

Annadanam Management Information System for CRM Implementation in Tirumala Tirupati Devasthanams

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Abstract— Annadaanam has been the core of all social, religious and spiritual practices and penance for the people of all faiths in this soil. *SRI VENKATESWARA NITYA ANNADANAM TRUST* Scheme of TTD provides free meals to the pilgrims in Tirumala. Every day nearly 60,000 devotees are availing the free meals scheme in Annadanam and food packets. The objective of the research was to measure the satisfaction of devotees with respect to Annadanam facilities provided by the TTD Management and to design information systems capable of providing the Annadanam facilities in a more efficient manner for the purpose of planning and managing the information systems (IS) / Information Technology environment. A comparative analysis of satisfaction of devotees and that of donors reveals that while ninety percent of the devotees are satisfied with the facilities, a relatively lower percentage among donors was satisfied. This could be because the donors expect better facilities and treatment from the TTD. Also the study brings out that there was hardly any communication with donors on the utilization of funds. Fund utilization details could be shared with donors to the extent feasible, while better care taken while preparing and serving the food to the pilgrims leads to better satisfaction and reduce the wastage of food.

I. INTRODUCTION

Annadaanam has been the core of all social, religious and spiritual practices and penance for the people of all faiths in this soil. Not just in theory, not just in books and literature, but in tradition and practice and as a part of the continuous flow of our civilizational consciousness. What began long before history has no record, but what has been extolled by Sri Krishna, Bhishma and the Harshavardanas is a testimony of the unbroken tradition of annadaanam in every inch of *Bharatavarsha* (Indian Subcontinent). Annadanam is a unique scheme among all donations. By donating to Annadanam Scheme people get moksha. Food only can support the body to attain Dharma, Artha, Kama, Moksha. People believe that who participate in this sacred Annadanam, will be blessed by divine Gods. It is said that the sacred works done by the people with the energy acquired by food bestows half of its effect to the donor of food and the rest is to that person. Many positive results like this can acquire from the Annadanam. According to the legends, Tirumala is the sacred place and Lord Srinivasa is the Mystic God at all the times in the universe Performing.

SRI VENKATESWARA NITYA ANNADANAM TRUST Scheme provides free meals to the pilgrims in Tirumala. The scheme was started on a small scale on 6-4-1985, with food being served to around 2,000 persons a day and now Tirumala Tirupati Devasthanams is providing full meals freely to all devotees in Tirumala and Tiruchanoor under the Nitya Annadanam scheme. Every day nearly 60,000 devotees are availing the free meals scheme in Annadanam and food packets on a continuous basis to the pilgrims awaiting darshan in Vaikuntam Q-Complex, Tirumala. In Sri Padmavathi Ammavari temple, daily free food facility is available for nearly 2000 pilgrims. TTD is extending grants through this scheme for serving free food to the patients in SVIMS, Ruia and Maternity Hospitals at Tirupati.

The target group for Tirumala Tirupati Devasthanams to provide facilities is devotees and donors. Unless their views and perceptions are obtained and analysed, it is not possible to draw inferences about the facilities provided to them. In this direction, on the basis of the data obtained through the survey, the satisfaction levels on facilities are presented.

II. METHODOLOGY

A) Objectives of the Study:

The overall objective of the research was to capture devotees' perception, preferences and satisfaction with various services and facilities provided by TTD.

More specifically the research will look into the following aspects:

1. To measure satisfaction with respect to Annadanam facilities provided by the TTD Management.
2. To design information systems capable of providing the Annadanam facilities in a more efficient manner for the purpose of planning and managing the information systems (IS) / Information Technology environment.

B) Sampling Design:

Spread of sample, selection procedure are far more important than size of the sample. Hence this criterion is adopted for selection of sample. A multi stage stratified sampling method was adopted for the research study. This design has ensured adequate spread of sample and proper representation of the universe.

C) Total sample size:

In order to elicit the views of the devotees, a sample of 3000 was arrived upon after consultation with TTD officials. The next step was to distribute the sample of 3000 devotees into the following three strata: Devotees at Tirupati / Tirumala; Devotees at other TTD run temples across the region (who are aware of Tirupati) and Donors to various schemes of TTD (Rs 5 lakh & above). A detailed sampling plan and distribution was worked to capture the perceptions and experience of the above categories of respondents.

D) Data Collection:

Data relating to devotees perception was collected through three Questionnaires-a) Questionnaire for devotees at Tirupati/ Tirumala b) Questionnaire for devotees at other major TTD run temples across the region, who were aware about Tirupati / Tirumala and c) Questionnaire for donors who had donated to various schemes of TTD. Secondary data is gathered through discussions with TTD Officials and other employees. The study is basically a survey based research, which was done in four stages viz., Desk Research, In depth Interviews, Pilot Study and finally the Field work.

