

A Good Governance Model Village Gangadevipally and Its Impact on the Development of Tourism in Warangal

District

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ABSTRACT:

The village Gangadevipally, is a role model village to other villages of Warangal district for good governance. The village people have been taking advantage successfully of all the government schemes during the last two decades. The contributions of the NGO's are very significant. The village surpanch and other committee members strived hard to develop the village into a model village. The awards given by several Organizations and Governments are the testimony to the achievement of the village people. Since it is a model village, several domestic, international visitors and scholars are visiting the village to look the effective implementation of good governance and their number has been increasing year by year.

This practice is leaving its impact on the promotion of tourism in the district also. Warangal was the seat of power (capital city) of the illustrious Kakatiya dynasty, who ruled telugu people and contributed a lot for the all round development of this region. Today the Warangal district contains some of the best forms of tourist destinations. The model village Gangadevipally has been indirectly contributing a lot in the promotion of Warangal tourism by its visitors.

Key Words: Gangadevipally, Good Governance, NGO's, Kakatiya Dynasty, Tourism.

INTRODUCTION:

The actual term governance comes from an ancient Greek word, *kebernon*, which means to steer. In current usage, to govern means to steer, to control, and to influence from a position of authority. Good governance is an indeterminate term used in international development literature to describe how public institutions conduct public affairs and manage public resources. Governance is "the process of decision-making and the process by which decisions are implemented (or not implemented)".

The term governance can apply to corporate, international, national, local governance or to the interactions between other sectors of society. It is a set of the systems and processes concerned with ensuring the overall direction, effectiveness, supervision and accountability of an organization.

Good governance has become a buzzword in development today. Fighting against corruption, raising accountability and promoting transparency are increasingly perceived as being indispensable to the notion of good governance.

The concept of good governance is gaining popularity and is being used unsparingly in the international community to promote development, economic and social security and peace. There is realisation that robust engagement with the civil society is at the heart of good governance and citizen participation has become a recurring theme because of the inherent impact policies can have on citizens – the ultimate beneficiaries.

Warangal district is located in the northern region of the state of Telangana, India. The district is at a distance of 140 km. from the state capital Hyderabad. The village Gangadevipally, in Geesukonda mandal of Warangal district, was well identified as the centre of excellence in good governance and became a model village to other villages in the district and state. The village people are well disciplined, determined and also working in harmony towards goals set collectively.

The village has been steadily gaining in prosperity by utilizing all the government schemes. The domestic and foreign visitors have been visiting to this village around the year to see the successful implementation part of various noble works. The visitors flow to this village has been increasing year by year and they are visiting marvelous in and around tourist centers in the district. This model village indirectly has been contributing a lot in the promotion of district tourism.

OBJECTIVES OF THE PAPER:

The present research paper is outlined in the following objectives:

1. To make clear the conceptual significance of Good Governance.
2. To study the unique features of the model village.
3. To study the various fact files of the model village.
4. To study the tourism potentiality of the district.
5. To study the contribution to tourism growth in the district.

METHODOLOGY:

The research conducted for this study consists of several parts. Primary data was collected to ascertain the information gathered from secondary data. Primary data was collected through interviews and observation method. The respondents are comprised of villagers, working staff and tourists. The secondary data was collected from books, journals, internet, village panchayath office records as well as reports, magazines and news paper reports etc.

CONCEPTUAL SIGNIFICANCE OF GOOD GOVERNANCE:

The concept of "governance" is not new. It is as old as human civilization. Simply put "governance" means: the process of decision-making and the process by which decisions are implemented (or not implemented). Governance can be used in several contexts such as corporate governance, international governance, national governance and local governance. Since governance is the process of decision making and the process by which decisions are implemented, an analysis of governance focuses on the formal and informal actors involved in decision-making and implementing the decisions made and the formal and informal structures that have been set in place to arrive at and implement the decision.

It must have firm moorings to certain moral values and principles. Good governance, as a concept, is applicable to all sections of society such as the government, legislature, judiciary, the media, the private sector, the corporate sector, the co-operatives, societies registered under the Societies registration Act, duly registered trusts, organizations such as the trade unions and lastly the non-government organisations (NGOs). Public accountability and transparency are as relevant for the one as for the other.

It is the World Bank which first brought the concept "good governance" into development discourse. The bank's experience of failure of its economic policies in African countries led the Bank to attribute the failure to "bad governance" i. e administrative inefficiency, corruption, lack of transparency, etc. in these countries. The conceptualization of "bad governance" then led to the conceptualization of "good governance" which includes parameters like administrative efficiency, rule of law, accountability, and transparency. The Bank however, did not associate "good governance" with any particular political regime. This association between "good governance" and democracy is vigorously pushed into the development discourse by the bilateral agencies.

