

# SVETA Programmes in Tirumala Tirupati Devasthanams Administration- An overview

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## ABSTRACT

Temples, as religious institutions and charitable trusts continued to play an important role in social development. The paper deals with Lord Sri Venkateswara, Tirupati-Tirumala Devasthanams (T.T.D), Tirupati. Sri Venkateswara Employees Training Academy (SVETA), located at foot of seven Hills, Tirupati. All the employees of Tirupati-Tirumala Devasthanams are getting training programmes on various aspects related to Devasthanams in SVETA Bhavan.

## 1. Introduction

Society and religion in India have passed through numerous phases of changes. Religion, the pivot of Indian life, has been exercising great influence on the people in their everyday life, social ways and habits, that being the case, the condition of this society depends on the condition of its religion. The economic life of the people, in general, is conditioned by geographical, physical and climate factors on the one hand, and social organizations, age old customs and religious faiths on the other. In her long and chickened history India has witness period of progress. India has witness period of progress, regeneration and reform, as well as period of decay, dissolution and disintegration in society and religion in religious social cultural and economic way of Indian life (r) all through there have been, from time to time, periods of progress, regeneration and reform.

Temples, as religious institutions and charitable trusts continued to play an important role in social development. They have been serving as pilgrim and tourist centres, and they have cultural centres and places of response and meditation. Every day temples have been influencing many aspect5 of human life in Indian society. The Sri Venkateswara Employees Training Academy (SVETA) is one of the institutions to impart training to Archakas and priests to inculcate a devotional approach in the temples irrespective of their caste and creed.

Performance Management is the systematic process by which our agency involves its employees as individuals and members of a group in improving organizational effectiveness in the accomplishment of a group mission and goals. Performance Management is a process that provides feedback, accountability, and documentation for performance outcomes. It helps employees to channel their talent toward organizational goals.

The origin of Performance Management can be traced in the early 1960s when the performance appraisal systems were in practice.

Sri Venkateswara Employees Training Academy (SVETA) - is an in-house training institute of TTD, which has been established to build capacities and develop skills among its staff to keep pace with the fast growing Sri Venkateswara Consciousness' flagging the theosophical world and also to metamorphose the existing human capital of TTD was identified, that which has led to the origin of SVETA set up in the year 2002. SVETA focuses in imparting training to the strong work force of TTD to improve their working skills. TTD promoted Sri Venkateswara Central Library and Research Centre (SVCLRC) in 1993. SVCLRC is custodian of a rare collection that consists of over a lakh of documents of archival value - manuscripts, palm leaves, iconography focused on Hindu philosophy and religion. The UGC through recognised that library as a Research Centre for the benefit of research scholars and doctorate students. The library is open to general public during regular timings. TTD is digitising the documents in the library.

## 2. Training Modules

- Moral values embedded in Hindu Sanatana Dharma
- Develop faith and belongingness to the organisation
- Facilitate attitudinal and behavioural modification
- State of art of technology in management
- Communication skills and stress management

## 3. TTD-Formation

TTD was established' 1932 as a result of the TTD Act of 1932. According to the act administration of the temple was vested in a committee of seven members and overseen by a fair commissioner appointed by the Madras Government. Advising the committee were two advisory councils - one composed of priests and temple administrators to aid the committee with the operations of the Tirumala temple, and

another composed of farmers for advice on Tirumala's land and estate transactions.

The Andhra Pradesh Charitable and Hindu Religious Institution and Endowments Act (1969), sections 85 to 91, expanded the provisions of TTD. The number of trustees was expanded from five to eleven with compulsory representation from certain communities. Apart from the responsibilities defined in the previous act, Devasthanam was obliged to promote the study of Indian languages and

Propagate Hindu Dharma by research, teaching, training and literature creation.

The A.P. Charitable & Hindu Religious Institutions & Endowments Act (1987) superseded the 1979 act The Board of Trustees' membership was expanded from a maximum of eleven to fifteen and the hereditary rights of temple priests and their right to garner a share of the hundi proceeds were abolished. After increased pressure from the priests over a long period, the AP Government made an amendment to the act in 2006, to discontinue these two controversial clauses. It is mandatory for non-Hindus to sign a declaration form before entering the hill temple, stating that they have faith in the presiding deity, Lord Venkateswara.

