu, the State Government has taken up the theme of women's empowerment as one of main agenda items to tackle rural poverty and socio-economic issues. Self Help movement through savings has been taken up as a mass movement by the women - a path chosen by the women to shape their future destiny. Development of Agenda of the state in the last few years has been to place the people, especially women in the forefront has enabled formation of a large number of Self Help Groups throughout the length and breadth of the State. There are more than 20 lakh women from poor families who have become members of these groups. Majority of them are saving one rupee a day. State Government is consciously making an effort to assist these Self Help Groups by providing Revolving Fund under DWCRA. There are 79,000 DWCRA groups in the State covering 11.25 lakh women and Rs. 125 crore was provided as revolving fund as against a saving of Rs. 120 crores by the groups. About half of the DWCRA groups in the country are available in our State itself. Upto 1994, 10,000 groups have been formed and in the last four years, there was a scaling up in the formation of SHG and 69,000 groups have been formed.

Last year in the World Micro Credit Summit held in Washington, it was agreed that Women's Self Help movement is one of the most important themes to tackle socio economic poverty. According to one estimate, out of
10 million! Women in the world who are carrying on thrift activity, 2 million are in Andhra Pradesh itself. In fact out of 2.10 lakh DWCRA groups in the country, 79,000 are in Andhra [In the current year, the efforts are to cover every eligible Self-Help group under DWCRA]. In addition to these efforts, Department of Women & Child Welfare: also covered 4,000 groups under Income generating activities scheme and spent Rs. 14.00 crores assisting 60,000 Women. Socio-economic: survey of such groups conducted by District Rural Development Agency has indicated that DWCRA scheme helped the women to earn additional monthly incomes ranging from Rs 2501 - Rs 20001 - depending on the income generating activities taken up by them. In addition to the economic betterment of the families, the women have taken initiative in improving their socio-economic status by participating in Governmental Programmes of family welfare, promoting their nutritional and educational status, awareness on environment, public health through sanitation and clean drinking water.

A large number of the women participate, in Jamnabhoomi as active partners in the development of their village. Government have worked out special programmes for the sustenance of these groups through a number of training programmes, exposure visits and regular capacity building programmes. A benchmark: survey is being carried out. The socio-economic survey and skill level of these groups is being monitored on a quarterly basis to plan out improved and more effective programme to support these groups.
Sustainable flow of additional monthly incomes to the DWCRA families is a key for the groups to move forward. Regular meetings of the members, effective leadership, democratic and transparent functioning, efficient financial management and recovery of revolving fund, accessing institutional credit by providing their credit worthiness, improved skills and technologies through training and capacity building exercise is taken up for sustaining these groups interest.

Recently, the Government has taken special efforts to assist these women in marketing their products without any middlemen. In the last three months Rs. 1.50 crores worth DWCRA products were sold by the women. These melas provided an opportunity for the women to expose their products to the urban consumers and also understand customer's choices in a competitive market environment. Similarly, DWCRA Bazaars are being set up in several districts to replicate these initiatives at the district level. DWCRA Bazaars taken up in Guntur, Khammam and other districts were very successful and response is encouraging. It is also planned to establish a marketing outlet at Hyderabad exclusively for the sale of DWCRA products to provide an opportunity for the women coming from the districts. A Technical Resource Centre is also planned in each district, which will act as a Resource Institution for conducting the studies on the existing potential of skills and assess the need for new technologies. In a few experiments conducted, to introduce latest and most innovative Technology for the
women have been found to be very encouraging. There is a need to introduce women to better packaging technology. For consumer items, preservation technology and production under hygienic conditions is required. There is a need to improve designs and raw material in addition to providing marketing support. Training for capacity building of the women will be taken up by organising training for the women in Mahila Pranganam, and other local institutions. Similarly, District Rural Development Agencies have identified 6000 cluster volunteers to support the groups at the village level. These volunteers are selected by the DWCRA SHGs and their expenditure too is borne by them. The cluster volunteers, DWCRA group leaders, Additional Grama Sevikas, Lady VDO's and others will be trained in the District Training Centres. Greater support will be provided to the DWCRA groups by dovetailing with poverty alleviation programmes like IRDP. It is planned to provide at least 50 per cent of IRDP subsidy and credit to the women groups through CMEY, S.C. Corporation, Minorities Corporation by covering them under Group loans\textsuperscript{18}. Social and Economic infrastructure support will be provided to the women through establishment to DWCRA Bazaars and Technical Resource Centres. State Government is extending a greater support to the SHG/DWACRA groups by allocating Rs.44.00 crores in the current -year budget to sustain the results achieved and enlarge coverage of SHG with working capital assistance. It is proposed to set up a fund for the women with an initial outlay of Rs. 44.00 crore with
equity from women, financial institutions, and NABARD and donor agencies. SHG/DWCRA groups will be networked as clusters of mutually aided co-operative societies and such networks will be set up at district level and state level. Rating of the networks to assess their eligibility for financial assistance will be done in a professional manner. An independent agency will be set up for continuous capacity building of the groups and Andhra Pradesh Academy of Rural Development will be the Nodal Agency for the programme.