The United Nations Development Programme (UNDP) treats good governance as the existence of a network of institutions of government coupled with laws and regulations that together create and maintain a social environment in which human development in all its riches takes place, and for all groups in society. Good governance is thus, a subset of governance, wherein public resources and problems are managed effectively, efficiently and in response to needs of society. Public Participation in influencing decision making,

transparency, and accountability are thus the hallmarks of good governance.

The following are the principles of good governance:

- Universal protection of universal human rights.
- Rule of law that is implemented in a non-discriminatory manner.
- Efficient, impartial and quick judicial system.
- Transparency in functioning of public agencies and officials (right to information).
- Accountability of decisions made about public issues and public resources by public leaders and officials.
- Devolution of resources and decision-making power to local levels and bodies in rural and urban areas.
- Participation and inclusion of all citizens in debating public policies and choices.

Good governance has 8 major characteristics. It is Participatory, Consensus Oriented, Accountable, Transparent, Responsive, Effective and Efficient, Equitable and inclusive follows the Rule of Law. It assures that corruption is minimized, the views of minorities are taken into account and that the voices of the most vulnerable in society are heard in decision-making. It is also responsive to the present and future needs of society.

UNIQUE FEATURES OF THE MODEL VILLAGE:

Gangadevipally was a small hamlet of the Machapoor gram panchayath in Warangal district of Telangana state. Being remote and cut off from the gram panchayath no development activity or allegation ever rich the people here. People life's were filled with misery and disbar. So many things could change and yet don't. Because one kept waiting, waiting, and waiting for others to bring change into their lives. Over two decades ago the people of village decided they had waited enough. They decided to come together and bring about the change they wanted on their own. Today Gangadevipally is an example how a gram panchayath can channelize all the development efforts and transform a small hamlet into award winning model village. The brief description of the village is as follows, as on April, 2014:

- » Total Village Population: 1402, Women-722 & Men-680.
- » Total Number of Voters: 980 (Women-505, Men-475).
- » Total Number of Houses: 281.
- » Total Number of Individual Toilets in the Houses: 279 .
- » Total Number of Water Tap Connections: 281.
- » Total Number of Electricity Connection Houses: 281.
- » Total Number of Educated Villagers:
 - (1) Up to 5th Class: 486, (2) Up to Intermediate: 456, (3) Graduates: 106.(4) Post Graduates: 14, (5) B. Tech/M. Tech: 25, (6) MBA / MCA: 15 .

» Total Number of Agriculture Farmers:
 (1) Below 01 Acer Field Farmers: 35, (2) Between 01 to 03 Acers: 48.(3) Between 05 to 10 Acers: 68, (4) Above 10 Acers: 05, (4) Total Number of Women Self-Help Groups: 19

The village became a gram panchayath in the year 1994 under the Gesukonda mandal. The village people have realized the need for an institution like gram panchayath, where in all the villagers could come together and collectively act for their own goals. To their credit the people supported to move ensure that their only women become the panchayath members along women supanch in 1995, and 2001 elections.

UNIQUE FEATURES:

The village holds the following unique features.

- * Every house has the bare necessities of the life, and more.
- * Every house has regular power and water supply to a scientific water filtration plant, a community-owned cable TV service and concrete, well-lit roads.
- * Disciplined and determined community that has managed to work in harmony towards goals it set collectively.
- * The village has over two dozen committees to manage areas such as health and hygiene, drinking water, cable television and literacy.
- * The ratio of women and men are about the same but each woman is also a member of a self-help group, making a significant contribution to family income.
- * The village came to limelight by adopting a strong stand on imposing total prohibition, including brewing, sale and consumption of liquor.
- * Safe mineral water supply at the cost of Rs. 1 for a 20-litre can, besides free supply of water through a cooperative committee.
- * The NGO's, Village Developmental Societies, and Rotary club have been associated with the village.
- * There is a strict Family planning system with two children in the village.

VILLAGE ADMINISTRATIVE COMMITTEES:

The village has been functioning effectively with the support of various committees. Drinking Water Committee, Toilets Construction Committee, Village Greenery and Cleanliness Committee, Liquor Abolishment Committee, Village Dish Cable Committee, Visitors Welfare and Training Committee, Civil Supplies

Committee, Loans Recovery Committee, Women Problem Salvation Committee, School Welfare Committee, Village Mothers Committee, Village Youth Committee, Farmers Welfare Committee, Plastic Bags Abolishment Committee, Physically Handicapped persons Welfare Committee, Internal Audit Committee, Village Unity Committee, Women Empowerment Committee.