Empowered the Tirumala Tirupati Devasthanams (TTD) committee to control administer a fixed group of temples in the Tirumala Tirupati are through the commissioner appointed by the Government of Madras. This committee was assisted by a Religious by a Religious Advisory Council for religious matters and a Ryots Advisory Council for the management of TTD's estates.

In 1956, the state of Andhra Pradesh was formed and the TTD Board came under its governance. The provisions of the Act of 1951 were retained by the Charitable and Religious Endowment Act, 1966. Today TTD is conglomeration of temples brought under the first schedule 2 of Act 30 of 1987.

#### 4. TTD-Management

TTD is a conglomeration of temples, brought under the First schedule 2 of the Act 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 tow joint Executive Officers, Chief Vigilance and Security Officer Conservation of Forests, Financial Advisor and Chief Accounts Officer and Chief Engineer, besides, there are officials to look after the different branches of administration. TTD maintain 12 temples and their sub-shrines and employees about 1400 persons.

Sri Venkateswam Employees Training Academy (SVETA) crony stands for:

- S Sincerity
- V Voluntariness
- E Efficiency
- T Transparency
- A Altitudinal Change

TTD the abode of Lord Venkateswara is the largest temple administration in the country Boards of trustees manage TTD since 1933. At most 20 million pilgrims visit the shrine every year, a daily average of more than lakh. As a part of the temple administration. TTD is engaged in performing a variety of activities like providing accommodation, darshan, administration of local temples, running Charitable institutions, educational institutions and hospitals besides carrying out various religious activities.

The employees who render their service to the pilgrims shall be well aware of all the methods in maintaining good relationship in all aspects of various sevas. They must be able to serve the pilgrims with devotion and maintain high moral and spiritual values. Any programme to improve the efficiency of the employees goes a long way in making TTD one of the best run temple organisation in the world owing to the said objective, TTD has established training academy for its employees Viz., Sri Venkateswara Employees Training Academy (SVETA)

The SVETA was established in the year 2001 on 24<sup>th</sup> September, inaugurated by Honourable Chief Minister of Andhra Pradesh. Total employees working in the organisation are 15 members permanently and in contract base 50 members are working temporarily. It includes, providing guidance and directions to the employees, conducting orientation course, technical update programmes and general administration practices. It also hopes to create a sense of devotion and service.

#### 5. Meaning and Definitions of Training

Training can be defined as an organized process concerned with the acquisition of capability or the maintenance of existing capability. Training in industry has a specific purpose; it should provide experience which develops his behaviour of employees in the areas of skills, knowledge and attitude Training is a set of activities that provides the opportunity to acquire and improve job-related skills "by Schermerbom, Hunt and Osborn. Training is process of altering employee behaviours and attitudes in a way that increases the probability of goal attainment". By IRWIN Training is the process of acquiring the skills necessary to do the job' in the present situation. By ROBERT N. LUSSIER.

#### Evaluate Training

This step is consider to be of vital importance where trainee performances are monitored in order to find out if training, objectives have been met. Also this step provides feedback in producing any improvement which could enhance the effectiveness of training.

#### Importance of Training.

Organizational activities are performed through the people at work in organization and it is possible to function, if the people possess required skill, knowledge, abilities attitude to perform. But, it is evident from the experience, research work that the degree level of core competence. Attitude differs from employees to employee. Hence, the employee who lacks skill,

ability, knowledge needs reinforcement, strengthening of the deficit areas.

- Training increases knowledge, ability, skill, aptitude of the employees to enable them to perform their assigned task
- It improves the economic health of the employees can increase output It and can earn more
- It helps to increase production, productivity, decrease cost of production, reduce price of sales and increase profit.
- Employee empowerment, involvement and participation scheme of organization can be introduced easily with the use of training mechanism.
- It helps to enhance the workers knowledge to that they can use latest technology in their operational activities to produce world class product.
- Training prepares the people to adopt to organisational environment, culture, climate so that they feel free to exert their best to deliver goods and services.

## 6. Aims of SVETA

- Systematic approach to training
- Awareness of duties and responsibilities
- Equip largest developments in organization
- Updating knowledge in office management, communication skills and management techniques.
- Importing professional skills to employees of various departments.
- Inculcating the habit of regarding the sentiments of the pilgrims
- Improving the working environment of the employees of the TTD and injecting the real zeal of work
- Conducting of seminars, workshops, religious discourses of very prominent personalities like matadipathi, peetadipathie's, and religious saints.