Annapurna Scheme:

Introduction:- Annapurna Scheme is being implemented both in rural and urban areas with the following objectives, 1. Distribution of 10 Kgs of rice for each beneficiary per month at free of cost. 2. Under the above scheme, monthly allotment of 932 MTs of rice is being distributed for beneficiaries.

Govt. of India Ministry Of Rural Development have communicated the details of Annapurna Scheme on 15-03-2000 with the limit of 93,200 beneficiaries for A.P. Government have identified 93,200 beneficiaries under the scheme for distribution of 10 Kgs of rice for each beneficiary per month at free of cost. The scheme has been implemented with effect from May 2000 and so far a quantity of 10,131 MTS(as on 16-07-2001)of rice under Annapurna Scheme has been released. Govt. of India has the released the funds for Rs.9.36 crores for the year 2000-2001 and Rs.9.36 crores for the year 2001-2002.
Deepam Scheme

Introduction:- Deepam Scheme is being implemented both in rural and urban areas with the following objectives:

1. To provide relief to women from drudgery of cooking with firewood
2. To improve their health
3. To prevent health hazard
4. To reduce dependence on forests for firewood and to improve the environment by preventing felling of trees.

The selection of beneficiaries under the scheme is being done on the following criteria.

Rural areas:- Women belonging to BPL families and DWCRA groups.

As against the target of 10 lakh LPG connections in rural areas, 5,65,316 connections have been distributed.

Some of the areas where beneficiaries have been selected are not falling within the extended area of 20 KMs (from the existing 5 KMs) by the existing dealers. The AP State Civil Supplies Corporation and the Girijan Cooperative Corporation are opening distributor points in the uncovered areas.

Urban (Municipal) areas:- Women belonging to BPL families are eligible. BPL survey data collected under SJSRY will be the basis for eligibility. Members of thrift and credit societies which are existing as on
4.2.2000 and which are not in receipt of revolving fund and also members of 
DWCUA, self groups like DOMWA (Minorities) and SC Corporation are 
eligible for LPG connection under DEEPAM scheme in municipal areas. 
White card holders only are eligible, whereas Pink card holders are not 
eligible.

In respect of Non-cardholders, group recommendation from the 
members of groups is enough or MROs certificate of Below Poverty Line 
(BPL) status for the individuals who are not the members of any group. 
Group resolution indicating the willing members is adequate.

As against a target of 5 lakh LP gas connections for distribution in 
municipal areas, so far 1,47,951 connections have been released. 50,000 gas 
connections will be released to the Women members of 'Vana Samrakhsana 
Samithis' who belong to BPL families.

**Antyodaya Anna Yojana**

**Introduction:-** Antyodaya Anna Yojana is being implemented both in rural 
and urban areas with the following objectives:

1. Distribution of food-grains to the poorest of the poor in the urban 
and the rural areas.

Govt. of India has announced Antyodaya Anna Yojana for the poorest 
of the poor in the urban and the rural areas by providing foodgrains @ Rs 
3/- per Kg rice and @ Rs 2/- per Kg wheat, @ Rs.25/- - per kg per family for 
6,22,800 BPL families.
The Govt. of AP have implemented the Antyodaya Anna Yojana Scheme w. e. f. March 2001 and 6,18,655 families identified out of existing BPL card holders.