III. DISCUSSION OF RESULTS:

A comparative analysis of satisfaction of devotees and that of donors reveals that while ninety percent of the devotees are satisfied with the facilities, a relatively lower percentage among donors was satisfied. This could be because the donors expect better facilities and treatment from the TTD. Also the study brings out that there was hardly any communication with donors on the utilization of funds. This could have also resulted in some dissatisfaction. Having analysed the overall satisfaction levels, to have more insight about each facility like accommodation, darshan, prasadam, sevas, grievance redressal and other facilities are analyzed. Annadanam is seen as a prasadam by the devotees. Nearly 57 percent of devotees have taken annaprasadam at *Annadanam Complex*. However 43 percent have not taken Prasadam in Annadanam complex. Some devotees had mentioned that they were not aware about Annadanam. But more importantly among those who were aware about free Annadanam, a large percentage of devotees had mentioned that they did not know where to collect ticket for Annadanam. There were also certain devotees who had not taken Annadanam as they felt they have to wait in a long queue, place may not be clean and quality of food may not be good.

On further analysis, it was found that higher proportion of devotees from Andhra Pradesh and Tamil Nadu were taking Annadanam when compared with devotees from rest of the country. This trend could be for two reasons - a) More awareness among devotees from AP and TN about Annadanam scheme; b) Religious belief that Annadanam is a prasadam which was offered to the God.

Similarly, it was found that higher proportion of devotees from lower socio economic classes have taken meal at *Annadanam complex*.

Satisfaction with quality of Annadanam food

Among those who had taken Annadanam after Darshanam, 71 percent said the food was good in terms of quality, taste and hygiene. The high satisfaction could be because it is seen as prasadam and devotees would not like to adversely comment on the quality. Some devotees felt that people serving the food were serving large quantities to avoid repeated servings. This resulted in wastage, which they don't like.

Table 1.1: Satisfaction with quality of Annadanam Food

<i>Opinion on quality</i>	<i>Percent</i>
Extremely good	21
Good	50
Neither good nor poor	13
Poor	09
Extremely Poor	07

Planning and Managing the Information Systems / Information Technology Environment for TTD

1. General information

Annadanam Administration: This process deals with issue of free meal tokens to the pilgrims, collection of the tokens at Annadanam complex, and serving the food. This process also deals with issue of food items to shroffs who will sell the items in VQC2 at subsid rates.

Food Menu Maintenance: This process deals with Menu details and different provisions needed for the preparation of each type of meal.

Material Maintenance: This process deals with Issue of provisions required for preparation of food to the Kitchen on request. Procurement of provisions from Marketing department based on the indent raised. Issue of provisions to Canteens (which are part of Annadanam Trust) on request.

Annadanam Trust: This process deals with collection of Donations for different donation schemes, issuing of IT exemption certificates to the donors who requests for it, sending the proceedings to the donors.

2. Entry Criteria

Pilgrim receives free meals token **Or**
The Donor Requests for a Donation.

3. Validation Criteria

- Vendor codes and Shroffs codes should be available.
- Vendors should be mapped to shifts.
- The Number of tokens issued by Shroffs and the quantity of Items Sold by Vendors should tally.
- For Annadanam Scheme privileges should be given only when the donation amount is Rupees 5 lakhs or above.
- For Laddu Dana scheme privileges should be given only when the donation amount is Rupees 1 lakh or above.
- Proceedings should be given after the realization of the cheque / DD.
- Advance intimation should be sent for each donor who donates for Endowment Schemes.
- The donor details should be closed for the year after his visit to Tirumala in that year.

4. Process Description

1. Issue Of Tokens: The details like Shift, Date and time; Number of tokens issued will be captured.

2. Collection Of Tokens: The details like Date and Number of tokens collected will be captured.

3. Token Reconciliation: Enables to identify the Number of tokens issued and the Number of pilgrims availed food on a given date range.

4. Issue of Items to Vendors:

- The details of Items issued and their quantity and Unit of measurement, will be registered.
- The Date and time when the issue happened will also be recorded.
- The Vendor working under which Shroff, will also be recorded.

5. Collections from Shroffs

- The details like Shroff code, Date and time will be recorded.
- The Number of tokens issued to the pilgrims, quantity sold will be captured.
- The sold value for each and every item and the commission given to the vendors will also be captured.