## 7. Objectives of SVETA

- To import training to TTD employees to sharpen their skills
- To improve the efficiency and evolve a work culture for TTD staff. To create awareness about computer technology and its applications
- To prepare the employees to take on new challenges
- To inculcate a sense of duty and dedication.

### **Training on Pooja Vidhanam**

TTD has taken a drastic step to give training on pooja Vidhanam to Archakas who are interested to perform pooja at their villages.

### **Training Faculty**

The training will be mostly through guest faculty of retired civil servants and other technocrats in addition to scholars in Sanskrit, sastras and puranas. The faculty of TTD managed educational institutions and the local universities would also be engaged.

Further the training academy will enrol professionals in various fields, scholars in temple culture and the specialists in management. In fact there has been a positive response from a few retired civil servants and eminent scholars to offer.

The academy will utilize the services of experts in office management and human resources development, leading scholars in temple history and administrating, professionals in medicine engineering and forestry besides exponents in "z and other relevant literature from all over the country through Sri Vari Seva scheme.

## 8. Resources at SVETA

i) Four small rooms for group discussions. ii) A professional central library with relevant books, magazines will be available in due course. iii) Six guest rooms with facilities for working serving good to training participants. iv) Classrooms should be equipped with OHP and LCD projectors. v) To make available the latest computers to all facility. vi) SVETA had good computer lab. vii) All the class rooms have been air-conditioned.

## 9. Functions of SVETA.

- It is headed by director, followed by course co-ordinate and other staff members
- SVETA conducts meeting with heads of various departments on quarterly or half-yearly basis
- Identifies the training needs of the individual functions and organization to meet the future changes
- Design suitable training program where it is committed to develop much individual by giving required trading.

## 10. Activities in SVETA

The religious section of TTD carries out several activities. Are of them is Dharma Prachara Parishath and the other is administering S V Central library and research centre.

Religious discourses of very prominent personalities like matadhipathi, peetadhipathi and religious saints. Under religious projects with a view to popularizing and carrying out research in areas of special interest to TTD. They are'

- Annamacharya project
- Alalwlar divya prabhaya project
- Dare sahitya project
- Bhagavatham project
- SV recording project
- Veda recording project

Another religious activity of TTD is to develop and propagate all activities associated with temples. The area chosen is tradition sculpture and architecture with this project TTD has established SV institute of traditions sculpture and architecture.

## 11. Design and Conduct of Future Programmes

Based on the responses received from 444 employees of TTD, the personal interviews with the HODs and other functions and the detailed discussions with HODs the following recommendations are made for design and conduct of training programmes at SVETA.

It is very clearly revealed that the training needs of employees are twofold. The first is related to some of the general functions carried out by the employees. The second is related to the specified training needs, which will be hereafter called as core training needs.

## 12. Training Programmes to Archakas

Based on its aims and objectives, SVETA has planned numerous activities to fulfil its objectives.

They include, providing guidance and directions to the employees, conducting orientation course, technical update programme and general administration practices. It also plans to raise the performance level of the employees by familiarizing latest management technique, planning and implementation procedures. It also hopes to create a sense of devotion and service. The academy through its activities hopes to create a bridge between the management and employees and in the long serve as a centre for promotion of excellence in temple administration.

## 13. Schedule of Training

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The academy offers specially tailored programmes to suit the requirements of each department. The duration of the programme will vary from topic to topic, For instance, computer awareness programme will be conducted for two weeks while course on temple management will last for a week. It is proposed to have post training follow up and evaluation of all trainees.

## 14. Conclusion

The employees who render service to the pilgrims are expected to be well informed of all the aspects of administration and details of various sevas. They must be able to serve the pilgrims with devotion and maintain high moral and spiritual values. Any programme to improve the efficiency of the employees will go a long way in making TTD one of the best performing temples organizations in the county. This can be done by SVETA to be strengthen and inculcate a sort of awareness among the employees to do justice towards their responsibilities and also satisfy the pilgrims, who are coming to this world wide reputed Temple of Thousand names of God "Lord Venkateswara-Srinivas-Govinda".