Rice is being released under the scheme w. e. f. March 2001 for a quantity of 15,570 MTS @ 25 Kgs of rice for each family @ Rs3/- per Kg by Govt. of India.

**Clean and Green**

A multi-pronged strategy has been devised to make Andhra Pradesh a 'model state' in the near future. He envisages industrial growth, social development, and environmental health. Initiatives have been launched for inviting investors and a measure of success achieved with Hyderabad turning into 'Cyberabad'. Similarly, efforts have been made to improve health and educational facilities for the poor, boost irrigation in drought-prone areas and harvest rainwater through watershed development and other means to replenish groundwater.

Clean and Green Andhra Pradesh Programme was launched on 10th September 1998 to make the State clean and green by 1st January 2000 and enable every citizen to lead a healthy life. Every third Saturday of the month is being observed as 'Clean and Green Day'. The campaign focuses on sanitation, Drinking Water, Tree Plantation and Health Awareness. The campaign is being organised frequently.

Some of the achievements under the campaign have been noteworthy:
* Drains desilted.
* Garbage removed.
* Market places cleaned.
* Municipal parks cleaned.
* Slaughter houses cleaned.
* Numerous institutions took up cleaning of their premises.
* Lakhs of seedlings planted.
* Drinking water sources chlorinated.

This campaign has been such a great success because of the active participation of lakhs of students and teachers all round the state. Green Brigades were formed in many institutions. Apart from them many voluntary organisations, industries, labour unions and business houses have participated in the campaign.

The focus of the program is on: Cleaning of the premises and toilets, maintenance of trees already planted, identification and preparation of vacant area for plantation, Organising rallies in the afternoon with placards and posters highlighting messages of Clean and Green: Campaign, Cleaning of rooms, tables and other furniture, Files already close to be stitched and sent to the record rooms, All unwanted papers to be collected and destroyed, Cleaning of toilets, Cleaning of verandahs and corridors, Site preparations and pitting for plantations during next season, Cleaning of premises and its surroundings, special cleaning of water drains having problems of water
logging, repairs to pot-holes on roads, maintenance of parks, burial grounds, special sanitation drive in markets areas, maintenance of trees already planted, construction of platforms and soak pits for bore.

C M E Y

CMEY stands for Chief Minister's Empowerment of Youth. This program aims at providing employment to unemployed youth so that they can contribute to society mainly rural youth. This program aims at providing a source of income for unemployed youth.

The program aims to use youth in the developmental process in rural areas. Also they can used to bring: about an effective social change in villages. Youth can take up programmes suited for their educational qualification and skills. They can approach banks for loans for their work.

Other than being an entrepreneur they can motivate youth of their area and inspiring self help among the community. This ultimately would result in improvement of quality of life.

India being the second most populous country in the world, crossing almost hundred crores of population, is facing a number of problems both externally and internally. Especially for youth the country is not in a position to provide enough employment opportunities either in government sector or in private sector. As the supply of professionals in various fields of industry is going on increasing, the demand for them is not: on par with the availability. While jobs are limited either in public sector or in private sector
the unemployed youth is forced to seek for various other alternatives for their livelihood. Out of all other alternatives Self employment seems to be the most suitable one, to earn not only livelihood but also for a growth oriented development towards prosperity and enrichment of oneself as well as the nation as a whole.

Towards this, the areas of business and industry are always open to get themselves suitably self employed. One can choose according to one's own qualifications, interests, ability and financial resources. Even Governments, realizing the gravity of unemployment situation in the country, are encouraging self-employment in a big way. Apart from financial assistance, facilities for technical guidance, training of personnel, and supply of raw materials are also being provided. Various schemes like PMRY, CMEY are also being provided for educated unemployed youth, to start their own activities.

**Neeru-Meeru**

Soil and water are the most important natural resources within the ecosystem. They form the basis of all life - plant, animal and man and hence need to be conserved for the sustenance of life.