ACHIEVMENTS:

The village was achieved remarkable targets based on the effective work culture of the village administrative committees.

- » 100% Complete Liquor Abolishment (right from 1992)
- » 100% Tax Collection
- » 100% Toilets Construction in every house (right from 2000)
- » 100% Family Planning Implementation.
- » 100% Every house entertaining the small savings.
- » 100% Literacy Rate
- » 100% Mineral Water Serving Village and First Non Florid village in the district.
- » 100% No Child Labor village.
- » 100% LIC Policy holders village

RECOGNISATIONS:

The village administration was won the following prestigious National level and State level awards on the successful maintenance of good governance.

- » Nirmal Gram Puraskar, National Award (2007)
- » Rajiv Gandhi Uttam Gram Panchyath National Award (2007)
- » Subhram State Award (2008)
- » Google Gram Panchayat Award (2010)
- » District Level Best Gram Panchyat Awards (6 times: 1997-98, 2003-04, 2006-07, 2007-08, 2008-09, 2009-10)

Today this village was well identified as centre for excellence in good governance by its remarkable achievements of noble tasks. The domestic and foreign visitors have been visiting to this village around the year to see the successful implementation of various Government schemes and noble works. The visitors flow to this village has been increasing year by year. The below three tables presents the fact figures of the visitor arrivals to this model village during the current year, 2014.

Table -1
Month Wise Foreign Visitor Arrivals During Current Year

SL. NO.	NAME OF THE COUNTRY	NO. OF VISITORS	MONTH
01	AFGHANISTHAN	19	JANUARY
02	AUSTRIA	08	MARCH
03	BURANDI	20	APRIL
04	CUBA	14	MAY
05	IRAN	29	JUNE
06	ITALY	17	JULY
07	SRI LANKA	12	JULY

Source: Gram Panchayath Office Records.

TABLE – 2
MONTH WISE DOMESTIC VISITOR ARRIVALS DURING CURRENT YEAR

SL. NO.	NAME OF THE STATE	NO. OF VISITORS	MONTH
01	ASSAM	14	JANUARY
02	TAMIL NADU	17	FEBRUARY
03	WEST BENGAL	20	MARCH
04	KERALA	28	MAY
05	JAMMU & KASHMIR	10	JUNE
06	KARNATAKA	15	JULY

Source: Gram Panchayath Office Records.

TABLE – 3
MONTH WISE INTER DISTRICT VISITOR ARRIVALS DURING CURRENT YEAR

SL. NO.	NAME OF THE DISTRICT	NO. OF VISITORS	MONTH
01	ADILABAD	26	JANUARY
02	NALGONDA	32	FEBRUARY
03	KARIMNAGAR	13	MARCH
04	MEDAK	20	APRIL
05	NIZAMABAD	14	JUNE

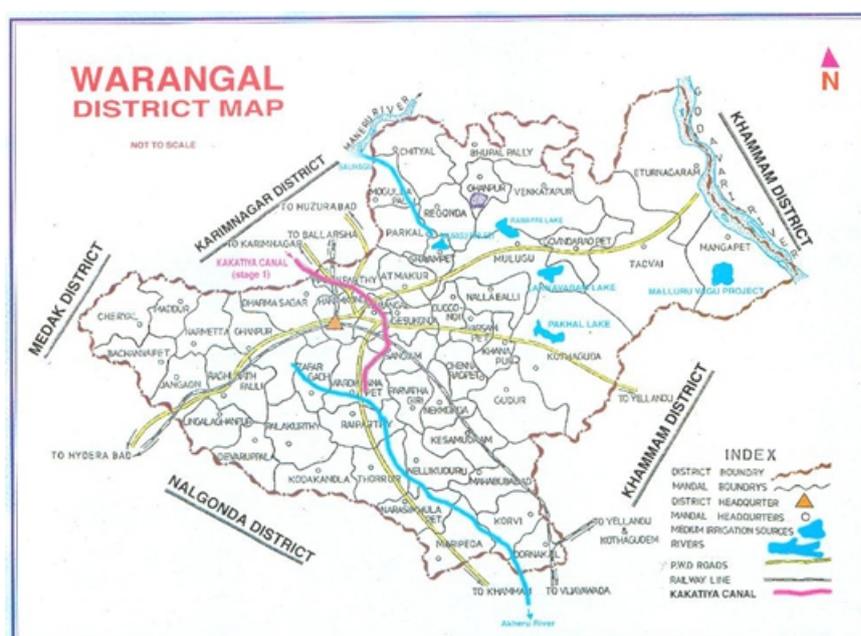
Source: Gram Panchayath Office Records.