6. Issue of tokens to Shroffs

- The details like Shroff code, Date and time will be registered.
- The Number of tokens issued for each and every Item will be recorded.

7. Food Menu Details

- Different Items needed for each Meal type will be recorded.

8. Food Menu Item - Provision Mapping

- The Provisions needed for the preparation of each Item under different types of Meals will be recorded per unit preparation of the type of meal.

9. Food Purchase Maintenance

- The Food materials like biscuits, water bottles etc... required during the meeting time and other occasions will be purchased by the Annadanam Trust office only. A register is maintained for this purpose and sent to Finance/Accounts for verification every month.

10. Material Receipt

- The materials that are used for daily activities are received in the main stores. When a material is received it is taken into the stock with a receipts note. Each receipt note will have the reference number, date of receipt, material received, quantity received and supplier name.

11. Material Issue

- The materials are to be issued to kitchen for their daily production. The materials are issued only on requisition. Whenever a material is issued to the kitchen an issue note is raised. The issue note will have the kitchen name (substore name), issue note number, issue date, material issued, quantity issued and unit of measure.

12. Material Request

- The materials are to be issued to kitchen only based on a requisition raised by the concerned supervisor in the kitchen. The requisition note will have the kitchen name (sub-store name), request date, material required, quantity required and unit of measure.

13. Material Transfer

- Whenever a material is issued to other department an interdepartmental issue note is raised. The materials are issued only on requisition. The issue note will have the department name, issue note number, issue date, material issued, quantity issued and unit of measure. There will be financial entry between two departments

14. Material Indent

- Request is sent to Marketing department in the form of Indents. Indents will be prepared Annually, Monthly and on some occasion daily also by the concerned supervisors. The indent document will have the department name, material required, quantity required and unit of measure.

15. Maintain Donation. Schemes

- Details like Scheme code and Scheme name, Scheme Tariff will be recorded. Number of persons allowed for the scheme and period for which the privileges are applicable will be captured.
- Number of persons eligible for accommodation and period of stay allowed will be captured.
- Any Bahumanams / Prasadams will be given for the scheme will also be captured.

16. Maintain Donation Details

- The details like Donor Name and his address will be captured.
- The scheme for which he has donated the amount and the amount will also be captured.
- The DD / Cheque No and the Cheque date will be captured.
- Intimation will be sent to the donor as soon as the DD was received.

17. Confirm Donation Details

- The donor will send a request for his donation. After the DD was realized in the bank, Proceedings will be sent to the donor.
- The proceedings contain details like what are all the privileges the donor is going to get.

18. Close Donor Arrival

- After utilizing the eligibility for a particular year, the donor should not use the same privilege again for that year.
- The details for the donor arrival for the year will be closed here.

19. Maintain Intimation Details

- For some schemes like Laddu dana scheme the Laddu danam will be performed on a single day or on specified days.
- Once the Laddu danam was performed, an intimation letter will be sent to the donor regarding the same.
- The details like Donor Name and Address and the date on which the Laddu danam was performed will be captured.

20. Donor Information from the Bank

- If the donation amount is less then such amounts will be put in a bank separately under a single FDR No.
- The information regarding such donation will be captured here.
- Name of the donor, Address, Amount donated, whether requested for any IT exemption will be captured here.

21. Maintain Endowment Details

- The donor name and address will be captured.
- The performance day and performance date will also be captured.
- DD / Cheque no and amount paid will also be captured.
- An Intimation Letter will be sent to the donor regarding the receipt of his donation.

22. Confirm Endowment Details

- The donor will send a request for his donation. After the DO was realized in the bank, the Proceedings document along with a donor passbook will be sent to the donor.
- The proceedings contain details like what are all the privileges the donor is going to get. .

23. Send Advance Intimation

- For some schemes a performance date will be asked.
- Basing on the Performance date an advance intimation (30 days in advance) will be sent to the donors each and every year.

5. Exit Criteria

- The pilgrim gives the token at Annadanam Complex and takes food. .
- Expiry of donation scheme period

IV. CONCLUSION AND SUGGESTIONS

Tirumala Tirupati Devasthanams had taken a pilgrim friendly measure to provide Annadanam to all those who are interested by dismantling the system of issuing tickets/ tokens, which leads to higher level of satisfaction among the pilgrims. Inauguration of New Annadanam facility (by the President Smt.Pratibha Patil) also helps in curbing the congestion, and food could be served to more pilgrims at a time. Fund utilization details could be shared with donors to the extent feasible, while better care taken while preparing and serving the food to the pilgrims leads to better satisfaction and reduce the wastage of food.

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