The Government of Andhra Pradesh has constituted Water Conservation mission under the Chairmanship of the Hon'ble Chief Minister of Andhra Pradesh to focus attention on conservation of water in a big way.
by taking large scale water conservation measures under Neeru-Meeru Programme.

Forests play an important role in watershed management and conservation of water. The forest areas form mother watersheds as these are mostly located in the upper reaches in the watersheds.

A sustained effort by saturating the forest areas with the required soil and moisture conservation works will mitigate the water problem and help improve economy of the rural poor to a great extent.

An action plan for taking large scale water conservation works is prepared by the department with a financial outlay of Rs. 31.00 Crores under Neeru-Meeru Programme which is currently under implementation.


In addition to the above an action plan with NABARD assistance has been prepared and projects worth: Rs. 60.86 Crores have been submitted to the NABARD for financial assistance for taking up large scale water conservation works in forest areas outside VSS. Projects worth Rs. 20.31 Crores have already been sanctioned.

Maithri and Sannihitha Programme

Maithri (Community Policing) was launched in Andhra Pradesh on April 5, 2000 by the Chief Minister of Andhra Pradesh. Maithri Programme
is a police-Public partnership programme for ensuring greater safety and security for the people. Maithri Committees are formed village-wise or locality-wise with the following composition.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Citizens/Freedom Fighter</td>
<td>5%</td>
</tr>
<tr>
<td>Women</td>
<td>15%</td>
</tr>
<tr>
<td>Youth</td>
<td>40%</td>
</tr>
<tr>
<td>Member of SC/ST</td>
<td>10%</td>
</tr>
<tr>
<td>From Minority Community</td>
<td>5%</td>
</tr>
<tr>
<td>Professionals</td>
<td>20%</td>
</tr>
<tr>
<td>Miscellaneous groups such as members of trade Unions, NGO, Physical Education Teachers, etc.</td>
<td>5%</td>
</tr>
</tbody>
</table>

Upto the end of year 2000, 1630 Committees were formed in the State. Taking into the view the success of Maithri Programme as many as 3,970 Committees have been formed newly during this year. In effect, there are 5,600 Committees in the state now with the following membership:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth</td>
<td>73,560</td>
</tr>
<tr>
<td>Women</td>
<td>24,080</td>
</tr>
<tr>
<td>Member of SC/ST</td>
<td>31,859</td>
</tr>
<tr>
<td>Senior Citizens/Freedom Fighter</td>
<td>27,471</td>
</tr>
<tr>
<td>Minorities</td>
<td>22,478</td>
</tr>
<tr>
<td>Professionals</td>
<td>14,293</td>
</tr>
<tr>
<td>Miscellaneous such as Trade Unions, NGO’s</td>
<td>24,612</td>
</tr>
<tr>
<td>Total</td>
<td>2,18,353</td>
</tr>
</tbody>
</table>

Maithri programme has led to large scale improvement in the areas of Traffic Management solving family problems (dowry harassment cases), family counseling, controlling eve-teasing, rowdyism, etc., in addition to detection of several important cases on the basis of information and support provided by the members. Andhra Pradesh is the first State in the country to
launch community policing in a big way: throughout the state by creating a special post of Deputy Inspector General of Police Maithri in the Country.

**Food for Work**

The bounteous state of Andhra Pradesh once renowned as the granary of the South, had established the state as a prime food provider. However, in recent times, our State has been devastated by natural disasters and severe extremes of the weather. These vagaries have taken their toll in creating situations of drought and severe food shortage in several areas. The State Government, ever alert to the people's needs is striving relentlessly to provide relief and assistance in this hour of crisis. The Food for Work Programme, a notable scheme, has emerged as a successful measure to address the problem of food shortage and simultaneously encourage self-employment.

The Food for Work Programme, a notable scheme, has emerged as a successful measure to address the problem of food shortage and simultaneously encourage self-employment.