The model village Gangadevipally has been contributing a lot in the development of Warangal tourism promotion by its above visitors indirectly. Almost all the visitors have been visiting nearby scenic beautiful tourist centers, heritage monuments, wild life sanctuaries, handicraft villages etc to gain the maximum joyful and memorable tourist experiences. Today this model village has become as one among the great resources in the development of district tourism.

TOURISM POTENTIALITY OF WARANGAL DISTRICT:

Warangal, once the capital of the Kakatiya Kingdom, is the fifth largest city of Andhra Pradesh. Warangal's History, with beautiful lakes, fine temples, rich fauna & flora has contributed to its importance as a Tourist Centre.

Map – 1 :Location of Warangal District



The ancient name of Warangal was known to be Orugallu or Omtikonda on account of huge boulder like hill-ock situated near the swayambhu Siva Temple and is also called "EKASILANAGARAM". In course of time, it was called as "Orugallu", and finally known as Warangal. The different tourist centers in the district were categorized as follows.

TABLE – 4
LIST OF TOURIST CENTERS AND THEIR FORMS IN WARANGAL DISTRICT

S. No.	Name of the Tourist Centre	Form of Tourism
01.	Warangal Fort & Khush Mahal	Heritage Tourism
02.	Thousand Pillar Temple	"
03.	Ramappa Temple	"
04.	Medaram	Pilgrimage Tourism
05.	Pakhal	Wildlife Tourism
06.	Eturnagaram	"
07.	Pembarti	Rural Tourism
08.	Cheriyal	"

The above marvelous tourist sites have been contributing a lot towards strengthening the scenario of cultural heritage of Warangal district. Keeping in view the grand image of cultural heritage of the district the tourist arrivals growth have been increasing right from 2010 to 2013 as below.

TABLE – 5
TOURIST ARRIVALS TO WARANGAL DISTRICT (2010-2013)

Year	Domestic Tourists (In Crores)	International Tourists
2010	1251526	328
2011	3801395	294
2012	4197431	371
2013	4652613	415

Source: O/o The Director, Dept. of Tourism, Govt. of Andhra Pradesh.

Behind the rise of the tourist arrivals in the above table, the model village has been playing an indirect vital role by sending its visitors as tourists for the growth of Warangal district tourism. Keeping in view the rich tourism potentiality of the district, the Department of Tourism, Government of Andhra Pradesh have been organizing the Kakatiya Festivals as district official tourism festival for the last couple of years. The Department has been organizing the celebrations for only three days every year as other, where this 2012-13 year, the Ministry of Tourism and State Tourism Department jointly organized yearlong festival in the district with grant of Central Financial Assistance and state grants. . In this yearlong festival good number of cultural and literary activities were happened. Due to the festival impact, good number of foreign tourists and domestic tourists has visited the district.

On the eve of National Tourism Day celebrations i.e., 25th January, the Ministry of Tourism was presented the Best Heritage City category award to Warangal for the year 2011-12.

IMAGES:





SUGGESTIONS:

In the light of the above discussed facts and figures, the present study has the following relevant suggestions have been made.

- » The Roads & Buildings (R&B) Department, Government of Andhra Pradesh has to build proper infrastructure facilities, like developing the inter village roads and a Guest House.
- » Andhra Pradesh Tourism Development Corporation (APTDC) Ltd. has to construct its Haritha way side amenity hotel for benefit of the visitors.
- » There should be a Water Shed management to preserve the water resources in the village.
- » All school children and college students should visit the village to enrich their knowledge by knowing effective local governance.
- » In the middle of the village there is beautiful lake. The District Tourism Promotion Council (DTPC) should promote it as a Boating Unit for the visitors boating activity.
- » ANM Sub Centre should be construct for proper children vaccination.
- » A English Medium school should be construct for the better and value based education.
- » In the village, there should be a souvenir shop of Pembarthi and Cheryala traditional items.
- » The DTPC should concentrate on the promotion of this village by publishing and distributing the Broachers.

CONCLUSION:

From the above discussion it should be clear that good governance is an ideal which is difficult to achieve in its totality. Very few countries and societies have come close in achieving good governance in its totality. The Warangal district is so fortunate to have such a unique model village Ganagadevipally, which was well identified as centre for excellence in good governance in village administration. In the tourism point of view Warangal district has its own place on the map of Cultural tourism in view of its glorious heritage in the form of magnificent cultural monuments and antiquities overflowing with rich art and architecture.

The Kakatiya temples in the district have been contributing a lot in the promotion of Pilgrimage Tourism and as well as the Cultural & Heritage Tourism in a unique manner. Most of the tourists visiting to various tourist centers in the district are the visitors of the model village only. This model village is living its impact to the overall growth of tourism in Warangal district.

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