**Reaching Every Village - A Pathway to Progress:** Prominent among the relief measures is the "Food for Work Programme" which has received the tremendous response and appreciation of the people. Successfully put into action and gaining fresh impetus from the encouraging results, the "Food for Work Programme" is the ray of hope, relief and succour to the thousands who are presently its grateful beneficiaries.
Remarkable Achievements:- As the embodiment of prosperity making great inroad in the drought hit areas. The programme has emerged as exemplary role model in successfully achieving the following:

- An amount of Rs.677.68 crores has been dovetailed under the programme.
- 5,36,284 works have been sanctioned under this programme
- The required amount of food Grain is estimated as 15.76 lakh M.T.s
- The cumulative expenditure has been Rs.260.89 crores
- The numbers of works completed are 2,82,713
- Food Grain utilized has been to the tune of 6.02 lakh M.t.s.
- 882.77 lakh mandays have been generated so far.
- 3,47,415 works have been grounded. Details of Rice Distribution
- The Government of India has released 8.50 Lakh M.T,s of Rice
- The total fund available now is Rs.677.68 crores
- The districts of Karimnagar, Krishna, East Godavari, Khammam, Kurnool, Nalgonda, Ananthpur, Cuddapah, Warangal, Adilabad, Visakhapatnam, Srikakulam, Nizamabad, Guntur, West Godavari, Chittor and Medak are above the state average in the utilization of this scheme.
- The districts of Nellore, Prakasham, Vizianagaram, Ranga Reddy and Mahabubnagar are below the state average in scheme
utilization. Endeavoring with untiring efforts to provide relief through the maximum number of relief measures, reaching even the interior areas of the state with the assurance of help and assistance, the Government has proved to be a steadfast pillar of strength. The concerned authorities including the Commissioner of Relief and the respective District Collectors of the affected areas are playing a major role in programme implementation. Meticulous maintenance of wage records and regular inspection by the vigilant authorities with remedial action wherever necessary enabled the programme to achieve acclaim in every corner of the state.

A Beacon of Hope for the People

A Boon for the drought stricken

Intensifying the interaction between the people and the government, facing adversity with strong unity, the "Food for Work Programme" has fortified the foundations for a stronger future. Instilling confidence to drive away fear, placing the people on the route to prosperity through gainful employment, the "Food for Work Programme" is a victory of the people...surging forward to build better means of livelihood?

Some of the programmes are analyzed in the following.

The Janmabhoomi programme picked up momentum with increased with increased participation of the people in the rural area. the government
to issued circulars and orders diverting the funds for this programme. Different political parties had joined too. Shramadanam programme had helped in overcoming the problems. It is a pet programme to Chief Minister Babu. Budget was also allocated for undertaking repairs of tank bunds, repairing and laying of roads, while washing to school building, hospitals, police station, sanitary work, Maturation programme and so on.

DWACRA also introduced in rural areas with the motive of developing the women obliviously, for the first time in India, reserving 33.3 percent of jobs for women in government and quasi-government sectors. Several programmes were launched in the rural areas to lift the women to the higher level. CMEY programme was launched for youth in general and rural youth in particular. The TDP has launched a youth policy and earmarked Rs. 150 crores for it. Under this scheme youth societies are encouraged to come up and each youth society would be given a matching grant of Rs. 15,000/- which is interest free to take up certain construction activities. Karshaka Vignana Vedika are being organized to educate the formed for minimizing the cost of production and maximizing the farm output.

Vision 2020 is also introduced to make the plans for improving the programmes at the state level. Under planning board. The board also is expected to consider and privatization of the construction of Bridges and other basic facilities. Annapurna scheme has been implemented. So far a quantity of 10,131 M.Ts of rice has been released. Under Deepan scheme,
LPG connections in 5,65,31 have been distributed. Antyodya Anna Yojana scheme has identified 6,18,655 families too. Clean and green programme was launched with the motive of every citizen should lead a healthy life.

Neeru-Meeru programme was introduced to solve the water problem and help to improve economy of the rural poor to a great extent. Maithri and Sannitritha programme is a police-public partnership programme for ensuring greater safety and security for the people. There were nearly 1630 committee were formed in the state level. Food for work programme, a notable scheme, has emerged as a successful measure to address the problem of food shortage and simultaneously encourage self-employment. This programme has fortified the foundations for a stronger future. It is nosed that overall, these programme were more helpful to develop the people at the rural areas.

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